



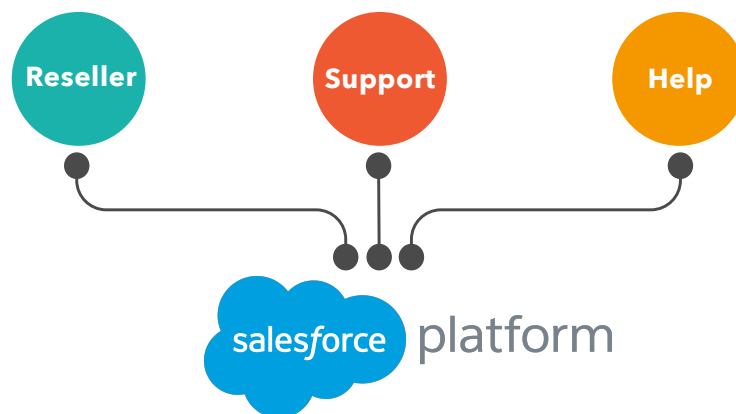
Salesforce Experience Cloud

Creating digital touchpoints for customers, partners, and employees



Experience Cloud (formerly Community Cloud) enables users to build and launch portals quickly by using readily available templates. The platform helps to build customer service portals, support sites, community sites, and partner sites. These sites are fully integrated with Salesforce and are easy to administrate. Experience Cloud facilitates engagement by giving users access to relevant data based on rules defined by the system administrator.

Multiple Experience Cloud sites can be created within a Salesforce organization. This empowers admins to create self-service portals and channels for partners without major customizations. Based on license type, features of such experience builder sites can be further extended.



Engage with Customers

By exposing cases, knowledge articles, service requests, and details of products in the Experience Cloud site, it becomes easy for customers to get support from a single window. Customers can also be encouraged to share their experiences with other customers. Creating and exposing case or knowledge base data results improves customer satisfaction and significantly reduces cost.

Customers can also submit queries which get created as Salesforce cases. Chatbots can be integrated with the sites to improve customer experience. Reports can be created on relevant data to analyze trends and further improve customer experience.

Engage with Partners

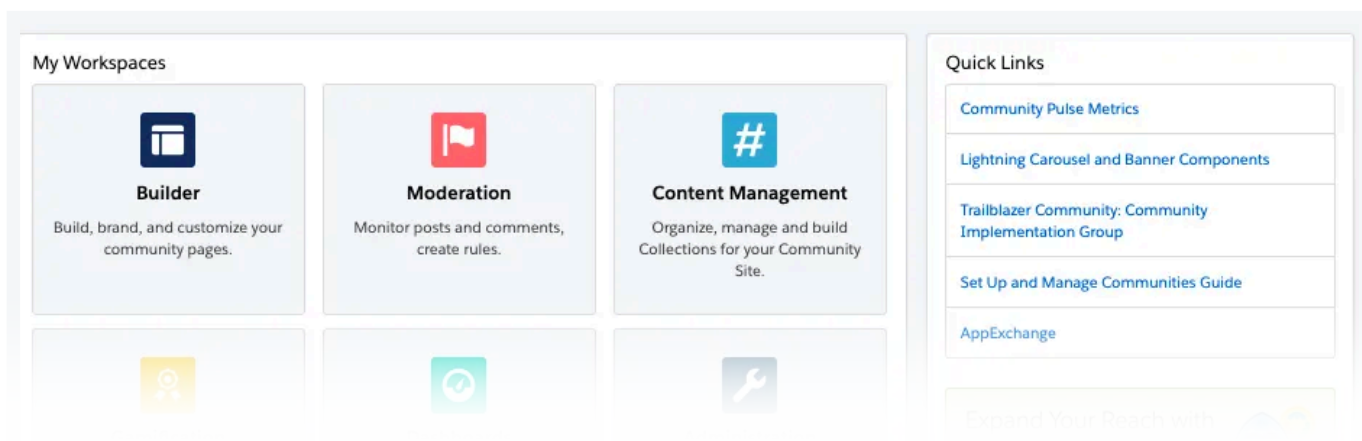
The ability to collaborate while working on deals and leads helps partners sell faster and makes the partner engagement programme more effective. By defining a data-sharing model such that only relevant data is available to partners, targets are achieved quickly and efficiently, which eventually leads to higher deal registration and sales numbers.

Building an Experience Cloud Site/Portal

Choosing the right license based on the type of community and purpose is the first step towards building an Experience Cloud site. Experience Cloud sites can be created by enabling 'Digital Experiences' and choosing an appropriate template (Partner Central, Customer Service, Salesforce Tabs+Visualforce, Help Center) and users, based on profiles/permission sets.

Further enhancements can be made to include information with appropriate branding on login pages. Custom components can be added to the sites as required. Salesforce CMS can be used to enrich content.

Experience Builder site templates are composed of several pages that are made up of customizable components. 'Create Case Form' is one such component that performs a search on the entered text and displays related articles. If there are no answers for the search term, users can create a case. Similarly, the 'Contact Support Form' component can be used to create cases from the site – guest/authenticated users can fill in the details and submit the form. User inputs are used to create cases that support agents can work on.



Out-of-the Box Vs Custom Solutions

Out-of-the-box sites provide seamless integration with Salesforce, whereas custom solutions require significant effort and customizations. Setting up an OOB site with basic features would take a few weeks depending on the level of branding involved.

Before proceeding with a custom solution, aspects such as setting up integration with Salesforce, managing user login and authentication, and fetching data from Salesforce need to be considered. Additionally, elements relating to branding and design would need to be developed from scratch compared to pre-configured templates available in Experience Cloud.

Some of the advantage of choosing Salesforce communities over custom solutions are:

- As indicated earlier, being a low code platform, Experience Cloud enables developers to execute integrations and customization within days/weeks, whereas custom solutions require careful deliberations on architecture, technology stack, and branding, resulting in longer implementation schedules.
- Experience Cloud has a predefined framework, making maintenance easier.
- Experience Cloud sites are integrated with CRM, leading to significant cost benefits.
- Salesforce communities are mobile-enabled while custom solutions require separate mobile component development.



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