

salesforce

Salesforce Customer Experience

Giving amazing customer service in a pandemic, how are companies doing this?

Jason Lees: Salesforce SMB Account Executive, Business Services & Real Estate

Philip Marks: Salesforce Service Cloud Specialist



Salesforce Customer 360



Fast Time to Value • #1 CRM • Flexible & Scalable • Trailblazer Economy • Work From Anywhere



Experience	Apps	Web	Channels	Bots
Intelligence	Automation	Workflow	Personalization	Low Code
Single Source of Truth	Data	Streams	Segments	Privacy

Hyperforce



Disconnected Experiences Hurt Engagement

Companies are not set up to meet changing customer and employee expectations



84%

of customers say companies do NOT excel at providing consistent experiences across channels

Today's Customer



Disconnected departments

Siloed data

Legacy tools

Manual processes

Disparate point solutions

87%

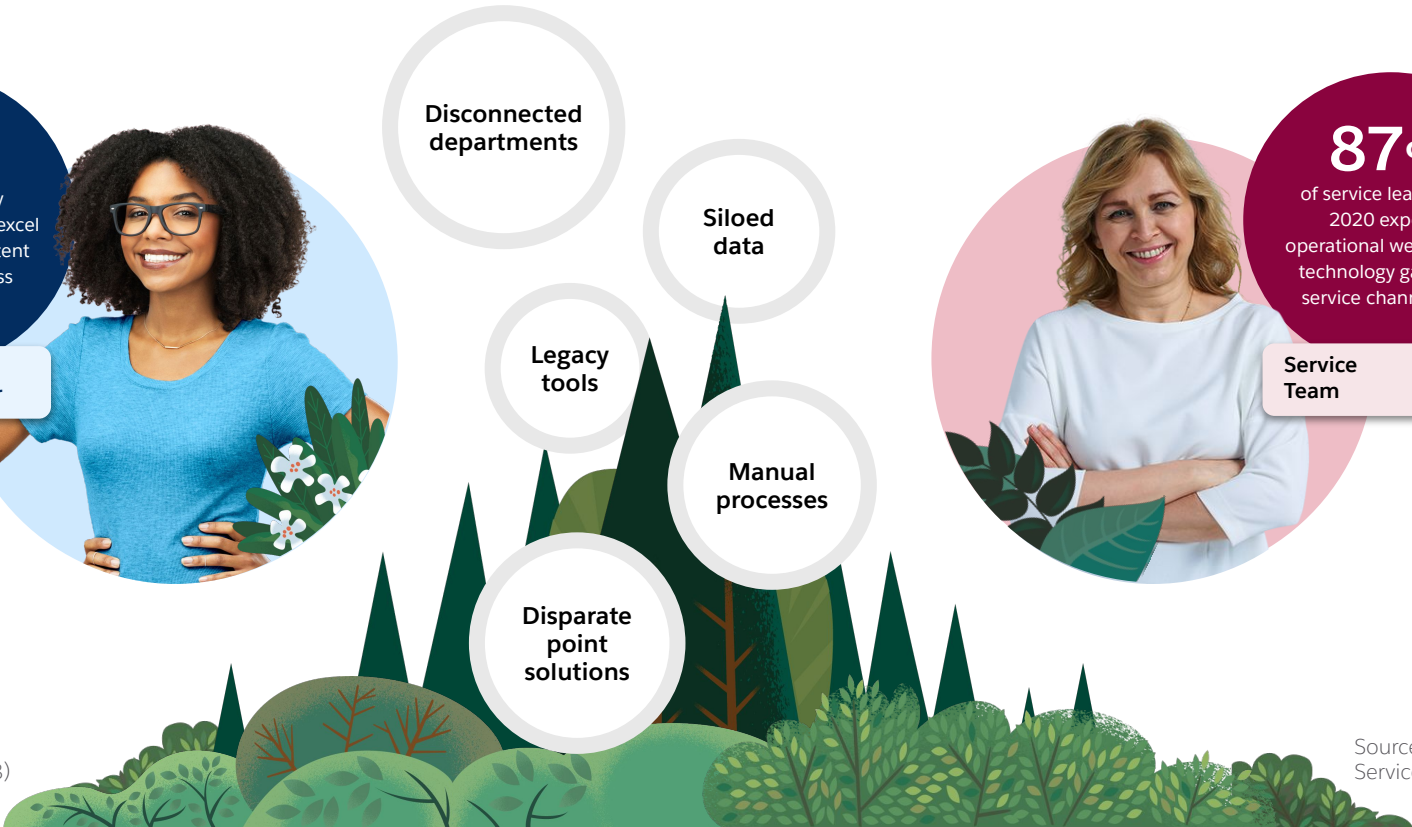
of service leaders say 2020 exposed operational weaknesses, technology gaps, and service channel gaps

Service Team



Source: Trends in Integrated CX (2018)

Source: State of Service (2020)



Optimize Your Channel Strategy Around the Customer Journey

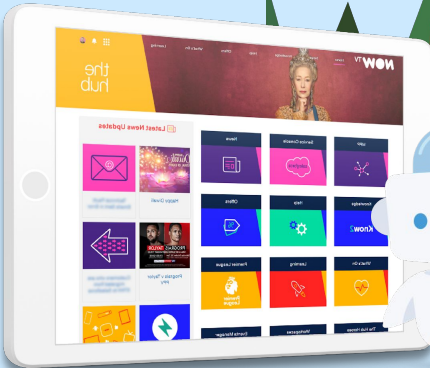


AI Assisted

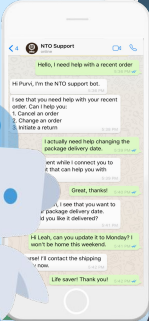
Self-Service

Agent Assisted

Portals & Help Centers

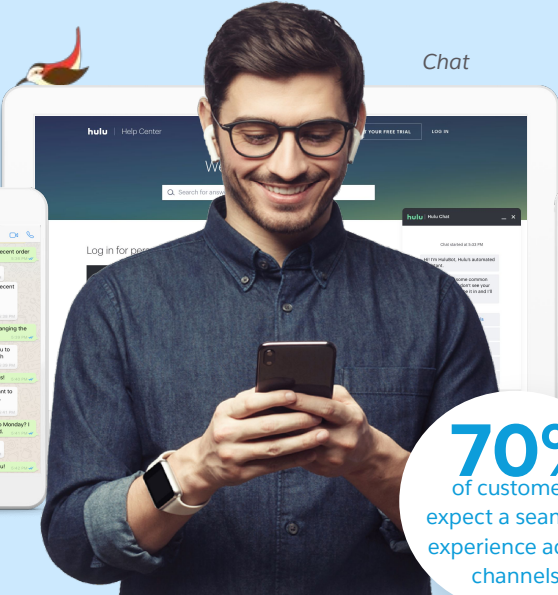


Messaging



Chatbots

Chat



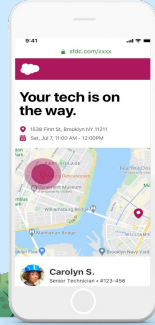
Voice



Video



Field Service



70% of customers expect a seamless experience across channels

Source: State of Service (2019)

salesforce

CORE VALUES

TRUST
CUSTOMER
SUCCESS
INNOVATION
EQUALITY

THANK YOU

salesforce

