

The Service Cloud – Knowledge as a service

“Knowledge will help us increase agent productivity and customer satisfaction.”

— Kimberly Jansen
 CRM Program Manager
 Misys Banking Systems

Personalized knowledge: The right answer for the right customer at the right time. If you can deliver it, your customers will be more satisfied and you'll keep your service costs under control.

Unfortunately, that's harder than ever to do these days. Products and services are more complex. Product portfolios continue to change and expand. And customers are seeking knowledge in channels that didn't exist just a few years ago. Sure, they call the call center, but more and more often they're turning to the Internet or the "cloud" to find information. And not just on your Web site, but in social communities like Twitter and Facebook as well.

Old knowledge management technology can't cut it in this new world. Search engines get overwhelmed with irrelevant data, slowing down agents and frustrating customers. Stand-alone knowledge bases just aren't aligned with your service processes. And traditional, client/server platforms are too rigid to keep pace with your changing business. Plus, they can't harness or deliver knowledge into these cloud-based channels.

It's time for a new approach.



Knowledge – the heart of the Service Cloud

The Service Cloud delivers the world's first enterprise-grade knowledge base to run entirely on an advanced, multitenant cloud platform. That means you get all the cloud-computing benefits that salesforce.com is known for delivering. No expensive data centers. No software. No complex upgrades. Just powerful knowledge management, without the hassle of on-premises software.

Unlike stand-alone applications, this knowledge base is fully integrated with everything else the Service Cloud has to offer: all the tools you need to run your entire service operation. When your knowledge base is a core part of your CRM solution, you can manage your knowledge as a process, not a snapshot in time. You can continually create, review, deliver, analyze, and improve your knowledge. Your agents get smarter, your customers get better service, and your costs go down. It's for this ability to "facilitate decision-making at every possible level" that *KMWorld* magazine included salesforce.com on its 2009 list of "Companies that Matter in Knowledge Management."

And because it's delivered by the Service Cloud, your knowledge is available wherever your customers need it. Your agents have the right answers at their fingertips to communicate over the phone, send out through an email, or share via a chat client. The same knowledge base serves up answers to your service Web site, whether it's a secure portal or part of your public site. If you want to take advantage of social channels like Twitter or Facebook, you can easily share knowledge while you tap into the wisdom of the crowd to capture new ideas or answers. And you can do it all securely, knowing that you can always control exactly who sees what information, and how.



“Our agents can address customer inquiries in real time with the Service Cloud.”

— Chris Spear
Director of Program Management
Extra Space Storage

Dimensions: the key to personalized knowledge

When it comes down to delivering highly personalized knowledge, you can't simply rely on search technology. Page after page of irrelevant search results frustrate customers and delay agents. That's why the Service Cloud's knowledge base complements its powerful search capabilities with a patented technology called dimensions. Dimensions lets you segment your knowledge into categories that align with your business and your customers. Categories like product line, customer location, account type, and service channel, or even measures like where customers are in their lifecycle. From there, you can pin down exactly the right answer the first time. The result? Faster answers and more satisfied customers.



A: Dimensions delivers personalized answers.

The power of enterprise knowledge with the ease of salesforce.com

The Service Cloud gives you the tools you need to manage your knowledge at enterprise scale. But it also delivers the same great ease of use that salesforce.com is known for. That means you'll benefit no matter what size or how complex your business is.

- ❖ **Rich knowledge articles** – Go beyond simple FAQs. Easily create rich articles, include images or videos and custom formatting with WYSIWYG editors. Even add navigation elements like tabs and or a table of contents.
- ❖ **Review & approvals workflow** – Everything you need to automate the authoring, review, and approval processes. Assign knowledge tasks, create deadlines, and update the status of your articles. Use the version control tools to help your organization work in sync.
- ❖ **Usage analytics** – Keep tabs on what's really valuable with analytics that show how often people read specific articles and how highly they rate them.
- ❖ **Easy administration** – Don't wait on IT. Point-and-click administration tools let business users define processes, set up dimensions, and create article templates.

Agile cloud platform. Trusted cloud infrastructure.

Perhaps the best part about the knowledge base in the Service Cloud is that it's built on Force.com. That means you get all the benefits of our agile cloud platform and trusted cloud infrastructure.

The Force.com cloud platform helps fit the Service Cloud to your business and ensures you can customize it on the fly as your organization evolves. You can do things like create customized knowledge articles. Change and create new business processes. Establish detailed security and sharing models. Or even create custom user interfaces and business logic. And you can do it all in real time. No batch processes. No delay.

The Force.com cloud infrastructure offers the world-class scalability, security, performance, and reliability behind all our Salesforce CRM applications. It's things like three global data centers with complete disaster recovery. Like ISO 27001 certified security. Like real-time scalability that lets you go from 10 users to 10,000—instantly. It means you can trust that your knowledge will be there when you need it, the same way that more than 62,000 companies of all sizes trust salesforce.com with their critical business data and applications.

To learn more about the Service Cloud and its knowledge-management capabilities, visit:
www.salesforce.com/servicecloud

For More Information

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

Corporate Headquarters
The Landmark @ One Market
Suite 300
San Francisco, CA, 94105
United States

1-800-NO-SOFTWARE
www.salesforce.com

Latin America
+1-415-536-4606

Japan
+81-3-5785-8201

Asia/Pacific
+65-6302-5700

Europe, Middle East & Africa
+4121-6953700

salesforce.com 
Success. Not Software.™

Copyright ©2009, salesforce.com, inc. All rights reserved. Salesforce.com and the "no software" logo are registered trademarks of salesforce.com, inc., and salesforce.com owns other registered and unregistered trademarks. Other names used herein may be trademarks of their respective owners.

DS_Knowledge_092209