Salesforce Service Cloud For Dummies

Jon Paz, T. J. Kelley

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Learn how to provide top-grade customer service anywhere, anytime with Salesforce Service Cloud

Salesforce Service Cloud empowers your service organization to interact with customers through any channel and provide an individualized experience that will be worth sharing—for your customers and for your company. *Salesforce Service Cloud For Dummies* is one the first books to focus specifically on Salesforce Service Cloud software. With it, you'll discover how to set up a sophisticated support center for your business in a matter of a few hours. Whether you're a service executive, manager, support agent, or system administrator, you will discover how to maximize usage of Service Cloud through best practices and step-by-step guidelines. This book will help your customer service departments gain a holistic view of the customers they serve, and provide your customers with meaningful, efficient interactions.

- Examines how to enable your agents to provide efficient service
- Discusses how to interact with customers through any channel
- Offers insights on improving internal communication and collaboration
- Shows how to resolve customer's questions in a timely manner

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