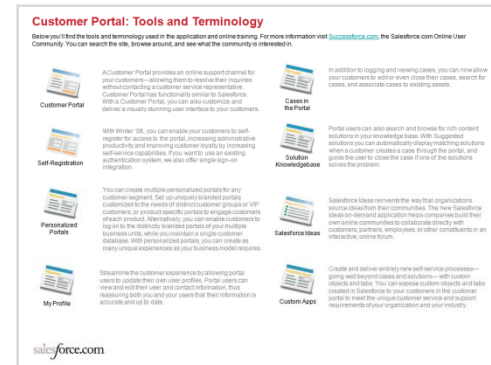
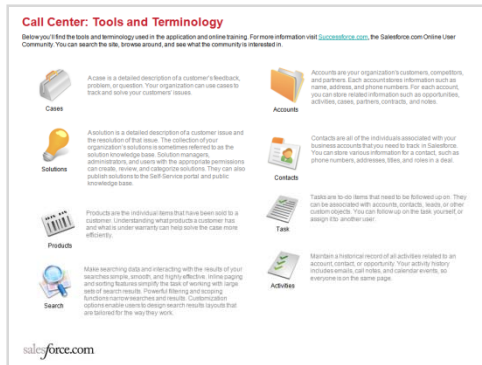
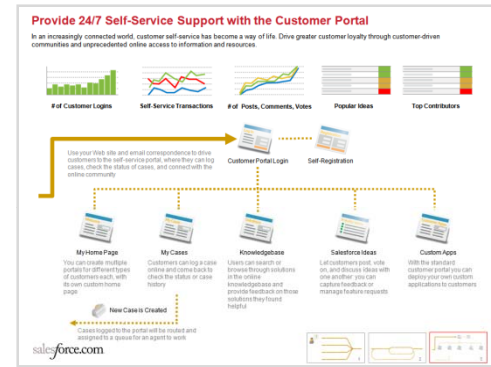
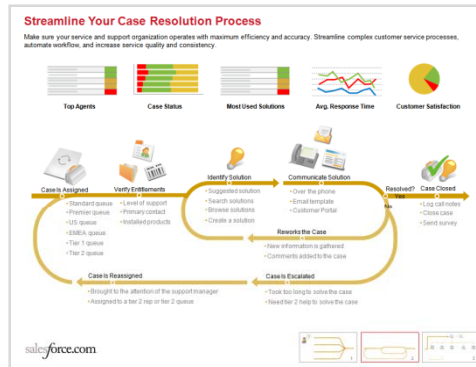
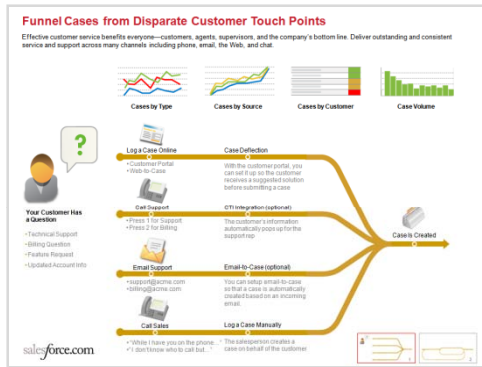


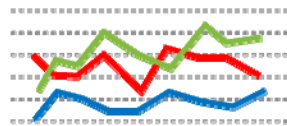
# Service and Support

## Process Map – Winter '08

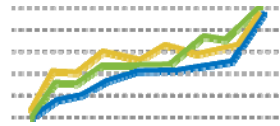


# Funnel Cases from Disparate Customer Touch Points

Effective customer service benefits everyone—customers, agents, supervisors, and the company’s bottom line. Deliver outstanding and consistent service and support across many channels including phone, email, the Web, and chat.



Cases by Type



Cases by Source



Cases by Customer



Case Volume



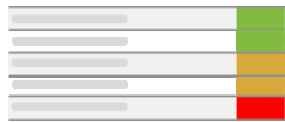
## Your Customer Has a Question

- Technical Support
- Billing Question
- Feature Request
- Updated Account Info

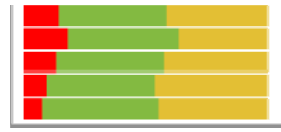


# Streamline Your Case Resolution Process

Make sure your service and support organization operates with maximum efficiency and accuracy. Streamline complex customer service processes, automate workflow, and increase service quality and consistency.



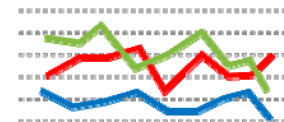
Top Agents



Case Status



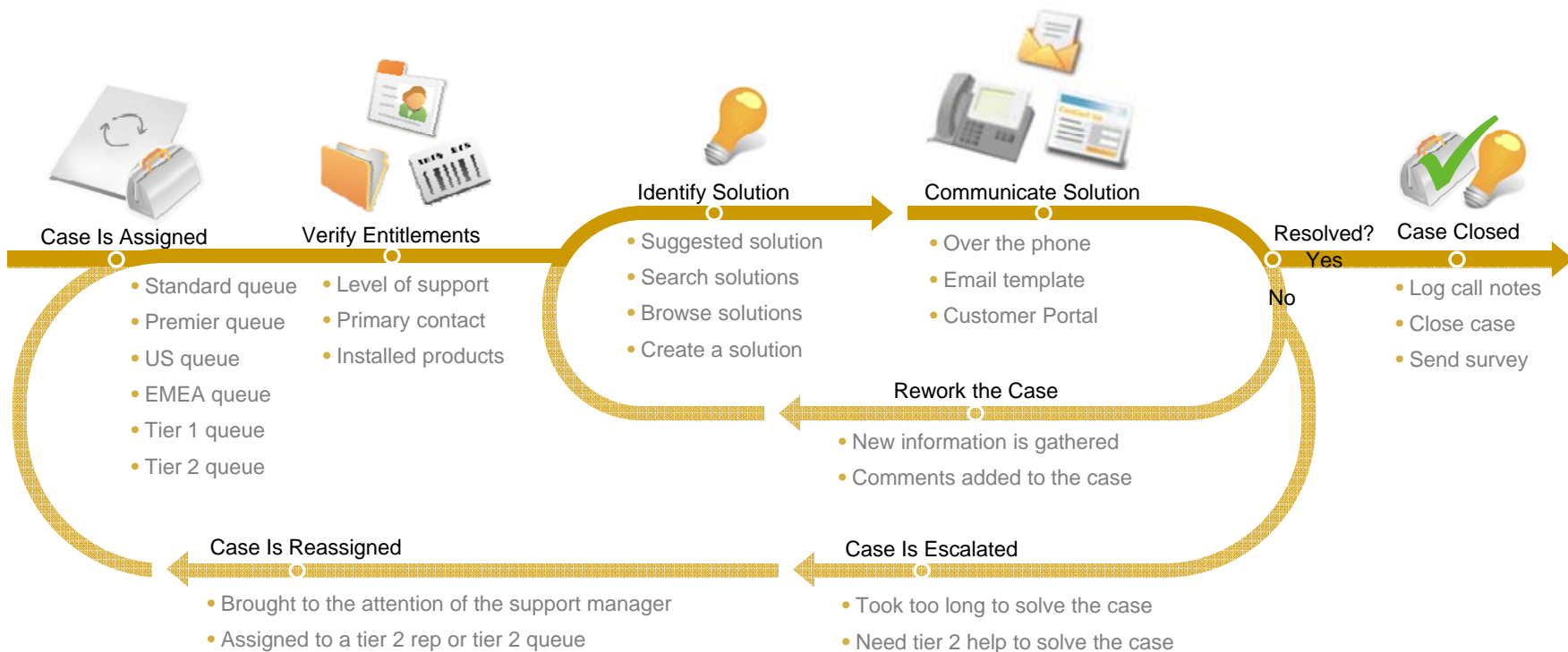
Most Used Solutions



Avg. Response Time

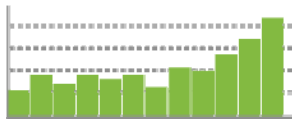


Customer Satisfaction

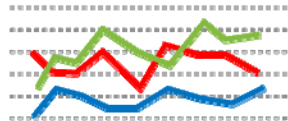


# Provide 24/7 Self-Service Support with the Customer Portal

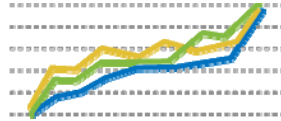
In an increasingly connected world, customer self-service has become a way of life. Drive greater customer loyalty through customer-driven communities and unprecedented online access to information and resources.



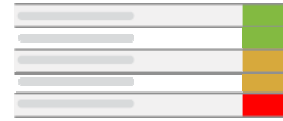
# of Customer Logins



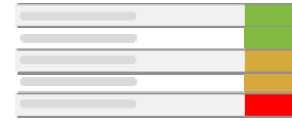
Self-Service Transactions



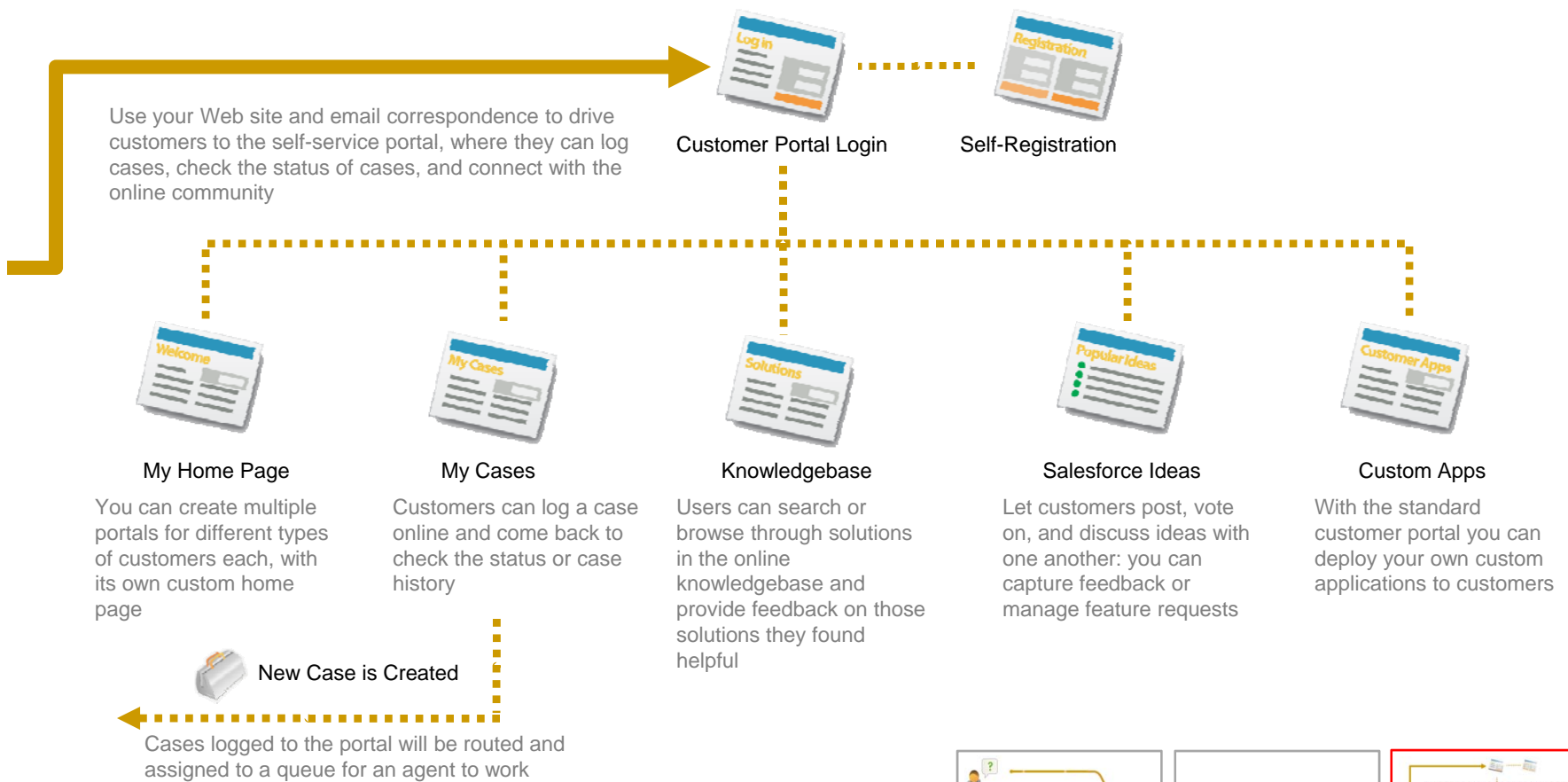
# of Posts, Comments, Votes



Popular Ideas



Top Contributors



# Call Center: Tools and Terminology

Below you'll find the tools and terminology used in the application and online training. For more information visit [Successforce.com](https://successforce.com), the Salesforce.com Online User Community. You can search the site, browse around, and see what the community is interested in.



Cases

A case is a detailed description of a customer's feedback, problem, or question. Your organization can use cases to track and solve your customers' issues.



Accounts

Accounts are your organization's customers, competitors, and partners. Each account stores information such as name, address, and phone numbers. For each account, you can store related information such as opportunities, activities, cases, partners, contracts, and notes.



Solutions

A solution is a detailed description of a customer issue and the resolution of that issue. The collection of your organization's solutions is sometimes referred to as the solution knowledge base. Solution managers, administrators, and users with the appropriate permissions can create, review, and categorize solutions. They can also publish solutions to the Self-Service portal and public knowledge base.



Contacts

Contacts are all of the individuals associated with your business accounts that you need to track in Salesforce. You can store various information for a contact, such as phone numbers, addresses, titles, and roles in a deal.



Products

Products are the individual items that have been sold to a customer. Understanding what products a customer has and what is under warranty can help solve the case more efficiently.



Task

Tasks are to-do items that need to be followed up on. They can be associated with accounts, contacts, leads, or other custom objects. You can follow up on the task yourself, or assign it to another user.



Search

Make searching data and interacting with the results of your searches simple, smooth, and highly effective. Inline paging and sorting features simplify the task of working with large sets of search results. Powerful filtering and scoping functions narrow searches and results. Customization options enable users to design search results layouts that are tailored for the way they work.



Activities

Maintain a historical record of all activities related to an account, contact, or opportunity. Your activity history includes emails, call notes, and calendar events, so everyone is on the same page.

## Call Center: Tools and Terminology

Below you'll find the tools and terminology used in the application and online training. For more information visit [Successforce.com](http://Successforce.com), the Salesforce.com Online User Community. You can search the site, browse around, and see what the community is interested in.



CTI Integration

With computer-telephony integration (CTI) capabilities, you can directly integrate your telephone network into Salesforce and access it entirely through the familiar, browser-based Salesforce interface. With the combined power of CTI and the new Salesforce Console, salesforce.com delivers unlimited productivity to your call centers.



Connect Outlook

Outlook users enjoy high levels of productivity with Apex Connect Outlook—formerly called Outlook Edition—which makes it easy to synchronize important customer data between two commonly used applications. With Connect Outlook 3.0 in Spring '07, productivity for Outlook users gets another boost with several enhancements. Users can add emails with attachments, create contacts and leads directly in Outlook, and create relationships between calendar events and associated objects such as accounts and opportunities.



Import Wizard

The ability to easily import data into Salesforce is one of the application's key benefits. Import excel worksheets or CSV (comma separated value) files. Map the information to leads, contacts, accounts, solutions, and custom objects. Search Import Tools on Successforce.com for more information.

# Customer Portal: Tools and Terminology

Below you'll find the tools and terminology used in the application and online training. For more information visit [Successforce.com](http://Successforce.com), the Salesforce.com Online User Community. You can search the site, browse around, and see what the community is interested in.



Customer Portal

A Customer Portal provides an online support channel for your customers—allowing them to resolve their inquiries without contacting a customer service representative. Customer Portal has functionality similar to Salesforce. With a Customer Portal, you can also customize and deliver a visually stunning user interface to your customers.



Self-Registration

With Winter '08, you can enable your customers to self-register for access to the portal, increasing administrative productivity and improving customer loyalty by increasing self-service capabilities. If you want to use an existing authentication system, we also offer single sign-on integration.



Personalized Portals

You can create multiple personalized portals for any customer segment. Set up uniquely branded portals customized to the needs of distinct customer groups or VIP customers, or product-specific portals to engage customers of each product. Alternatively, you can enable customers to log on to the distinctly branded portals of your multiple business units, while you maintain a single customer database. With personalized portals, you can create as many unique experiences as your business model requires.



My Profile

Streamline the customer experience by allowing portal users to update their own user profiles. Portal users can view and edit their user and contact information, thus reassuring both you and your users that their information is accurate and up to date.



Cases in the Portal

In addition to logging and viewing cases, you can now allow your customers to edit or even close their cases, search for cases, and associate cases to existing assets.



Solution Knowledgebase

Portal users can also search and browse for rich content solutions in your knowledge base. With Suggested solutions you can automatically display matching solutions when a customer creates a case through the portal, and guide the user to close the case if one of the solutions solves the problem.



Salesforce Ideas

Salesforce Ideas reinvents the way that organizations source ideas from their communities. The new Salesforce Ideas on-demand application helps companies build their own online communities to collaborate directly with customers, partners, employees, or other constituents in an interactive, online forum.



Custom Apps

Create and deliver entirely new self-service processes—going well beyond cases and solutions— with custom objects and tabs. You can expose custom objects and tabs created in Salesforce to your customers in the customer portal to meet the unique customer service and support requirements of your organization and your industry.