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Accomplishing Customer Satisfaction through Proactive Service Email in Salesforce

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Abstract:

In this paper we illustrates the service aspect to customers using selected cloud service provider in cloud computing and benefits associated. As the salesforce is one among the better service providers in cloud environment, Customer Satisfaction is considered as one of the factor by the organizations in order to achieve good rating in service provision by vendor to customer, Salesforce is the one that includes Customer Satisfaction as service cloud in it's CRM to provide good service's to their customers. Using Service Cloud provided by Salesforce whenever a fault is identified, we generate a case about the problem and Email notification send to customer after generation and Resolving of cases.

Keywords : Cloud Computing, Salesforce, Service Cloud, Cases,CRM.

I. Introduction

The origin of the term *cloud computing* is vague, but it appears to derive from the way of drawings of stylized clouds to denote networks in diagrams of computing and communications systems. Network based cloud computing is rapidly expanding as an alternative to conventional office based computing. As cloud computing becomes more widespread, In the network and computingresources that support the cloud. This is happening at a time when there is increasing attention being paid to the need to manage across the entire Service information and communications technology (ICT)sector. The increasing availability of high-speed Internet and corporate IP connections is enabling the delivery of new network-based services [1]. While Internet-based mail services have been operating for many years, service offerings have recently expanded to include network-based storage and network-based computing. These new services are being offered both to corporate and individual end users [2], [3]. Services of this type have been generically called Bcloudcomputing[services [2]-[7]. The cloud computing service model involves the provision, by a service provider, of large pools of high performance computing resources and high-capacity storage devices that are shared among end users as required [8]-[10]. There are many cloud service models, but generally, end users subscribing to the service have their data hosted by the service, and have computing resources allocated on demand from the pool. The service provider's offering may also extend to the software applications required by the end user. To be successful, the cloud service model also requires a high-speed network to provide connection between the end user and the service provider's infrastructure.

Cloud computing potentially offers an overall financial benefit, in that end users share a large, centrally managed pool of storage and computing resources, rather than owning and managing their own systems [5]. Often using existing data centers as a basis, cloud service providers invest in the necessary infrastructure and management systems, and in return receive a time-based or usage-based fee from end users [6], [8]. Since at any one time, substantial numbers of end users are inactive, the service provider reaps the benefits of the economies of scale and from statistical multiplexing, and receives a regular income stream from the investment by means of service subscriptions [6]. The end user in turn spot benefits from having Service's from the Cloud service providers. Many of these business users have become very comfortable using on-demand solutions in their personal lives using Amazon.com, Apple iTunes, YouTube and a myriad of other web-based email, storage, security, gaming and other online services. These consumer services have set a new standard for the type of user experiences that corporate end-users and executives now expect in theircompanies

There are few legacy software vendors who can have this level of customer satisfaction as referral rates.Customer Satisfaction is considered as one of the factor by the organizations in to achieve good rating in service provision by vendor to customer relationship. Salesforce is the one that includes Customer Satisfaction as one of the service cloud in it's CRM to provide good service's to their customers.

II. Literature Survey

Cloud storage services allow consumers access to a kind of network storage, hosting files remotely so that you can get access to them at any time from a number of computers and devices. On the other hand, service vendors provides a successful business model for a variety of resources to service, not only convenient for users, but also for itself to focus on the business of their own good. There are many cloud computing providers that each individual provides one or more services with respective of company's profile.

II.I SOMEPOPULARCLOUDSERVICE PROVIDERS:

A. *Platformas a Service (PaaS) Providers*:

If no platform, there would be no Applications (Apps), and no need for cloud infrastructure. There are many to choose, all of which in one way or another help developers build and deploy their applications to the cloud. The goal is to be able to quickly and efficiently design and deploy applications, and have them function reliably. Think of the platform as the enabler of cloud applications. Each of these 20 cloud platform vendors does that in one way, shape or form.

PaaS Providers:

Amazon's AWS, Appistry'sCloudIQ platform, AppScale, Engine Yard, CA AppLogic, Flexiant's public cloud platform, Force.com, Salesforce., gCloud3 gPlatform, GigaSpaces, Gizmox's Visual WebGui, google, GridGain's, long jump,. Microsoft's cloud platform, Windows Azure, Open stack.orangeScape, OS33, Out systems, RightScale, ThinkGrid.

B. *Infrastructureas a Srevice (IaaS) Providers*:

Infrastructure-as-a-service (IaaS) providers, to serve as a starting point for anyone looking to take a part into cloud computing. The Infrastructure as a Service (IaaS) market, however, has proven to be one of the most exciting ones in the cloud space, and there have been several important factors, such as changes in pricing strategies, Pricing information, Compatibility operating Systems and languages, supporting services and many have to be considered in order to choose particular provider.

IaaS Provider's:

Amazon Web Services, AT&T's, BlueLock, CA Technologies, Datapipe leverages Amazon Web Services,ENKI, Enomaly, Private cloud infrastructure is the name of the game for Eucalyptus, GoGrid, HP, Joyent's, Layered Tech's Logicworks, NaviSite, OpSource, Late last year, Savvis,Terrremark, Verizon.

C. *Software as a Service (SaaS) Providers*:

What's the cloud without the software applications? This is where cloud computing extends from infrastructure and platforms into business systems and user programs. From productivity apps and CRM application suites to software programs which manage cloud apps and deployments and even enable the creation of hybrid clouds, software as a service (SaaS) is extremely broad and runs the gamut. Here we catalog cloud software and application vendors that are doing something different, something fresh or something particularly well. From traditional business systems like Salesforce.com to advanced analytics from Cloud9, whatever it is they're doing, they look cool doing it.In order to understand which option is the best? There is a debate over which service to choose, customers have to seek for single choice that stands ahead to meet the requirements. Each has certain needs, and you'll simply have to seek out until you find the one that suite for you.

SaaS Provider's:

Eloqua,Cloud9, MeghaWare, Apprenda, AppDynamics, Akamai, AccelOps, Abiquo'sCloudSwitch, CloudTran, Cumulux, Marketo, Intacct, FinancialForce, Eloqua, Pardot, Oracle's on demand, NetSuite, Pardot, Salesforce.com, SAP Business ByDesign.

III. Problem Statement

Many of these business users have become very comfortable using on-demand solutions in their personal lives using Amazon.com, Apple iTunes, YouTube and a myriad of other web-based email, storage, security, gaming and other online services. These consumer services have set a new standard for the type of user experiences that corporate end-users and executives now expect in theircompanies There are few legacy software vendors who can have this level of customer satisfaction as referral rates.Customer Satisfaction is considered as one of the factor by the organizations in to achieve good rating in service provision by vendor to customer relationship. In order to provide better service to customers Company's wanted to notify to their customers through an Email upon service whenever a fault is being raised on providing services by organization. The generated fault have to be resolved base on priority assigned, The SLA's (Service Level Agreement) are different for different types of faults and also depending on priorities.

IV. Solution Evolution

The organizations are now seeking to standardize on an on-demand platform that can more easily and cost-effectively meet their business needs. They are also interested in thinking about the future and selecting the right development and delivery platform to support their customer's requirements. Most of the organizations and business users have become very comfortable using on-demand solutions in their personal lives using online services likeAmazon.com, Apple iTunes, YouTube and a myriad of other web-based email, storage, security, gaming and other. These consumer services have set a new standard for the type of user experiences that corporate end-users and executives now expect in their companies. There are few legacy software vendors who can have this level of customer satisfaction as referral rates.

IV.I Solution with Salesforce:

Salesforceis the one that includes Customer Satisfaction as one of the service cloud in it's CRM to provide good service's to their customers.

Salesforce.com'sCRM solution is broken down into several broad categories: Sales Cloud, Service Cloud, Data Cloud, Collaboration Cloud (including Chatter) and Custom Cloud (including Force.com).

In using on-demand solutions in *web-based Email using online services*, Salesforce provides better Solution using cloud technology. Salesforce.com is best known for its Customer Relationship Management (CRM) products and, through acquisition, has expanded into the social enterprise area. Saleforce is a well known and successful business because of its advanced CRM system.

IV.II History of Saleforce:

Salesforce.com was set in motion in 1999 March by Oracle executive Dave Moellenhoff, Marc Benioff, Frank Dominguez, and Parker Harris as a company specializing in software as a service (SaaS).Harris, Dominguez and Moellenhoff, three software developers previously at the initial sales automation software[12]. Salesforce.com headquarter was located in San Francisco, California, with regional headquarters in Dublin , Singapore and Tokyo. Salesforce.com has translated services into 16 languages and currently has 82,400customers and over 2,100,000 subscribers. In January 2011, salesforce.com was documented as one of Fortune's 100 best companies to work for in 2011, receiving the 52nd spot.

IV.III Services Offered by Salesforce:

Sales cloud, service cloud, and social chatter,.

A. Sales Cloud:

Sales cloud (Customization Tab – Tabs, Objects, Fields, Validation Rules, Layouts, Lead &Opportunities)

B. *Social Chatter*:

Collaboration Cloud(including Chatter) and

C. Service Cloud:

Service cloud (Cerate Case, Manage Case, Researching and Resolving Cases)Email service for auto response .

Through Salesforce we are making use of 'Email services for Auto response to the users', who are in your prospect for better Customer Satisfaction. In order to create Email services we need Apex as developing language, the heap size of Email service should be of 36Mb.

IV.IV PROJECTEDSOLUTION

Salesforceis the one that includes Customer Satisfaction as one of the service cloud in it's CRM to provide good service's to their customers. Salesforce.com'sCRM solution is broken down into several broad categories : Sales Cloud, Service Cloud, Data Cloud, Collaboration Cloud (including Chatter) and Custom Cloud (including Force.com).

Company's wanted to notify to their customers upon whenever a fault is being raised on their account within the span of 30 minutes otherwise service charges will be applied. The SLA's (Service Level Agreement) are different for different types of faults.

How to query on Activity object as we cannot do query on it. And also in order to send email to the customer we need to have a related record in the account object but whereas we required sending mails to specific customers for whom the record is not available.

IV.IV.I PROCEDURALSTEPS:

1. Create Accounts with Location Code in the specific format and populate Customer Email ID field on that record. Similarly create as many as records with different format and their customer email id.
2. Create a record into Site Location object for the respective account by populating all the necessary details like – Name, Pattern, Pattern Length, Send Priority Email, BCC list, Priority levels, Timewindow, subject line in the specific format {} and text is very important it has to be exact which is there for current records and email template for service up and down. At the end when you are ready just activate the site location record by checking the isActive field.
3. Modify the custom setting by clicking on Manage – To Address when No Site Found and Common BCC list. Currently it is having my email id
4. Get the SF Email ID from the Email Service.
5. Start Sending emails from your inbox, have an template with the 3rd party reference number in the start of the subject line and in the email body and also the account name in the Title and HostName section in the email body with the priority as well.
6. Once email sent the configured email address will receive an email about service down and upon closing the case on sf , it will send you the service up notification.
7. If you have sent more than one service down email to SF email id within the specified window, it will create the new case as a child to the existing one and will not send the service down email to configured customer email ids.

IV.IV.II BENFITS:

A. Improved customer care & service:

In today's lots of cloud service vendors are available in market as, so every organization try to increase attention of users towards them by providing the most reverent opportunity's and making them aware of other products service. As result in order to sustain rapid changes have taken place in care and service's provided by organization.

B. *Improved satisfaction of service*:

Many number of organization are trying to provide services, in order to retain user as there client organization trying to provide maximum services to achievecustomer satisfaction. Thus customer will have the satisfaction regarding the services.

C. *Improved status*:

As attentiveness have has increased user can estimate the status of service, thus can obtain the high standing of service from Service vendor.

D. Opportunity to manage income & outgoings:

Most of the organizations and business users have become very comfortable using on-demand solutions in their personal lives using online services, An Opportunity to manage income and outgoings services.

E. Opportunity for Organizational growth:

By the better services from the organization, Customers have improved and good opinion on organization and confidence on organization statements,As every organization try to achieve better customer satisfaction as it reflects in growth of organization.Customer Satisfaction is considered as one of the factor by the organizations in to achieve good rating in service provision by vendor to customer relationship.

V. Conclution:

As there are many service vendors, Providers like IBM, HP, RackSpace, AT&T Synaptic are some that are popular, These are some leading cloud vendors in today's market each have it's special ways to design, develop the requirements and service to therecoustomers. Salesforce is the one selected for enhancing from service aspect, Salesforce as a Service market, however, to prove one of the most exciting ones in the cloud space, and there have been several important factors, such as changes in Pricing strategies, Compatibility operating Systems and languages, supporting services and the entrance of some technology heavy weights. Salesforce as a cloud service provider, to serve as a starting point for any organization looking to start dispatch services in cloud computing and providing the Post Deployment Support as and when required.

Obstacles present a number of new research opportunities in cloud computing to advance the technological aspects of cloud computing, and highlighted the resulting directions of research in Future.

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