Salesforce Service Cloud For Dummies

Jon Paz, T. J. Kelley

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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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