

salesforce

Hohe Kundenzufriedenheit automatisiert, personalisiert & effizient

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Forward-Looking Statements



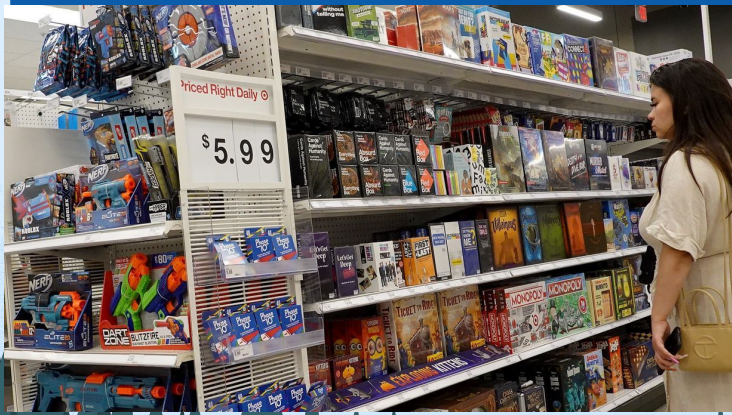
This presentation contains forward-looking statements about, among other things, trend analyses and future events, future financial performance, anticipated growth, industry prospects, environmental, social and governance goals, and the anticipated benefits of acquired companies. The achievement or success 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. The risks and uncertainties referred to above include those factors discussed in Salesforce's reports filed from time to time with the Securities and Exchange Commission, including, but not limited to: the impact of, and actions we may take in response to, the COVID-19 pandemic, related public health measures and resulting economic downturn and market volatility; our ability to maintain security levels and service performance meeting the expectations of our customers, and the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate performance degradation and security breaches; the expenses associated with our data centers and third-party infrastructure providers; our ability to secure additional data center capacity; our reliance on third-party hardware, software and platform providers; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; current and potential litigation involving us or our industry, including litigation involving acquired entities such as Tableau Software, Inc. and Slack Technologies, Inc., and the resolution or settlement thereof; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features, including any efforts to expand our services; the success of our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; our ability to complete, on a timely basis or at all, announced transactions; our ability to realize the benefits from acquisitions, strategic partnerships, joint ventures and investments, including our July 2021 acquisition of Slack Technologies, Inc., and successfully integrate acquired businesses and technologies; our ability to compete in the markets in which we participate; the success of our business strategy and our plan to build our business, including our strategy to be a leading provider of enterprise cloud computing applications and platforms; our ability to execute our business plans; our ability to continue to grow unearned revenue and remaining performance obligation; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; our ability to limit customer attrition and costs related to those efforts; the success of our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our ability to preserve our workplace culture, including as a result of our decisions regarding our current and future office environments or work-from-home policies; our dependency on the development and maintenance of the infrastructure of the Internet; our real estate and office facilities strategy and related costs and uncertainties; fluctuations in, and our ability to predict, our operating results and cash flows; the variability in our results arising from the accounting for term license revenue products; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within our strategic investment portfolio; our ability to protect our intellectual property rights; our ability to develop our brands; the impact of foreign currency exchange rate and interest rate fluctuations on our results; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; uncertainties regarding our tax obligations in connection with potential jurisdictional transfers of intellectual property, including the tax rate, the timing of the transfer and the value of such transferred intellectual property; uncertainties regarding the effect of general economic and market conditions; the impact of geopolitical events; uncertainties regarding the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; our ability to comply with our debt covenants and lease obligations; and the impact of climate change, natural disasters and actual or threatened public health emergencies, including the ongoing COVID-19 pandemic.



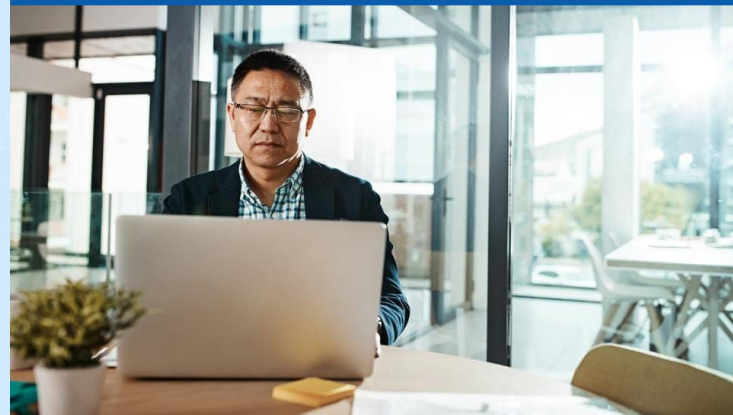
Leaders are in a Tough Spot



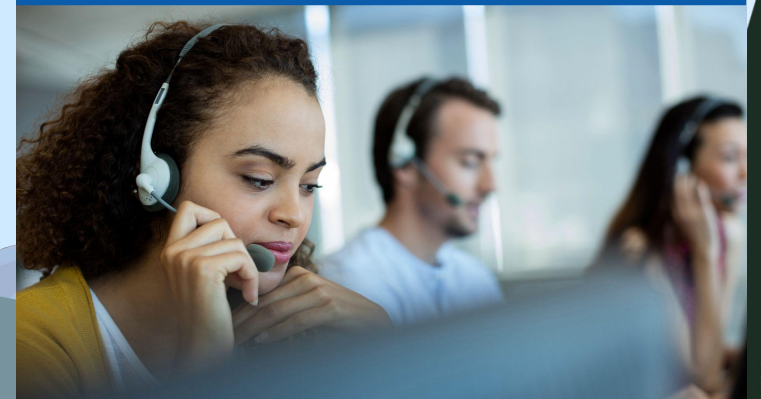
Operating Costs



Talent Pool



Customer Expectations



Service Leaders are Asked to Do More with Less

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

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.



Strategic Role of Customer Service Continues to Rise


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



Then

- Case Numbers
- Agents & Mobile Workers
- Customer Support

Now



- Personalized & Proactive
- Trusted Advisors
- Customer Success



What if we could help you drive efficiency, cost savings, and help you do more with less?





Scale Service That Customers Love

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

Connect Every Channel



Voice



Email



Messaging



Video



Web



Chat



27%

support cost reduction

Personalize Every Engagement



Single Source of Truth



Preferred Channels



Scale Every Process



Empowered Teams



Intelligent Automation

Scale Service That Customers Love



Scale Processes
with
Automation

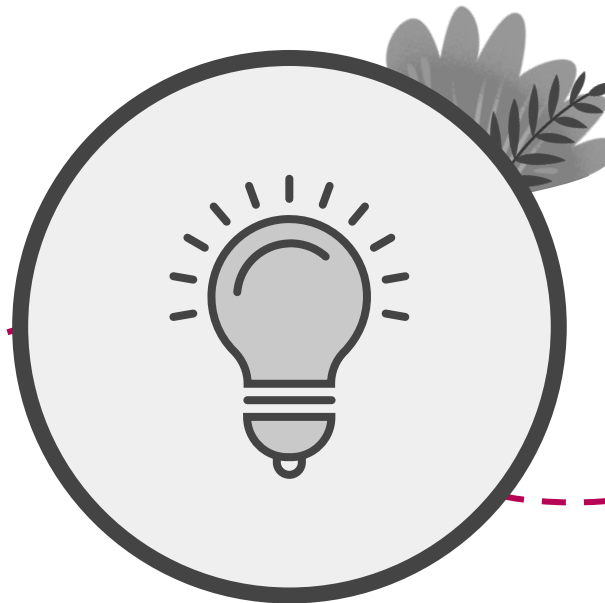
Personalize Every
Engagement with
Intelligence

Connect Across
Channels
in Real-Time

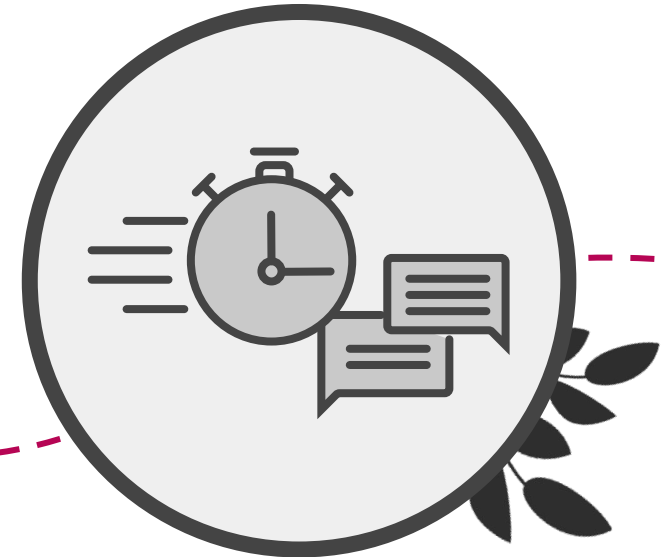
Your Roadmap to Scale Service That Customers Love



Scale Processes
with
Automation

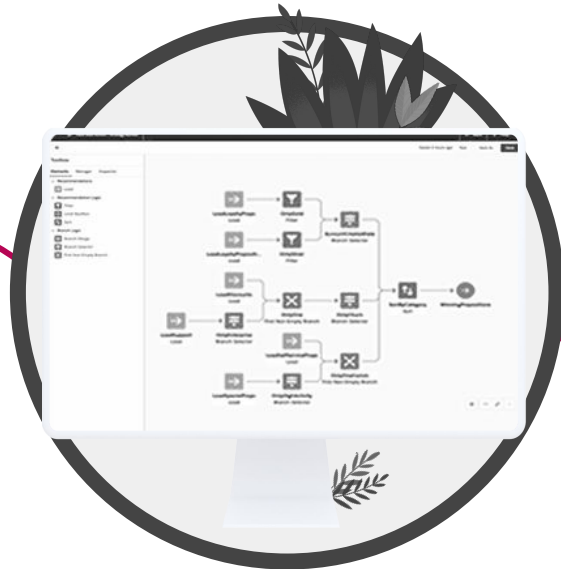


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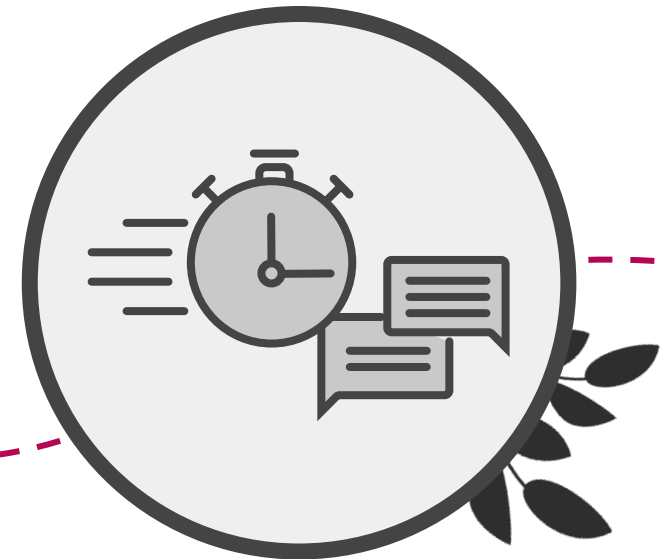
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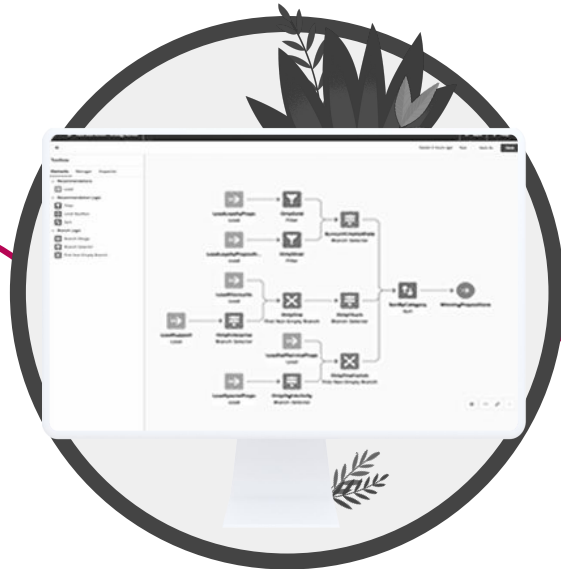


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Your Roadmap to Scale Service That Customers Love



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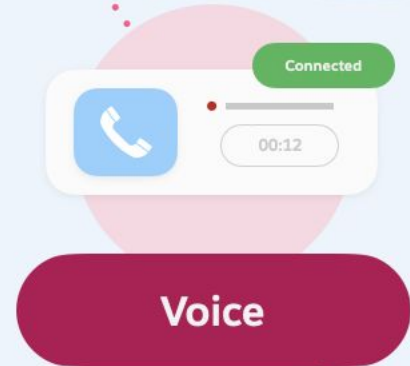
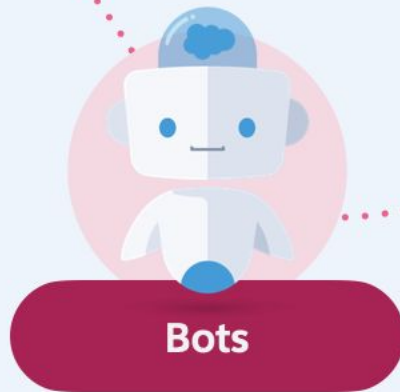
Personalize Every
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Connect Across
Channels
in Real-Time

Creating and Scaling Connected Experiences Is Imperative

salesforce



85%
of customers expect
consistent interactions
across their journey

Only **Service Cloud** Spans Digital Service, Contact Centers and Field Service in One Solution



customer360

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

No-Touch

Low-Touch

High-Touch

Messaging & Chat

Self-Service Portals & Help Centers

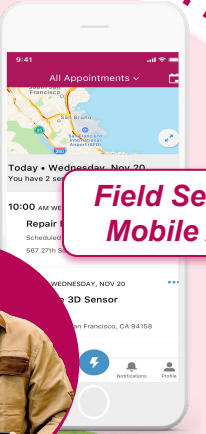
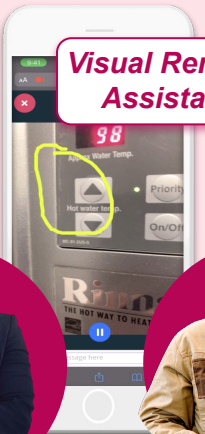
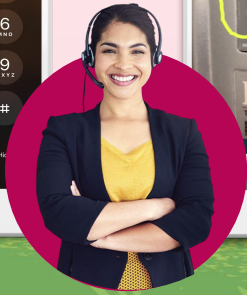
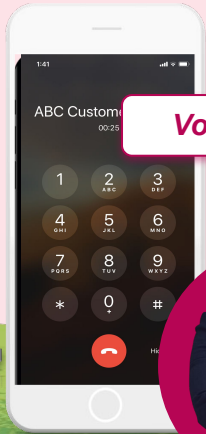
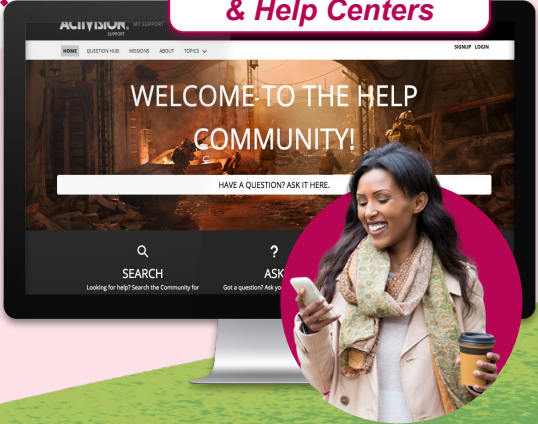
Chatbots

AI and Automation

Voice

Visual Remote Assistant

Field Service Mobile App



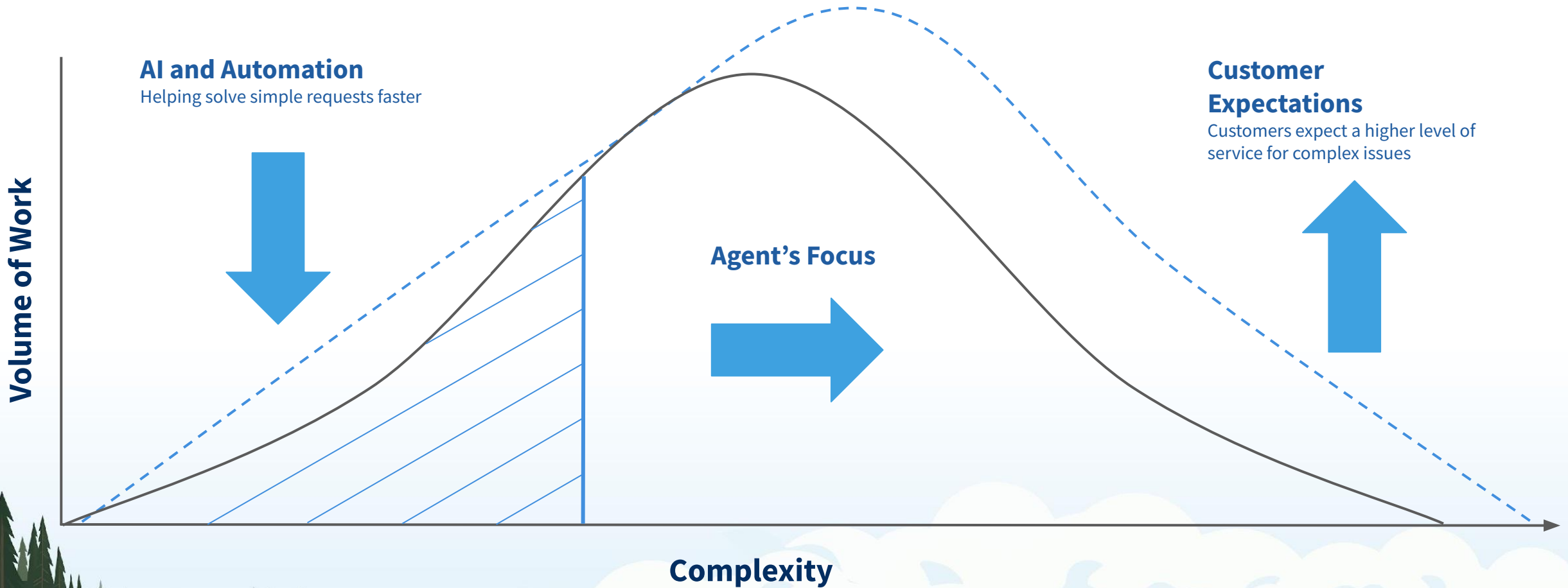


Artificial Intelligence



Agents Workloads Must Shift to Meet Rising Demands

Empower your agents with AI



Work Smarter and Personalized with Built-in AI

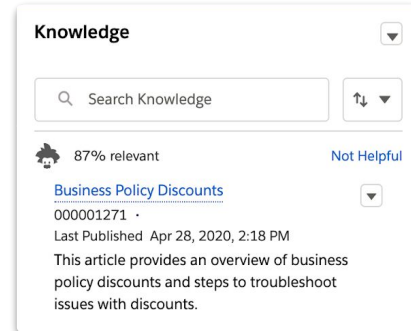


Intelligently triage cases and empower agents to do more with less

Find Answers Fast

Surface the most relevant knowledge articles based on the context of the case

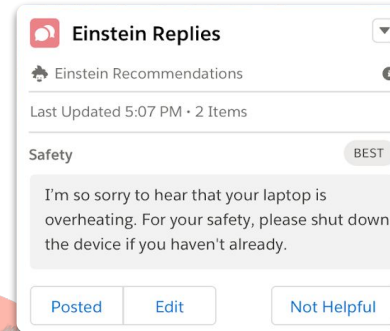
Einstein Article Recommendations



Speed Up Conversation Responses

Empower agents with pre-populated responses even as the context of the conversation changes

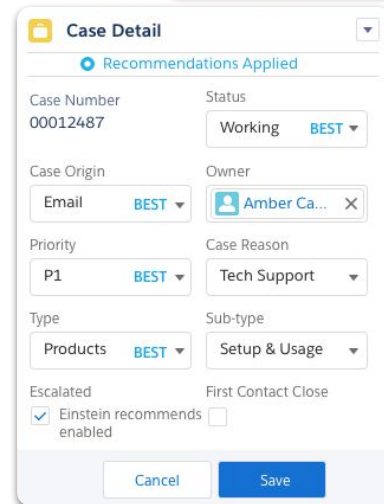
Einstein Reply Recommendations



Quickly Triage with Accuracy

Automatically classify incoming cases and route them to the right queue faster

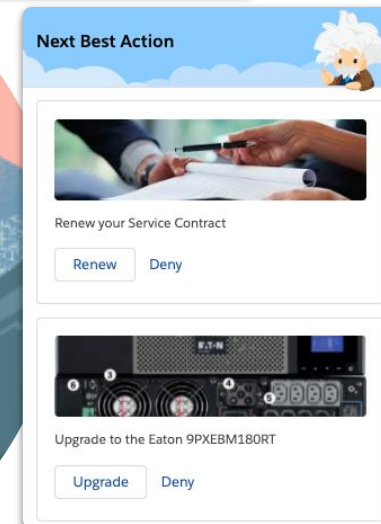
Einstein Case Classification & Routing



Maximize Every Interaction

Combine business rules and AI to surface personalized offers and next best actions in real time

Einstein Next Best Action



30% increase in agent productivity

Source: 2022 Salesforce Customer Success Metrics Survey

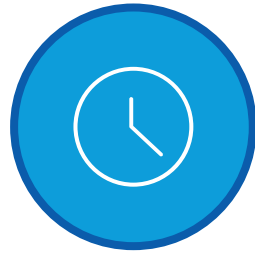
Einstein Delivers ROI & Improves Key Service Metrics



Reduces



Call
Volume



Average
Handle Time

Increases



First Contact
Resolution



Agent
Productivity



Employee
Morale &
Retention



CSAT, NPS,
Customer
Lifetime Value

salesforce

Trailblazer Story





"Salesforce fits perfectly with our quality carrier strategy to put the customer at the center of our processes."

Thomas Elling, Global Head of Revenue Management and CRM



Hapag-Lloyd: Improved service worldwide thanks to automation and AI

Consolidation and standardization enable customers from over 100 countries to interact more easily

Continuous automation and process integration simplify holistic interaction with our customers

Salesforce plays key role in customer service optimization

Faster resolution of issues worldwide as a basis for a higher-quality customer experience

Significantly higher > 100,000

cases currently per day - with multiple expansion stage

First Case Resolutions

92% accuracy

in case routing in interaction with Einstein / ERP / FIS



SERVICE



EINSTEIN



AUTOMATION

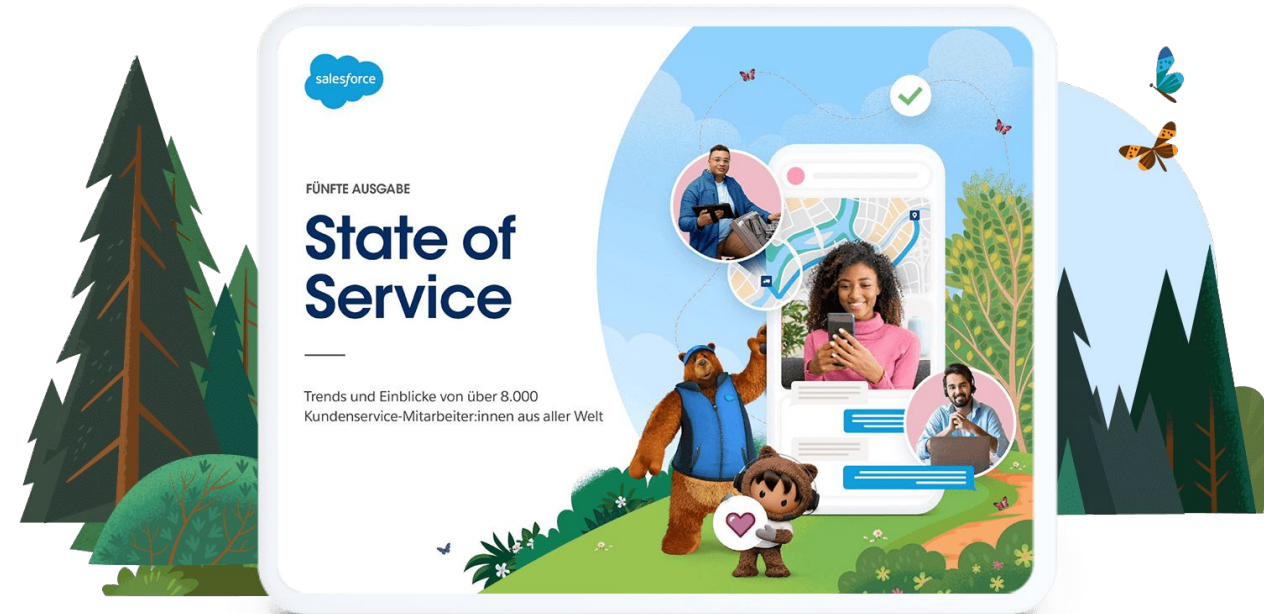


Call To Action



State of Service Report

SCAN





Thank you

