



SALESFORCE.COM: USING A CONTACT CENTER IN THE CLOUD TO RUN A GLOBAL CUSTOMER SUPPORT ORGANIZATION THAT DELIVERS THE BEST CUSTOMER SERVICE EXPERIENCE

Salesforce.com has helped make cloud computing a trusted way for companies to access world-class enterprise software functionality. Today, over 63,200 businesses have embraced this low cost, low-risk approach to software delivery and are reaping the benefits of CRM through world-class applications like Sales Cloud™ and Service Cloud™. As salesforce.com continued to enjoy growth, its customer support organization needed better visibility across all of their global support centers. In addition, the company's existing contact center technology wasn't as scalable as it needed it to be, which impacted customer service levels. To optimize the customer experience, they deployed the LiveOps On-Demand Contact Center Platform across all locations.

Delivering an exceptional customer experience is central to salesforce.com's value proposition, and as the company grew to over US \$1billion in revenue, management needed to ensure that customers could quickly access the best agent to meet their needs. Its global deployment of customer support centers spanning Japan, Australia, Europe, and North America placed agents strategically around the world to "follow the sun" with their global clients. As a result, someone is always available to take customer calls.

But geographically distributed customer support centers and a fast-growing customer base placed additional demands on infrastructure that impacted reliability. Salesforce.com wanted also to ensure that they were making the best use of expert

resources to meet individual customer needs. They needed a robust, integrated, skills-based routing capability across all customer support locations, so calls reach the best agent right away.

At the time, the company's various support center locations used different contact center technology, which resulted in other challenges. "We needed to ensure that our team and infrastructure were scaling to meet our growing customer needs in order to deliver exceptional customer service," explains Krista Anderson, SVP Global Customer Support at salesforce.com. "We needed a vendor with redundant infrastructure that's "always on." In addition, we wanted to further enhance our real-time global visibility and role-based access to information – capabilities that would enable us to drive the best customer experience."

Business Benefits

LiveOps enabled salesforce.com to achieve:

- High reliability and scalability across all contact center locations
- Management of geographically distributed agent teams as a single, integrated customer support center
- A reduction in average call handling time enabled by CTI
- Improved first-call resolution rates enabled by skills-based routing that automatically routes each call to the best-available agent
- 100% inbound call recording for more effective quality monitoring

SEARCHING FOR A NEW CONTACT CENTER PLATFORM

Salesforce.com began looking for a new contact center platform that would span all current geographic locations, allow for growth into new locations, and deliver the reliability and scalability to support continued expansion. "We also wanted a way to manage these global resources as a single, unified customer support center. We wanted to seamlessly route complex customer calls to the agent with the best skill set to resolve them, regardless of location," explains Anderson. "Our goal was to get customers to the right agent who could resolve their issues on the first call." The platform also had to support nine different languages with the capability to quickly ramp new languages as salesforce.com grows into new markets.

After researching their options, salesforce.com chose to deploy the LiveOps On-Demand Contact Center Platform across all of their global customer support centers. "We liked the sophisticated functionality and high reliability of the LiveOps solution," explains Anderson. "In particular, we were impressed by the integration it provided with the Service Cloud, salesforce.com's game-changing customer service application. And because LiveOps software runs in the cloud, it can be accessed by users anywhere in the world – so all of our geographically distributed customer support centers could work using a single platform."

Equally important, the LiveOps platform was able to scale with the business, eliminating the need to worry about infrastructure capacity in the

future. It could also deliver sophisticated functionality that supports:

- Global skills-based routing, which improves first call resolution rates by automatically routing calls to the best available agent for each customer – regardless of their physical location – and optimizing the customer experience
- Real-time visibility into activities, processes, agents, and calls across all customer support centers through a comprehensive, customizable dashboard
- 100% inbound call recording across all locations (and instant access to playbacks directly from within salesforce.com's Service Cloud)
- The ability to stay ahead of business requirements – for example, enabling management to move bundles of calls from one call center to another and make administrative changes on the fly

THE BENEFITS OF A UNIFIED NETWORK OF CUSTOMER SUPPORT CENTERS

"Today, salesforce.com considers having a contact center in the cloud essential to providing great customer support," states Anderson. "We've been extremely pleased with the LiveOps platform. All of our mission-critical infrastructure is performing to our high standards, enabling salesforce.com to provide high-quality, responsive customer service across all of our customer support centers."

The LiveOps platform can handle salesforce.com's complex call routing scenarios and allows business operations people to make routing changes on the fly using administrative tools.

"This allows us to stay ahead of our business needs," explains Anderson. "For example, if we have call overflow in one customer support center, the LiveOps platform enables us to send those calls to another center that's being underutilized." The platform also enables salesforce.com to automatically detect and route calls from customers in salesforce.com's premier service program to their premier support agents.

Armed with greater insight into calls and agent performance, salesforce.com has been able to substantially improve key performance metrics for its customer support centers. "We've also received positive feedback from our customers because we now address them personally, and proactively ask about open tickets when they call," states Anderson. This is because caller ID information and screen pops immediately identify the caller and bring up the customer record in the Service Cloud.

"With LiveOps, we've significantly improved the quality of our customer experiences – consistently and across all locations. Equally important, we have a solid contact center platform that will grow with the business."

Krista Anderson
SVP, Global Customer Support,
salesforce.com
