



>  
accenture

*High performance. Delivered.*



## Clear Skies in Service

Accenture and salesforce.com help organizations drive customer service excellence

Growing and maintaining a stable customer base is essential to achieving high performance. A major Accenture survey<sup>1</sup> on customer loyalty and business growth, showed that it's now more difficult than ever to "drive retention, repeat buying and overall business growth." Three hard realities emerged from the survey: service expectations continue to rise; speed and quality matter; and digital service channels are fast entering the mainstream.

Moreover, the survey reinforced that companies are increasingly falling short of meeting customers' expectations by losing track of past interactions—and delivering service that, on the whole, does not satisfy.

Although established digital customer channels, such as email, text messaging and chat, can provide effective mechanisms for customer service, particularly in emerging markets, more than ever, customer discussions are also occurring in newer and more visible public digital domains. For example, when customers switch providers in the tough new world of rising customer expectations, they rarely signal their intentions; they simply leave and only communicate dissatisfaction after the fact—often via Twitter or Facebook.

Clearly, the customer service game is changing—and companies that value high performance must adapt to these changes to attract and retain customers.

To achieve these critical goals, recommendations based on the Accenture survey suggest that organizations should:

**Deliver differentiated customer experiences**—Promote predictable buying behaviors and long-term customer commitment through better customer service.

**Put customers in charge**—Expand service delivery choice by incorporating support for all channels including social-networking applications such as Facebook and Twitter.

## Enter Accenture, salesforce.com and Service Cloud 2

Accenture and salesforce.com help organizations provide effective service and support that drives revenues, cements loyalty and contributes to top performance. By using Service Cloud 2—the salesforce.com application designed for modern customer service and support—Accenture is collaborating with salesforce.com, the leader in enterprise cloud computing, to differentiate customer service and empower customers.

Accenture helps organizations use Service Cloud 2 to gain a 360-degree customer view. This provides organizations with a consolidated workspace that enhances customer interactions through account/contact views and case management capabilities. The workspace can provide support through multiple channels including telephone, email, Web self-service or even through popular social networking platforms such as Twitter and Facebook.

## Accenture and Service Cloud 2 benefits

Accenture implementation of Service Cloud 2 provides the following benefits:

**Speed to market**—Implementations can be delivered in record time leveraging Accenture's delivery toolkits and accelerators to rapidly configure Service Cloud 2 to meet your organization's needs.

**Quick configuration and adjustment of user interfaces**—Accenture makes Service Cloud 2 even easier to configure. Customer service agents' requests for the user interface layout to be adjusted can be made quickly without cumbersome custom efforts, leveraging Accenture's proven agent experience in large and small-scale call centers.

**Rapid cycle time from start-to-close of customer service events**—Agents can satisfy demanding customers with built-in knowledge management features that identify customer solutions and, as necessary, bring the right internal resource(s) to specialized customer queries. This end-to-end business process increases the speed and effectiveness of problem resolution, improves customer experience, drives loyalty and contributes to ROI.

**Knowledge management at service agents' fingertips**—The Service Cloud 2 search field makes it easy to find and use knowledge articles about the product or service, and to quickly and efficiently resolve product-related issues.

**Tool consolidation potential**—Accenture's integration architectures for customer service combined with Service Cloud 2 makes it possible to consolidate numerous customer service and support tools into a single access point, helping agents do their jobs in the most effective way possible.

**Being where the customer is, online or off**—After mapping the customer experience against Service Cloud 2, it is easier than ever for customer service agents to assist customers—and close cases—because they can serve customers across all touch points, including fixed and virtual channels.

<sup>1</sup>"Driving growth through customer loyalty," *Outlook Point of View*, February 2010, No. 1. Survey based on 5,000 people across 12 countries in Europe, the Americas and the Asia-Pacific region.

## Why Accenture and salesforce.com

Organizations can improve customer service and support with a smart, cost-effective cloud-computing approach from Accenture and salesforce.com—organizations that bring a seven year track record of helping joint customers develop comprehensive cloud strategies and achieve the full potential of enterprise cloud computing.

Accenture combines deep heritage in the service contact center with process knowledge, industry expertise and technology skills to help customers quickly and efficiently architect and implement the right Service Cloud 2 solution—and deliver sustainable business value. To make it possible for companies to fully exploit the agility of cloud solutions in the contact center, Accenture helps define governance approaches that finely balance speed and control in customer-facing operational environments. Of course, addressing human performance is essential, which is why Accenture supports crucial organizational adoption and change management activities, including the design and development of end-user training. Accenture also applies reusable tools and proven methodologies—helping to accelerate implementation and mitigate delivery risk. These include technical designs, integration architectures, functional designs and configuration workbooks, Service Cloud 2 configuration and customization, data migration mappings and quality assurance methodologies.

Accenture helps companies get the most from salesforce.com's Service Cloud 2 with its Contact Center Business Process that incorporates smart business practices, provides automation opportunities and techniques that improve agent performance and speed case resolution times. This is vitally important to many companies as they seek to pinpoint target benchmarks and enhance contact center performance. What's more, Accenture's data-migration mapping accelerators enable migration of contact, contract and case histories from legacy tools in a fraction of the typical time. Accenture is the leader in a delivery approach that brings cost-effective and high-quality solutions by harnessing deep onshore and offshore delivery capability with salesforce.com.

A recognized leader in salesforce.com implementations<sup>2</sup>, Accenture is salesforce.com's most successful systems integration partner with a track record of delivering hundreds of agile, enterprise implementations at more than 100 organizations. Accenture is an experienced partner bringing certified professionals with business acumen, deep industry expertise, and customer relationship management leadership to clients that have chosen cloud-computing solutions.

## Case closed: Client success evidence of top performance

Accenture is collaborating with a leading global high-technology organization to improve its business-to-business customer contact center.

Accenture is helping the company design, build and deliver a business-to-business contact center that will consolidate 10 separate technical support product-resolution tools into a single tool using salesforce.com's Service Cloud 2. The goal is to implement that application and a data repository that is accessible by solution engineers, so that cases and knowledge can be better managed via a customer portal that provides visibility into case status, contacts and reports.

The company is closer than ever to realizing its goal of top performance through improved job satisfaction among solution engineers, elevated customer experience and enriched customer intimacy. The client has already delivered a high-quality integrated desktop with workflow automation to hundreds of solution engineers, enabling the agents to improve case handling. The result? Reduced operational service costs. The solution engineers enjoy a multidimensional 360-degree customer view and the client can rapidly deploy the tool to new users, supporting reusability with a more flexible enterprise architecture. Finally, given the increased speed of case resolution, the client's customers are more satisfied. Case closed.

<sup>2</sup> Source: The Forrester Wave(TM): Salesforce.com Implementation Q2 2011, Forrester Research, Inc., May 2011.



## Contact

Accenture and salesforce.com contribute to measurable improvements in service transformation, agent productivity and results, and provide unparalleled visibility into global business processes for better organizational decision-making.

To find out more, please contact:

Saideep Raj  
Accenture  
Global SaaS Practice Lead  
saideep.raj@accenture.com  
+1 267 216 1752

Ross Piper  
Salesforce.com  
SVP, Enterprise Strategy  
rpiper@salesforce.com  
+1 415 536 7101

## About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 223,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$21.6 billion for the fiscal year ended Aug. 31, 2010. Its home page is [www.accenture.com](http://www.accenture.com).

Copyright © 2011 Accenture  
All rights reserved.

Accenture, its logo, and High Performance Delivered are trademarks of Accenture.

Copyright © 2011  
salesforce.com, inc.

All rights reserved. Salesforce and the "no software" logo are registered trademarks of salesforce.com, inc., and salesforce.com owns other registered and unregistered trademarks.

## About salesforce.com

Salesforce.com is the enterprise cloud computing company that is transforming customers into social enterprises. Social enterprises know who their customers are and what they like by building customer social profiles; increase productivity and collaboration with employee social networks; and engage with their customers over customer social networks. Based on salesforce.com's real-time, multitenant architecture, the company's platform and application services include:

- Salesforce Chatter, a private social network for your enterprise
- Salesforce Sales Cloud, for sales force automation and contact management
- Salesforce Service Cloud, for customer service and support solutions

- Salesforce Radian6, for social media monitoring and engagement
- Salesforce Jigsaw, for B2B sales and marketing account and contact data
- The AppExchange, the leading marketplace for enterprise cloud computing applications
- Force.com, for custom application development
- Heroku, for building social and mobile apps in Ruby.