Embedded Service Datasheet

salesforce service cloud

Today's connected customer is moving more seamlessly between a company's products and it's services. The distinction between product, brand, and service is rapidly blurring: From the customer's perspective, they are often one and the same. This means companies must differentiate on the service experience – which has become the brand experience.

And yet, companies aren't keeping up with customers – in fact, 61% of consumers have to use multiple channels to resolve a customer-service issue. Companies are making customers work too hard to find answers, and making them look elsewhere for a better experience – one where the service is as seamless and connected as everything else in their lives.

Challenges with Traditional Customer Service Solutions

1 Not built for mobile

Only 1% of businesses provide an end-to-end customer experience on a mobile app. Most mobile options were built as a "bolt-on" afterthought, causing a disconnected experience for customers.

2 One size fits all

Lack of customer data translates to a one-size-fits all experience. And channel silos mean customer context is lost when moving between channels.

3 Not available at the point of customer need

Today's customers don't necessarily want to go to your website or dial a 1-800 number. Now 34% of Millennials say they'd rather get their teeth cleaned at the dentist than call a customer service line.[1] Yet the phone is still one of the main channels of yesterday's service technology.

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Embedded Service is Here

Embedded Service provides customer service for today's connected customer, delivering a transformational service experience that is:

Faster

Set up in a snap using our native mobile software development kit (SDK), or our web SDK, with our pre-dockable components, which allow you to:

- **Integrate** knowledge articles into apps for an effortless customer experience on the fly.
- **Customize** images and chat colors to match your brand quickly and easily by embedding a small code snippet into your app.

Personalized

Connect with customers in real-time, at their point of need across your desktop website, self-service portal, or company app.

- **Engage** directly with customers and resolve cases faster through intelligence.
- **Provide** customers with support across the channels and devices they prefer.

Smarter

Provide service in context for customers, and build a smarter team.

- **Deliver** knowledge articles to customers based on what they're looking at on your app, and what they want to do.
- **Put** customers in control with the ability to open a new case, view cases they've previously opened, and monitor the status of their current open cases, all on your app.

Connected

Deliver a seamless service experience by connecting the entire customer journey on one platform with a unified SDK.

- **Customize** the service experience for every page of your site by delivering support options based on customer needs and company goals.
- **Unite** product and support into one experience that's richer for customers, and more rewarding for agents.

[1]http://help.desk.com/millennials-report-providing-customer-service-for-todays-consumers

Plug in to the power of Embedded Service

Embedded Service gives you all the functionality of Service Cloud Lightning right in your app.
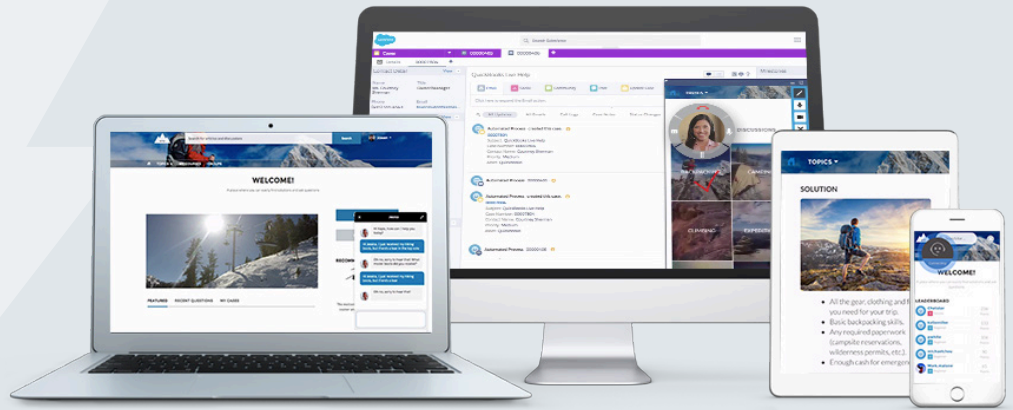
Knowledge for Mobile

Integrate articles and FAQs directly into mobile, so customers can help themselves to information on the fly. Deliver contextually relevant knowledge in any company app with fast browsing and search. And give agents the power to turn internal knowledge articles into external FAQs, then share knowledge to any channel with just a click.

Web and In-app Chat

Initiate personalized live chat based on how a customer is engaging with your site–without ever leaving the web experience! Save the chat history so customers always have the information, and receive notifications in their browser whenever there's a new chat. Add pre-written responses to common questions so the service experience begins even before they engage with an agent.
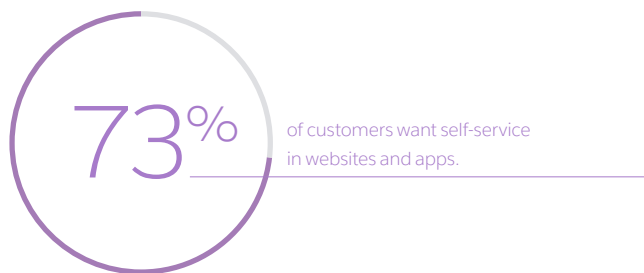
Case Management for Mobile

Authenticate cases with saved information–no need to enter customer data more than once. Connect live chat with the complete customer profile. And track and manage all case interactions within the app experience, including configurable case publishing, case feed, and case list view.

Get Up and Running in a Snap

The SDK is a complete package that makes it easy to drop features into your mobile app or web page. So you can customize features to deliver an amazing customer experience and extend your brand.

73% of customers want self-service in websites and apps.

61% of consumers have to use multiple channels to resolve a customer service issue.[2]

For more information about Service Cloud Lightning Snap-ins, contact your account executive to learn how we can help you accelerate your Customer Service success. Or, call us at 1-800-667-6389.

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[2]Source: Northridge Group State of Customer Service Study June 2015