SALESFORCE DESK 360

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THE BOTTOM LINE

Salesforce release of Desk 360 drives greater productivity and visibility for small and medium-sized businesses (SMBs). In looking at the release, Nucleus found that in-application analytics and advancement of Dark Cockpit principles in Desk.com drive greater service agent productivity while enabling them as sellers as well.

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THE ANNOUNCEMENT

On March 24, 2016, Salesforce announced Desk 360 with new capabilities for small and medium-size businesses' service teams to deliver more intelligent and proactive customer experiences. Key features of the announcement include:

- New customer and company views. With customer and company visibility, agents can have richer context around customer histories and issues so they can be more personalized and sophisticated in the way they interact with customers.

- Customer and company insights. Small and medium-size businesses using desk 360 can run reports on company and customer interaction histories to give greater insights on ongoing issues and service engagements with the customer.

- Opportunity management. Desk 360 supports service agents and enables them to proactively suggest products or services that their customer is likely to be interested in, enabling them to identify and potentially even close sales opportunities.

WHY IT MATTERS

Nucleus has already seen Desk.com customers achieve significant return on investment from the features of Desk.com, including macros that enable a company to prebuild common responses that agents can easily add (with a few keystrokes) to any message to a customer. This not only accelerates response times but ensures quality and consistency of responses, accelerates onboarding, and makes it easier for temporary agents to jump in (they're often pulled away from other tasks to answer customer inquiries in peak times).

Desk.com's pricing helps as well. Rather than sticking to the per-user-per-month model, Desk.com provides flex licenses for those temporary agents to jump in from any other department to ensure responsive customer service without renegotiating a contact or paying for another annual user.

In general, we find that Desk.com enables small and medium-size businesses to punch above their weight, effectively competing with the level of quality and consistency in service normally reserved for larger organizations with greater IT resources.

Desk 360 also brings the power of analytics and insights into an already productive agent environment. Leveraging the Dark Cockpit principles – taking advantage of the intelligence of the software to simplify, focus, and coach users (in this case, toward more personalized interactions and proactive selling) – Desk 360 further extends the ability of the SMB service agent and the ability of the SMB to compete against those with far fatter budgets for analytics.

Customer experience is one of the most important differentiators for business today, and is particularly critical for the growth of SMBs. These new capabilities within the Desk.com platform give both new and existing customers the ability to have more productive agents, agents that are better positioned to understand the entire customer experience in history, and agents that can also act as salespeople when they identify emerging customer needs. They also give the SMB owners greater visibility into all customer interactions so they can focus less on tactical management and more on growing their business.