

Deliver Connected Self-Service

Customer Communities



Empower customers to help themselves—and each other—with a next-generation, low-effort self-service experience accessible on any device. And because they are built on the Salesforce Platform, Customer Communities easily connect with Service Cloud—or any back-end system—providing support agents with a 360-degree view of the customer and the ability to answer unresolved questions at any time.

Today, we see a monumental shift in power from businesses to customers who have unparalleled access to information across every channel. Customers are more mobile than ever and don't want to waste time or effort to find the answers to their questions or get the help they need.

They increasingly want to find answers themselves, 24x7, rather than wait on hold or for an email response. They want to find answers from any device, and they expect to be connected with the right knowledge and expertise to resolve their issues instantly.

Using Communities for service lets you provide a collaborative environment where your customers can tap into the best information and connect with peer experts—or even support agents when necessary—to get the answers they need, ultimately reducing support costs and increasing customer satisfaction.

Unfortunately, many of today's self-service solutions fall short

1 Website portals – Not collaborative

Website portals provide customers with access to basic account information, view content, and log support cases, but do not allow collaboration with other customers or experts who may have the best answer. Companies can track customers' activity, but this often occurs outside of the agent's central case management interface, which hurts agent productivity.

2 Social discussion forums – Disconnected from systems

Social discussion forums allow customers to collaborate and ask questions of one another, also known as peer-to-peer support. However, they are completely disconnected from the company's case management or CRM systems. Further, they don't provide a way for support teams to engage if customers can't find the answers they need quickly outside of the agent's central case management interface, which hurts agent productivity.

What if you could reimagine service for your customers; connecting your business data with the power of mobile and social in a single experience?

The Solution – Service Cloud and Customer Community

Drive loyalty and revenue—provide an enhanced experience for your high-value customers

Whether you are a B2B or B2C company, your high-value customers require a higher level of care and support. Salesforce allows you to deploy a private community, where top-tier customers can access their profile, log requests, receive instant answers, connect with your company's experts, and collaborate with other VIP customers—even from their mobile device. And with Service Cloud's predictive intelligence, you can personalize their experience by pushing them relevant offers based on their preferences and previous purchases. Any custom business process can be extended to them to make their lives easier; whether it's order entry or renewing entitlements. Additionally, any low value process can be automated.

Reduce costs – Deflect Tier 1 customer issues

Customer Communities allow companies to increase agent productivity and reduce costs by deflecting simple customer issues from their contact center. By exposing the Knowledge Base, customers can quickly find answers and help themselves. And because communities are inherently collaborative, other community members can contribute and crowdsource answers, ensuring the best answers are always found quickly.

Communities for service allows your company to:

Deliver an effortless customer experience

Empower customers to help themselves—and each other—with a rich self-service experience.

- a. **Public Access** Questions and answers in the community can be publicly accessible. Customers can discover knowledge in Communities using Google or other search engines.
- b. **Peer-to-Peer Support (Q&A)** Provides a collaborative, secure environment to empower your customers to help each other, using Communities to form a new model of Tier 1 support.
- c. **Mobile** Communities are accessible anywhere, from any device. The mobile experience combines a simple and easy-to-use interface with powerful Salesforce functionality. Empower your customers to access Knowledge, Cases, Live Agent, and Q&A from anywhere.
- d. **Knowledge** Exposes your Knowledge Base to your customers—and broader public if you choose—so they can find helpful articles and answers quickly. Provide the ability to post feedback about the

article so you're always delivering the best possible content. Because the Knowledge Base in your community is the same one your agents use, your company has a single source of truth.

e. **Reputation** Encourage your customers to become brand loyalists and advocates with reputation. By awarding points for helping others in the Community, you can build a sense of prestige around peer-to-peer support, while freeing up your agents to focus on the most complex issues.

f. **Ideas** Involve your customers in your business innovation. Ideas lets your customers suggest and vote on product and service ideas for your company. You can also solicit feedback on specific projects with Idea Themes.

Integrate business processes

With tight integration to Service Cloud, the experience doesn't end in the community. Communities for service allow your support team to concentrate on the more complex issues while never letting any issue go unresolved.

- a. **Cases** Agents never have to leave the Service Cloud to respond to questions in communities—they are simply handled as another channel. Allow members to access knowledge, resolve support cases, share files, or collaborate on business records from within the community.
- b. **Workflows and Business Process** Ensure the customer always receives an answer with custom workflows and business processes within communities. For example, if a question goes unanswered for two hours, you can notify a support agent to respond.

c. **Unified Platform** Create multiple communities for different groups of users and add users to certain a community by profile. Members can belong to multiple communities and easily toggle between them through a single sign-on.

Results

Companies using Communities for service report on average:



Customers using Service Cloud and Communities

Honeywell



GE Capital



Health Leads

ACTIVISION

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

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