So bieten Sie überall den besten Service, vom Kontaktcenter bis zum Außendienst 💗

Salesforce Service Cloud

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Forward-Looking Statements

This presentation contains forward-looking statements about, among other things, trend analyses and future events, future financial performance, anticipated growth, industry prospects, environmental, social and governance goals, and the anticipated benefits of acquired companies. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, Salesforce's results could differ materially from the results expressed or implied by these forward-looking statements. 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092821

Service Leaders are Asked to Do More with Less

Companies need to find ways to bridge the gap between efficiency & connection

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Customer Demand

50% increase in service demand from their customers.

Supply chain disruption, Financial markets & digital expectations cited as key factors.

Service Capacity

2/3 Service reps are at-risk of becoming disengaged and exhibiting attrition behaviors.
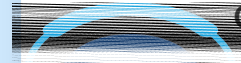
Source[1]: Gartner

Strategic Role of Customer Service Continues to Rise

Customer support agents are now seen as the face of the company.

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Traditionaly

Case Numbers

Agents & Mobile Workers

Customer Support

Now

Personalized & Proactive

Trusted Advisors

Customer Success

Scale Service That Customers Love

Your steps to do more with less and reduce costs

Scale

Every Process With Automation

Personalize

Every Engagement With AI

Connect

Every Channel in Real Time

Service Cloud

Scale service that your customers love

Scale every process with automation
Automate processes and empower teams to do more with less

Automation · Self-Service · Orchestration · Optimization · Collaboration · Routing

Personalize every engagement with AI
Unify your data to humanize interactions and build loyalty

Customer 360 · AI · Agent Console · Mobile App · Analytics · Insights · Integration

Connect across every channel in real time
Create consistent experiences that delight customers and lower costs

Self-Service · Messaging · Chat · Bots · Voice · Video · Field Service

27% support cost reduction
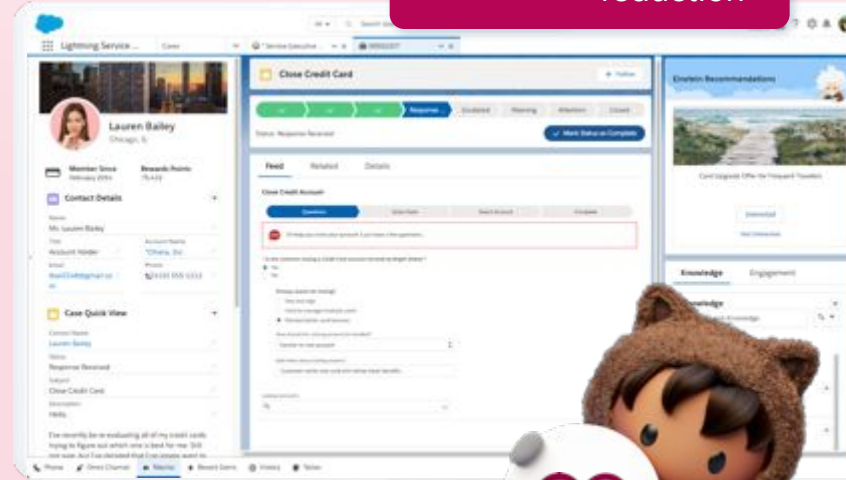
Only **Service Cloud** Spans Digital Service, Contact Centers, and Field Service in One Solution

salesforce

customer360

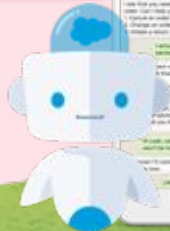| Device & Channel | Assets | CDP | Incidents | Knowledge | Cases | Privacy & Preferences | Communities | Recommendations & NBA | Events, Monitoring & 3rd Party Apps |

Low-Touch

No-Touch

High-Touch

Self-Service Portals & Help Centers

Messaging & Chat

Chatbots

AI and Automation

Voice

Visual Remote Assistant

Field Service Mobile App

WELCOME TO THE HELP COMMUNITY!

Scale Service That Customers Love

Service Cloud is the most complete and connected platform

Digitize Your Customer Interaction

Drive Efficient Field Service Operations

Scale Service That Customers Love

Service Cloud is the most complete and connected platform

Digitize Your Customer Interaction

No-Touch

Low-Touch

Scale Service That Customers Love

Service Cloud is the world's most complete and connected platform

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Connect Every Channel in Real Time

Voice   Email   Messaging   Video   Web   Chat

27% support cost reduction

Personalize Every Engagement With AI

Single Source of Truth

Preferred Channels

Scale Every Process With Automation

Empowered Teams

Intelligent Workflows

Success   Sales   Service   Partners   Marketing   Industries   Commerce   Net Zero   **Genie**   Tableau   Slack   Platform   MuleSoft

#1 Service Apps | Customer Service | Self-Service | Contact Center | Field Service | Employee Service |

Build A Seamless Prospect-To-Customer Digital Experience

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Drive Growth With Connected Digital Experiences

Create data-driven websites, portals, and mobile apps for customers and partners

Experience Builder • Mobile Publisher • Content Management • CRM • CDP

Unlock Value Faster With Modern Build Tools

Build beautiful end-to-end experiences with clicks, code, or both

Templates & Components • Workflows • Headless • Intelligence • Integration • Ecosystem

Take Any Industry-Specific Process Online

Power the external-facing digital processes critical to your industry

Industry Templates & Components • Industry Data Models • Digital Process Automation

Achieve Success At Scale With A Trusted Platform

Adapt and innovate quickly to deliver on any device in any region

Trust • Security • Performance • Hyperforce • Developer Center • Trailblazer Community
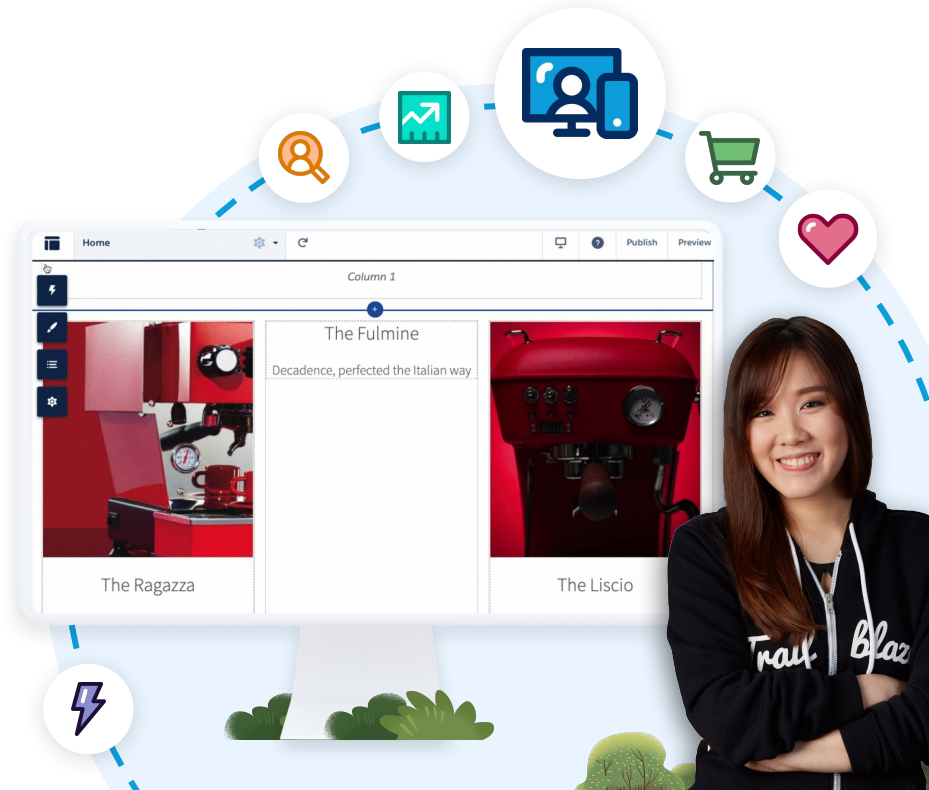
Modernize Support and Your Contact Center

Deliver Proactive, Omnichannel Service

Anticipate needs and deliver <u>effortless, connected experiences</u> no matter where the customer journey takes them

Self-Service · Bots · Messaging · Telephony · Video Support

Unlock Cross-Department Productivity

Intelligently <u>triage and route cases</u>, collaborate and swarm in real-time, and turn complicated processes into <u>automated workflows</u>

Case Classification · Routing · Swarming · Workflow & Orchestrations · Incident Mgmt

Empower Agents to Personalize Every Interaction

Give agents <u>relevant data at the right time</u> in a unified workspace with built-in tools, AI-powered recommendations, and <u>next best actions</u>

Integration · RPA · Service Console · Knowledge · Next Best Action

Faster Time to Value and Scalability

Surface actionable insights from conversational <u>trends and analytics</u>, then quickly activate them to drive rapid resolution and deflection

Einstein Conversation Mining · Service Analytics · Workforce Engagement
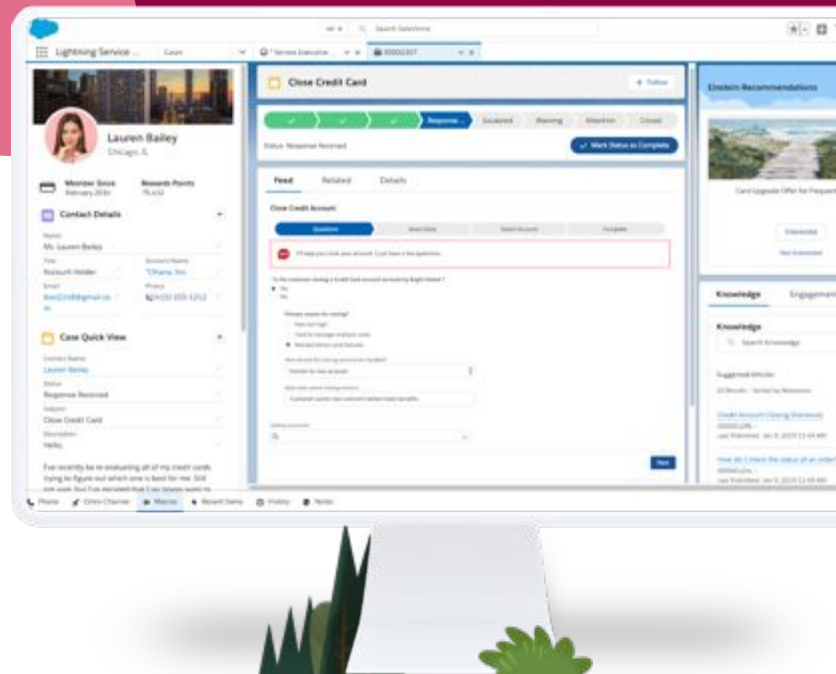
It's Time to do More with the Phone Channel

Phone conversations can be connected to CRM and the agent workspace

Service Cloud Voice
Voice Interactions natively integrated with Salesforce Customer 360 Service

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- **Boost agent productivity** by reducing data entry and call wrap-up time

- **Leverage voice transcription** to surface AI-powered agent recommendations

- **Give supervisors real-time omni-channel visibility** in the supervisor console

- **Reduce Time** for Onboarding, Training and ACW

Top Customer Success Metrics

30%
Increase in Agent Productivity

26%
Decrease in Support Volume per Customer Across all Channels

28%
Increase in Case Resolution Rate Via Self-Service, Automation, and/or AI

32%
Increase in Customer Satisfaction

30%
Increase in Customer Retention

Bosch Service Solutions
Bosch Contact Management

**Jörg Fischer
Ex-Bosch CTO/CDO,
now Salesforce**
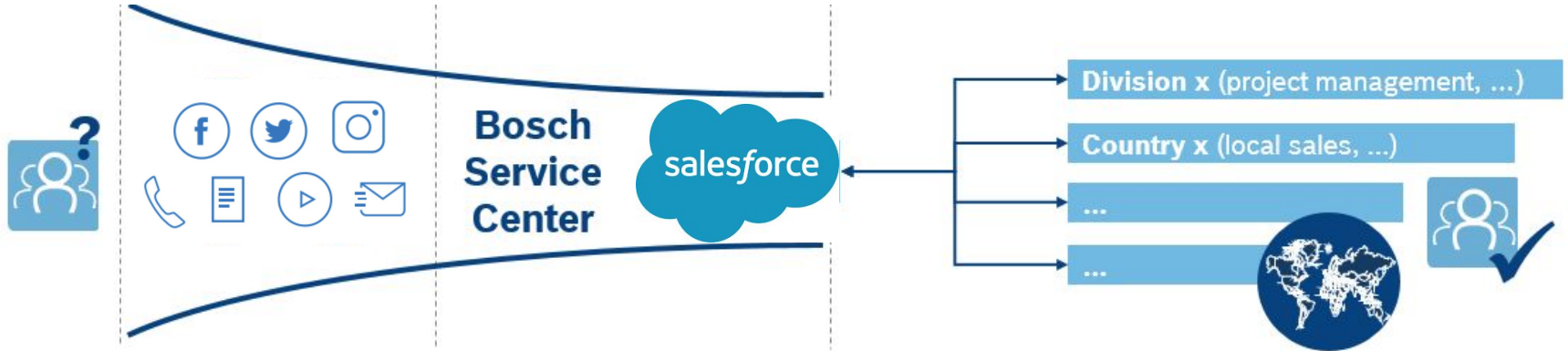
Bosch Corporate Contact Management

Starting Point

➔ ...different customer service organizations per market, division and even per product,

➔ ...disconnected systems vertically and horizontally, no common customer engagement layer,

➔ ...missing customer service processes, KPIs and customer success metrics,

➔ ...lack of transparency and collaboration across entities (~440) and countries (60+)

Mobility Solutions

Industrial Technology

Consumer Goods

Energy and Building Technology

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Bosch Corporate Contact Management

Corporate Contact Management and Social Media at its best!

~150 Social Media Channels

24/7/365 Service

7 Sites worldwide (BR, UK, RO, ES, RU, CN, PH)

>95 countries in 28 languages

Bosch Corporate Contact Management

Facts and figures (end 2021)

160.000
Case deflections annually and growing[1]

~225
Queues in total[2]

24.000
Hours saved due to automation technology[3]

>55%
Prefilled case taxonomy based on FAQ / logic tests[2]

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1) FAQs, webform, self service, spam filtering
2) State: January 2022
3) SC Automations, Bots, Knowledge Base, Prefilled fields

Scale Service That Customers Love

Service Cloud is the most complete and connected platform

High-Touch

Drive Efficient Field Service Operations

Today's Field Service Spans the Spectrum

In-person across industries

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Field Service Workers

Break/Fix Use Case
Fixing a machine

Servitization Use Case
Selling service as a product

Service Install Use Case
Installing equipment

Maintenance Use Case
Updating a pipeline

And More.....

Exception Field Service is Critical to Growth

86% of decision makers say field service is a key part of their overall strategy

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Digital First Experience

Increase customer satisfaction with personalized connected service

Mobile Worker Productivity

Improve employee satisfaction with tools & data that available online & offline

Optimized Scheduling & Routing

Reduce costs by ensuring the right technicians with the right skills arrives at the right time

Proactive & Intelligent Operations

Boost business process efficiency with access to real-time data

Optimize Scheduling and Streamline Dispatch

Get Visibility Into the Day
Prioritize jobs with full visibility on a single screen to manage appointments, resources, and maps

Increase Frontline Worker Productivity
Generate optimal schedules based on business priorities, SLAs, and travel time

Maximize Business Agility
Respond quickly to changing customer needs, employee emergencies, and traffic conditions with intelligent automation

Increase Asset Uptime
Increase operational efficiency with data-driven maintenance on assets in the field

Source: Salesforce Field Service Success Metrics Study, 2022
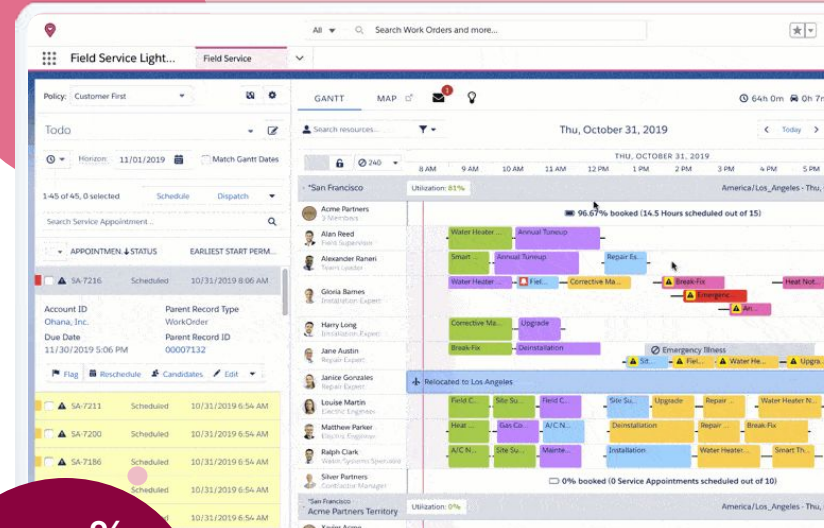
33%
decrease in work order scheduling time

Empower Frontline Workers for Faster Field Service

Boost Frontline Efficiency
Equip employees and contractors with the right tools, resources, and information to ensure superior service and visibility into upselling opportunities

Ensure Consistent Service Every Time
Meet business and customer expectations with step-by-step guidance to create streamlined processes

Reduce Costs with Remote Service
Save truck rolls and help customers and employees everywhere troubleshoot issues when they need help the most.

Close Work Orders Faster
Reduce time spent on expense reports, timesheets, and work orders so mobile workers can focus on their next appointment
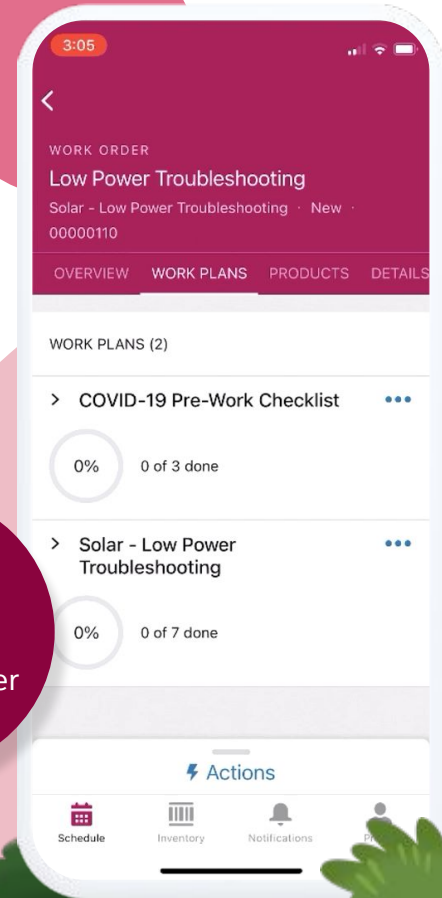
32% increase in frontline worker productivity

Salesforce Field Service Drives Success

Average Customer Success Metrics Achieved After Implementing Salesforce

QUALITY

34%
Return on Investment (ROI)

QUALITY

35%
Increase in Customer Satisfaction (CSAT)

PRODUCTIVITY

31%
Increase in Work Order First Time Fix Rate

PRODUCTIVITY

32%
Increase in Frontline (Mobile Worker) Productivity

PEOPLE

32%
Increase in Employee Retention

PEOPLE

27%
Decrease in New Employee Ramp-Up Time

PROFITABILITY

30%
Decrease in Operations Costs

PROFITABILITY

26%
Decrease in Truck Rolls

Source: Salesforce Field Service Success Metrics Study, 2022

Bosch Service Solutions
Elevator Cloud

Bosch Elevator Cloud
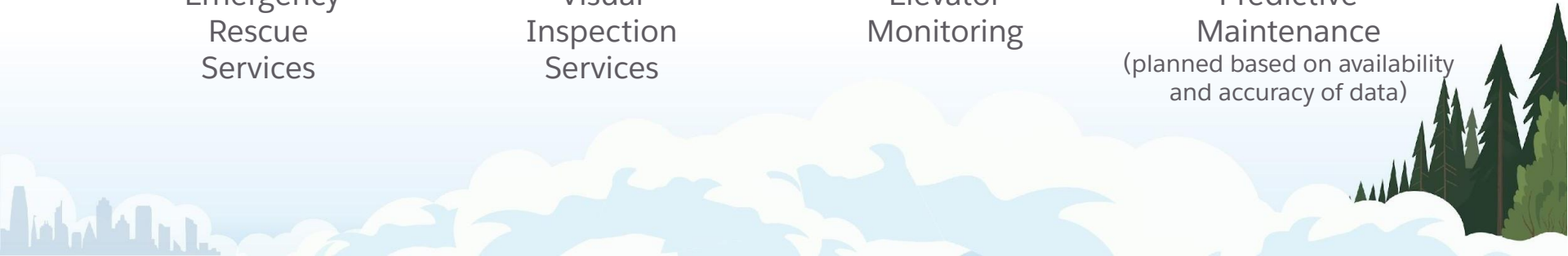
What does it do?

Emergency
Rescue
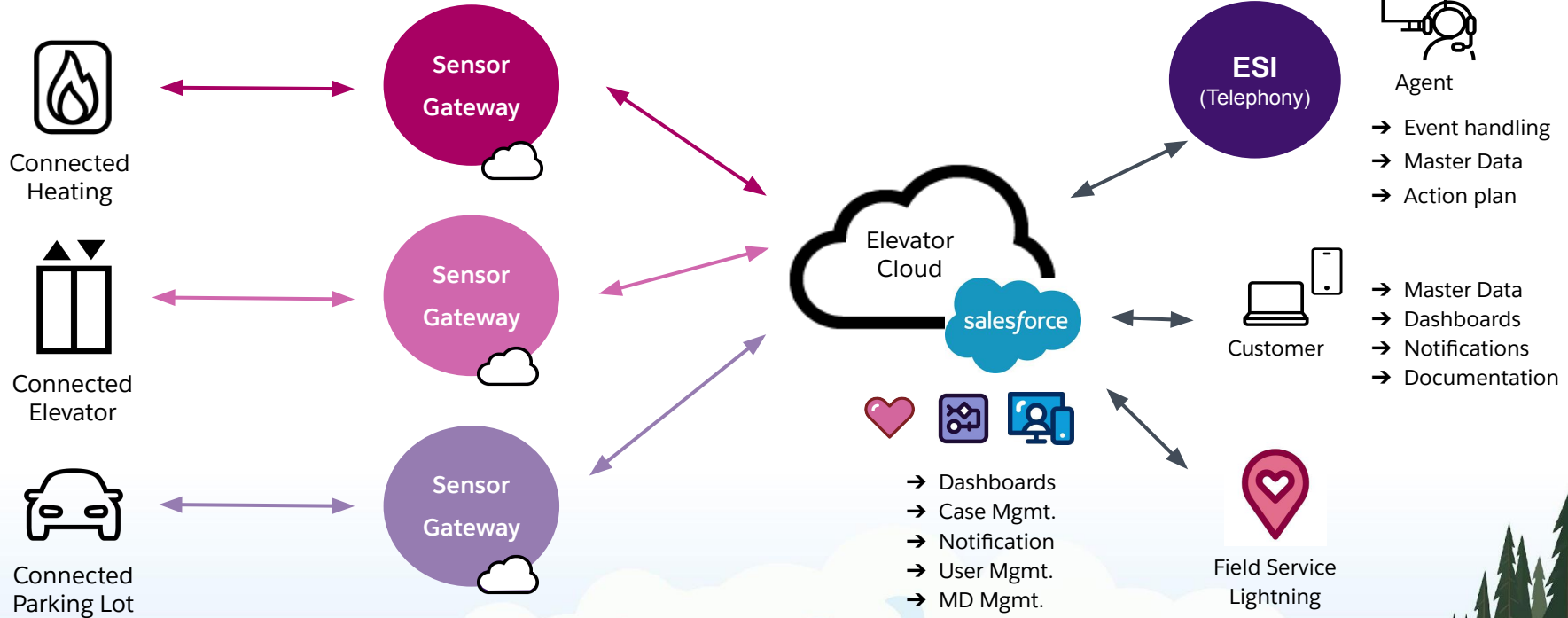Services

Visual
Inspection
Services

Elevator
Monitoring

Predictive
Maintenance
(planned based on availability
and accuracy of data)

Bosch Elevator Cloud:
Timely Error Detection and Repair

Automated monitoring based on real-time data via the installed retrofit sensorbox.

Case-Management to enable the quick solution and to facilitate the follow up on elevator defects. Automated notification of the elevator operator and technical field force in case of defects.

Cost and downtime reductions as well as reduction of emergency work orders in the field through timely initiation of maintenance and repair activities

Extensability of elevator processes to other technical installation parts of the buildings (e.g. heating, water leakage, etc.)

Change from IoT-Explorer to Lightning Flow with the help of Customer Success; Know-how build-up on Trailhead

-20%
Faulty repair orders

Cost reduction
Through less downtime and less emergency orders
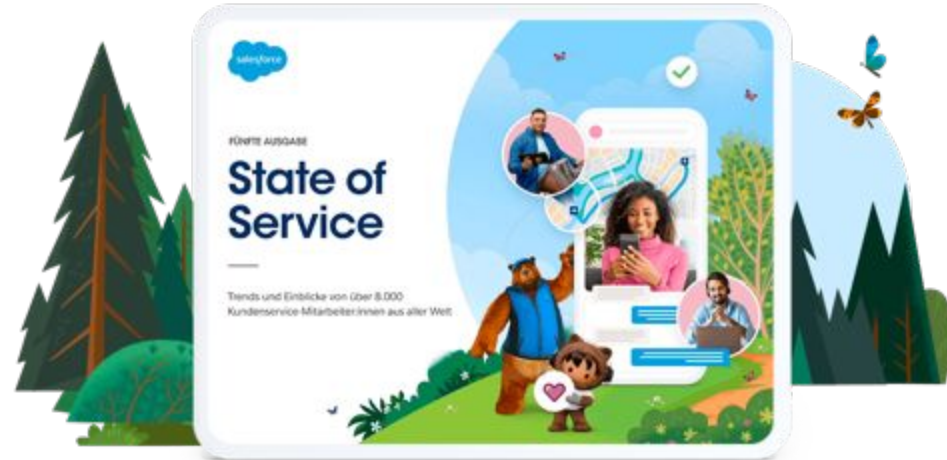
SERVICE   SUCCESS   FLOW   EXPERIENCE   LEARNING

BOSCH
Invented for life

"Salesforce enables us to make fast adjustments to customer requirements without the need for software development. This decreases our time-to-market significantly."

René Morgenstern,

IT Solution Architekt, Bosch Service Center

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State of Service Report
SCAN

Thank You