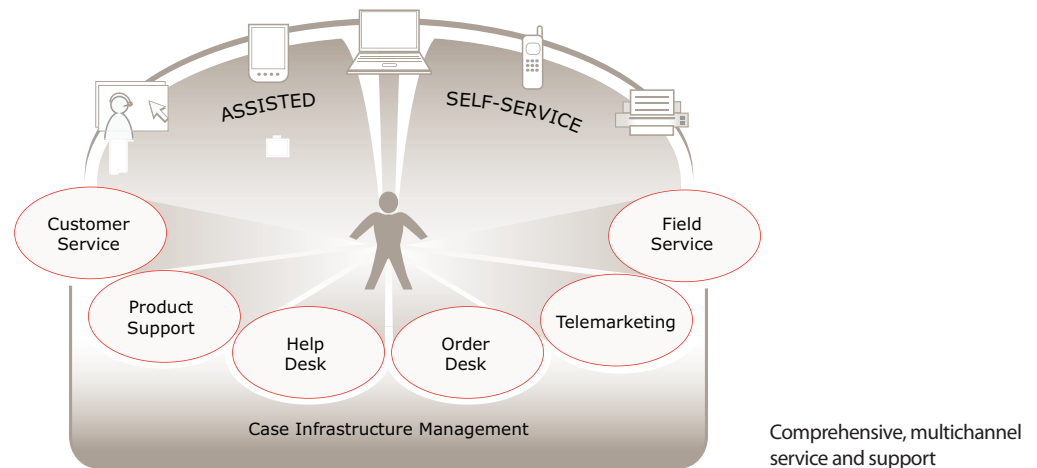


On-Demand Customer Service and Support



Around the clock—over the phone, email, and the Web—every customer interaction has an impact on loyalty and retention.

Service and support managers face the challenge of delivering excellent service to today's discerning customers while keeping operational costs under control. Many learned the hard way that lengthy and expensive implementations of complex applications are not the answer. Instead, they are looking to streamline and simplify their efforts to maximize customer satisfaction while lowering the cost of each interaction.

To reach service and support goals, teams must recognize, understand, and meet customer needs quickly and efficiently. The entire service organization must understand the nature and history of a customer's inquiry and provide the right answer at the right time. Managers must have insight into how the service and support organization works in order to continually improve its processes.

World-Class Customer Care

Developed by salesforce.com, the leader in on-demand customer relationship management (CRM), Salesforce Service & Support helps companies achieve superior service levels that translate into competitive differentiation and reduced costs. The application enables organizations of any size to quickly and easily integrate, customize, and manage service operations. More than 1,500 companies use Salesforce Service & Support to handle interactions with customers, partners, and employees.

For one service representative or hundreds, Salesforce Service & Support can be deployed within your existing infrastructure in weeks. Because it's integrated with salesforce.com's sales and marketing applications, it provides a comprehensive view of every customer interaction. Sophisticated multichannel capabilities, including Web self-service, allow customers to select the channel they prefer and receive consistent, high-quality care.

On-Demand Solution

With Salesforce Service & Support there's no software or infrastructure to deploy or maintain. This means lower cost, lower risk, and faster time to value than is possible with on-premise solutions. The on-demand model is ideal for enabling agents who work at home or in distributed or offshore locations. The application's intuitive Web interface is quick to learn and easy to use.

Rapid Customization

AppExchange Builder—Salesforce Service & Support's built-in, point-and-click customization tool—makes creating and modifying business processes and workflow fast and easy. Customizing the application to meet the unique needs of most organizations requires no IT resources.

“We're now able to give customers answers to problems before they ever talk to an agent. Salesforce Service & Support is helping us do more with the same number of people.”

— Director,
Client Services
Totaljobs.com

“With Salesforce Service & Support, we’re able to manage customer interactions through many channels. At the same time, agents, sales reps, and members of our supply chain can all see important information about customers.”

— Project Manager
Ashland Distribution
Company

Multivendor Telephony Integration

Salesforce Service & Support integrates easily with technology from leading on-premise and hosted telephony providers via salesforce.com’s AppExchange telephony API toolkit. Agents may work in a multivendor environment, but they have a consistent, seamless experience.

Real-Time Reporting

Real-time and historical reporting via live dashboards allow monitoring of customer interactions, agent performance, and service level agreement (SLA) compliance. Managers use point-and-click menus to create custom reports that give them instant insight into critical business information.

Flexible Features Delivered on Demand

Salesforce.com’s on-demand application provides a broad set of features that are quickly and easily implemented for use by agents anywhere. Because it is flexible and easy to customize, it can be used to meet business requirements beyond those of traditional customer service organizations—IT help desks, product support teams, order desks, and telemarketing and telesales groups can all benefit.

Multichannel Interactions

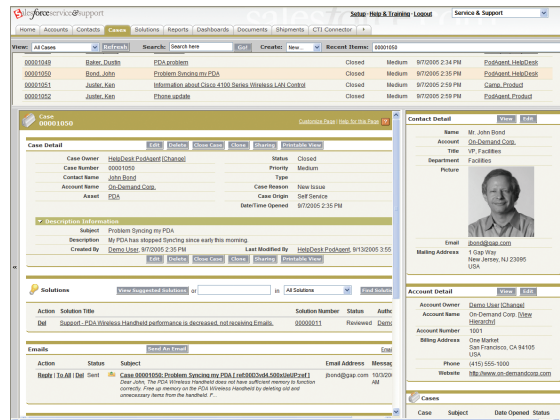
With Salesforce Service & Support, customer service operations can be integrated with leading computer telephony integration (CTI) technology without the need for expensive programming expertise. Customers have a consistent experience when they interact with your organization through any channel, including telephone, fax, email, and the Web.

- ❑ **CTI integration.** Companies can use our open telephony API toolkit to integrate with their telephony infrastructures. Instantly identify and route customers to the appropriate agent based on ANI (automatic number identification).
- ❑ **Email management.** Personalized, automated responses can be created based on business rules and can include attachments based on the type of inquiry or information supplied by the customer. Automatic email-to-case functionality reduces processing and response time because inquiries are routed to the appropriate agent along with previous customer emails.
- ❑ **Web self-service.** Customers can use the integrated knowledge base to search for information, submit new issues, and update or check the status of existing issues around the clock via a Web portal.

Agent Productivity

Salesforce Service & Support’s multitier support queue enables review, escalation, and routing of customer inquiries to improve resolution times and increase first-contact resolution.

- ❑ **Agent console.** A unified agent console with integrated solution management provides a single desktop view of relevant information about the current case. Multitiered queuing and routing capabilities enable individuals or groups to review and act on inquiries and quickly resolve customer issues.



The **agent console** gives service and support agents a comprehensive view of the customer.

- ❑ **Suggested solutions.** With IntelliMatch-based suggested solutions, organizations can reduce customer dependency on interactions with agents. By automatically presenting related solutions to self-service users when they file support cases, Salesforce Service & Support gives customers the information they need before they even contact an agent.
- ❑ **Case escalation.** Advanced settings meet the needs of more-sophisticated customer service and support environments. All case escalations are based on the time the case is created, and all escalation actions remain active until a case is closed. Users can select “based on last modified time” and “disabled after first touch” escalation options.
- ❑ **Case queuing and routing.** Case queues can be set to segment and route incoming cases based on criteria such as product category, customer type, service level, or required skills. Multiple agents can be responsible for each case type, so inquiries are handled by the first available agent.
- ❑ **Case assignment.** The distribution of cases is automated so each customer inquiry immediately reaches the right group or agent for the quickest, most accurate resolution. Built-in email-to-case functionality lets you use multiple email addresses to route incoming email to the appropriate queues.

Customer Service Operations

Using the Salesforce Service & Support infrastructure, companies can combine their unique business processes with established industry best practices.

- ❑ **Workflow management.** Customer issues are resolved quickly because they are automatically assigned to the appropriate resource, and response teams are alerted as needed. The impact on business performance is evaluated, and issues are escalated to minimize factors that could hurt employee productivity.
- ❑ **Asset management.** Processes for requesting IT equipment and ordering supplies for new employees can be automated, as can other processes for allocating company assets more efficiently. Employees get automatic status updates, freeing the IT team from follow-up inquiries.
- ❑ **Knowledge management.** It’s easy to capture, review, catalog, and access information, so agents can find what they need when they need it. Knowledge management features include:
 - ❑ A solution encyclopedia that stores relevant information so agents can resolve cases quickly and accurately for cost savings and improved efficiency.
 - ❑ A private and public knowledge base that allows easy sharing of company expertise directly with customers via an online channel without agent assistance.
 - ❑ Browsing and searching capabilities that categorize solutions in a way that makes sense for your organization, so even new agents can rapidly resolve customer issues.
 - ❑ Solution administration that ensures the quality of information in the knowledge base by using a multilevel solution review process.
 - ❑ Solution workflow that supports custom workflow rules, automates knowledge management, and notifies administrators when prompt action is required.
- ❑ **Self-service case management.** If customers can’t locate solutions to their questions online, they can easily log a new case right from within a company’s self-service portal or Web site. Customers who feel more comfortable with email are able to use their email program of choice to automatically create cases.
- ❑ **Quality management.** Capturing information about product defects, enhancement requests, and other feedback helps ensure that valuable data gathered from customer interactions support improvements in product and service quality.

“While we still provide top-quality customer service on the telephone, with the Salesforce Service & Support Web self-service portal we are now able to help our customers help themselves. We’ve given self-service access to more than 200 customers in just three months.”

— Vice President,
Customer Services
Paciolan

Case Management

With the powerful case management capabilities provided by Salesforce Service & Support, you can efficiently manage historical information about customers as well as important metrics that track performance.

- ❑ **History tracking.** Case histories include a summary of all changes made to the case and a log of case comments. You can customize this feature to choose which case fields are tracked.
- ❑ **Case metrics.** Detailed case data provides the ability to drill down into metrics such as the time required for agents to handle each case management stage, so managers can quickly identify time-consuming problems and pursue alternate strategies.

Real-Time Reporting

Real-time dashboards and reports enable you to respond quickly to issues, make service improvements, and maximize resources—no data warehouse required.

- ❑ **Performance dashboard.** An at-a-glance overview of your customer service organization provides real-time metrics to guide scheduling and allocation decisions. User-friendly wizards support quick, easy creation of custom dashboards that can be shared with a single click.
- ❑ **Service quality analysis.** Critical insight into service quality—such as response times, first-contact resolution rates, and more—enables managers to identify service trends and effectively manage customer issues.
- ❑ **Agent performance metrics.** Key metrics allow managers to track agents and resolve challenges before they become service issues. Insights into agent workloads support appropriate resource allocation.
- ❑ **Customer issue analysis.** Mining of customer information provides data that can be used to refine product and service offerings. By immediately identifying common issues, service managers can provide feedback to product teams and management.

Customer Service and Support Success

Salesforce Service & Support is used by onsite agents, virtual (remote) agents, and outsourced customer service center agents at more than 1,500 companies. Its full set of features helps organizations increase first-contact resolution rates, improve service team productivity, and provide a better customer experience.

For More Information

Contact your account executive to learn how we can help you accelerate your CRM success.

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