

Delight • Retain • Upsell • Profit

# Service Cloud Overview



## Transforming Customer Contact into Pro it

Customers expect a positive, low hassle experience when they interact with a company.

They expect service 24 hours a day, 7 days a week, via their preferred channel. You can meet their expectations through effortless customer service.

Shorter wait times, high first call resolution rates, extended support hours, and access to experts are the hallmarks of an effective customer service program. Your customers need to know where to look. They want self-service and they want it to be effortless. You can deliver all they expect and more, when you integrate best-in-class technologies to transform your customer's experience.

- Drive Loyalty
- Increase Profitability
- Enable New Sales Channels

Acumen Solutions is a global cloud consultancy and a designated Salesforce Fullforce Master. We help you simplify the customer experience by providing the right information exactly when it's needed.



ANTICIPATE



SOLVE



DELIVER

## Create an Exceptional Customer Service Experience

Recent studies show that organizations that are able to anticipate customer needs and make information easy to find rank highest in customer satisfaction ratings. The buying experience must be convenient, compelling, consistent, and complete across all channels. Customers want effortless customer service. Acumen Solutions will help you harness the power of Salesforce Service Cloud® to gain a true 360 degree view of your customers then use that insight to boost sales and customer satisfaction.

### Customer Initiated Service

Provides a seamless experience across channels for customers. Meet the expectation that their history and context for engagement will carry forward into future interactions. Low-effort service experiences that help customers solve problems quickly will foster loyalty.

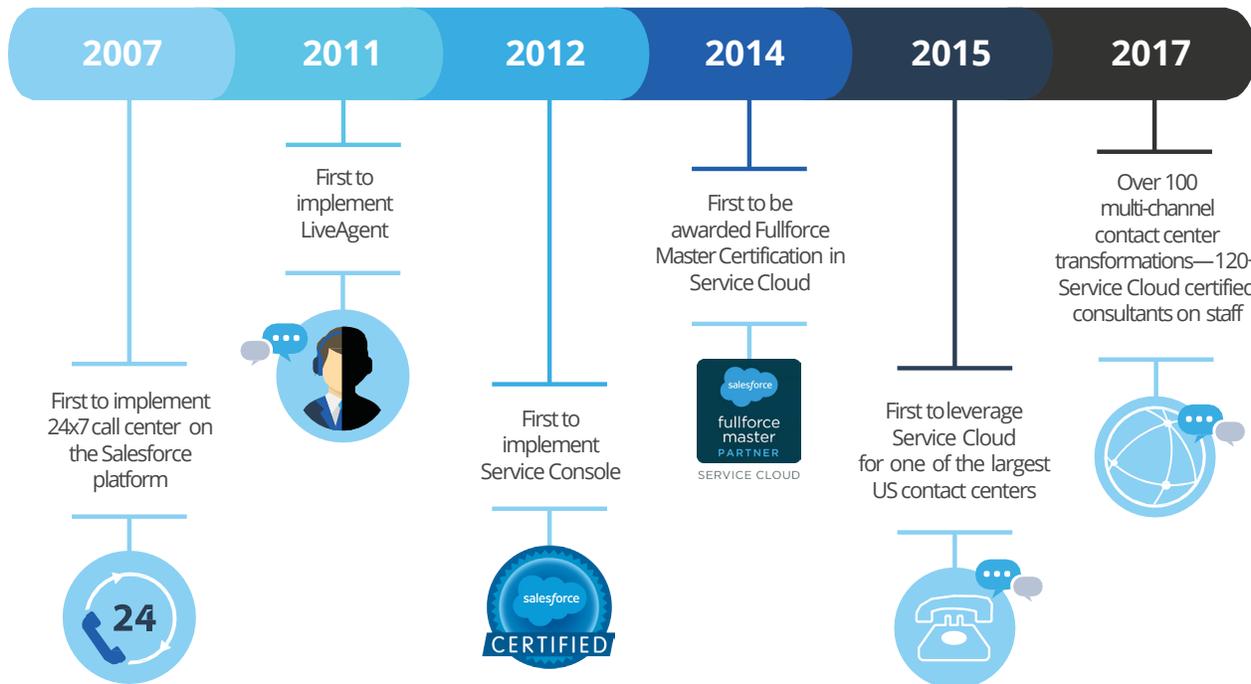
### Predictive Service

Use data to predict a customer's need for service. Implementing analytics tools, IoT technologies, and business processes will transform your service model from responsive to proactive.

### Service to Sales

Make it possible to offer additional products and services targeted to customers' preferences and needs in a timely and personalized manner. Tailor offers based on order history and buying preferences. Upsell in a way that enhances the customer experience.

## Acumen Solutions' Service Cloud Achievements



## Revolutionizing Engagement



**SIFT™** (Smart Information Filtering Tool) is a solution that enables your organization's contact center to filter, automate, assign, prioritize, and act on the inbound issues that matter to your customers and have a direct impact on their loyalty to and satisfaction with you.



**M2Cloud™ (Machine to Cloud)** reduces the time, costs and risks associated with delivering connected cloud, mobile, and social applications. You can now capture and use all the data created by connected products and smart things.

## Who We Are and What We Do

Clients choose Acumen Solutions for one simple reason: our experience delivers success. Joining forces with our clients, our teams of strategists, subject matter experts, and engineers solve problems that can't be fixed by technology alone. As a Salesforce Global Strategic Partner, Fortune 500 companies trust us to build solutions that grow revenue and strengthen customer relationships. Our groundbreaking solutions in the public sector streamline operations and improve productivity. We apply the same expertise to our unparalleled social responsibility program, generating sustainable impact across our local communities.