

Salesforce Community Cloud

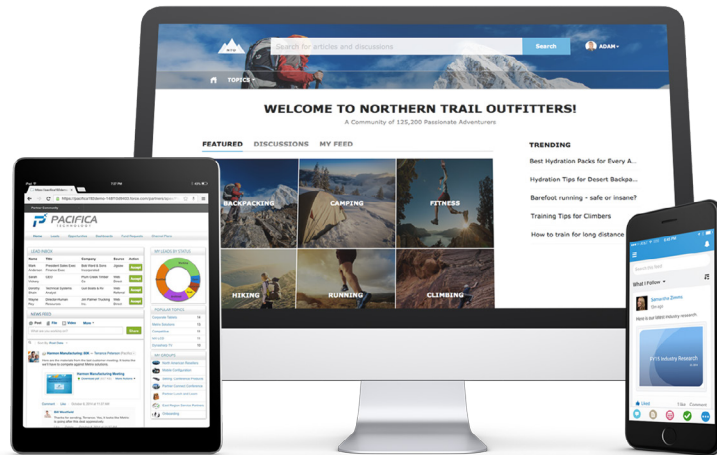


In today's rapidly changing business environment, sustaining engagement and alignment between customers, partners, and employees is key to determining lasting success. Resellers and dealers drive revenue growth, agencies empower marketing, and customer satisfaction makes the difference between sustained growth and stagnation.

Now customers are vastly empowered with more information than ever before. Social channels provide a public platform to voice individual opinions, while encouraging more personal interactions with companies — and creating a deeper connection to brands.

These channels also enable customers to easily pick and choose between businesses that encourage greater interaction and those that don't. Customers expect to find answers to their questions, fast. They want to share their experiences with fellow customers, and even work together to solve problems. And if they can't, most know that there are many other companies to choose from that will meet their needs.

The fact is, we're in the midst of an engagement revolution. Organizations are quickly falling behind if they are still trying to connect with customers and partners using rigid portals that don't enable collaboration, or discussion forums that are completely detached from business operations. Modern consumers are frustrated when they encounter these obviously outdated technologies. They're using their newfound power to drive markets in new directions, and they expect companies to keep up.



Salesforce Community Cloud sets a new standard for online community platforms. From sales and marketing through service and distribution, it reimagines each customer touchpoint and presents an opportunity to build a frictionless, more connected customer experience. Engagement never stops.

Salesforce Community Cloud can help you:

Provide Stellar Service

Community Cloud enables businesses to provide a range of personalized, interactive customer service experiences, from an efficient self-service community to a high touch, white-glove community for customers with premium support plans. You'll see faster case resolution, reduced support calls, and overall improvement in customer satisfaction.

Maximize Revenue from Partners

Community Cloud provides a secure environment for partners to manage leads and deals, while empowering them to work more closely with channel managers and collaborate on those deals. Community participation increases product and industry knowledge while exposing best practices. The result is a higher channel win rate, increased velocity in partner-driven deals, and increased partner engagement.

Drive Marketing Impact

Today's mobile workforce expects their company's systems to be as accessible and intuitive as the apps they use in their personal lives. Companies can more effectively keep employees engaged with fully branded mobile, social employee communities (social intranets) that connect employees with the data, knowledge, and experts that they need to be successful.

Salesforce Community Cloud reimagines every business touchpoint, connecting your business data with the power of social in a single experience. Community Cloud lets you rapidly deploy best-in-class solutions with all the benefits of the most trusted cloud computing platform in the marketplace.

Business Integration

Whether team members need to share files, qualify leads, or resolve support cases, Community Cloud allows them to collaborate on business-critical files from within the community.

Social Feed

Follow and collaborate with the people and groups that you care about most. With real-time feeds, your teams will work together on fast-moving issues to close deals, resolve customer cases, and deploy marketing campaigns.

Branding/Customization

Customize your community with your brand elements as well as content. Create a look and feel that makes Community Cloud an extension of your corporate website.

Mobile

Mobile support means that Community Cloud is accessible anywhere, from any device. The mobile experience combines an elegant, easy-to-use interface with powerful Salesforce functionality.

Social Intelligence

Community Cloud delivers suggestions and content that is relevant to each individual based upon their interests and behavior — immediately engaging community members and inviting deeper participation.

Templates

Any company can set up a community in no time with out-of-the-box, customizable templates that can be modified with zero coding.

Reputation

Community managers can encourage greater participation in the community by creating incentives such as levels and badges with custom icons and point settings.

Unified Platform

Members can belong to multiple communities and easily toggle between them all through a single sign-on. Create as many communities as you need within the same platform.

Only with Salesforce.

You can't deliver a great solution for today's customer with yesterday's technology. Only Salesforce provides the transformational community platform to help you leapfrog the competition and deliver a revolutionary experience.

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

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