5. Service and Experience Cloud

24. 10. Jiří Karpíšek

Why Customer Care

Resolving Issues and Queries

Enhancing Customer Satisfaction

Reducing Churn and Improving Retention

Netflix invested in a responsive customer care team, contributing to its low churn rate. In 2020, Netflix reported a subscriber base of over 200 million, and a strong customer retention rate played a crucial role in this growth.

Gaining Competitive Advantage

Zappos, the online shoe and clothing retailer, built its brand around excellent customer service. This focus on customer care helped Zappos grow its revenue to around $2 billion in 2019 and set it apart from competitors.

Collecting Customer Feedback

Starbucks actively collects feedback through its customer care channels. This feedback loop allows them to make improvements based on customer suggestions and preferences, contributing to its $22.4 billion in revenue in 2020.

Upselling and Cross-selling

Salesforce, a leading CRM provider, uses its customer support team not only for issue resolution but also to identify opportunities for upselling and cross-selling. This strategy helped Salesforce achieve over $21 billion in revenue in 2021.

Mitigating Negative Publicity

United Airlines faced a public relations crisis when a passenger was forcibly removed from a flight. The company's response to the incident, including improvements to customer care, was instrumental in rebuilding its image and maintaining revenue.

Building Brand Loyalty

80 percent of customers say the experience a company provides is just as important as its products and services.

salesforce

service cloud

Customer satisfaction impacting company revenue

1. **American Customer Satisfaction Index (ACSI) and Stock Performance:**
   - **Study:** The American Customer Satisfaction Index (ACSI) conducts ongoing research to measure customer satisfaction across various industries. They have found a strong correlation between customer satisfaction scores and stock performance of publicly traded companies. Companies with higher customer satisfaction tend to outperform their competitors in terms of stock price.
   - **Impact:** This study shows that companies that prioritize customer satisfaction often see a positive impact on their financial performance, as reflected in their stock prices.

2. **Harvard Business Review (HBR) Study on Customer Loyalty:**
   - **Study:** Harvard Business Review published a study titled "The Value of Customer Experience, Quantified," which analyzed data from various industries. The study found that increasing customer retention rates by just 5% can increase profits by 25% to 95%.
   - **Impact:** This study demonstrates the significant financial benefits of customer satisfaction and loyalty, as even small improvements in customer retention can lead to substantial revenue growth.

3. **Temkin Group's ROI of Customer Experience Study:**
   - **Study:** The Temkin Group conducted a study titled "ROI of Customer Experience," which analyzed the financial performance of companies based on their customer experience ratings. They found that companies with higher customer experience ratings consistently outperformed those with lower ratings in terms of revenue growth.
   - **Impact:** This study highlights the tangible link between customer experience, satisfaction, and revenue growth, emphasizing the financial benefits of investing in a positive customer experience.

4. **ForeSee's Impact on Customer Satisfaction on Online Retail Revenue:**
   - **Study:** ForeSee, a customer experience analytics firm, conducted a study that analyzed the impact of customer satisfaction on online retail revenue. They found that a one-point increase in customer satisfaction scores led to a 10-15% increase in online sales.
   - **Impact:** This study provides concrete evidence of the direct relationship between customer satisfaction and online retail revenue, demonstrating the financial consequences of enhancing customer satisfaction in e-commerce.

5. **University of Michigan's Study on Customer Satisfaction and Earnings:**
   - **Study:** Researchers at the University of Michigan conducted a study examining the impact of customer satisfaction on a firm's earnings. They found a positive correlation between customer satisfaction and earnings growth for companies in various industries.
   - **Impact:** This study underscores the connection between customer satisfaction and financial performance, emphasizing that satisfied customers are more likely to contribute to a company's revenue growth.
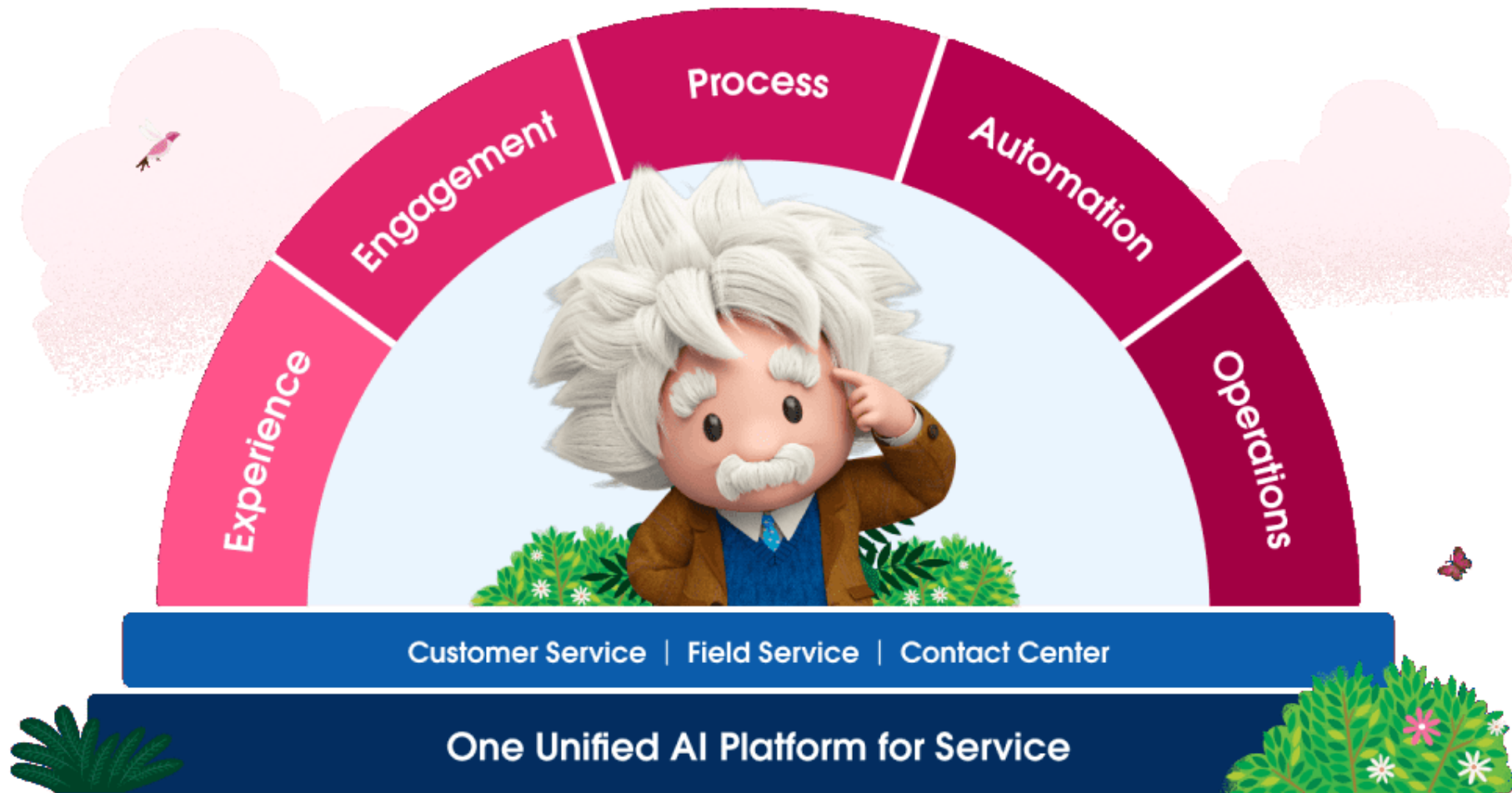
What is Service Cloud

Service Cloud is a customer service platform that helps businesses manage and resolve customer inquiries and issues. It provides tools for case management, knowledge base, omni-channel support, automation, and analytics, enabling companies to deliver exceptional customer service experiences.

Service Cloud is focused on customer service and support, enabling businesses to manage and resolve customer inquiries. Sales Cloud, on the other hand, is designed for sales teams to manage leads, opportunities, and customer relationships throughout the sales process.

Service Cloud is used by businesses of all sizes, across industries, around the world, that require customer service and support capabilities and are looking to streamline and enhance their customer service operations.

Service cloud

Specific objects

- Case
- KB
- Account / Contact
- Task / email / chat / …
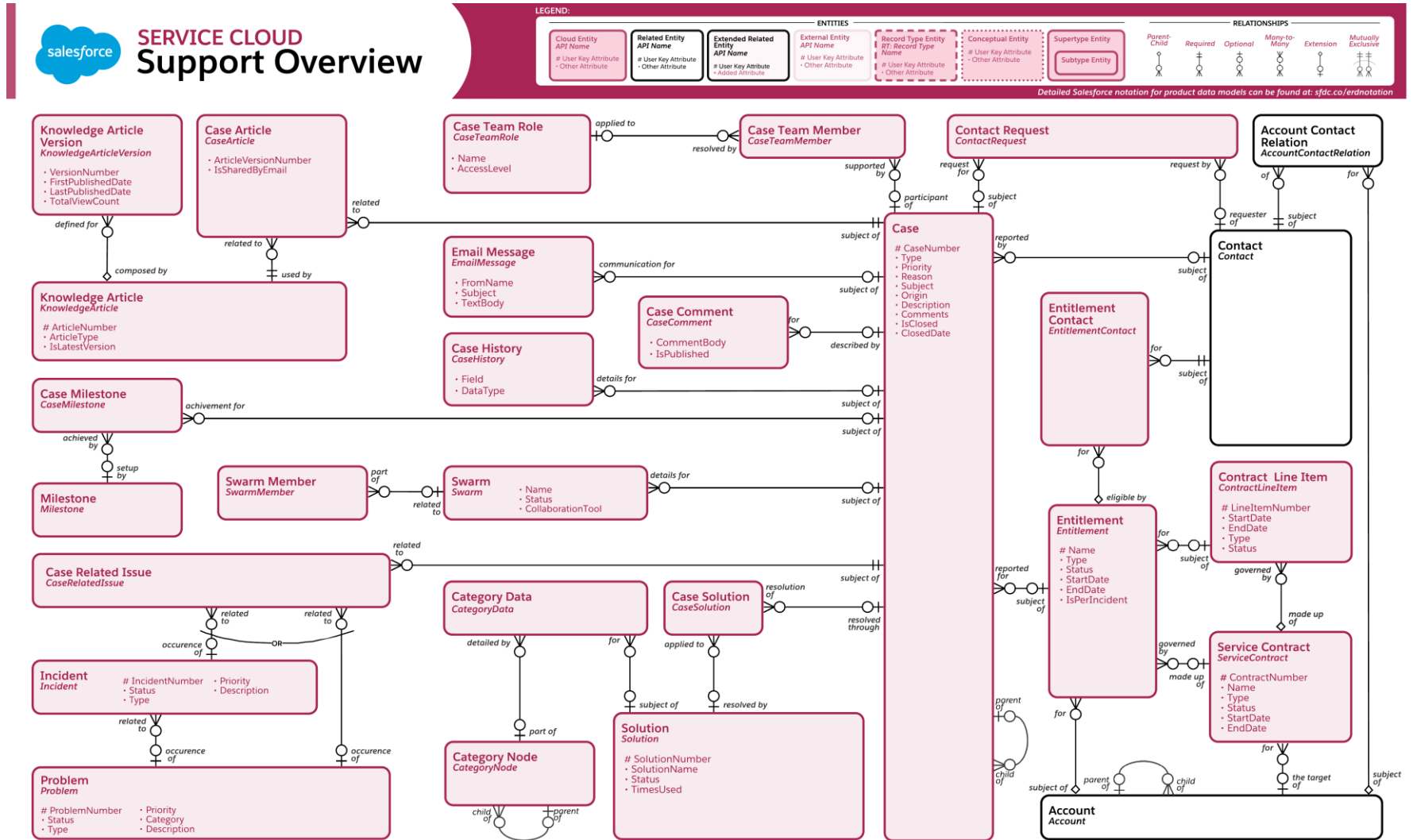
Service Cloud Console

- designed to reduce the processing time

- can use different applications simultaneously

Omnichannel routing

- Multiple channels
- Skill vs queue based routing
- Supervisor console

AI revolution

Human = Delegator

AI = Automation

The emphasis is on singular skills and efficiency. Human is the knowledge expert and assigns tasks.

Human = Conductor
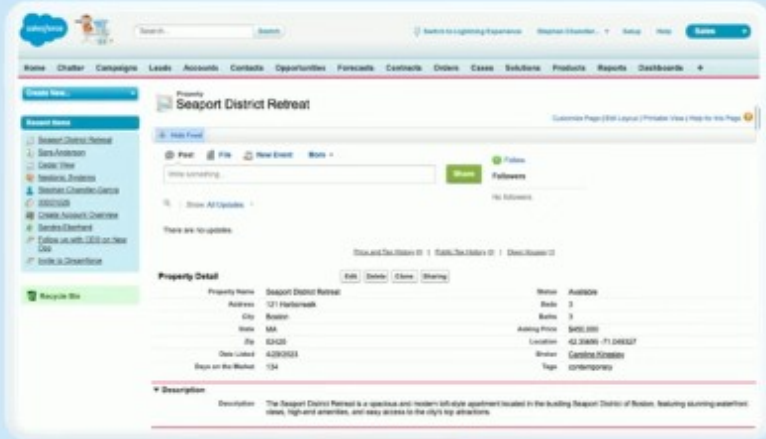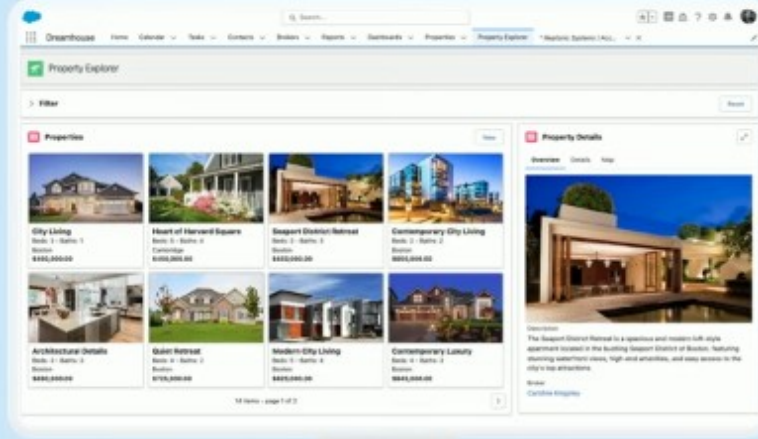
AI = Orchestration

The emphasis is on outcomes, strategy and constraints. Human sets goals and applies judgement.

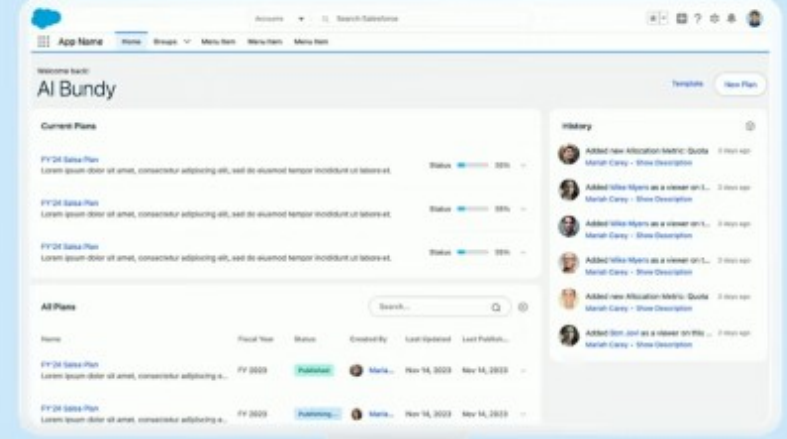As AI capabilities shift, human role shift

Salesforce **2000**

Salesforce **2015**

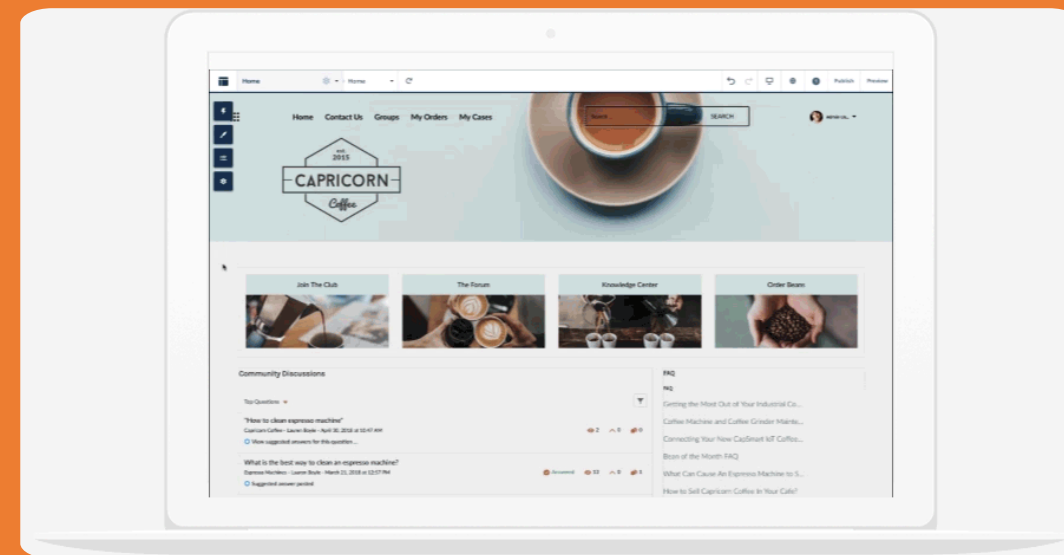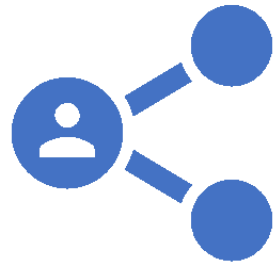Salesforce **2023+**

Direct Control

Abstracted Control
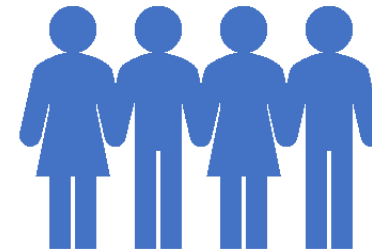
Orchestration

Experience cloud

What is Experience cloud

online platform that enables companies to connect customers, partners, and employees with each other — and the data and records they need to get work done
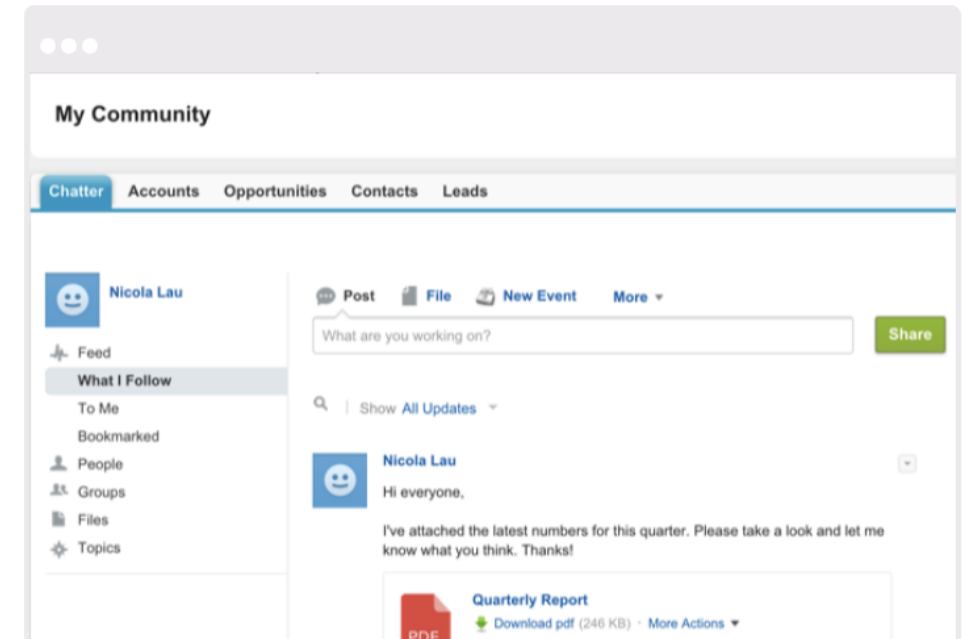
build communities

Visual Force template

- Visual Force

- URL rewriter

- Very flexible / legacy (replaced by lightning)

- Easier localization public webpages

Salesforce Tabs + Visualforce
by Salesforce

Standard & Custom Objects • Visualforce • Salesforce

Build a custom site using standard Salesforce structure and tabs that can be fully customized using Visualforc...

Avast

Security   Privacy   Performance   Avast One NEW | Store

Support   Account

How can we help?

Installation & Activation

Download, install, and activate your product.

Cancel contract and request refund

Request your contract to be cancelled and be refunded.

Cancel Renewal

Request to stop your subscription from automatically renewing.

Sales & Billing

Get help with payment and purchasing.

Avast support center

Aura template

Build Your Own (Aura)
by Salesforce
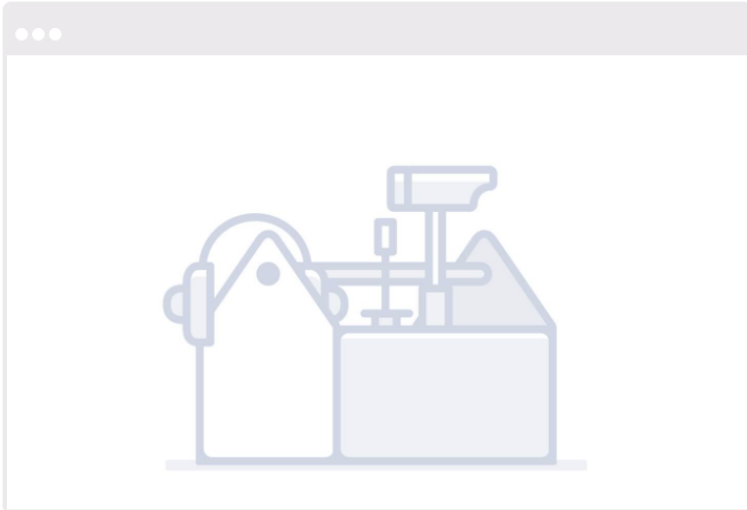
Customizable · Flexible

Create customized solutions for your unique needs.
Start with basic pages (including Home, Error, Search,...

- Experience builder

- Lightning (Aura, LWC)

- CMS

- Audience / Personalization out of the box

CCleaner

For Home ⌄　　For Business ⌄　　Download ⌄　　Support ⌄　　About Us ⌄

🌐 EN

How can we help?

🔍 Search

Search
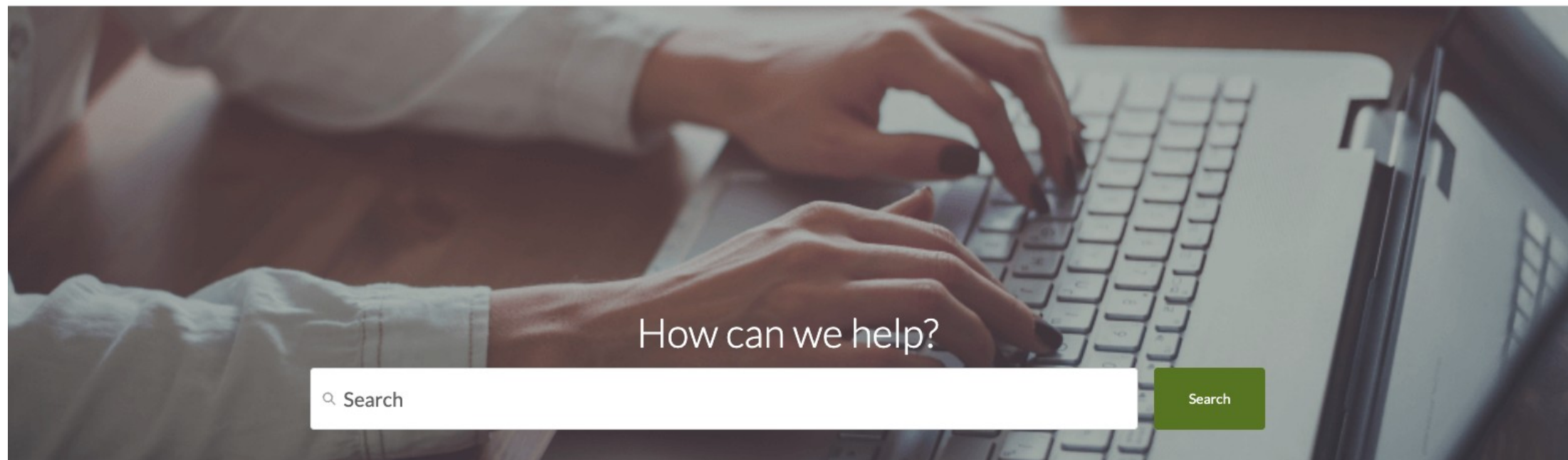
Need to find your product license key?

Go to our license lookup page and enter your registered email address to retrieve info about your products, including product download links, license key(s), and expiry dates.

Send me my license details

What product can we help you with?

[Ccleaner Support center](#)

Lightning Web Runtime (LWR)

- Experience builder
- Lightning (Aura, LWC)
- CMS
- CDN / loading speed optimization
- Content search, but limited to 20 locales only (used to be 10)
- No standard Einstein bot component (yet)
- [Other limitations](#)

Build Your Own (LWR) ⚡ (Enhanced)
by Salesforce
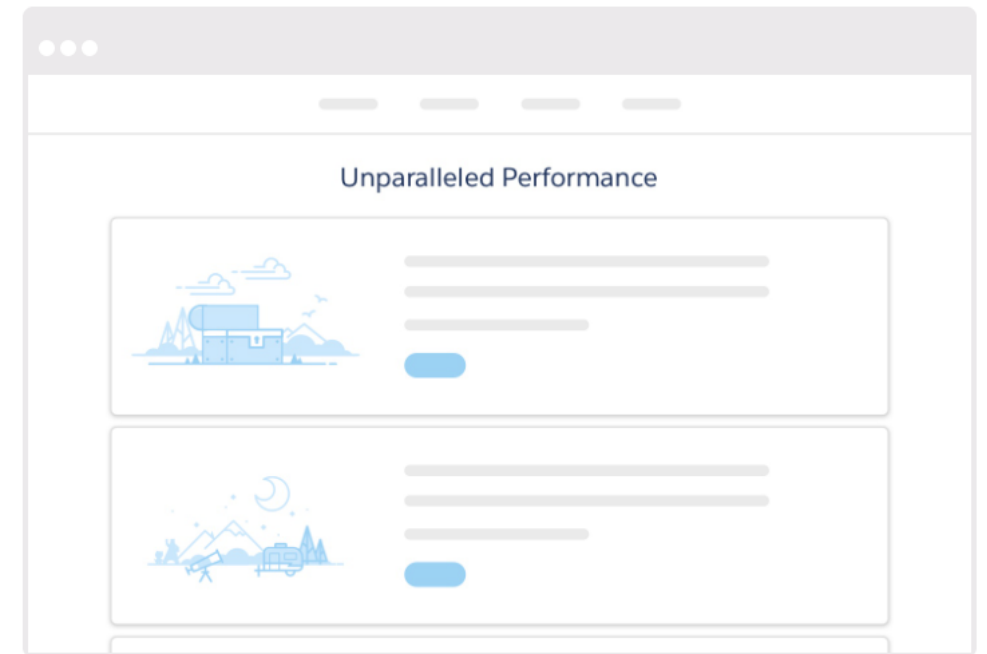
Unparalleled Performance •
Standards-Based Customization •

Develop blazing fast digital experiences, such as websites, microsites, and portals, using the Lightning...

Q&A

Summary

Customer Care is important for long-term business

You can build the help center on SF experience cloud

And case management completely on SF platform to have full customer view shared between sales and support teams

That's all
Thank you

karpisekjiri@gmail.com

Cviceni

- User Management Settings
  - Enhanced Profile User Interface
  - Enhanced Permission Set Component Views

- Service console
  - App manager, new lightning app
  - Generate logo, service setup
  - Utility bar – todo items, macros, history, notes, Omni-Channel utility
  - Available items – Account, contact, case, digital experience, macros, quick text, tasks, supervisor console
  - System admin
  - Quick text settings – share and organize
  - Quick text tab- default on
  - Omni Supervisor - default on
  - Service resourve - default on
  - Add picklist value Case reason – refund
  - Case Offer – currency 16,2, to profile, not on layout
  - Create case

- Edit page
  - Upgrade dynamic forms and dynamic actions
  - Move sections and remove ribbon
  - Activate and assign as org default
  - New field section Refund, display only on refund

- Create Contact and link to Case (multiple tabs, sub tabs)

- LWR community
  - Digital experience settings - Enable Digital Experiences
  - Create new B2C Commerce (LWR)

- Omnichannel for chat
  - Create presence status online and add on profile (Service Presence Statuses Access)
  - Routing Configurations
  - Create new queue – Messaging session, add yourself
  - Chat settings – enable chat
  - Chat + service cloud user
  - Assign license PS Messaging for In-App and Web User

- Embedded service
  - Builder settings enable guest access
  - Community builder – set homepage as public
  - Messaging Settings -> New messaging channel, add Routing time and queue
  - Activate channel on detail page
  - New embedded service deployment (domain community)
  - Publish on right top corner
  - Go to to community builder and add embedded messaging
  - Community settings activate community
  - Messaging session – edit page and replace conversation with enhanced conversation

- Chatbot and transfer to live agent
  - Enable einstein bot
  - Create new standard bot from tempate
  - Remove leads
  - Create bot
  - https://help.salesforce.com/s/articleView?id=sf.bots_service_transfer_queue.htm&type=5
  - Add to main menu Transfer to agent
  - Activate bot
  - Setup chat and run preview