

# The State of Salesforce

The State of Salesforce is our annual report on how the best companies use Salesforce.

Based on +190,000 data points collected from +2,100 global Salesforce customers, this report uncovers trends and opportunities for IT, marketing, commerce, sales, and service.

## Who are the Best

The best companies understand that customer experience (CX) is a direct reflection of employee experience (EX) and redesign their workflows and operations accordingly. Salesforce is the engagement layer that connects CX and EX as an integral part of evolving business models, operations, and go-to-market strategy.

The best companies meet both employee and customer expectations with an unwavering commitment to enabling smarter, faster decision-making. Counter intuitively, using AI can deepen insights into what makes us human.

Ultimately, the best companies embrace change as an opportunity for creating market differentiation and leverage every competitive advantage Salesforce has to offer to maximize ROI.

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**By the Numbers**

# What It's All About

Salesforce has come a long way since its inception as the “no-software” CRM. For the past 20 years, the original pioneer of public cloud has grown to become the critical engagement layer connecting employees and brands to their customers. As customer channels multiply, Salesforce is leading the way for organizations of every size and industry to digitize and manage customer interactions from the outside-in, while at the same time moving critical workflow and data to the infrastructure advantages of the cloud.

Technology today is at an inflection point, and exponential technologies like AI, IoT, blockchain, and 5G are signaling a new era of business, where organizations can empower employees to work smarter—anytime, anywhere—with greater intelligence and security. Additionally, Salesforce has matured its abilities to connect to legacy applications and orchestrate data in a way that highlights customers’ needs across every corner of the enterprise.

The “outside-in” digital transformation of customer-facing channels is now giving way to the next wave of digital, focusing on organizational transformation from the “inside-out.” Salesforce has an increasingly important role to play in this wave, connecting across legacy technologies and data.

In this year’s report, we see the best companies already leading this next wave of internal transformation. They are rapidly deploying Salesforce across their businesses, and scaling emerging technologies to empower employees with solutions that transform how they work, sell, market, and serve customers.

[These are the companies of the future: Cognitive Enterprises.](#)

Focused on a model for delivering innovation with the speed of a startup, at an enterprise scale, Cognitive Enterprises keep human factors front and center. Maximizing the value of Salesforce requires looking inward.



The **outside-in** digital transformation of customer-facing channels is now giving way to the next wave of digital, focusing on organizational transformation from the **inside-out**.

# The Company of the Future

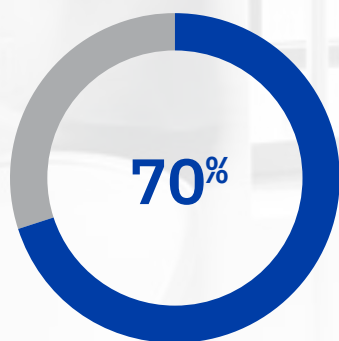
A new era of business reinvention is dawning.

Organizations are facing an unprecedented convergence of technological, social, and regulatory forces. Artificial intelligence, automation, the Internet of Things, blockchain and 5G are becoming pervasive, and their combined impact will reshape standard business architectures. The “outside-in” digital transformation of the past decade is giving way to the “inside-out” potential of data exploited with these exponential technologies.

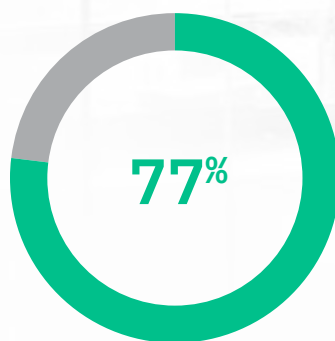
IBM Services illuminates the specific actions businesses need to take to stay competitive, drive growth, and provides a roadmap to success for companies as they navigate the fourth Industrial Revolution.

**We call this next-generation business the Cognitive Enterprise.**

**Executives rank customer satisfaction and customer retention as primary objectives of their AI investment.**



Customer Retention



Customer Satisfaction

**DOWNLOAD “THE COGNITIVE ENTERPRISE”**

→ [bluewolf.com/cognitive-enterprise](http://bluewolf.com/cognitive-enterprise)

# The State of Salesforce Trends

Worldwide, we see Salesforce customers focusing on data integration, employee experience, and scaling AI. How does your organization compare? Find yourself in *The State of Salesforce* trends.

## 01

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### Organizations are Being Built Around Customer 360°

Cloud journeys are focused on open, hybrid environments, where data must be well integrated and fit for purpose. Customers are embracing Salesforce's Customer 360 and MuleSoft to create a unified customer profile.

**9 out of 10 Salesforce customers rank integrating data sources as their top priority.**

## 02

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### AI Efforts are Scaling Up

Organizations are reimagining critical workflows, moving from piloting AI to scaling it. With the goal of augmenting human decision-making, investments in AI need to include investing in employee training and reskilling.

**83% of businesses piloting AI will implement in the next 18 months.**

## 03

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### Sellers Want More Mobile

The arrival of fifth-generation (5G) mobile networks brings a new standard for fast, secure, and reliable mobile capabilities. Salesforce's strategic partnership with Apple should mean organizations prioritize giving sellers access to real-time data in front of their customers.

**73% of sellers are in front of a desktop computer, 8% are on a mobile device.**

## 04

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### 24/7 Salesforce Management Moves Mainstream

Salesforce has become a mission-critical application. To help keep Salesforce relevant to the business at any given moment and respond to ongoing changes, customers are seeking consulting partners.

**67% of Salesforce customers who use a consulting partner for 24/7 Salesforce management realize their target ROI.**



As organizations have shifted to prioritize customer experience, IT has adopted the same approach. Where once operations were configured around efficiency and cost containment, they are now being redesigned for speed and responsiveness. Delivering customer experience requires the ability to contextualize and activate data. To that end, IT is prioritizing data integration with Salesforce and adopting methods that deliver rapid experimentation combined with DevOps programs that scale functionality with quality.

# Insights from IT



# Personalization Puts New Demands On Data

An effective data strategy isn't as much about unlocking more data in Salesforce as it is about unlocking the right data. Instead of focusing on data volume, the best IT teams focus on providing employees the data visibility and access they need to understand customers, collaborate across teams, and improve

specific workflows that impact experiences. Personalization puts new demands on data that are keenly felt wherever employee promises to customers are made, kept, or broken. To that end, IT teams are investing in a unified customer view for all.

## Top investment areas for the best IT teams

90%

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Integrating data sources

88%

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Providing a 360° view  
of the customer

80%

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Improving IT & business  
collaboration

69%

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Providing an enhanced digital  
employee experience

# Lightning Strikes More Customers

Launched in 2016, Lightning Experience has proven itself as the preferred UI and UX, and an increasing number of organizations are making the transition from Salesforce Classic to Lightning Experience to enable greater productivity. More than a refreshed UI, Lightning Experience streamlines processes to make workflows more intuitive; is responsive on both desktop and mobile devices, and allows organizations to leverage actionable

intelligence and advanced analytics through Salesforce Einstein, IBM Watson, Tableau, and other systems. Those who have yet to prioritize or plan their switch cannot keep up with Salesforce's ongoing updates and new releases—and subsequently, expose their organization to the risk of functionality loss. While no date has been set, we predict the transition to Lightning Experience will become required.

## Lightning Experience migration forecast



# Data Integration Takes Top Priority

Connecting data into Salesforce has often been easier said than done. However, with the acquisition of MuleSoft, Salesforce's newfound data integration capabilities brings the vision of a unified customer record to life across the front-and back-office. Salesforce customers can now bring their digital investments together into an application network and surface data across all of their systems. Adoption of MuleSoft is moving quickly and aligns to the near universal prioritization of data integration—9 out of 10 IT users rank integrating additional data sources as their top priority.

## 16%

have already adopted MuleSoft

## 54%

plan to add MuleSoft

## How does MuleSoft impact IT performance?



*MuleSoft users are 29% more likely to say they're satisfied with their team's effectiveness*

## 67%

MuleSoft users are satisfied with their IT team's effectiveness

## 52%

non-MuleSoft users are satisfied

# Salesforce is Made for Agile

Since its inception, Salesforce was designed as an application that delivers rapid innovation for customers. Today's best companies have codified an IT mindset and culture based on rapid experimentation, combined with Agile methods, to release and scale new functionality across the organization.

## The best IT teams prioritize an Agile project and release management methodology

49%

Use Agile

25%

Use Hybrid

14%

Use Waterfall

# Salesforce and Enterprise DevOps Play Nice in the Sandbox

Over the past five years, Salesforce has accelerated investments in DevOps. Even so, one of the greatest challenges for customers integrating Salesforce with other tools and platforms remains: how to align established

Enterprise DevOps with the relatively newer Salesforce DevOps. Organizations must understand Salesforce DevOps' unique characteristics to create a successful foundation that drives innovation.

## Salesforce DevOps vs. Enterprise DevOps

### What's the Same?

- Environment Management
- Source Control
- Static Testing
- Regression Testing
- DevOps KPIs

### What's Different?

- SaaS/Cloud-hosted
- Shared Infrastructure
- Configure vs Code
- Metadata Management
- Salesforce-specific KPIs

## Benefits of a Salesforce Native DevOps

### ➤ Technical

Continuous software delivery

Less complexity to manage

Faster resolution of problems

### ➤ Cultural

Happier, more productive teams

Higher employee engagement

Greater professional development opportunities

### ➤ Business

Faster delivery of features

Improved communication and collaboration

More time to innovate rather than fix or maintain

More stable operating environments

**49%**

Salesforce  
Native

What types of  
DevOps strategies  
do the best  
companies have?

**30%**

Combination  
Salesforce and  
Enterprise

**21%**

Enterprise

Salesforce needs to move at the speed of customer and business changes. Without consistent processes and standards built around Salesforce DevOps, the quality of the tools don't matter. As a best practice, Salesforce DevOps with Agile allows IT teams to more successfully manage the unique demands of the Salesforce development pipeline, promoting greater productivity with continuous delivery.

### Among the best IT teams

**33%**

Have a DevOps strategy

**49%**

Considering a DevOps strategy

# Salesforce Simplification Remains a Focus

Companies continue to recognize that having all of their customer data in a single Salesforce instance can be a competitive advantage to their business. Among those consolidating Salesforce instances, the top two reasons are to provide: 1) Management with a centralized view of reports and dashboards and 2) Support

for standardized processes. Any successful Salesforce instance rationalization strategy strikes a balance between centralizing data while also ensuring Salesforce supports any specific needs of different business units, geographic regions, and possible regulatory concerns.

## Top reasons for multiple Salesforce instances

**1**

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Suit the specific needs of multiple business units or distributed organizations

**2**

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Accommodate governance needs of different business units

**3**

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Support greater business unit autonomy

## Top reasons for Salesforce instance consolidation

**1**

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Reorganize after a merger or acquisition

**2**

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Replace or integrate legacy systems with the Salesforce Platform and Cloud apps

**3**

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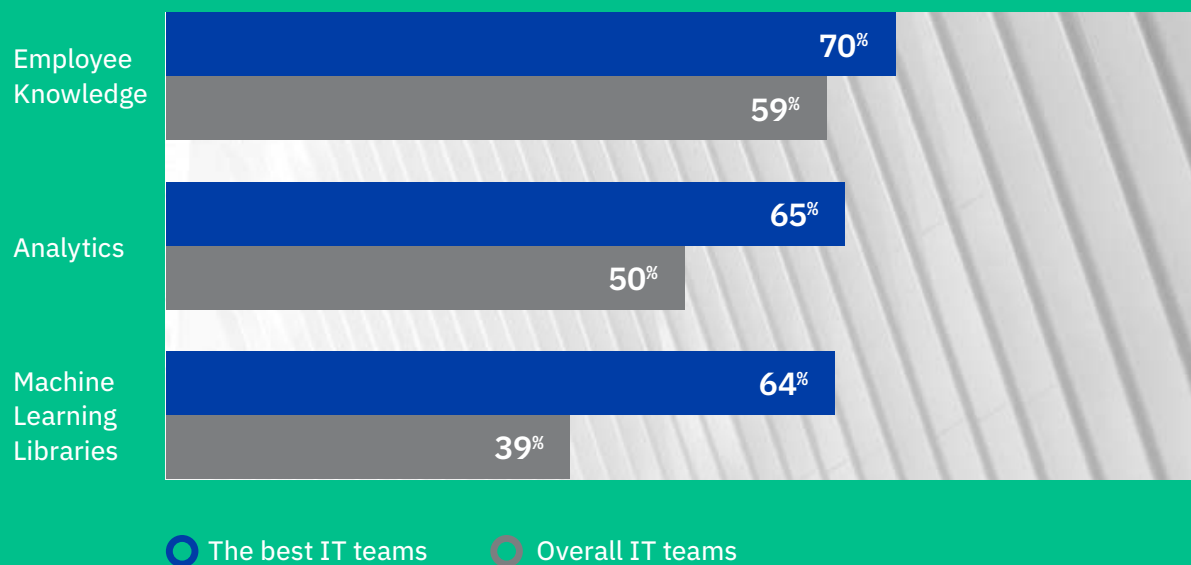
Implement additional Salesforce Clouds or roll out licenses to a new group

# The Best are Scaling AI

Employee performance is a direct reflection of the data that's available. IT's AI focus includes empowering employees with actionable data at critical moments of the customer journey. The most common use-case of AI cited by IT is enhancing data insights and discovery. This focus on fortifying an organization's

knowledge base is directly influencing future AI investments in natural language processing (NLP), which lets employees search using natural language, and machine learning (ML) to automate employee tasks, surface actionable insights, recommend next best actions, and personalize customer experiences.

## How the best IT teams are scaling AI





# 24/7 Salesforce Management Moves Mainstream

Salesforce has become a business-critical application. Where once 24/7 management for Salesforce was uncommon, it's quickly becoming a new expectation—impacting the broader ecosystem, as well as the teams, partners, and companies that surround it. To help keep Salesforce relevant to the business at any given moment and respond to global

changes both in the market and from employees and customers, an increasing number of organizations are partnering with a third-party. While IT respondents are almost evenly divided on whether 24/7 Salesforce management is a necessity or not—47% and 53% respectively—it's proving to be a valuable strategy.

## IT respondents who've met their target ROI for Salesforce





**The MuleSoft Anypoint Platform, which will be the backbone to the new Salesforce Integration Cloud, qualifies Salesforce as a more agnostic enabler of customers' hybrid environments.**



**Kelsey Mason,**  
Senior Analyst

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**TBR Research | MuleSoft Gives Credence to Salesforce's Digital Transformation Strategy**





Today's marketers must be creative, scientific, and experts in human behavior—driving the need for more training and partnership with IT than ever before. Customer data is no longer the currency of marketing—trust is. The evolution of marketing from one-to-all to one-to-one, has seen the MarTech stack dramatically expand. AI is essential to fulfill five essential customer-centric imperatives: to identify, know, anticipate, interact with, and learn from customers, at scale.

# Insights from Marketing

# Data's Value Is a Measure of Customer Trust

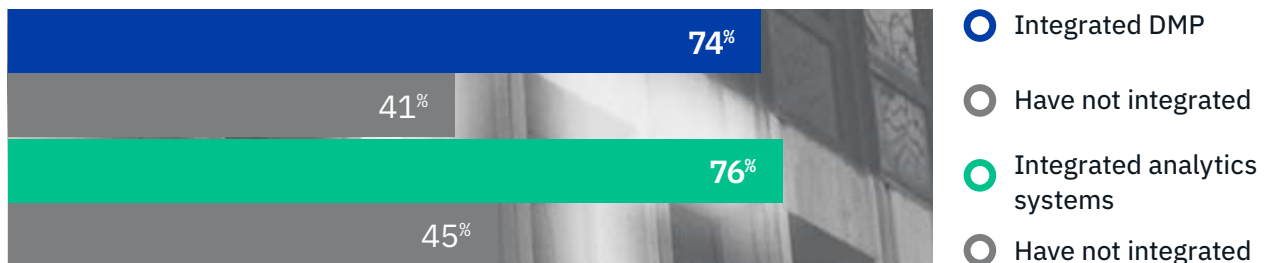
With thousands of tools available, it is common for marketing teams to implement a diversified portfolio of applications to engage their customers. Marketers today need a solution that combines insights with engagement. Once the domain of third-party sites looking to build partnerships and boost campaign efforts, Data Management Platforms (DMPs) are making way for Customer Data Platforms (CDPs). Under the weight of data breaches, GDPR, and other security issues, technologies that center around consent are helping build consumers segments into campaign strategies.

But moving from segments and personas to hyper-targeted messages requires identity

and consent management. Customers expect personal, relevant interactions with brands—they also believe that their data should be protected. While data is treated as currency, trust is increasingly important. The best companies are those that regard mastering data management and governance as the foundation of a trusted data-driven relationship with customers.

Salesforce's acquisition of interactive data visualization software company Tableau makes insights consumable for up to one billion rows of data to help identify, know, anticipate, interact with, and learn from customers.

## Marketing Cloud integrations that boost ROI



# MarTech Integration Boosts ROI

The best marketing teams are using AI to remove the guesswork out of forecasting and bring greater accuracy to core processes.

## Top Marketing Cloud integrations boosting Salesforce ROI

77%

Customer Service Systems

69%

Loyalty / Offer /  
Booking Management Systems

64%

Ad Tech

62%

ERP, other Sales Systems

60%

Commerce Platforms

51%

In-Store Point of Sale

# The Path to Business-to-Everyone Is a Challenging Choice

To determine the best marketing solution, businesses should ground their decision on the users and goals of their marketing programs. Pardot is targeted to a B2B Marketer where the focus is on sales alignment, lead management, account-based marketing (ABM), collaboration with sales on email and personalized landing pages. Pardot marketers are less reliant on deep website or social media integration. Marketing Cloud is targeted to a B2C Marketer where complex data segmentation and

orchestration across multiple channels at scale is required. Marketing Cloud users require deeper integration and more alignment with IT than Sales.

A growing number of businesses indicate they leverage both Pardot and Marketing Cloud as companies deploy more complex communications and move into “Business to Everyone” marketing for consumers, businesses, employees, and partners.

## Pardot

### **ABM Platform Focus**

B2B focus to deliver efficient sales communication capabilities. Ability to drive qualified leads and pipeline to sales teams and/or sales agents.

## Marketing Cloud

### **B2C Platform Focus**

B2C focus to deliver direct personalized customer engagement and revenue through 1:1 communications at scale, across multiple channels with consumers, users, and subscribers.

## Pardot + Marketing Cloud

### **Company typically has Business-to-Everyone Platform Focus**

For companies where there are both B2B and B2C requirements. Both platforms are leveraged in a coordinated manner across various areas of the business.

# Marketing Takes Its Cues from IT

The pressure for CMOs to deliver both growth and digital transformation requires that marketing and IT work together to fully leverage the features and tools of their MarTech stack. It is becoming increasingly common for marketing to adopt what has worked so effectively within IT to manage the complexity of data, disparate applications, and the pace of execution needed to support the business: Agile.

Investments in skills development and technical training is essential for marketers to succeed in an Agile environment. Marketing leaders are actively reskilling and reorganizing teams,

building out specialized roles around audience development and personalization. Some are even staffing their teams with Agile coaches and scrum masters.

## 8/10

Marketers say their organization provides Salesforce training for new features and functionality

## Training methods provided

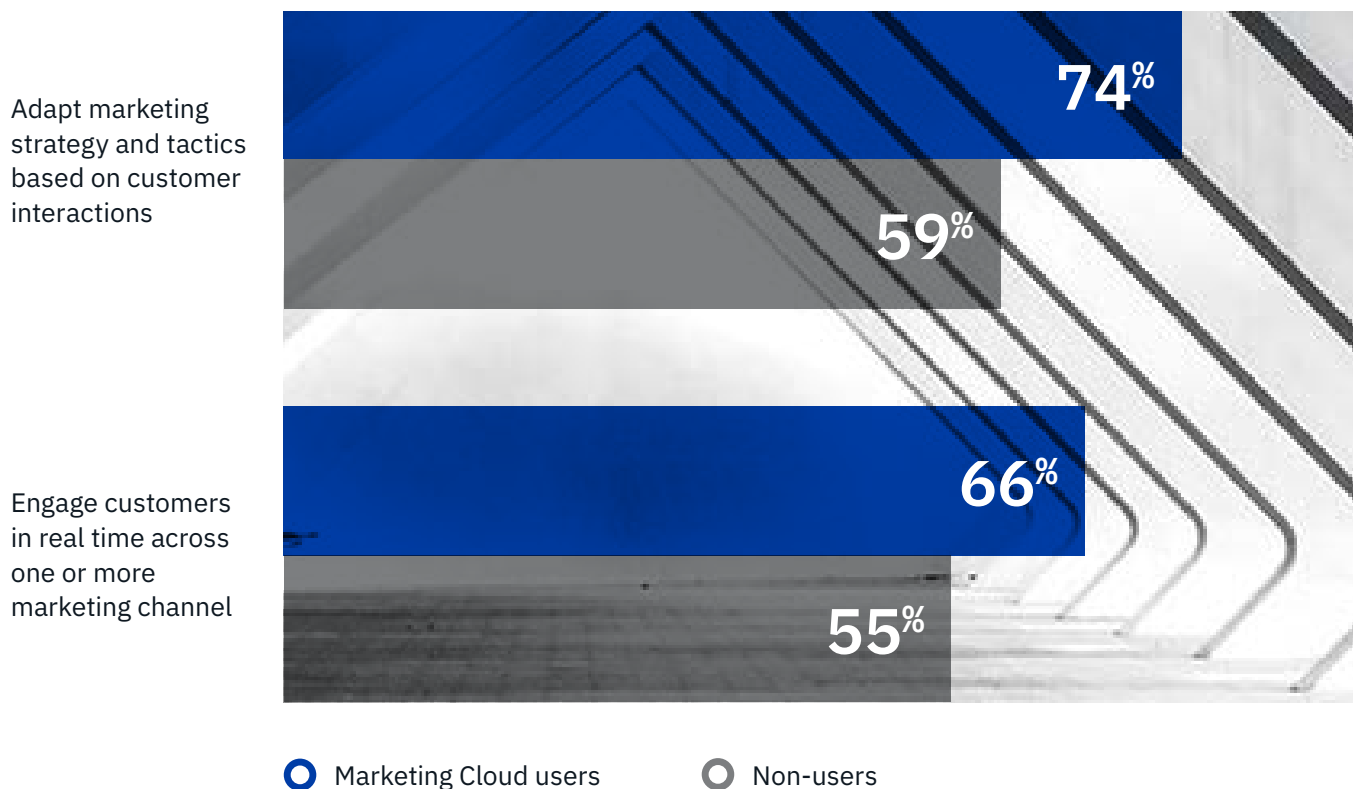


# Cross-Channel Value Remains Largely Unrealized

Effective marketing that recognizes and responds to customers in real-time, across devices is the aim of every marketing leader. Marketing Cloud customers can adapt their activities based on data and customer interactions, but that alone doesn't deliver

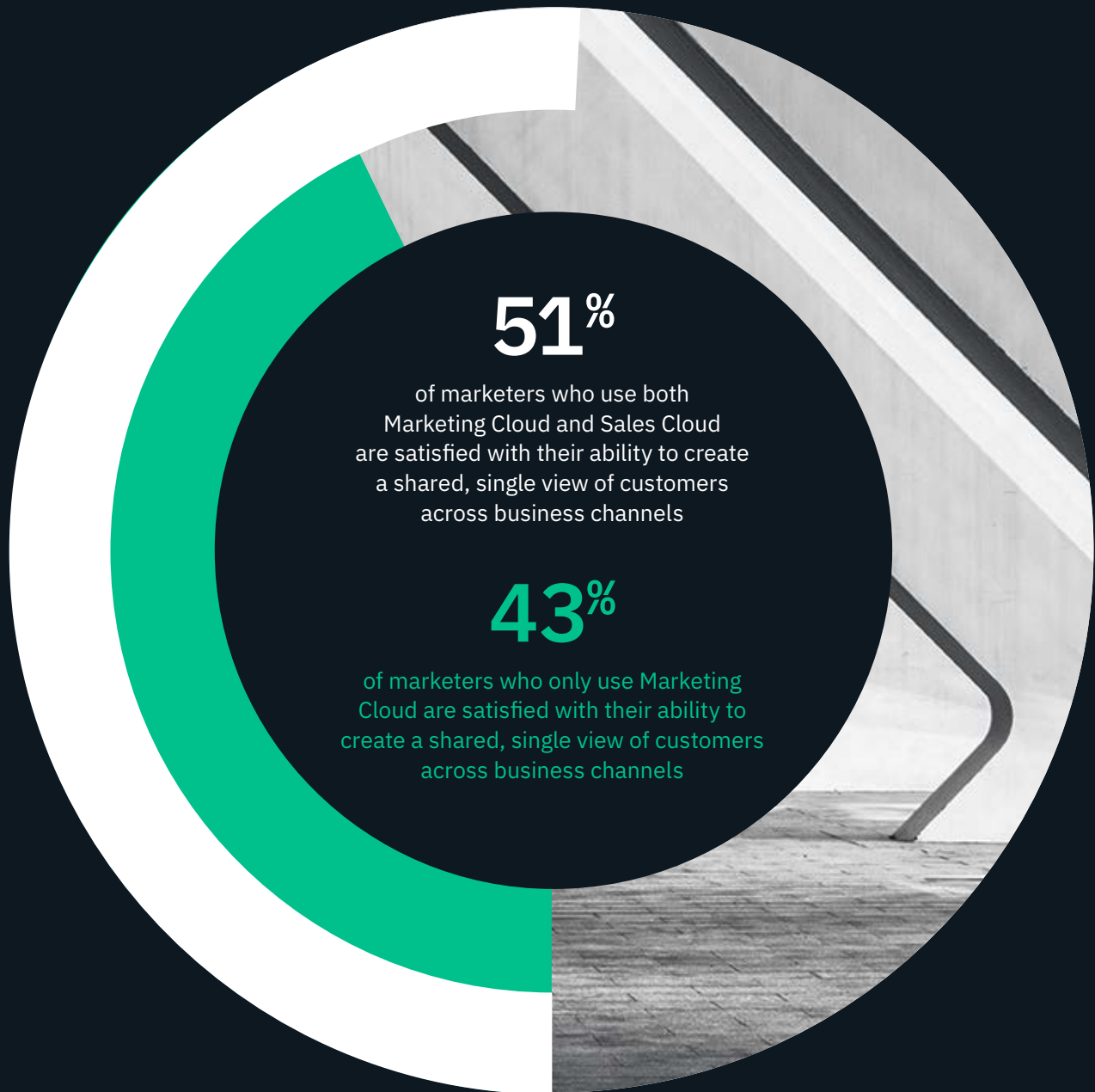
full value. Less than half of Marketing Cloud users can create a shared, single view of customers across business channels. But marketers who leverage a cross-cloud integration, like Sales Cloud, are more likely to gain satisfaction with this ability.

## How Marketing Cloud impacts best practices





## The value of cross-cloud integration for marketers



**51%**

of marketers who use both Marketing Cloud and Sales Cloud are satisfied with their ability to create a shared, single view of customers across business channels

**43%**

of marketers who only use Marketing Cloud are satisfied with their ability to create a shared, single view of customers across business channels

# ABM Helps Sales Alignment, but Challenges Persist

In B2B, sales and marketing depend on one another. However, because each role has different goals and measures of success, alignment is tricky. Sellers cannot understand why their marketing team is passing them a lead, and marketers feel like sellers overlook their research, strategies, and market knowledge. Despite these differences, technology can provide the visibility necessary for sales and marketing to collaborate. Salesforce offers strong connections across operations, specifically with Pardot's ABM capabilities.

When executed correctly, ABM treats sales and marketing data as the same to drive collaboration. Audience segmentation, campaign strategy, execution, and measurement are aligned to deliver a highly personalized buyer journey for specific target accounts.

## How the best salespeople collaborate and align with marketers

**32%**  
understand why marketing team passes them a lead

**51%**  
have a free and open flow of customer data

**58%**  
execute jointly on account-based marketing programs



# Marketers Can No Longer Afford to Ignore AI

To scale the personalization of customer journeys, the best marketers are using AI to monitor customer behavior and actively generate digital content. Data collection algorithms can round out how marketers understand their customers and prospects, enabling them to create targeted landing pages for specific audiences.

Equally as impactful are AI-powered SEO recommendations and insights to guide content creation teams. Ultimately, a machine-assisted content strategy takes a lot of the guesswork, time, and effort out of building successful personalized campaigns at scale.

## Salesforce Einstein capabilities among marketers

27%

Currently use Marketing Cloud Einstein

40%

Currently use Einstein Analytics

47%

Plan to invest in Marketing Cloud Einstein

29%

Plan to invest in Einstein Analytics

## How the best marketers are using AI

65%

Content Generation

64%

Website Personalization

61%

Social Media Monitoring



Hybrid and multicloud can truly be a successful strategy when enterprises can optimize data cost and location, keep it secure and protected, and ensure data mobility. Alongside state-of-art technologies appropriate for multicloud environments, organizations need to invest in reviewing business processes, people, and skills to achieve data stewardship in the muticloud era and gain a competitive edge.

IDC

Archana Venkatraman,  
Research Manager  
European Datacenter Research

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[IDC | Why are Hybrid and Multicloud Data Services Challenges Intensifying This Year Compared with 2018?](#)





The Direct-to-Consumer (D2C) revolution is disrupting traditional B2B and B2C models, with digital commerce at its center. Organizations are looking to connect customers with the products they want and exactly when and how they want to purchase them.

With digital commerce, “regular business hours” no longer exist. B2B, B2C, and D2C need a reliable platform to ensure buyers can make purchases at any time. The best commerce experiences serve customers with maximum precision, enabled by visibility across an organization’s Supply Chain and Merchandising functions.

To scale personalization that fosters customer loyalty, commerce teams are adopting AI to combine buyer knowledge and preferences with omnichannel order management, and intelligent, self-correcting supply chains.

# Insights from Commerce

# The Missing Link in Customer Experience

Today's customers can research, compare, and purchase products in an instant. Industries that traditionally relied on partner channels are leading the way in the adoption of Commerce Cloud.

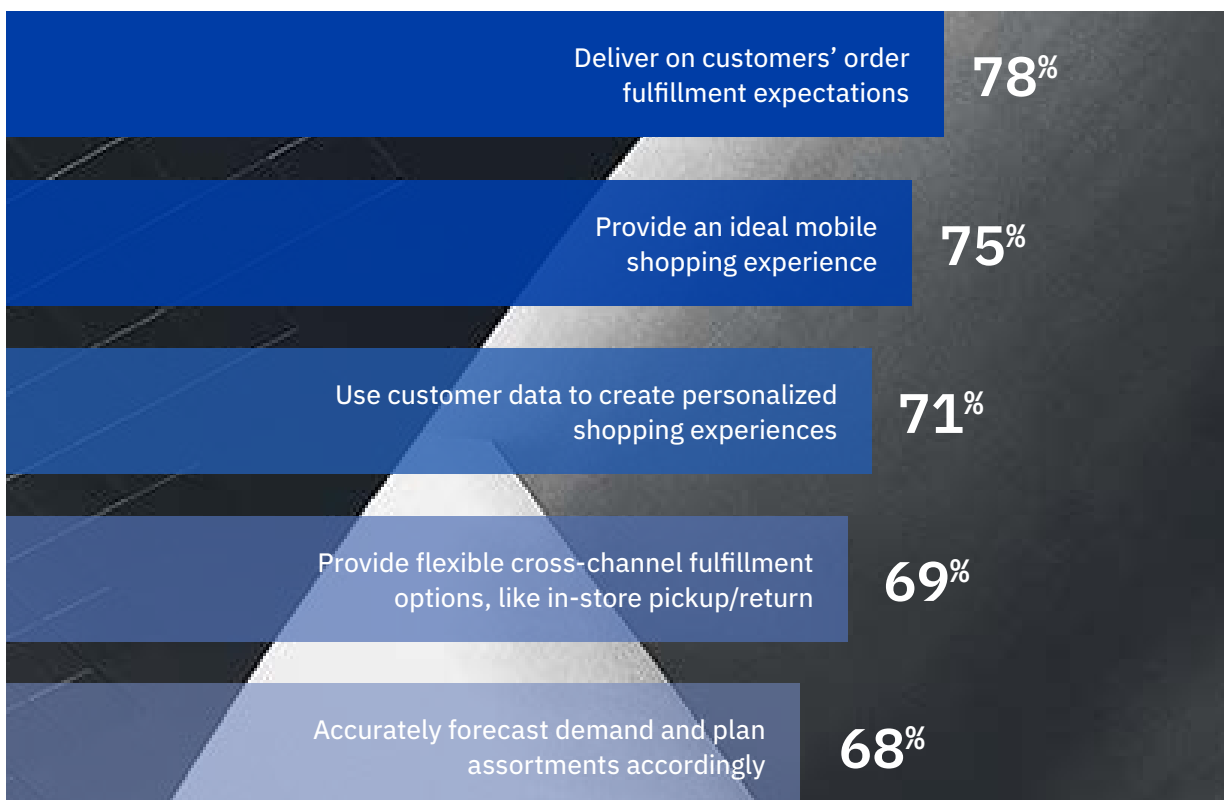
Organizations that use Commerce Cloud are differentiating the purchase experience and building an integrated intelligent platform to address increasingly sophisticated expectations of customers.

## Top industries adopting Commerce Cloud



*Manufacturing  
Financial Services  
Consumer Products  
Media / Entertainment /  
Telco / Retail*

## Customer-cited benefits of Commerce Cloud



# Commerce Customers Embrace the Full Platform

For customers, the most valuable purchase experiences are characterized by shopping ease and convenience. Meaningful personalization, seamless omnichannel recognition, and flexible, fast fulfillment are now the hallmarks of customers' baseline expectations.

Salesforce customers are recognizing the value of having a unified platform, mitigating the impact of complicated technology stacks. Commerce Cloud customers are quickly adopting a cross-cloud strategy. This unified platform approach not only reduces operational costs but also provides the functionality, agility, and scale needed to create better customer and employee experiences.

## Commerce Cloud customers' cross-cloud adoption

82%

Sales Cloud

76%

Marketing Cloud or Pardot

67%

Service Cloud

51%

Sales Cloud + Marketing Cloud or Pardot + Service Cloud

### Commerce Cloud + Marketing Cloud

Powers personalization, guides customers to their next purchase, and allows for re-engagement when shopping carts are abandoned.

### Commerce Cloud + Service Cloud

Extends personalization beyond the purchase to nurture loyalty and gives agents the necessary visibility to deliver a differentiated service experience when needed.

# Supply Chain Connects Data to Experience

In an age where customers might switch brands for the slightest inconvenience, a commerce strategy must be unified, streamlined, and agile—taking the full customer lifecycle into account. Back-end system integration and a comprehensive data strategy are essential. The best companies focus not only on smarter, digital purchase experiences, but also on creating more agile merchandising and supply networks.

To create a complete view of customers, brands are focused on aligning contextual and transactional data. With this information, organizations can identify the key issues and opportunities that impact their goals.

## Contextual Data

**Understanding how  
your customers feel**

- Market Research
- Focus Groups
- User Research
- Net Promoter Score
- Customer Satisfaction

## Transactional Data

**Understanding what  
your customers do**

- Acquisition Path
- Average Order Value
- Purchase Frequency
- Abandonment Rate
- Customer Lifetime Value



# Delivering an Effective Commerce Experience Requires Back-end Integration

The best commerce companies focus on integration and comprehensive data strategies to streamline the process.

## Commerce teams who can deliver an effective commerce experience



- Use Commerce Cloud
- Do not use Commerce Cloud

## Commerce Cloud customers are surpassing their peers in adopting MuleSoft

Currently use MuleSoft



Plan to invest in MuleSoft



- Have integrated with back-office system
- Have not integrated with back-office system



*Commerce Cloud customers are 4.5x more likely to use MuleSoft*

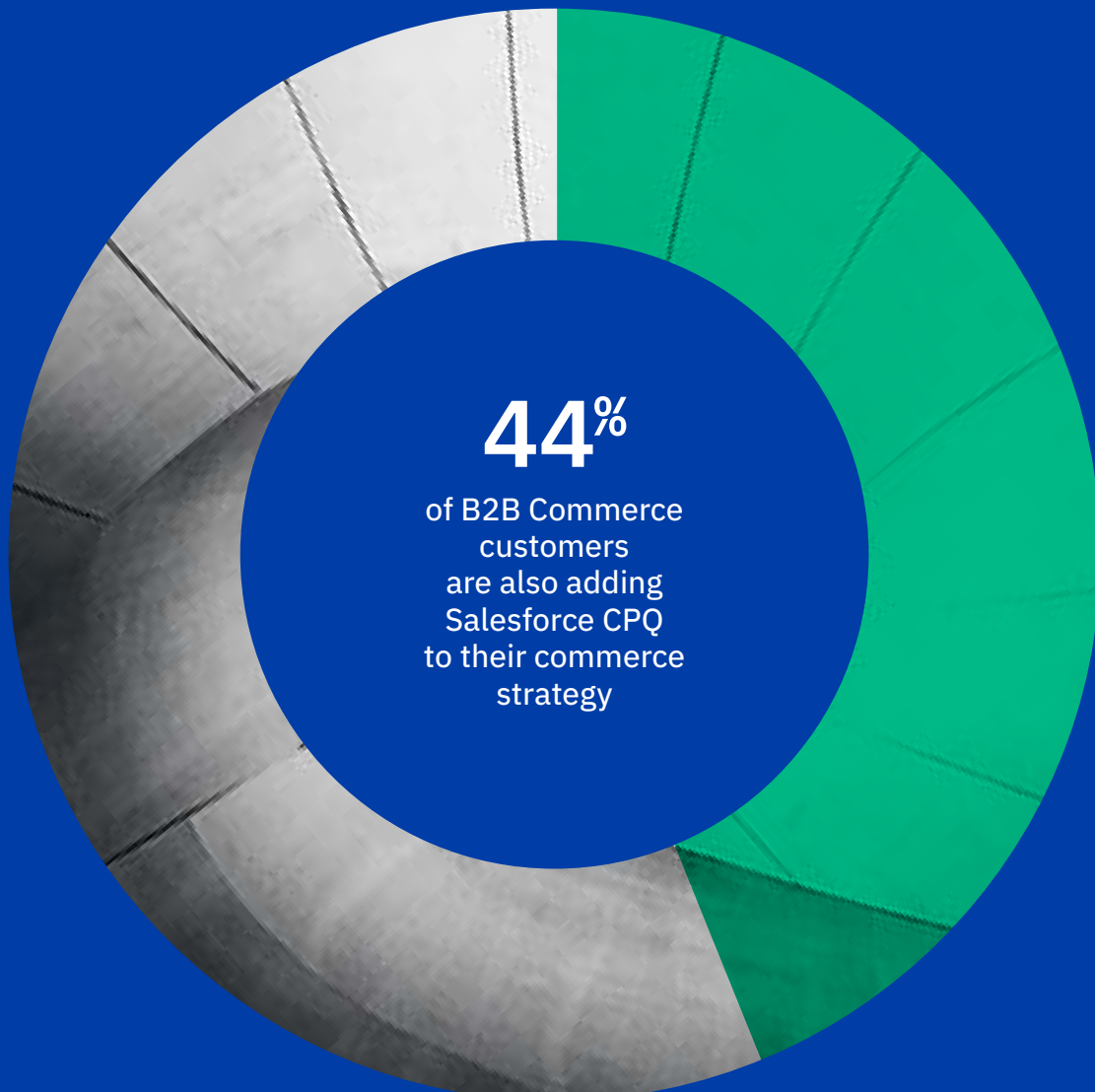
# B2B Commerce Has Arrived

Compared to B2C commerce, there are often added complexities with B2B commerce transactions, including: higher product volume, variable pricing, shipping requirements, and tax and regulatory policies. Nonetheless, buyers now expect the same level of ease, efficiency, and self-service in their professional life as they do in their personal.

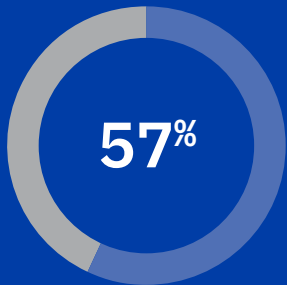
Digital commerce enables faster order fulfillment and allows companies to reach

customers that sales alone cannot. Ultimately, B2B commerce provides the direct relationship brands and buyers both want.

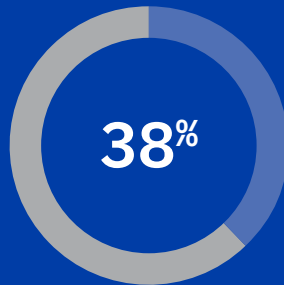
Where complexity is an inherent part of the purchase process, specific industries are benefiting from deploying B2B Commerce and Salesforce CPQ. By embracing both solutions, organizations bring a deeper level of visibility and transparency to the process.



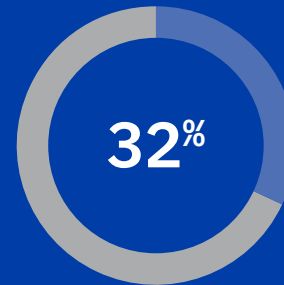
## Top industries currently using or planning to add B2B Commerce



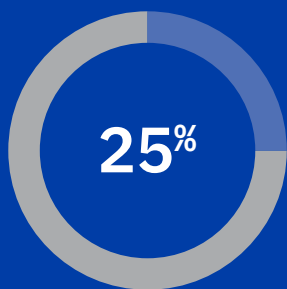
Manufacturing



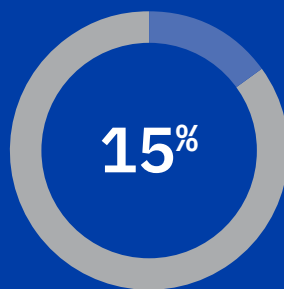
Media / Entertainment / Telco



Financial Services



Consumer Products



Retail

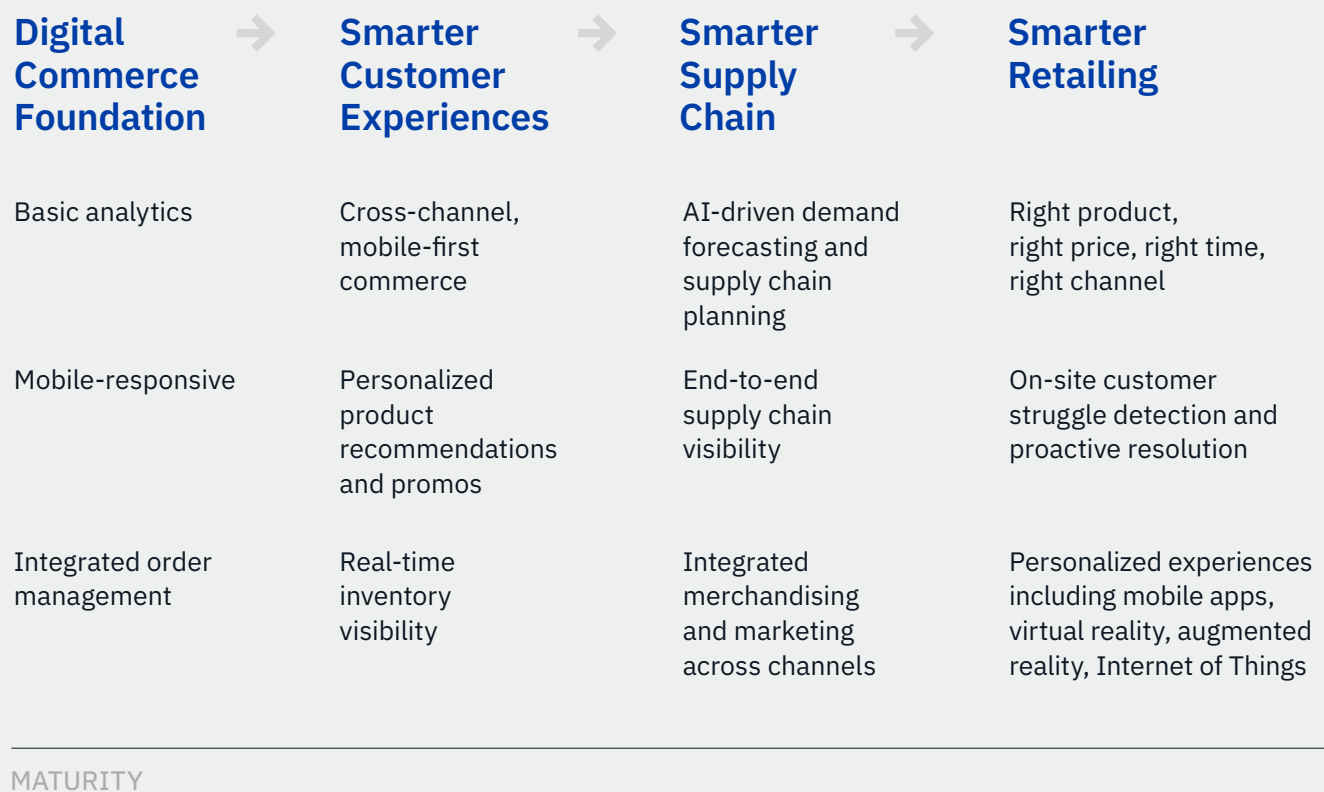


# Contextual Commerce Comes to Salesforce

From personalized product recommendation to dynamic pricing, promotions, and markdowns, AI contextualizes real-time information about the customer, their preferences, and their actions to optimize the experience and guide them along their digital purchase journey.

Implementing AI within digital commerce requires developing a strategy to solve specific challenges and support business and customer needs, with each advancement creating additional value to both.

## An AI-for-commerce maturity curve includes:

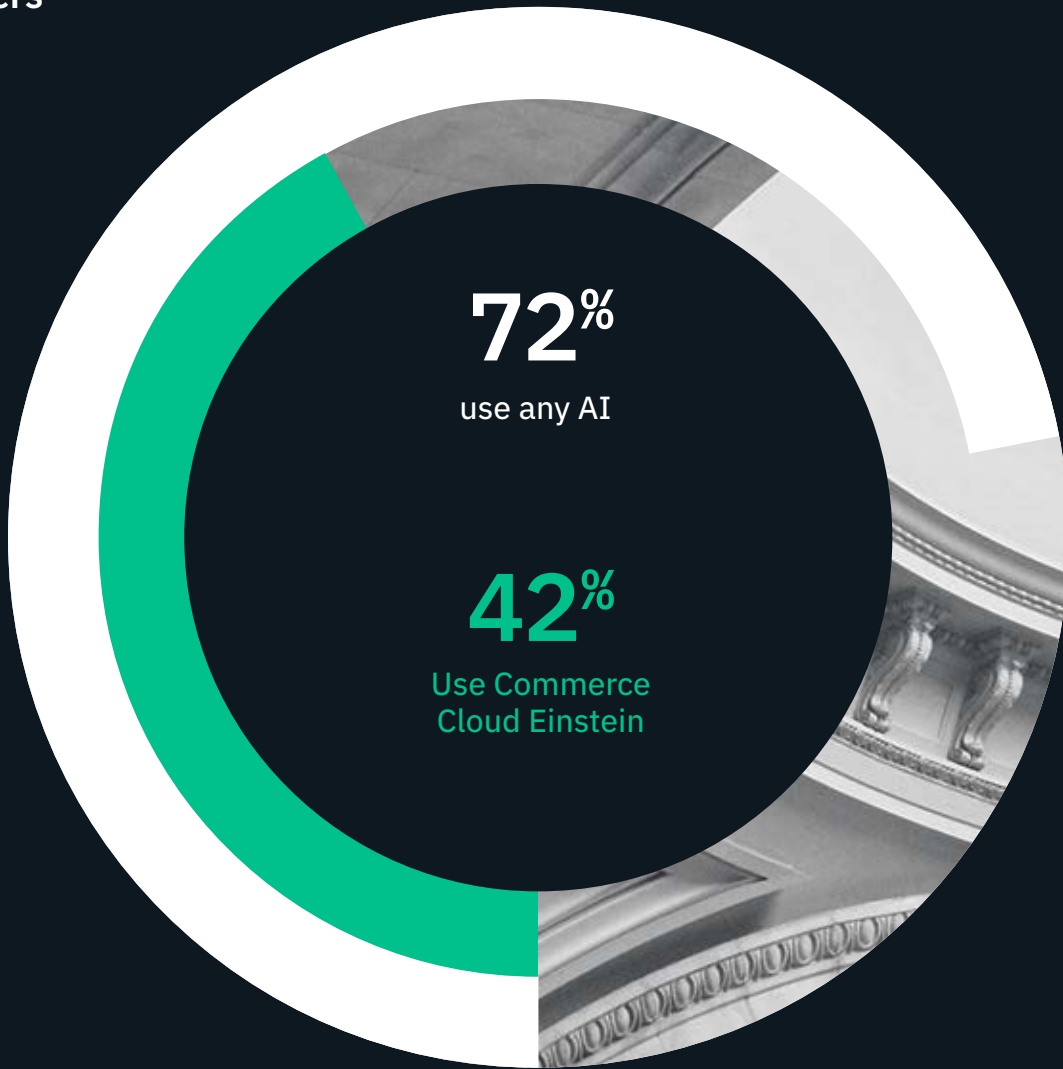


## Top AI Commerce use cases

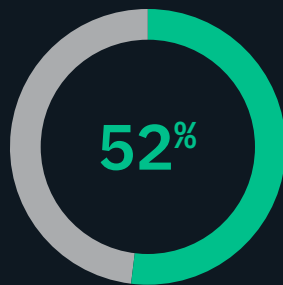
*Product Recommendations  
Analytics and Fulfillment  
Demand Forecasting  
Pricing / Promotion Optimization*

*Order Management / Fulfillment  
Personalized Product Assortments  
Personalized Digital Storefronts  
Supply Chain Planning*

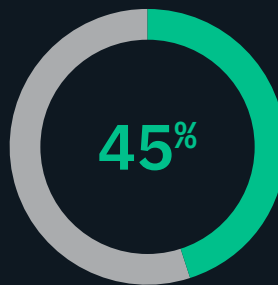
## Use of AI by Commerce Cloud customers



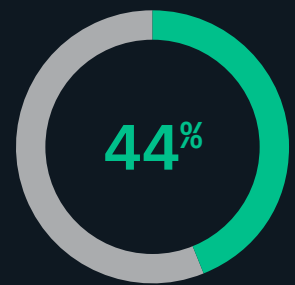
## How Commerce Cloud customers plan to scale their AI investments



Pricing/Promotion  
Optimization



Demand  
Forecasting



Personalized Product  
Assortments



Employees want the same ease of communications and working together in their workplace that they have outside with family and community groups.

IDC

Wayne Kurtzman,  
Research Director  
Social and Collaboration

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IDC | Nine Cultural  
Collaboration  
Accelerators





Modern sellers have to be more creative and resourceful than ever before, knowing as much about their customers as they do about what they're selling. All too often, Sales Cloud is configured around the needs of sales management, prioritizing visibility into activities, opportunities, and forecasts. Repetitive, manual processes discourage adoption, leaving sellers' fundamental needs underserved. The best companies provide sellers with anytime and anywhere access to information, insights to guide next best action, and content to close when the customer is ready to buy.

# Insights from sales

# Adoption Remains Top Challenge for Sellers—and Managers

Sales Cloud adoption requires an ongoing commitment to evolving Salesforce at the pace of changing business and customer conditions. Where common adoption challenges used to focus on updating territories, quotas, and role hierarchies, today they involve eliminating process and workflow inefficiencies.

Innovation that impacts how easily sellers can do their jobs will automatically increase adoption. The best companies remove the technical barriers that exist between sellers and selling.

## Challenges preventing Sales Cloud customers from meeting their target ROI





# Sellers are Tied to Their Desktops

Work is no longer tied to physical offices or forty-hour workweeks, and no function knows that better than sales. Mobile devices have advanced—with lightning-fast processors, NFC chips, biometrics identification, geolocation, multiple advanced cameras to facilitate visual recognition, built-in AI, offline AI handling, and more. And yet three-fourths of sellers spend

their time in front of a computer—with less than 20% spent in virtual or in-person meetings with their customers and prospects. This disparity reflects the gap between consumer and employee-facing mobile experiences.

## How sellers spend most of their time doing their job



- In front of a computer
- In front of a mobile device
- Meeting in person with customers and prospects
- Connecting virtually with customers and prospects

Sellers who have a mobile-optimized experience on-hand are free to engage with customers more because the information they need is at their fingertips. Mobile has the potential to fundamentally change how sellers accomplish essential Salesforce activities, as well as the speed and duration

of their sales cycles. As Generation Z enters the workforce, demand for mobile-first, connected, personalized experiences will become a standard expectation in the workplace, just as it has become in our personal lives.

# Everyone Wants More Mobile

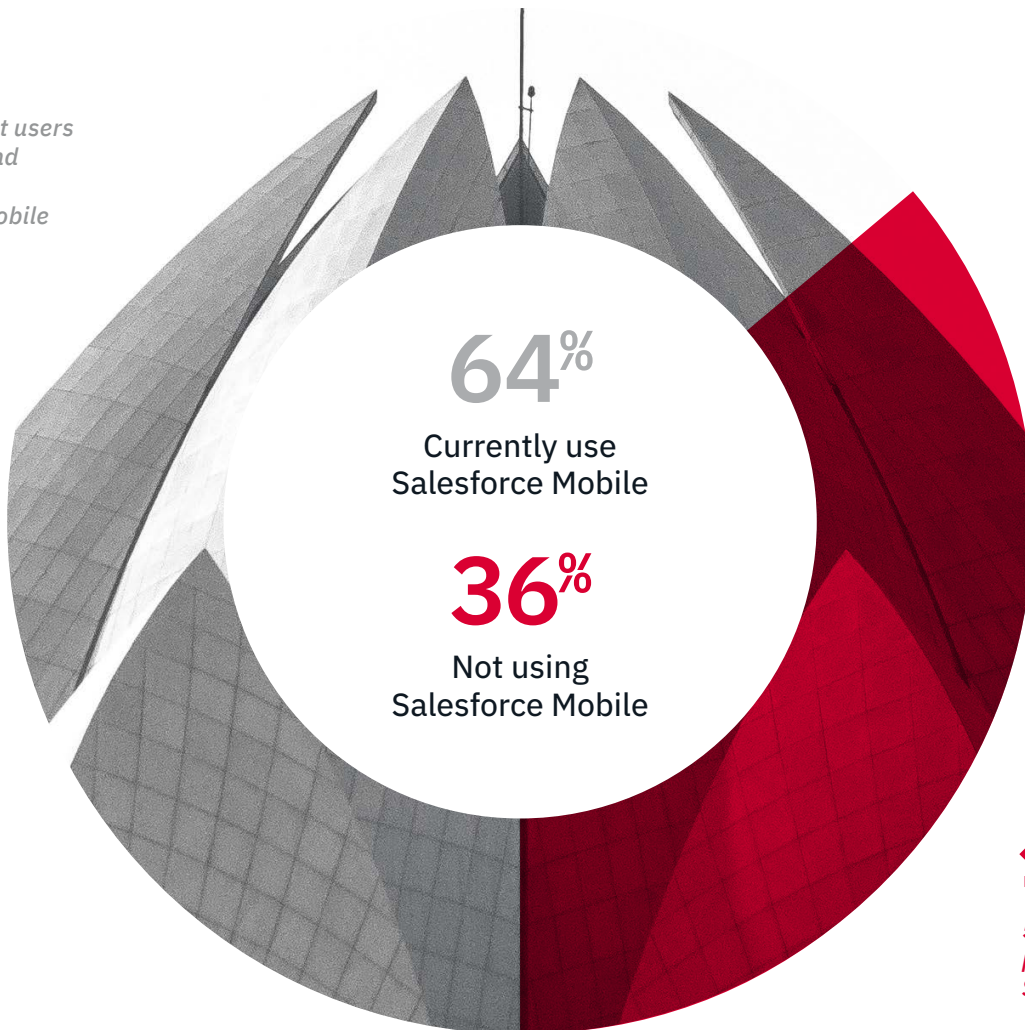
Salesforce Mobile has been available to customers since 2014. Frequently, organizations assumed that this mobile app was sufficient to help employees work

effectively, anytime, anywhere. While the use of Salesforce Mobile is strong and growing, it is also clear that modern sellers need more.

## Current and planned use of Salesforce Mobile



*89% of current users plan to expand their use of Salesforce Mobile*

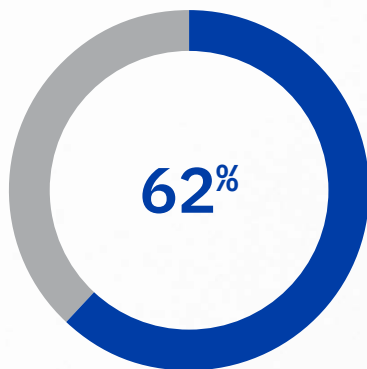


*50% of non-users plan to add Salesforce Mobile*

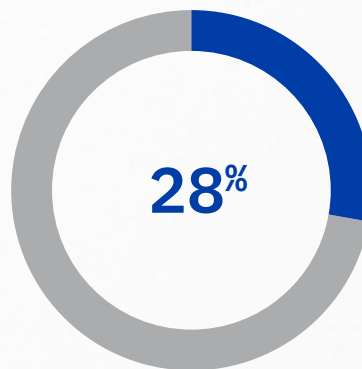
In 2018, Salesforce took a meaningful step to advance its mobile approach, striking a strategic partnership with Apple to redesign its Salesforce Mobile App, and to optimize its Mobile Software Development Kit (SDK) for Swift. Creating a mobile strategy with scale requires more than simply plugging into a corporate network. Salesforce's Mobile SDK

should be a top priority for developing designed, industry- and role-specific apps. Among Sales Cloud users who have transitioned to Lightning, 31% cite their department is either currently building or planning to develop Salesforce Mobile SDK apps.

## How Salesforce Mobile impacts a seller's productivity



Wish there was more they could do on mobile to improve productivity



Are equally productive on a mobile device as they are on desktop

# Three Paths to Salesforce Mobile Development

For many organizations, determining the right mobile mix is a trade-off between short-term savings and long-term value creation. Out-of-the-box can be economical, quick to market and easy to implement, but designed solutions provide deeper integration with legacy systems and personalized employee experiences.

The best organizations are looking to scale their mobile strategies with the idea of an app suite—a collection of tools, each individually targeted to complete a specific workflow exceptionally well—versus one monolithic, do-everything app.

## Multiple paths to building mobile strategy with Salesforce

### Basic

Employee Usability \*

Out-of-the-box (Salesforce Mobile App, Field Service Lightning)

- Task-driven
- Easy to deploy
- A representation of Salesforce desktop on mobile

### Configured

Employee Usability \*\*\*

Customizable interface

- Third-party app integration via the Salesforce AppExchange
- Pre-built processes, such as predictive routing, digital sales aids and industry-specific enhancements

### Designed

Employee Usability \*\*\*\*\*

Salesforce's Mobile SDK

- User-driven design
- Allows for integration to native iOS features
- More processes in a single user interface
- Full offline, flexible branding, integration with machine learning capabilities

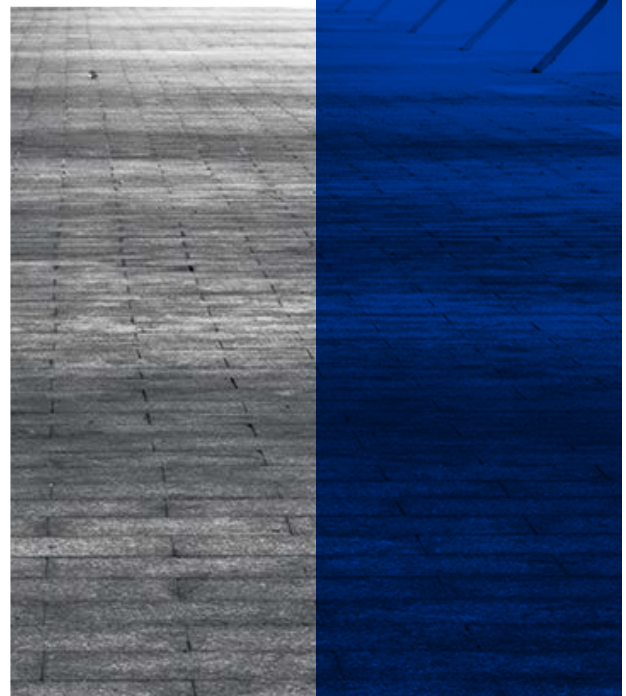
# Salesforce CPQ Creates Facetime with Customers

Sales Cloud customers who use Salesforce CPQ (Configure-Price-Quote) cite a 33% jump in realizing the ROI of its Salesforce investment. Salesforce CPQ is a critical offering that provides a connected office across sales, accounting, legal, and planning. Designed to shorten and align sales activities across the buying cycle and increase deal accuracy and value, CPQ has proven to help organizations deliver effective outcomes.

**CPQ users spend 2X more time interfacing with prospects and customers**

**51%**  
CPQ users

**38%**  
Non-CPQ users



# Sales Says “Guide Me”

Sales teams are adopting AI across the entire sales cycle—from lead to cash—with specific use cases dependent on the particular business and role. The best companies are prioritizing productivity with AI, enabling sellers to turn leads into prospects quickly, and understand more about their customers, helping guide next best actions that increase sales cycle efficiency.

Using AI to improve decision-making requires organizations to make strategic use of their data—leveraging predictive insights and analytics. In particular, automating lead

management to discover factors that indicate if a lead is likely to convert translates into valuable time-savings for sellers. [Intelligent lead routing in Salesforce produces more ROI.](#)

Einstein Next Best Action is also helping sellers accelerate sales cycles with more personalized and relevant recommendations that help boost seller productivity and customer satisfaction.

## Top AI capabilities for sales to realize target ROI for Salesforce

83%

Automatic surfacing of leads and opportunities most likely to close

79%

(externally integrated) Data Insights on customers' propensity to buy

77%

Market Intelligence on customers and prospects

72%

Alerts to key actions required on an opportunity

68%

Suggested next steps on opportunity



The best sales teams are using AI to their advantage to build smarter pipelines, taking the guesswork out of forecasting and bringing certainty and accuracy to core processes.

### The top 5 AI-powered capabilities of the best sales teams

47%

Sales Forecasting

44%

Lead Generation

33%

Lead Scoring

33%

Data Input Automation

32%

Pricing & Quoting



While it's fine to plan your AI transition with specific projects in mind, also empower CX teams with a spirit of entrepreneurship and innovation. Adopt a design thinking approach—this practice is perfectly suited to customer-centric AI.



IBM Institute  
for Business Value  
March 2017

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*"The AI-Enhanced Customer Experience: A sea change for CX strategy, design, and development."*







Investments in contact center agents have not kept pace with technology. Due to automation, expansion of chatbots, and other forms of self-service, agents are handling increasingly complex issues from customers post-purchase and inbound customer requests during the discovery and purchase phases. However, most contact centers have yet to evolve their recruiting or training practices. Where once agents could be entry-level employees who learned on the job, now they must be both product and people experts who know how to offset customer frustrations.

# Insights from Service

# Agent Experience Equals Customer Experience

Agents today are responsible for more than closing as many cases in as little time as possible. 85% of agents feel that their job is more strategic than it was two years ago.

The best companies are reinforcing their service agents' evolved roles, prioritizing functional capabilities in Salesforce that empower agents to move beyond the basics of case resolution and foster customer satisfaction.

## Service teams who give agents the capabilities to excel



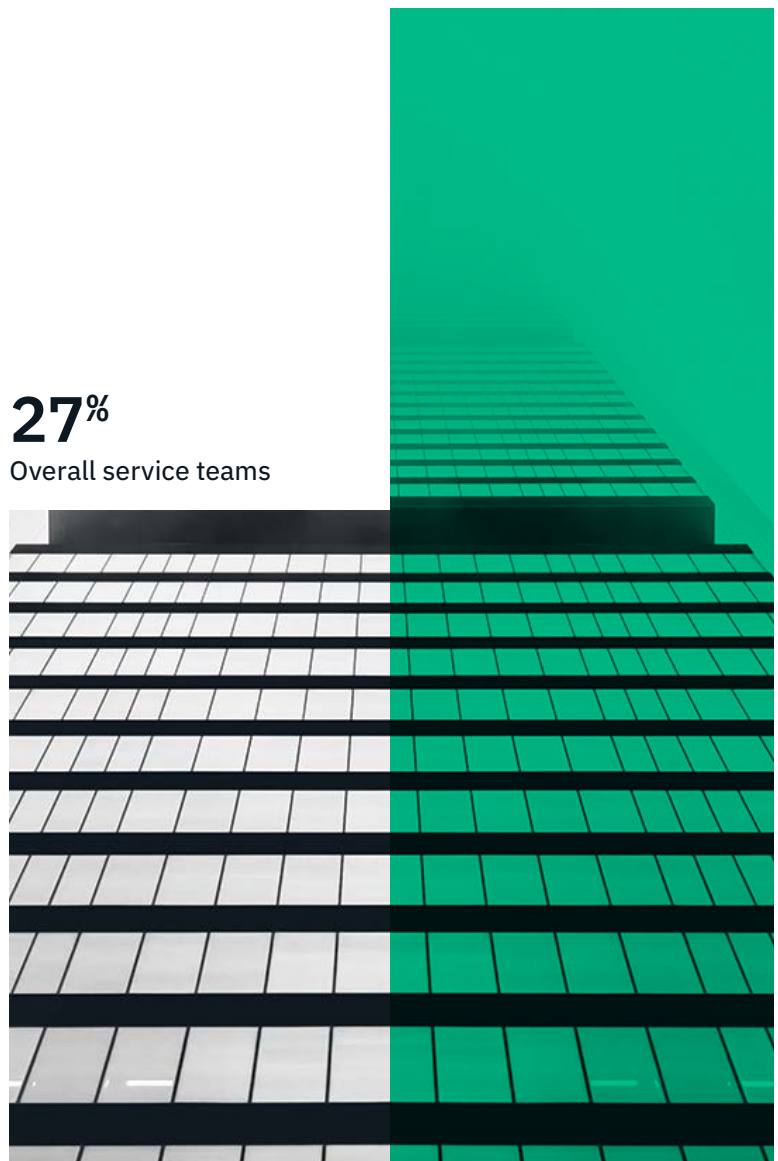
*The best teams are 57% more likely to invest and give their agents the capabilities to excel at their jobs.*

**42%**

The best service teams

**27%**

Overall service teams



# Agents Don't Know What They Don't Know

Knowledge is at the core of everything a contact center does. The foundation of any successful omnichannel service strategy—knowledge quality and governance—is vital to overall service, agent performance, and customer satisfaction.

Knowledge management in Salesforce is nearly universal, especially among the best organizations. And yet, Salesforce Knowledge hasn't changed much.

In terms of searchability, Salesforce Knowledge returns file results to agents, but still requires them to hunt for the information they need.

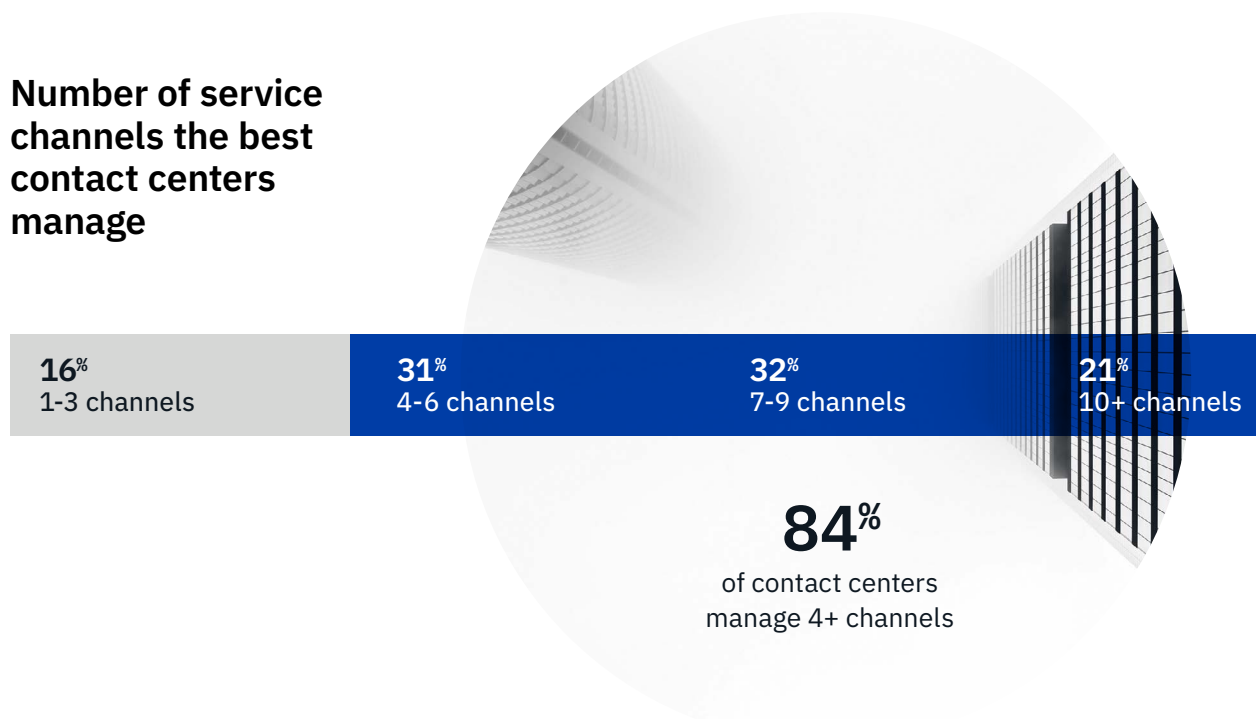
Effective knowledge management requires regularly maintaining and revising knowledge entries so the information is accurate and up-to-date.

Quality customer service involves providing quick and easy answers to customers, on any channel, anytime, and anywhere. The best companies are able to expand the reach of customer service without compromising the experience.

# 9/10

Of the best customer service agents agree that knowledge is important for omnichannel support.

## Number of service channels the best contact centers manage



# The End of Agent Search

Given the upkeep and optimization needed to fully leverage any knowledge base, the burden of managing knowledge is shifting to AI. Exposing Salesforce Knowledge to AI with Natural Language Processing (NLP) solves one of agents' most pressing issues: finding specific answers that are accurate, with speed. Solutions like IBM Watson Discovery for Salesforce give agents direct access to knowledge across disparate enterprise data sources, directly inside of Service Cloud.

Before starting with AI, it is important to first ensure knowledge is reliable. Knowledge should be treated in a similar manner to data, just exposing it to AI without first ensuring its quality will only result in surfacing bad answers more quickly. 66% of service respondents either use or are planning to add AI to Salesforce Knowledge in order to enhance their approach to knowledge management.

## Top investment areas of the best contact center teams

36%

Knowledge Management

29%

Chatbots

28%

Customer Contact Analytics

## How the best contact center teams use AI

32%

Case Prioritization

32%

Survey & Review Analytics

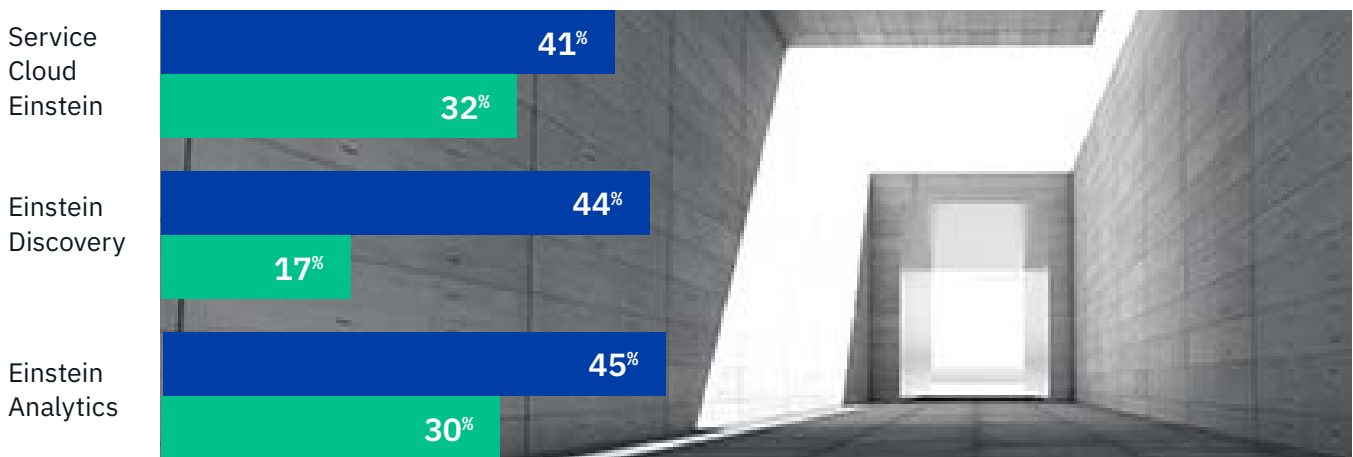
31%

Knowledge Management

# Agents Find a Friend in Salesforce Einstein

The contact center continues to be the proving ground for AI, offering the most immediate use cases to demonstrate ROI. Salesforce has invested heavily in Einstein’s capabilities within Service Cloud and adoption is taking hold.

## Customer service teams’ current and planned use of Einstein



Planning to invest
  Currently use

AI in the contact center is moving beyond chatbots and contact deflection, serving agents who need to handle more complex calls and issues that require specialized skills.

To enable proactive service, whereby a customer service agent anticipates a customer’s issue and resolves it before the customer contacts them, Salesforce announced the following four new capabilities for Service Cloud Einstein.

### New proactive service capabilities

-  Einstein Article Recommendations
-  Einstein Reply
-  Einstein Case Routing
-  Einstein Next Best Action

# The AI Partnership For Business



IBM Watson and Salesforce Einstein are complementary AI technologies that identify insights from data inside and outside of Salesforce.



## Watson knows the person

Watson uses advanced AI capabilities with embedded machine learning to understand, analyze, and contextualize documents, files, cases, and more from diverse sources outside of Salesforce.

- How to surface insights from previous customer cases
- The application of industry-specific information and unique company policies
- How to connect data in multi-org environments
- Information in multiple languages
- Nuanced tone and sentiment of customers and their reviews
- How to extract relevant insights from thousands of news articles



## Einstein knows the customer

Einstein helps you identify a customer's individual needs and puts them into the context of their history with your company's brand.

- The best product to sell, up-sell, and cross-sell
- Service case predictions
- How well a marketing email will perform
- The lifetime value of every customer
- Which customers are most likely to churn
- Which leads and opportunities are most likely to convert
- The sentiment and intent in text

# Field Service Lightning Kickstarts Transformation

The introduction of Field Service Lightning (FSL) by Salesforce is a meaningful development in providing employees with a purpose-built, mobile solution that does more than replicate a desktop experience on a mobile device. For organizations facing rising competition, tighter profit margins,

and increasing customer expectations, FSL is a higher-value experience that supports necessary business model changes and can be up and running in record time. Its rapid adoption signifies the importance of giving employees real solutions that transform how they plan and accomplish critical activities.



67%

Field Service Lightning users proactively understand customer issues before an appointment

## Top industries adopting Field Service Lightning

1

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Consumer Products

2

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Retail

3

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Financial Services

4

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Health & Life Sciences

Field Service Lightning (FSL) alone does not represent full “transformation” of an organization’s field service experience. The best companies view field service transformation as the combination of customer-centric service and asset-focused, performance optimization. This requires real-time, actionable insights and context in

the field. The best field service teams provide access to data from Salesforce Sales and Marketing Clouds, along with offline access or vertical integration to back-end systems, such as enterprise asset and resource management systems.





Artificial intelligence will be the key technology that will propel organizations through digital transformation (DX). That's because all the data that comes from DX initiatives has limited value without the right technology that empowers organizations to extract valuable, accurate, and timely insights from the data.

IDC

Ritu Jyoti,  
Program Vice President –  
Artificial Intelligence  
Strategies; et al.

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IDC | “Worldwide  
Artificial Intelligence  
Forecast, 2019-2023”





Salesforce customers of all industries are embracing Chapter 2 of digital transformation with a focus on cross-cloud capabilities, scaling AI, and enhancing the employee experience. From the inside-out, organizations are innovating on Salesforce to make a transformative impact. Impact can be defined as lost revenue—that’s the easy one—but as you’ll discover a more telling definition comes from within an organization. We spoke to customers who share a glimpse into their Salesforce journeys.

# Insights from Customers

# Understanding how data impacts our business is the common thread that unifies our strategy.

**Richelle Simmons**  
VP of Digital

*Ameritas Life Insurance Corp. and its affiliated companies—offer a wide range of insurance and financial products and services to individuals, families, and businesses.*

## SALESFORCE PRODUCTS

Marketing Cloud

Service Cloud

Sales Cloud



## Richelle Simmons says

Ameritas helps customers prepare for different life stages and plan for their financial wellness. Our field professionals reference a wide variety of information and depend on a complete view to help put together options for their customers. Salesforce allows us to examine how our technology is deployed and how we manage it internally.

Our Salesforce Center of Excellence (COE) team supports collaboration and transparency for our entire organization. Different business units of Ameritas are coming together to prioritize and align work and share what's happening in their lines of business to deliver greater value to our customers. Understanding how data impacts our business is the common thread that unifies our strategy.

Our top priority with Marketing Cloud is helping customers decide for themselves how they want us to communicate with them across all channels of engagement. Most recently, our focus is on how to use Service Cloud to scale our services and support growth. Salesforce complements a data-driven mindset, ultimately enhancing our customer relationships.



If we can make advisors happy, then they can make the clients happy.

**Padma Elmgart**  
Chief Technology Officer

**Doug Loots**  
SVP, Digital & Individual  
Markets Technology

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*Global Atlantic Financial Group, through its subsidiaries, offers a broad range of retirement, life and reinsurance products designed to help our customers address financial challenges with confidence.*

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## SALESFORCE PRODUCTS

Sales Cloud

Service Cloud



### Doug Loots says

One of our top priorities is creating business transparency between advisors and their clients, from the inside-out. The life and annuity insurance industry suffers from data fragmentation—legacy systems that don't play nicely with other platforms. Funneling data into a single platform, Salesforce gives us a place to consolidate the data and makes it manageable and actionable to users across our businesses. The platform allows our teams to be proactive in obtaining the information they need to serve their clients.

Using Salesforce to publish our data and share it between our sales and customer service teams allows us to provide transparency in all our advisor interactions. It's becoming our single source of truth, helping to instill confidence in Global Atlantic among advisors and clients alike. If we can make advisors happy, then they can make the client happy.

As regulatory scrutiny on the sale of consumer investment products increases, we're looking to leverage Salesforce and AI to automate how we ensure advisors are in compliance with suitability regulations, as well as to detect rebating and other forms of insurance fraud.



**Global Atlantic**  
FINANCIAL GROUP

Technology is full of trends but it's important to differentiate between a fad and tools that are essential.

**Pere Nebot**  
Chief Information Officer

*CaixaBank is the largest bank in Spain by assets volume and market share.*

#### SALESFORCE PRODUCTS

Service Cloud



### Pere Nebot says

Banking is an industry dependent on customer trust. The digital transformation across all industries is setting a high standard for customer experience and as a bank, we must never take security and infrastructure for granted. There are many things involved in creating this trust, including having reliable digital channels that customers can access whatever they need, and whenever they need it.

Simultaneously, user experience is an important building block of our strategy when looking at our own digital transformation. We use IBM Watson and machine learning for natural language processing in our channels and provide nearly one million answers a month in this manner. We have also built machine learning models to support areas like security fraud and portfolio analysis.

Through the Salesforce platform we provide employees with the right tools and information to offer our clients a better service. We incorporate AI into our contact centers as agent-facing chatbots to surface answers faster and automation support for greater back-office productivity.

We are a large organization and must invest in maintaining capabilities that help us to be closer to our clients. Technology is full of trends but it's important to differentiate between a fad and tools that are essential and transform the way in which we do business. AI is here, but you must have a clear roadmap to see ROI and understand the balance between human and machine.

We owe ourselves to our clients and to the trust they put in CaixaBank. Therefore continually investing in improving their user experience globally, from in person interactions to digital frontiers, will remain a priority in our transformation.





# Our employees are the heartbeat of our business.

**Kevin Buehler**  
Senior Director,  
Sales Technology  
and Transformation

*Frito-Lay makes some of the most popular and high-quality snacks available in the marketplace today.*

## SALESFORCE PRODUCTS

B2B Commerce Cloud

Service Cloud

Field Service Lightning

Marketing Cloud



## Kevin Buehler says

At Frito-Lay, our employees are the heartbeat of our business. We take pride in the services we provide, and technology is helping to drive a new level of connectivity and efficiency throughout our business. Increased consumer demands and the need to compete in an ever-changing retail landscape inspired us to reimagine how we can better meet our consumers at their point of purchase.

Our digital strategy and eCommerce experience focus on supporting our retailers wherever there is a product need. We're now moving to an omnichannel environment encompassing Field Service Lightning, Salesforce B2B Commerce, and our eCommerce Snacks to You platform to deliver exceptional customer service. We can now provide customers with more expansive product offerings and recommended assortments to give them the flexibility to help meet consumers' demands.

With Salesforce Field Service Lightning, Frito-Lay North America is putting Salesforce in the hands of every employee in the field—with realtime customer expectations, intelligent scheduling, the ability to collaborate on-the-go and more—increasing sales productivity and enhancing customer experiences.



# Becoming a customer-first company requires enabling our employees first.

**Prakash Kota**  
Chief Information Officer

*Autodesk is a multinational software corporation serving the architecture, engineering, construction, manufacturing, media, and entertainment industries.*

## SALESFORCE PRODUCTS

Salesforce Einstein

Sales Cloud

Service Cloud



## Prakash Kota says

We make software for customers to create almost anything, and our commitment to customers goes beyond products. Autodesk's priority with Salesforce is to digitize trust with our customers. How we use what we know about customers directly affects our relationship with them. In giving our sellers and service agents more context and time, they, in turn, can build better brands and product experiences.

Becoming a customer-first company requires enabling our employees first. By removing barriers to employee productivity, we empower our workforce to create customer satisfaction. Salesforce is helping us automate processes, centralize information, and collaborate in real time. We're able to see pre- and post-interaction data in a unified way—and measure how changes to our systems and processes impact outcomes.

With our transition to Salesforce Lightning, we had an “aha moment,” when we realized how much it energized our employees using the platform. For our sales teams, we started creating more personalized experiences by sales and customer success role. We're also now using the Salesforce Mobile App. Our reps use it for deal approvals and to access customer information anytime, anywhere, allowing them to provide the most customized experience possible.

We're now leveraging Einstein Discovery to glean insights from data, providing more accurate sales forecasting on renewals, earlier detection of customer issues, and better recommendations on the best products to meet customer needs.

And we're using Einstein Analytics to better manage our pipeline and provide our sales managers better coaching tools as we strive to create a common sales process across all of our product lines. We want to avoid duplicative processes so we can deliver the best customer experience possible. We're embracing a new mindset where change means progress, and common goals mean greater customer value.



# It's not just a win-win, it's game-changing.

## Robert McDonald

VP, Support Transformation,  
Training & Globalization

*IBM is a leading cloud platform and cognitive solutions company. Restlessly reinventing since 1911, we are the largest technology and consulting employer in the world, with more than 380,000 employees serving clients in 170 countries.*

## SALESFORCE PRODUCTS

Salesforce Service Cloud

Salesforce Field Service Lightning



## Robert McDonald says

IBM Support has been transforming its contact center operation for the last few years. Salesforce has been a key part of that as we moved off numerous ticketing systems onto Service Cloud as our primary system. Layering in Salesforce Einstein and IBM Watson together on top of Salesforce, we created a complete Cognitive Support Platform. We are dedicated to continuing our evolution as we listen to our clients' needs and incorporate new and innovative ways to improve their experience.

We listen to both our clients and our internal agents when determining where and how to make improvements in our tooling and processes. Our clients are always top of mind, and our agents are at the heart of our ability to provide the level of service we expect. They are, in essence, our first-level client.

Customer support expectations cross brand and industry boundaries, now more than ever. A growing trend is providing personalized support, and AI is key to this. It is transforming the customer support space and is a differentiator of market leaders.

A guiding principle for our team has been 'no customizations' of Salesforce. We've been presented with hundreds of requests for one-off specializations. Our ability to stick to that vision has been critical to our ability to provide scale with effective management and maintenance.

We also committed to investing in Organizational Change Management. Our approach includes both pre-onboarding and post-onboarding, ensuring we have buy-in from our agents to realize the desired.

Our Cognitive Support Platform has changed the very nature of how our agents work. They see new possibilities in their future and are living the value. When our employees have a better experience, they can provide a better experience for our clients. It's not just a win-win, it's game-changing.





We've realized that it's not just about bringing in the technology.

**Duncan Painter**  
Chief Executive Officer

*Ascential is a specialist, global, information company that helps the world's most ambitious businesses win in the digital economy. Ascential's portfolio encompasses industry renowned brands such as WGSN, Cannes Lion, and Money 20/20.*

## SALESFORCE PRODUCTS

Sales Cloud

Service Cloud



### Duncan Painter says

The vision for our business strategy is simple: support the world's biggest brands and help them optimize the way they run their business in the digital age.

There's a shift in how customers approach optimizing how their business operations and subsequently, how work gets done. The concept of an "information company" that only aggregates software, data, and industry and market expertise for reports is quickly becoming a thing of the past. Customers need real-time platforms for real-time decision-making that support dynamic changes in the marketplace and shifts in consumer demand.

We have to create a product that provides customers with the ability to pull the right levers to optimize their business. As our fundamental customer management platform, Salesforce is the single way we manage customers worldwide.

We deployed Salesforce eight years ago as one of the first in the UK at that scale. As our organization has grown with acquisitions and mergers with certain product and business lines, previous customizations have now become significant hurdles for us to integrate across all our Salesforce instances.

We've realized that it's not just about bringing in the technology, it's about understanding that your entire process around how you manage technology has to change. I think we suffered in the past consulting with too many people. You have to evolve the Salesforce environment constantly. And sometimes you must be willing to go back and rework and change what you've done in the past.

There needs to be self-discipline around customization, less change, a willingness to compromise in the short term knowing that it will evolve over time to realize the full benefits. Having Salesforce partners focused on helping businesses evolve their culture and how they operate to leverage the capabilities of the platform is key.



ASCENTIAL

# We are experiencing cultural changes across the board.

**Pablo Esses**  
Chief Information Officer

*Telecom Argentina S.A. is the major local telephone company for the northern part of Argentina. It also operates the mobile phone service Personal, the cable modem service Arnet-Fibertel and the cable operator Cablevisión.*

## SALESFORCE PRODUCTS

Service Cloud

Sales Cloud

Community Cloud

Vlocity



## Pablo Esses says

Providing a seamless, omnichannel customer experience is essential in the telecommunications industry. Telecom Argentina is the first company in Argentina to offer a Quad Play bundle (landline, mobile phone, pay television, internet) for 30 million accesses. In order to provide customers with a synchronized, seamless experience, our organization is undergoing a complete digital transformation using Salesforce and Vlocity.

Our transformation is ambitious because we are not integrating legacy CRMs but rather creating an entirely new CRM. By implementing Salesforce Service Cloud, we provide our customer service agents with a unified customer record that's accessible anytime. This enables our agents to provide a highly personalized customer experience at every stage of their journey and allows customer to choose the contact channels they prefer, whether it is an in-store visit, a call to our contact center, or an online chat. By streamlining our processes we have reduced the number of clicks and screens for our agents by 70%. Our employees can then focus more on customer service rather than trying to analyze information from different screens with biased information.

We are also experiencing cultural changes across the board. By using an agile development methodology we have removed the knowledge and information barriers that existed between teams. By creating a DevOps team we have streamlined our development processes and moved the functionality into production faster.

We have learned many lessons from our first release. Now that we are equipped with knowledge and functionalities from the Prepaid launch, we are excited about our next release. This will focus on Postpaid capabilities, and launching our Quad Play offering.

**TELECOM**



# We saw the opportunity to reinvent our approach.

**John Parry**  
Director,  
Enterprise ICT

*Research at La Trobe University is undertaken by more than 2,500 academics and graduate researchers in its Departments, Schools, and Colleges, at six campuses across Victoria.*

## SALESFORCE PRODUCTS

Sales Cloud

Service Cloud



### John Parry says

As funding for research grows increasingly competitive and complex, we saw the opportunity to reinvent our approach to the research information management practice and supporting processes.

Our research information management lifecycle encompasses funding opportunities, applications, grant management, research activity and progression—inclusive of regulatory requirements, through to measurement of impact and success of research outcomes. This lifecycle is rapidly evolving in terms of complexity and requisite functionality, as such commercial ‘off the shelf’ research systems are often not able to respond to change in a timely and effective manner.

One of our top business priorities is to increase revenue from research performance through the attraction of top researchers, while also empowering them with contemporary tools and technology that facilitates the research process, reduces administrative barriers, and optimizes researcher time.

In partnership with IBM and Bluewolf, we are building a first of its kind instance of Salesforce focusing on the researcher as the center of the research management function. Through leveraging the Salesforce Platform, we aspire to eventually encompass the entire research management lifecycle with the solution.

The other great advantage of using a contemporary platform like Salesforce is the ability to leverage advanced functionality such as artificial intelligence and machine learning to support our business functions and enhance our research practice and processes. AI and advanced analytics will provide our administrators and researchers with actionable insights and empowering data to inform strategic investment decisions, success rates, and individual research activity KPIs.



# We are on the precipice of something new for science.

**Felicia LeClere**  
Senior Fellow,  
NORC

*NORC, at the University of Chicago, is one of the largest independent social research organizations in the United States.*

## SALESFORCE PRODUCTS

Salesforce Marketing,  
Service, and Community Clouds  
with Salesforce Shield



### Felicia LeClere says

In not-for-profit research, we've been searching for the golden ticket for project management and data collection management to maximize efficiency. Why should the commercial sector have an incredible, powerful way of collection and integrating data and not the scientific community? Current systems are hard to maintain, integrate and coordinate across case management and data collection—in all its forms, from in-person, web-based, or on the phone, data collection. These are all costly, have their own technology, and can lead to poor data collection and labor-intensive efforts to meet system integration requirements.

We've had an interest in Salesforce for the past two years knowing that the value of Salesforce is in the clean integration of data. It's a technology that so dramatically changes the quality of scientific data that it's worth the cost but moving to Salesforce from our existing disparate technologies which currently generate data loss – will take a lot of work to get Salesforce to behave the way we need it to, as the language of scientific data collection and management is not yet accounted for in the technology.

Because we've invested a lot in our technology already there is skepticism around anything that is not standardized for our industry, meaning change will happen incrementally at the project-level to get any organization to embrace Salesforce.

We do believe Salesforce will improve participant engagement, in particular. Our proof of concept for one of our major studies demonstrated Salesforce's use to recruit participants, track enrollees with site-specific dashboards, as well as manage contacts and the scientific data collection. This type of integration in data collection, processes, and output are unbelievable. We are on the precipice of something new for science—flawless integration across every domain from which you're collecting data. The recipients of the data benefit the most. Higher quality data, more efficiently collected, in the public sector, is better for scientists and, thus, better for the American public.



**NORC**  
at the UNIVERSITY of CHICAGO

We're able  
to keep the  
child and  
family at the  
center of the  
Make-A-Wish  
experience.

Jason Suckley  
Chief Executive Officer

*Make-A-Wish UK creates  
life-changing wishes for  
children with critical illnesses.  
Make-A-Wish is transforming  
the way it operates with  
Salesforce.org.*

## SALESFORCE PRODUCTS

Service Cloud



### Jason Suckley says

Public trust in a variety of institutions, including charities, has declined in recent years in the United Kingdom. More people are seeking an opportunity to get directly involved in helping charities—either rather than or in addition to just making a donation.

Make-A-Wish UK is embracing this societal shift by establishing a community of people and organizations to work alongside to grant the wishes of children with critical illnesses—a community inspired by a common purpose. This is being made possible through our solution WishCloud, built on Salesforce Service Cloud. Essentially, we are enabling our 600 active volunteers to access the same information—including the wish request and donor—as our 75 members of staff, blurring the distinction between organization and community and empowering volunteers to make decisions on behalf of the child.

In addition to enabling a community, WishCloud is providing the basis for efficiencies across the wish journey. With a reduced administrative workload, we're able to keep the child and family at the center of the Make-A-Wish experience. We aim to be a leader in a digital environment and to strengthen the public through greater engagement and transparency. Technology is just one element of our overall strategy to equip and enable a community of people inspired by a common purpose—to change the life of a child.



Make-A-Wish<sup>®</sup>  
UNITED KINGDOM



# State of Salesforce by the Numbers

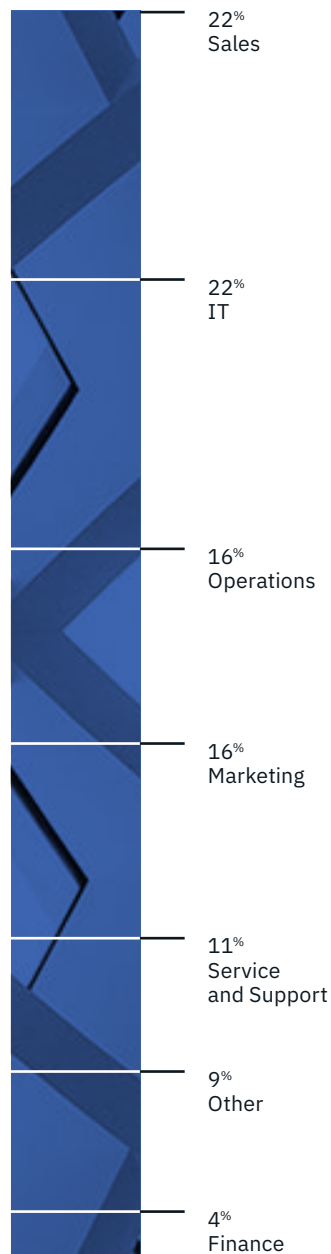
Bluewolf's 8th annual *The State of Salesforce* report shares how the best from IT, marketing, commerce, sales, and service teams get the most value from Salesforce.

Based on more than 190,000 insights from over 2,100 Salesforce customers worldwide, we share insights, emerging trends, and best practices to guide Salesforce strategy, planning, and technology investment.

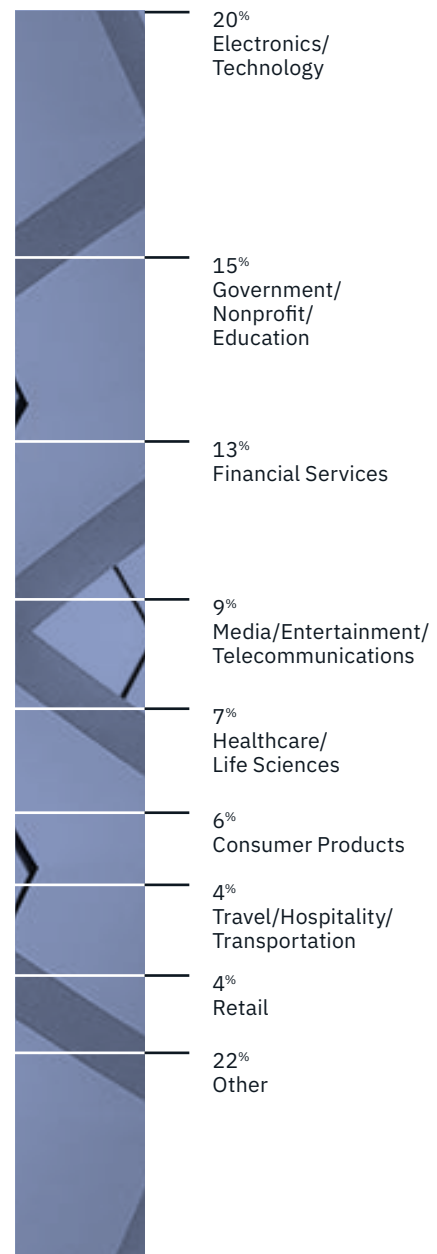
Job Title



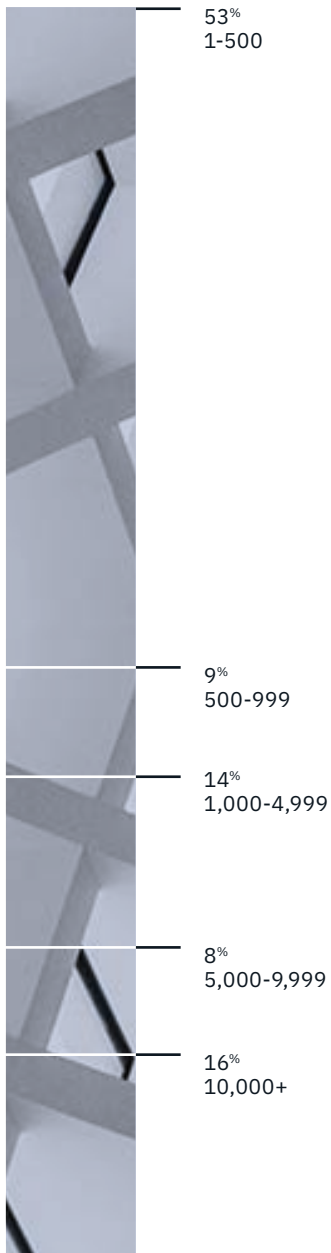
Job Function



Industry



## Company Size



## Worldwide Region



## Colophon

This report was set in IBM Plex. Research, writing, and design was completed in San Francisco by the Bluewolf Marketing and Design Team.

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# Thank you

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