



Salesforce Service Cloud

A Salesforce feature offered by KPMG





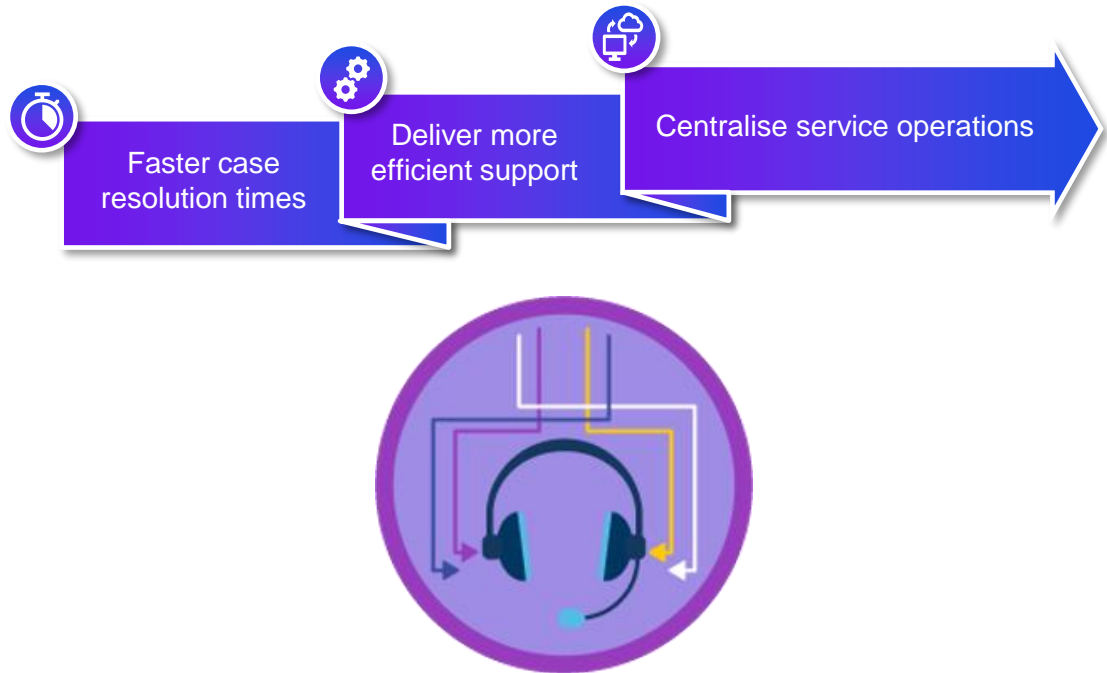
Service Cloud

- **Automate case creation from multiple support channels**
- **Intelligent case routing**
- **Enable self-service capabilities**

Service Cloud – Omni-Channel

How do you keep track of incoming support cases from different channels and ensure that cases are always routed to the most qualified agent?

Enter Omni-Channel!



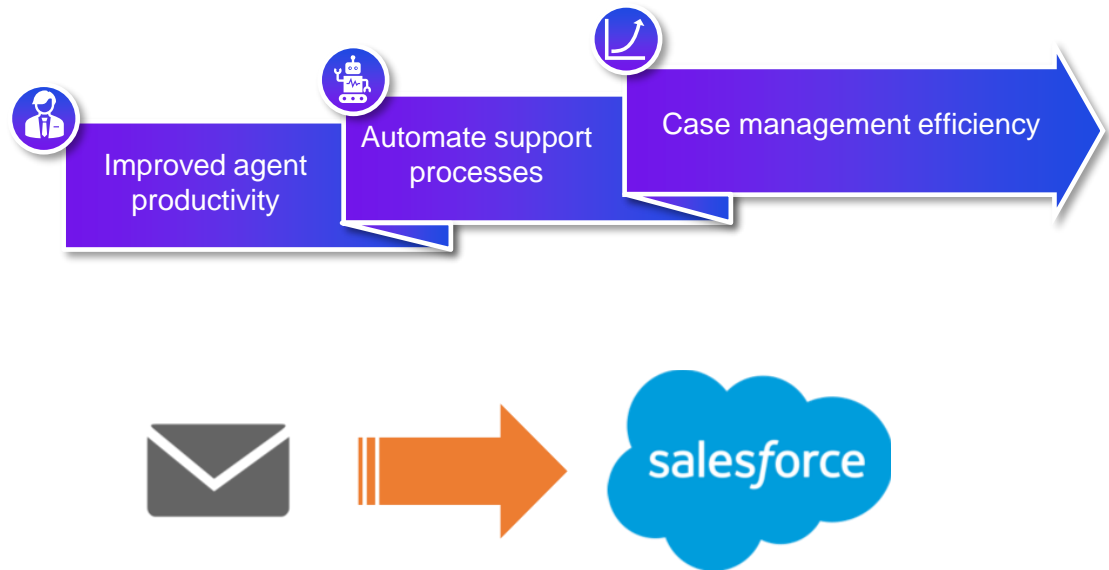
Omni-Channel is an out-of-the-box Salesforce feature that ensures that cases are routed to the appropriate service agents. Salesforce thinks of Omni-Channel in terms of what they call The Three Cs: Complete, Consistent and Connected. Regardless of the channel, Omni-Channel helps you provide a comprehensive and complete experience for customers, ensures they have a consistent experience and keeps work connected and unified for your agents to manage.

Omni-Channel also addresses the Four Pillars of Customer Service: Responsiveness, Utilisation, Feedback and Personalisation. Omni-Channel addresses these pillars because agents have a centralised location to focus their work, and routing assigns the right work to the right agent to get your customers help quickly and provide a personal customer experience.

Benefits	High	Estimated efforts	Med
Data quality & compliance	● ● ●	Time	● ● ●
Time reduction & efficiency	● ● ●	Resources	● ● ●
Improved customer service	● ● ●	Complexity	● ● ●
Scalability	● ● ●	Sponsorship	● ● ●

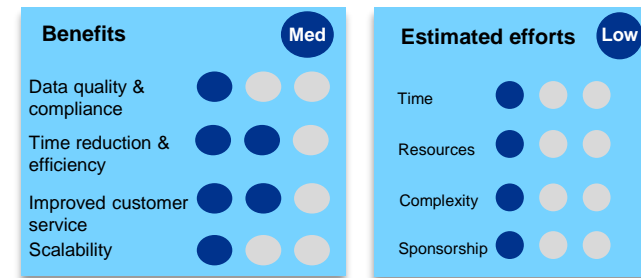
Service Cloud – Email-to-Case

Create new support cases automatically from incoming emails or relate emails to existing support cases with Email-to-Case.



When customer's send you a query or question via email they are effectively "raising a case". E-mail-to-Case ensures that the email is captured and that a case is automatically created in Salesforce utilising data from the email.

Email-to-Case is a standard Salesforce feature that allows your end customers to send an email to a specific email, then have that email turned into a support case, send auto replies, distribute the case to your support team and initiate automated support processes. It saves you time by removing the need for users to manually create or update cases within Salesforce. It essentially removes some of the manual administration required across your team by creating cases automatically, using the relevant information contained within the emails sent by customers.



Service Cloud – Service Level Agreements

Living up to agreed terms in service level agreements (SLAs) is always expected by customers. However, it is not always an easy task. Want to be able to easily manage SLAs for your customers in a centralised system?

Enter Salesforce Entitlements!



Case 00152474

Account Name: Apex Foods | Contact Name: Joe Reale | Subject: X25 Widget is Broken | Date/Time Opened: 9/6/2019 1:04 PM

Contact Details

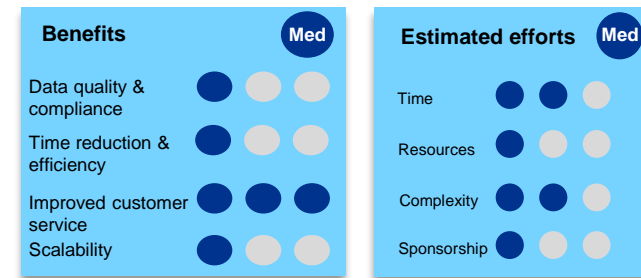
Name	Joe Reale
Title	
Accountant	
Email	joseph.reale@interne
	tcreations.com
Account Name	Apex Foods
Phone	609-570-7200

Milestones

Initial Response Time
26 min 38 sec remaining
Mark Completed

Entitlement processes are timelines that contain all the steps that agents must complete to resolve a support record. Entitlements are units of customer support in Salesforce, such as “phone support” or “web support.” They are typically used to represent terms in service agreements.

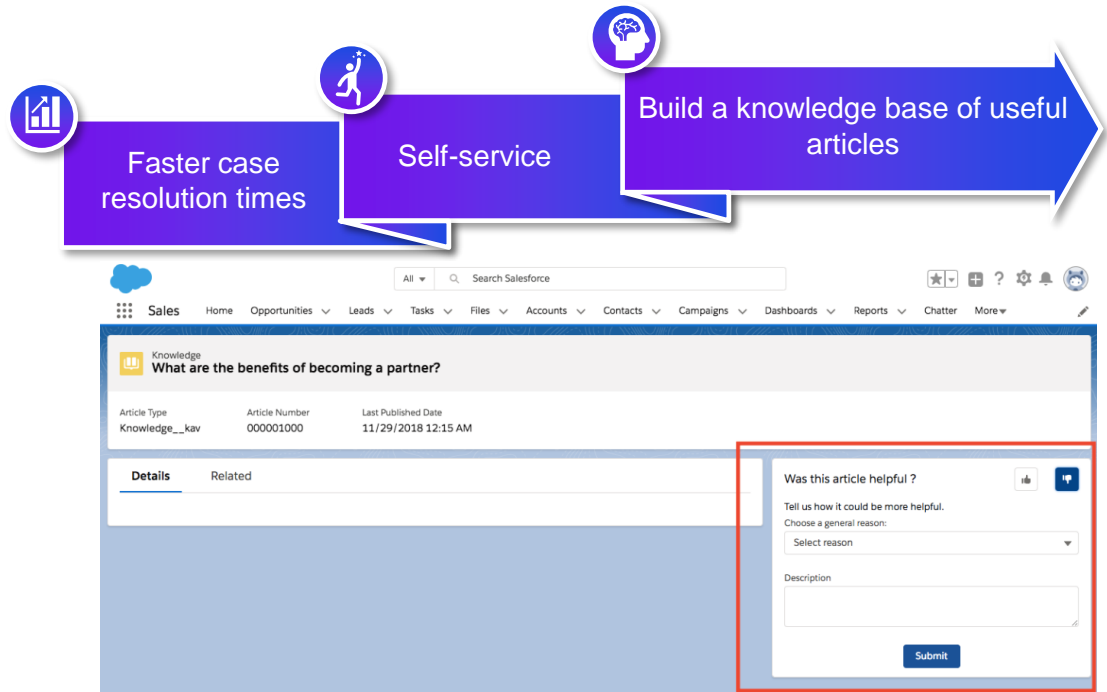
The milestones standard feature represents required, time-dependent steps in your support process like first response or case resolution times. Entitlements are used to ensure reps are delivering support in a timely manner and to indicate the type and level of support customers are entitled to. It provides the best solution for customer support and offers the correct support to your customers.



Service Cloud – Knowledge Base

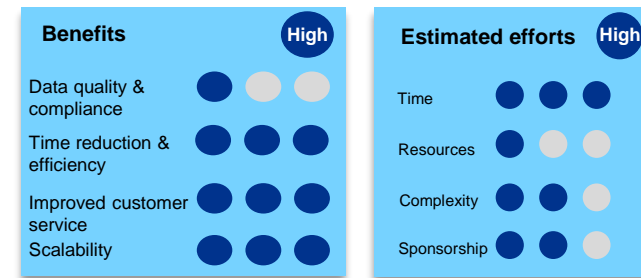
Give your website visitors, clients, partners and service agents the ultimate support tool.

Create and manage a knowledge base with your company information and share it securely when and where it is needed.



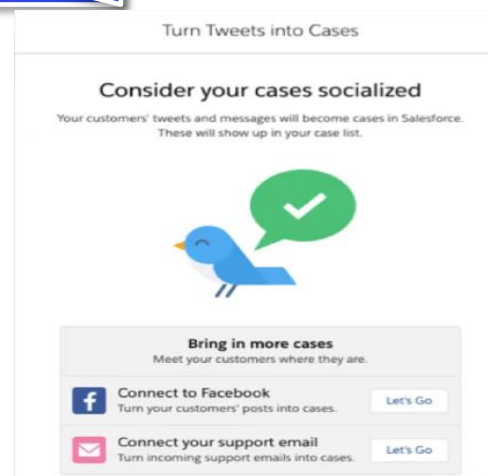
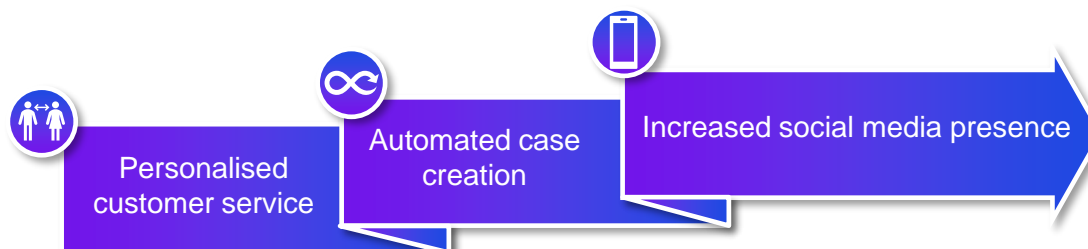
The Salesforce Knowledge Base is built from knowledge articles, which are documents of information. Articles can include information on processes like how to reset your product to its defaults, or frequently asked questions. Experienced service agents and internal writers write the articles. The articles are then published and can be used internally to guide agents to provide efficient support through for example phone interactions. Articles can also be used externally and published on customer portals as self-service information such as FAQ articles.

You can publish articles on customer and partner sites and public websites or share articles in social posts and emails. Control where and what information is published or shared based on the article page layouts, user profiles, actions and other settings. The functionality uses a two-step algorithm that performs several searches to relate articles to cases based on search terms from the data contained in the selected case fields.



Service Cloud – Social Customer Service

Social Customer Service allows you to connect your Salesforce org to multiple social media such as Facebook, Twitter, Instagram and YouTube and provide support directly on these channels through Salesforce.



Increase your visibility on social media and provide customer support directly on your customers' preferred social media. Salesforce Social Customer Service allows your agents to join the conversations where they are happening. From within the service console in Salesforce, @mentions and posts from social media will appear as items in the feed within Salesforce. Here, agents can comment, like or send private messages through the connected social media channels.

Because Social Customer Service is integrated seamlessly with Salesforce, agents can get the complete customer 360 view before responding. Cases can be created from conversations and sent to the service console so that customers may receive immediate support.

Benefits				Estimated efforts			
Data quality & compliance	●	●	●	Time	●	●	●
Time reduction & efficiency	●	●	●	Resources	●	●	●
Improved customer service	●	●	●	Complexity	●	●	●
Scalability	●	●	●	Sponsorship	●	●	●



Want to hear more?

Our experts are ready to help if you are interested in hearing more about how these features could benefit your business.

Contact us

KPMG Customer & Growth



Aleksandar Vlacic
Senior Consultant

avlacic@kpmg.com
+45 2239 1501



Sarah Eriksen
Consultant

seriksen@kpmg.com
+45 6047 9400



Matthias Schmitz
Consultant

maschmitz@kpmg.com
+45 2140 6724

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavour to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

© 2023 KPMG P/S, a Danish limited liability partnership and a member firm of the KPMG global organisation of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved.

© 2023 Copyright owned by one or more of the KPMG International entities. KPMG International entities provide no services to clients. All rights reserved. KPMG refers to the global organization or to one or more of the member firms of KPMG International Limited ("KPMG International"), each of which is a separate legal entity. KPMG International Limited is a private English company limited by guarantee and does not provide services to clients. For more detail about our structure please visit home.kpmg/governance.