Module Title	:	Service Cloud Essentials for Managers
Duration	:	2 days

OVERVIEW

Salesforce Service Cloud helps support managers establish and maintain solutions for call center CRM and customer self-service. In this interactive course, support managers will gain hands-on experience overseeing the deployment of the Service Cloud to facilitate collaboration among agents and customers, for customer self-service and case deflection, for multichannel support of incoming cases, for case management and case workflow automation, and for support-related analytics and reporting.

WHO SHOULD TAKE THIS COURSE?

This course is designed for professionals who directly or indirectly manage support teams. No prior knowledge of Salesforce is needed. However, it is strongly recommended that all students take the online eLearning course Getting Started: Using the Service Cloud that is available through Salesforce Help and Training.

WHEN YOU COMPLETE THIS COURSE, YOU WILL BE ABLE TO:

- Advise your Salesforce administrator on how to set up Salesforce Service Cloud to best meet your team's needs
- Establish productivity tools using recommended practices to make your team more efficient and accurate
- Use collaboration tools such as Chatter, Salesforce Knowledge, and Salesforce Communities to share knowledge and resources among agents and customers
- Create reports and dashboards to gain insight into your team's performance

MODULES & TOPICS

Service Cloud Overview

- Your Service Organization
- Service Cloud Overview
- Service Cloud Use Cases

Managing the Case Lifecycle from Creation to Closure

- Support Channels
- New Cases
- Existing Cases

Knowledge

- Resolve a Case Using Knowledge
- Create a Knowledge Article

Automate Case Management

- Case Capture
- Predefined Communication
- Case Assignment and Escalation
- Notification

Agent Productivity Tools

- Console for Service
- Live Agent
- Soft Phone

Self-Service Support

- Communities

Collaborate Using Chatter

- Your Profile
- Chatter Groups

Track Your Business with Reporting

- Reports
- Dashboards
- Mobile Reporting in Salesforce1