"If you don't have Salesforce today, you're at a disadvantage."

John Edelman, CEO, Design Within Reach

The world's #1 Intelligent Service Platform

Salesforce Service Cloud is designed to help you stay one step ahead of your customers. It has an advanced AI Platform that lets you connect with customers anytime, anywhere, and through any device.

Service Cloud's Intelligent Service Platform lets you find solutions to service issues faster, sometimes even before your customers know that there is a problem. Which means your customers will be happier since your service agents are much more efficient. And the more efficient your service agents are the more productive they are, which lowers your costs. More satisfied customers and lower service costs—does it get any better than this? Actually, it does.

Service Cloud aligns service, sales, and marketing data to give a complete 360-degree view of each customer so that everyone is in the know, even about legacy data. The platform scales with you to provide customers with a consistent, convenient experience across every channel—everything from social, web, text, emails, and calls, to self-service portals and communities.

You can even customize any service process with low code tools like Lightning and Process Builder. Or simply plug in 1,000s of pre-built service apps from the Salesforce App Exchange all while receiving the latest tools and innovations three times a year.

Built on the trusted and secure Salesforce Platform, Service Cloud helps you keep your agents and customers happy. And a happy customer is a return customer.

22%	+26%	+28%	+31%	+35%
DECREASE IN SUPPORT COSTS	CUSTOMER RETENTION	AGENT PRODUCTIVITY	FASTER CASE RESOLUTION	CUSTOMER SATISFACTION

Say goodbye to "hold, please."

Build lasting relationships by providing personalized, intelligent support with Service Cloud thanks to all of the innovative platform features that make Service Cloud the world's #1 customer support application.

"With Salesforce, we can stay close to our customers as we continue to grow our business."

Antti Koskelin, CIO, KONE Corporation

A smarter, more personal customer experience

Give agents an easy-to-use, unified view of every customer interaction, along with powerful productivity tools.

Case Management: Resolve cases faster by combining streamlined processes with easy access to the full details, context, and history of every case and customer interaction.

Knowledge Base: Drive quick case resolution and maximize agent productivity with recommended articles and optimized article search.

Service Process and Automation: Customize and automate any service or approval process with drag-and-drop simplicity using Lightning Flow.

Automate with Macros: Free up your support agents by automating common, repetitive, multistep tasks to resolve customer issues more efficiently

Self-service on your own terms

Help customers find answers faster. Connect them with everything from account information to shared knowledge and helpful agents.

Customize Your Portal or Community: Build beautifully branded, mobile-responsive portals and communities quickly and easily using Lightning Community Builder

Help Customers Help Each Other, And Themselves: Make it easy for customers to find answers in the community fast by automatically surfacing the information they need from multiple sources. And give access to groups, experts, and customer MVPs to keep them coming back

Personalized, Intelligent Customer Service: Einstein lets you enrich content based on customer profiles, interests, and activities by highlighting relevant articles, answers, and experts, instantly delivering them when customers need them most.

Seamless Self-Service: Customers can connect to what they need effortlessly. Check an account? Pay a bill? Book an appointment? Simple. And, any process started in the portal can be easily transferred to an agent who can pick up right where the customer left off.

Connect with your customers

Make sure your customers can contact you the way they want over the channels they use most in their everyday life

Mobile Messaging: Engage with customers over mobile messaging using LiveMessage. Reach out and respond over their preferred mobile channels like SMS text and Facebook Messenger.

AI-powered Live Chat Support: Deliver personalized support in your customer's moment of need with Live Agent chat. Easily deflect routine requests with a chatbot, or route to an agent for more complicated issues.

"For adidas, the most important store in the world is our dot-com site. Period. And Salesforce is an important partner in executing on it."

Kasper Rørsted, CEO, adidas

Monitor Social Networks in Real Time: Build customer loyalty by responding in real time across Twitter, Facebook, Instagram, and more. Use Social Customer Service to seamlessly create, manage, and monitor cases straight from your social feed.

Help Customers With Self-service: Scale your support by deflecting those common, yet time-consuming, cases with beautifully branded, always-on, and completely connected self-service experiences.

Build Personalized Support: Keep customers from leaving your site or app by offering multiple, personalized support options. Easily embed live chat, knowledge articles, case management, and more with Service Cloud Snap-ins.

Connect your workforce

Create Work Orders, Fast: Create and manage work orders for field service operations and instantly view Knowledge articles and track SLA compliance with Milestones.

Optimize Schedules and Jobs: With intelligent scheduling, jobs are automatically assigned to the right resource based on time, skills, location, and any business rules to increase employee productivity.

Manage Jobs From Any Device: The Field Service Lightning mobile app brings the full power of on-site job management to your mobile workforce.

Fix It the First Time: Einstein Vision lets mobile employees use image recognition to immediately identify assets and parts in images. Ensure the right product part is fixed or replaced to eliminate confusion and additional trips back to the office.

Make Smarter Decisions: Use Field Service Analytics to give your managers and dispatchers easy, real-time visibility into operational performance and KPIs.

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salesforce partner program