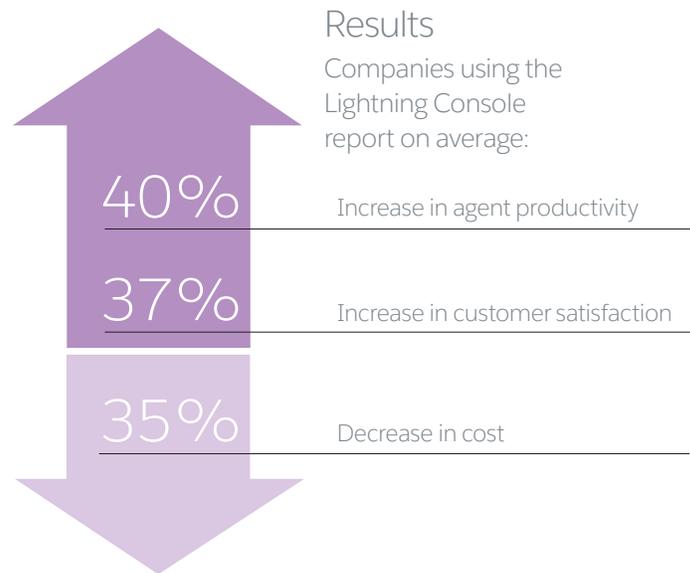


Contact centers today are held back by the number of systems their agents need to learn, adopt, and use to solve customer questions. When agents need to access multiple applications to solve a question, they are slowed down and more likely to be inaccurate. Along with this reduction in efficiency, customer data is corrupted over time as different information is added to the various systems that don't speak to each other. The result is less productive agents, and, in turn, lower customer satisfaction.

Today's customers expect fast, accurate answers across their channel of choice. To keep up with these expectations, traditional call centers must transform into "customer engagement centers." Organizations must be equipped to respond on mainstream channels like phone and email, as well as less traditional lines of communication such as social networks and chat. They also expect the same consistent experience across every channel and through a mobile interface. As companies add these new channels to keep up with evolving customer needs, they struggle internally to integrate them all together in an easy user experience for their agents.



## Challenges facing call centers today

### 1 Application overload

Agents often have to log into 10 or more applications to do their job, from different systems for each channel of service, knowledge-base data, the CRM, collaboration tools, and more. As a result, agents are inefficient, managers lack clear visibility into what's happening in the business, and IT behind it is expensive and difficult to manage.

### 2 Lack of intelligence

Agents don't know where or who they can go to for help. They don't have access to similar issues, aren't sure what the next steps are for following up after a call, and don't know how to resolve less common issues.

Give your agents the tools they need to provide fast, efficient service to customers.

Happy Agents = Happy Customers

### 3 Disparate knowledge

Agents have to leave their case management system and are unsure where to look to find the right answer to customer questions. This leaves agents less confident in helping the customer and the existing information, entered and maintained in silos, eventually becomes inaccurate.

### 4 Incomplete view of the customer

Agents struggle to deliver personalized service when they don't have easy access to the customer's historical interactions with the company, including purchase history, basic contact information, social insights, and open opportunities.

## Empowered Agents

The Lightning Console is designed from the ground up to make agents as productive as possible, providing them with an intuitive, optimized user experience. The Lightning Console enables agents to quickly respond to questions across every channel from one place. Efficient agents mean satisfied customers.



## Tools to help your agents deliver world-class service

### Multichannel

The Lightning Console integrates all channels of service together in a single user interface, so agents never have to leave the application to answer questions across phone, email, social, communities, or live chat.

### Optimized agent workflow

Through its rich, customizable component framework, the Lightning Console presents the right information at the right time, giving agents a 360-degree view of the customer. Features like keyboard shortcuts, multimonitor support, and a collapsible case feed boost agent efficiency.

### Flexible platform

At the heart of the Lightning Console is a rich integration API that allows third-party applications to behave like a native part of the Lightning Console UI experience.

### Integrated knowledge

Salesforce Knowledge is embedded right into the Lightning Console, so relevant answers are pushed to the agent in case context. A single knowledge base for all channels drastically reduces the time agents spend searching and increases accuracy.

### Collaborative case feed

Chatter powers collaboration right in the Lightning Console with a feed-based design, so agents can quickly engage employees across the company for help. Every case activity is captured in the feed, so everyone working on the case has immediate context of the case.

### Live chat

Salesforce Live Agent is integrated right into the Lightning Console, so your agents can handle multiple conversations at once and pull from the same central knowledge base.

### Community

The Lightning Console is tied to the self-service community, meaning questions asked in the community can be monitored and responded to by your agents – just like any other channel.

### Mobile

The Salesforce1 Mobile App means every employee in the company can have a mobile view of cases created in the Lightning Console. Sales reps in the field can see all open cases before walking into a meeting. Managers can check real-time dashboards before they even arrive in the office.

### Intelligence

With intelligence built in to the Lightning Console, agents get relevant knowledge, similar cases, and access to product experts served up right on the case, giving them all the tools they need to efficiently resolve every customer question.

### 360-degree view of the customer: sales and service together

Because Sales Cloud and Service Cloud are built on the same platform, agents can see full data without ever leaving the Lightning Console. This gives them deeper insight into the customer and their preferences.

For More Information  
Contact your account executive  
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