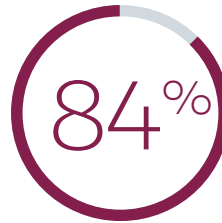


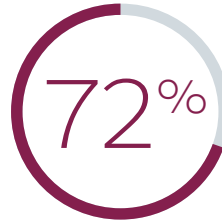
CHANGING CUSTOMER EXPECTATIONS

Today's customers have greater expectations of brands than ever before. Beyond the ever-rising expectations for products, they expect an experience. Eighty-four percent of customers say experience is as important as a company's products or services. Every company is now in the experience business.

Brands have to deliver on these expectations to stay afloat, especially during the extremely valuable opportunities they have to engage directly with customers. And making the most of these interactions requires presenting a unified front, as 72% of customers expect all company representatives to have the same information about them. Customers don't want to feel like they're talking to separate departments with separate information about them; they want to talk with a single company. And if companies can't deliver that experience, they fall short of their customers' expectations.



of customers say experience is as important as a company's products or services.



of customers expect all company representatives to have the same information about them.

State of the Connected Customer, Salesforce Research, June 2019

BUSINESS CHALLENGES

The two most important functions companies must focus on to deliver on these new expectations are sales and service, the departments that have the most direct contact with customers. But bringing those two functions together to act as one unified touchpoint for customers has proven to be anything but simple for a variety of reasons.

Today's customers expect personalization.

Customers expect the companies they work with to understand their needs and provide consistent experiences. Eighty-four percent of customers say being treated like a person, not a number, is very important to winning their business. Seventy-three percent of customers say one extraordinary experience raises their expectations of other companies.

There's no single source of truth for customer data.

Siloed systems make it hard to surface the right data to the right person at the right time, and companies' customers are ultimately paying the price. Sixty-nine percent of IT leaders say lack of integration causes disconnected customer experiences at their company.

Complex integrations and fast-changing technologies make it difficult to align teams with shared KPIs and business processes.

The average enterprise now uses 900 different applications. Seventy-two percent of IT leaders say integration projects are too long and expensive. Sixty-six percent of customers say they often have to repeat or re-explain information to different representatives.

HOW SALESFORCE APPROACHES SALES AND SERVICE

At Salesforce, we focus on empowering our customers to build better relationships with their customers. And we've done that by developing applications that are not only best in class for their given function, but that are designed to seamlessly work together.

Sales Cloud is the world's #1 sales platform, making it easy for sales teams to connect with customers and deliver a connected and efficient experience across every step of the sales process, from lead-capturing campaigns to intuitive deal tracking. And Service Cloud is the world's #1 service platform, empowering agents with a complete set of productivity tools to deliver faster, smarter, and more personalized customer service for every customer anytime, anywhere.

Together on one platform, Sales and Service Cloud enable organizations to be truly customer-centric. Here are some of the ways companies can take advantage of a single view of all sales and service data:

Unify the Customer Experience

Collaborate on a single view of the customer to personalize every interaction and maximize customer success. With both sales and service data in one place, the customer can feel like they're dealing with one company rather than multiple departments.

Centralize Sales and Service Information

Get the right data to the right people at the right time with relevant and actionable sales and service data in one place. Allow service teams to log opportunities, sales teams to see open cases, and much more.

Unlock the Full Potential of Your Sales and Service Teams

Align teams on a single platform so you can achieve more by truly working together, and bring sales and service together so each department can focus on the customer. Together, they can seamlessly create upsell or cross-sell opportunities, and collaborate on cases to increase retention rates.

PRODUCT	SALES CLOUD				SERVICE CLOUD				SALES & SERVICE CLOUD		
	ES	PE	EE	UE	ES	PE	EE	UE	PE	EE	UE
Object Access											
Accounts	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Activities, Tasks, Calendar, Events	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Assets		✓	✓	✓		✓	✓	✓	✓	✓	✓
Campaigns		✓	✓	✓		✓	✓	✓	✓	✓	✓
Cases	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Contacts	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Entitlements						✓	✓	✓	✓	✓	✓
Knowledge	✓	■	■	■	✓	■	■	✓	■	■	✓
Leads, Opportunities	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Orders, Products, Price Books		✓	✓	✓		✓	✓	✓	✓	✓	✓
Sales Contracts		✓	✓	✓					✓	✓	✓
Service Contracts						✓	✓	✓	✓	✓	✓
Quotes		✓	✓	✓					✓	✓	✓
User Features											
Create Knowledge Articles	✓	\$	\$	\$	✓	\$	\$	✓	\$	\$	✓
Inbox	✓	\$	\$	✓	✓	\$	\$	\$	\$	\$	✓
Live Agent						\$	\$	✓	\$	\$	✓
Omni-channel						✓	✓	✓	✓	✓	✓
Pipeline Inspection			\$	✓						\$	✓
Premium Activity Capture	✓	\$	\$	✓					\$	\$	✓
Work Queue			\$	✓						\$	✓
Workflow, Visual Workflow, and Approvals			✓	✓			✓	✓		✓	✓
User Permissions Highlights											
Account Teams			✓	✓			✓	✓		✓	✓
Advanced Sharing			✓	✓			✓	✓		✓	✓
Case Teams			✓	✓			✓	✓		✓	✓
Chatter	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Conversation Insights			\$	✓			\$	\$		\$	✓
Custom Profiles and Permission Sets	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Custom Page Layouts and Record Types		✓	✓	✓		✓	✓	✓	✓	✓	✓
Customizable Forecasting		✓	✓	✓		✓	✓	✓	✓	✓	✓
Customizable Reports and Dashboards	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Identity			✓	✓			✓	✓		✓	✓
Lead Scoring			\$	✓						\$	✓
Opportunity Teams			✓	✓			✓	✓		✓	✓
Opportunity Scoring			✓	✓						✓	✓
Predictive Forecasting			\$	✓						\$	✓
Opportunity Splits			✓	✓						✓	✓
Sales Cadences			\$	✓						\$	✓
Territory Management			✓	✓			✓	✓		✓	✓
Additional Org Limits Added per User											
Data Storage (MB)	20	20	20	120	20	20	20	120	20	20	120
File Storage (MB)	512	512	2GB	2GB	512	512	2GB	2GB	512	2GB	2GB
API Calls/Day	0	0	1,000	5,000	0	0	1,000	5,000	0	1,000	5,000

For more details on product capabilities and features, please reach out to your account executive.

For More Information

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

Corporate Headquarters

The Landmark @ One Market Street
Suite 300
San Francisco, CA 94105
United States
1-800-NO-SOFTWARE
www.salesforce.com

Global Offices

Latin America	+1-415-536-4606
Japan	+81-3-5785-8201
Asia / Pacific	+65-6302-5700
EMEA	+4121-6953700



Updated: 6/20/2022

© 2019 salesforce.com, inc. All rights reserved. Salesforce, Sales Cloud, Service Cloud, Marketing Cloud, Chatter, and others are trademarks of salesforce.com, www.salesforce.com. This document is provided for information purposes only and is not warranted to be error-free, nor is it subject to any other warranties. The contents hereof are subject to change without notice, updated as of the version date listed herein, and the features and functionality mentioned here are more fully described in other documentation.