

HOW TO: SERVICE CLOUD:

Set up Social Customer Service

Use Service Cloud to engage with your customers on Facebook and/or Twitter.

Existing Service Cloud customers can use out-of-the-box functionality to enable basic social customer care in minutes. In this Accelerator, a Specialist will show you how to begin listening and responding to customers on Facebook and Twitter quickly and easily using Service Cloud. Available for customers using Salesforce Classic or Lightning Experience.

What it can do for you.

- Decreased time for case resolution
- Increased customer satisfaction
- Reduced administrative time and cost

How it works.

A Certified Specialist will guide you through the process via three calls totaling 4 hours over 2 to 3 weeks.

Discovery

A Specialist will help you choose whether to use the Starter Pack for Classic or Lightning.

Analysis

- Session one: We will provide an overview of the capabilities available to you, show you a short demo, and then help you determine which social handles you'd like to use with Facebook and/or Twitter.
- Session two: We will focus on the case management process for Social posts, key considerations and best practices. You'll get an overview of features and we'll do a basic configuration of the Starter Pack (either Classic or Lightning) in a sandbox environment.

Outcomes

- An understanding of how to provide Social Customer Service using Service Cloud
- A basic set up of Social Customer Service in a sandbox environment
- Best practices for using Social Customer Service

ADDITIONAL INFORMATION

PREMIER OR SIGNATURE

Time you will spend on this Accelerator: 4 hours

GOAL

Minimize Operating Costs

INTENDED USER

Service managers who want to use us out-of-the-box Social Customer Service functionality in Service Cloud to deliver exceptional customer experiences.

PREREQUISITES

- Must have Premier or Signature Success Plan
- Must have Service Cloud licenses and using or planning to use Case Feed
- Need to manage Facebook, Twitter or both (no other properties)
- Primary use is to respond to inbound posts and comments, not search-based services
- Willingness to complete a customer satisfaction survey at the conclusion of the Accelerator

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To schedule your 1-on-1 Accelerator, [visit our Help Portal](#), or contact your account executive or success team today!

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