

The Service Cloud

“Salesforce CRM lets us run our customer service in the cloud.”

— Chris Spear
Director of Program Management
Extra Space Storage

Twenty years ago, customer service was all about picking up the phone and having a conversation with an expert to resolve your issues. Since then, companies have spent billions of dollars building out phone trees, self-service portals, and outsourced call centers. Cheaper? Sure. But what was the impact on service? Although this investment gave customers more ways to contact a company, it made it much more difficult to have a meaningful conversation or find the right answer.

Today, a new generation of customers are turning their backs on the old world of service and looking to the Internet—the “cloud”—to access information and get their questions answered. The cloud connects people with experts they’d never meet otherwise. In fact, your customers are probably already having conversations about your company on the Internet in discussion forums, social networks, blogs, and enthusiast Web sites.

But where are you in this picture? Companies are finding themselves locked out of these conversations, unable to leverage the expertise of the cloud and losing touch with what really matters to their customers.

It’s time for a new model. One that aligns with the way a new generation of customers, the Cloud Generation, is looking for service.



“We launched Salesforce CRM Customer Service & Support around the world, on time and under budget.”

— Ed Romson
Senior Director,
Global Customer Care
Plantronics, Inc.

Join the Conversation

The Service Cloud is the next-generation platform for customer service. It lets you tap into the power of customer conversations no matter where they take place. You can harness know-how from the right experts, whether that’s on a Web community forum or in a discussion between friends on Facebook. Your knowledge increases. Your agents get smarter. And you gain insight into real customer needs.

When you have access to the best knowledge, you can solve customer issues faster. And when you can serve up answers anywhere your customers want them, you’ll watch customer satisfaction climb.

The best part? The cloud-computing model means the Service Cloud is less risky and gives you a faster time to value than the previous generation of on-premise software. Perfect for times like these, when everyone is expected to do more with less.

“Salesforce CRM gives us the convenience and flexibility we need now and in the future.”

— John Higgins
Vice President, Customer Care
Charter Communications

Thousands of Conversations. One Cloud.

The Service Cloud lets you join every conversation. Not just those that you may already be a part of, but those that have been out of reach of service organizations until today:

- ❑ **Online Communities** – Give your customers a place to have their conversations. Not just self-service, but a place to share ideas, get help or training, and interact with other customers and your company.
- ❑ **Social Networks** – Tap into those places your customers already frequent. The Service Cloud is open, so you can easily plug into communities like Facebook and harness their collective wisdom.
- ❑ **Phone, Email, & Chat** – Bring your agents into the conversation. Empower them with access to the same experts and answers that until today only lived in the cloud. Let them share knowledge through every channel.
- ❑ **Partners** – Your business and service partners can also join the Service Cloud. Share customer information, answers, and access to the best minds in any company, anywhere.
- ❑ **Search** – Google is the first place many of us turn to for answers today. Because the Service Cloud lives on the Internet, your customers can quickly access your knowledge and resources with a simple Web search.

Knowledge: The Heart of the Cloud

How can you connect all these conversations? The key is a single cloud-computing platform with the world's most advanced knowledge base technology. Technology that can sift through thousands of potential and often irrelevant solutions and present exactly the right answer—fast. The right answer to the right customer, agent, or partner, anywhere in the cloud. That's what the Service Cloud delivers. And that means more satisfied customers and more productive agents.

Only with Salesforce.com

You can't deliver service for the Cloud Generation with yesterday's technology. Too much cost; too much complexity. It takes the native cloud-computing power of Salesforce CRM and the Force.com platform. We've been the leader in enterprise cloud computing since 1999. Other industry leaders such as Comcast, Corporate Express, Qualcomm, and Orange trust us to help them deliver the next generation of customer service and support.

That's why Salesforce CRM is the fast-growing customer service solution among support teams of all sizes.

Conversations happen in the cloud. Join in. Today.

To be part of the Service Cloud, visit:

www.salesforce.com/servicecloud

For More Information

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

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