

Salesforce Customer 360

Customer Centricity

This white paper is about Salesforce Customer 360. This paper discusses the Customer 360 platform features and how Royal Cyber can help. The intended audience for this paper are Salesforce Customer 360 Platform Consultants and the entire discussion and suggestions illustrated herein are meant to assist them.



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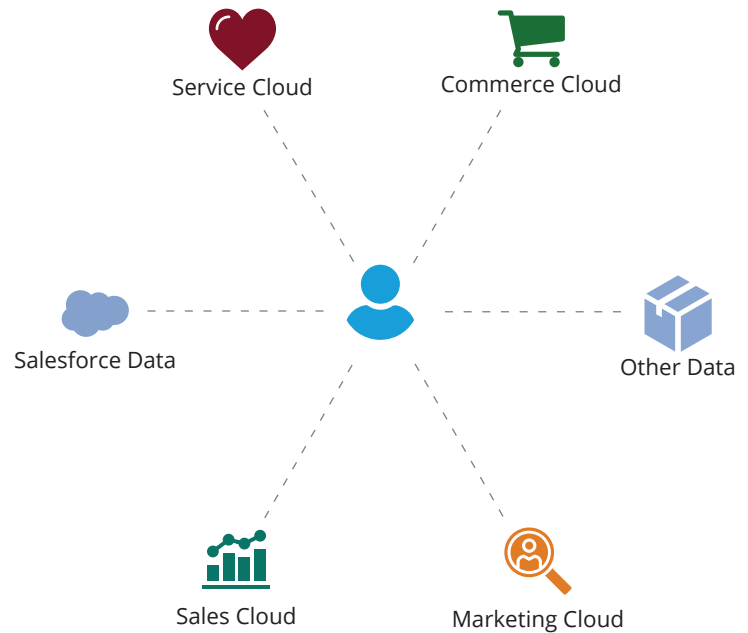
1. Integrated Customer Experience using Salesforce Customer 360

Every brand is creating customer centric strategies where customers are at the center point of the business decisions. Customer centricity is the top priority of the retailers.

Salesforce has introduced a new platform called Customer 360 which offers unified customer data from different applications. It serves as a center point for all the other applications and pulls the relevant data from various platforms and condenses it into a single view.

Customer 360 is a click-based tool which admins can use to connect different Salesforce applications easily. It also permits integration with external applications through MuleSoft any connect. Customer 360 allows organizations to have a complete dynamic view of customer data that brings in detail together for service, commerce, marketing and more.

Disconnected customer data is a very common issue. We find that support agents or customer care representatives usually do not have the history of the products purchased by the customer they are interacting with. All this



happens because the representatives do not have access to the relevant data. This behavior is discouraging for the companies as well because the customer needs consistency.

Customer 360 empowers organizations to provide an integrated customer experience. Below are a few of the main features of the solution which can help organizations stay ahead!

2. Features

2.1 Click-based Interface for Data Management

This feature enables admins to create connections between different Salesforce applications and represent customer data under a single view for different connected applications. Organizations do not need to develop multiple APIs to share data. Customer 360 allows this to achieve with a few clicks.

2.2 Universal ID

Customer 360 generates a universal ID of the customer across all channels irrespective of the way the customers represent themselves e.g. by name, email, contact number, etc. Service agents and the marketing team can fetch the data from commerce through a unique ID and get the list of items purchased. This helps in reducing data duplication because it does not copy data but retrieve the data from different platforms whenever required.

2.3 Pre-built Packages

This feature provides already designed utilities for Service, Commerce and Marketing that are ready to deploy and let the organization have a better experience in known use cases. Agents can view browse and purchase history from commerce. The event is generated in the marketing cloud by the activity in the commerce cloud.

2.3 Pre-built Packages

- a) A customer adds the items to the cart and then abandons it and did not complete the order. In this case, Customer360 will trigger an event and add the customer in the Marketing cloud for offering discounted deals or coupons to encourage the customer to complete the order.
- b) A customer wanted to change the order placed online. A support agent will then have the data of that customer from commerce cloud with what product is being purchased. So, the order can be updated immediately without accessing different channels to have the relevant information.

3. Royal Cyber

Witness the highly connected customer experience with Royal Cyber by implementing Salesforce Customer 360. Royal Cyber can help you to link and map customer records to enhance service, commerce and marketing performance by implementing Customer 360. This will lead to more devoted customers and a higher customer satisfaction.

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Royal Cyber Inc. Headquartered in Naperville, IL is a leading software organization that provides services ranging from application development and deployment to training and consultancy. We commenced the operations in the year 2002 as a specialized Technology provider striding in as a software deployment service provider, assisting clients to meet the standards and demands of doing business in the rapidly changing marketplace.

Today we stand tall as a One Stop Shop for all your IT needs.