

Module Title : Service Cloud Essentials for Executives

Duration : 5 days

OVERVIEW

Salesforce Service Cloud is an SaaS solution for call center CRM and customer self-service that increases customer loyalty, retention, and satisfaction. In this interactive course, support executives will gain hands-on experience on how to leverage Service Cloud to offer customers a variety of choices in how they interact with your company, provide productivity tools to your team to make them more efficient and accurate, reduce time spent on manual processes such as case management, leverage your teams' collective knowledge and experience, and gain insights from data to drive strategic business decisions.

WHO SHOULD TAKE THIS COURSE?

This course is designed for executives who direct customer service initiatives and support teams for their companies.

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

- Describe how Service Cloud allows you to offer customers a variety of channels with which they can interact with your company
- Describe how Service Cloud allows you to provide collaboration, productivity, and efficiency tools for all members of your support team
- Describe how Service Cloud can help you leverage the social web via customer-centric, online support communities and integration with Facebook and Twitter
- Use reports and dashboards to drive strategic business decisions

MODULES & TOPICS

Service Cloud Overview

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

Help Customers from Multiple Channels

- Service Cloud Channel Overview

Manage Customer Issues Efficiently

- Salesforce Console for Service

- Case Management Automation Tools

Increase Collaboration

- Chatter
- Communities
- Social Care

Gain Insights From Your Data

- Support Reports
- Support Dashboards
- Mobile Dashboards Using Salesforce1