Digital Engagement

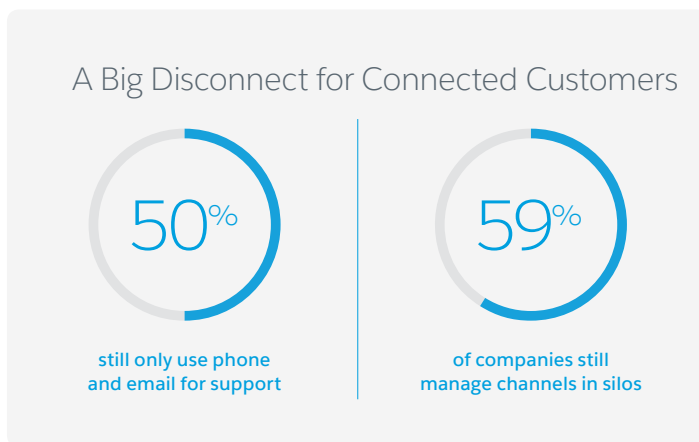T he age of the connected customer is here. Your customers live in an instant, mobile world, where ultrafast service is the price of entry, and personalization rules. They're connecting on more channels than most companies ever dreamed of, and they're changing to new favorites every day. With customers using an average of 10 channels to interact with brands they do business with, it's no longer a question of what channels you can support, but when you can deliver service on whatever channel or device they're using in the moment.

In fact, customers are so accustomed to seamlessly switching channels to suit their needs and preferences, they expect your service team to do the same. Whether it's retail, financial services, healthcare, or anything in between, customers expect a consistent experience, anywhere and every time they connect with your company.

A Big Disconnect for Connected Customers

50%
still only use phone and email for support

59%
of companies still manage channels in silos

Why are companies hesitant to unlock all digital channels?

New channels mean more interactions.

Most companies today only have traditional service channels such as phone and email – and with those they are still evolving their strategy to meet customer needs and deliver exceptional experiences. Add digital into the mix and companies are presented with a lot of unknowns, leaving them hesitant to add even more channels than they already have. Many fear a sudden increase in case volume, staffing training and needs, or a slow in employee productivity and happiness due to an increase in channel management.

Companies are unsure of where to get started.

Your customers are already enjoying the benefits of AI in their everyday lives, whether it's through their mobile phones, products that are recommended to them, or face-recognition software used in photo apps. This is changing your customers' expectations of how you provide service. Most companies know that AI, and chatbots specifically, are a required element in meeting customer expectations. At the same time, most companies don't know where to start.

Companies fear an inconsistent customer experience.

Understandably, companies are concerned that switching over to a digital model might make for a less consistent customer experience. They fear that the addition of more channels will create more chair swivel for employees and agents, resulting in longer hold times, redundancies, and a siloed user experience from one channel to the next. This concern is even more pronounced when companies have separate teams managing different channels – for example, when the marketing team manages social channels.

On average, agents spend 16% of their time searching for relevant content.

Introducing Digital Engagement: One conversational platform supports every digital interaction.

Service Cloud Digital Engagement allows every company to have personalized one-to-one conversations with customers on the channels they prefer. From messaging apps – including SMS, Facebook Messenger, Apple Business Chat, WeChat, and WhatsApp – to web chat and social channels – including Twitter, Facebook, Instagram, and YouTube – companies are able to provide consistent service across channels, and do so more efficiently with automation such as chatbots. Because Digital Engagement is native to the Salesforce Platform, your agents will have a 360-degree view of every customer, on every channel, with no more screen switching. Now you can deliver the kind of seamless service that your customers have come to expect while allowing your agents to be more productive.
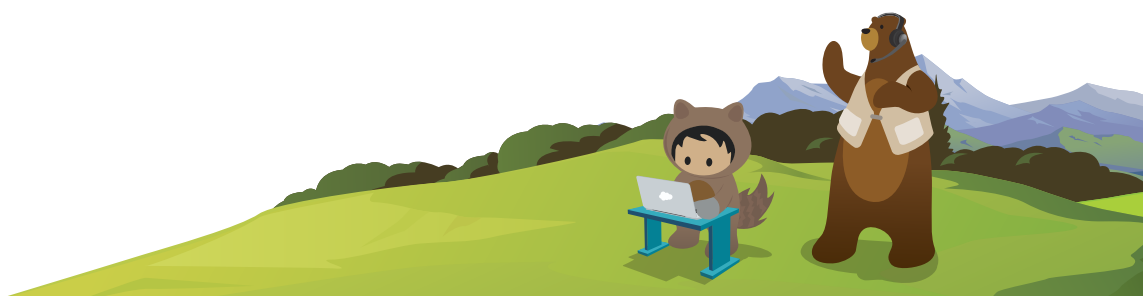
Provide personalized, consistent service across all digital channels.

Fifty-two percent of customers would switch away from brands that don't personalize communications. With Digital Engagement, meet your customers where they already are – on the devices and channels they use to communicate in their everyday lives – including messaging, chat, and social channels. By meeting customer expectations, you can boost CSAT and continue to build brand loyalty. Then take the experience one step further by enhancing and automating every interaction with Einstein Bots to resolve issues more efficiently with intelligence.

Automatically solve top customer issues with Einstein Bots.

Take your first steps with AI by using Einstein Bots to automate common questions or routine interactions across digital channels. Because Einstein Bots are native to the platform, you have the flexibility to build the experience and quickly deploy it across digital channels, including chat on your website, SMS, and even on preferred social channels like Facebook Messenger. There will be some tasks that the Einstein Bot can solve directly with your customers, and in more complex cases, Einstein Bots can collect relevant information from your customer for a seamless handoff to an agent. All this boils down to lowering average case-handle time, boosting first-contact case resolution, and engaging with your customers efficiently and effectively to help get them their answers fast.

Say so long to screen swapping and hello to more productive and happier agents.

With omni-channel routing, conversations from across all channels are seamlessly routed to the right agent with the right skill set and availability. This allows employees to handle cases more efficiently, switching between up to 10 conversations at a time versus one phone call, thanks to the asynchronous nature of digital communication. All the data and information the agent needs can be accessed in one screen on the Lightning Service Console, allowing agents to spend less time searching for answers and more time interacting with customers – in turn, an overall better experience for all. And to maintain that efficiency, Trailhead will help you keep your agents up to speed on the fast-changing requirements of the digital landscape.

Get started with Digital Engagement.

Digital Engagement makes it easy to add all the channels and connect your existing Service Cloud data seamlessly, eliminating the redundant silos effect. With Digital Engagement, you can turn on multiple channels at the same time, including messaging apps, web or in-app chat, and so on, so you can deliver a consistent, amazing experience no matter where your customer is. Best of all, once your agents are trained on one channel, they can manage all channels; with the Lightning Service Console, agents can handle conversations on their end the same way, no matter the channel. But even though Digital Engagement makes it easy to get started, it's important to first understand your customers' needs, and how customers are already interacting with your business.

Determine where your customers are.

Examine where your customers are today and how they are interacting with your company. How are they coming to you for support? What devices are they using most – mobile or desktop? Then look at the percentage of users across these devices and rank them from highest to lowest.

Meet your customers there.

The percentage of users discovered across each device will help you determine what channels make the most sense. For example, do you have high mobile traffic across your website or portal? Add a button to your mobile browser allowing customers to message with your company on channels such as SMS, Facebook Messenger, WeChat, or WhatsApp. High web traffic via desktop? Look to add real-time chat. Again, it depends on your customers' needs and the channels they are currently using to engage with your company.

Once you select your channels, start thinking about how to scale support with Einstein Bots.

Start by defining the top use cases across your channels (messaging, web chat, social, and so on) and identify your most frequently asked questions. Are customers showing a channel preference when it comes to certain questions? If so, you might want to consider dedicating the channel to handling this specific use case. Overall, consider how your chatbot can best assist you with cases, whether it's handling the case in full or gathering information upfront for the customer service employee.

Digital Engagement Pricing and Packaging

This SKU is for any EE or UE Service Cloud or Sales Cloud customers looking to add conversational messaging in Lightning and who don't have an existing LiveMessage contract.

Digital Engagement SKU Includes:

$**105**
user/month
(billed annually)

Chat for Web or In-App *(unlimited)*

Messaging *(paid and unlimited channels)*
- SMS (paid, 25 conversations pupm, GA)
- Facebook Messenger (unlimited, GA)
- WeChat (unlimited, coming 2020)
- WhatsApp (unlimited inbound; paid outbound, coming 2020)

25 Einstein Bot Conversations pupm
Can be used today across Chat and SMS. Additional channels coming soon.

1K Outbound Messages/Org
Customers who wish to scale capability will need to purchase additional triggered and bulk outbound messages.

Social Customer Service
Service Cloud licenses come with two social accounts for Twitter and Facebook. Digital Engagement allows customers to select from premium channels including YouTube and Instagram for their two accounts.

Channel and Conversation Definitions

Unlimited Channels: *Customers have an unlimited number of conversations/ messages on unlimited usage channels. This is because these channels do not charge per message, therefore we don't charge our customers.*

Paid Channels (SMS-GA today, WhatsApp (outbound only) – coming 2020): *Customers receive a paid channel conversation starter pack with the Digital Engagement SKU (25 conversations pupm; conversations can be pulled across users). When conversation consumption exceeds the conversation starter pack, customers must purchase additional conversations (see add-on conversation SKUs below). These conversations roll over month to month if unused within a contract term; they do not roll over after contract term is up.*

Outbound Message (applies to SMS only today): *An outbound message is consumed when a SMS message is (1) triggered off of a record creation or modification (GA today) and when (2) bulk messages (from list view or campaigns object) are sent via short codes (coming 2020).* **Note***: An agent-initiated 1-to-1 outbound SMS message that is sent (GA today) is counted as a Paid Channel Conversation, and is not deducted from customers Outbound Messages pool.*

Einstein Bot Conversation: *One chatbot conversation is used anytime an Einstein Bot interaction takes place (in other words, Einstein Bot accepts conversation and resolves case without agent transfer, or when an Einstein Bot gathers upfront information that it hands off to an agent.)*

Paid Channel Conversation (SMS-GA today, WhatsApp (outbound only) – coming 2020): *For paid channel conversations only. One message conversation is defined as one or more messages between an agent and customer. The beginning of a message conversation starts when the agent accepts a message session in the console, and the conversation is ended when the agent ends the message session. From agent accept to end is one message conversation consumed.* **Note***: When an Einstein Bot is used on a paid channel, your company will be billed for one Einstein Bot Conversation, and one Paid Channel Conversation.*

Additional Usage SKUs:

Additional Einstein Bot Conversations: *$70 for 100 conversations/month (can be used today across Chat and SMS and new channels as they become generally available).*

Additional Paid Channel Conversations: *$42 for 100 conversations/month (for SMS-GA only today).*

Additional Outbound Triggered and Bulk Messages: *$42 for 1,000 messages/ annually.*

BLAZE YOUR TRAIL TO DIGITAL ENGAGEMENT AT TRAILHEAD

Learn how to build a world-class omni-channel contact center with Service Cloud.

TAKE THE TRAIL >