



Cloud's ongoing impact on mission outcomes

Choose technology with built-in flexibility to meet agency needs now and in the future



Jenny Berarducci
Regional Vice President of Customer Success, Salesforce

WHEN GOVERNMENT IMPROVES the customer experience, people are more likely to engage with agencies in a proactive, positive manner. When people engage in a proactive, positive manner, they are more likely to walk away with a feeling of trust and confidence, which is invaluable to any mission.

The trick is that customer experience changes with customer expectations, which are influenced by everything from seasonal demands to a conversation with a single employee. It is not uniform, it is not constant, and it is not patient. So achieving these outcomes hinges on having flexible technology that can adapt quickly because government can no longer afford to spend years developing an application.

A cloud-based platform offers agencies the ability to transform the customer experience as needed – while also increasing efficiency and scalability – earning the public's trust upfront and then also demonstrating why people should have lasting confidence in the mission.

Future-proofing cloud through constant innovation

Developing a platform that can be successful over the short and long term calls for partnerships with subject-matter experts who are constantly evolving their products to be forever timely, creative and relevant – qualities we think about here at Salesforce when we determine what is truly innovative.

For example, [Service Cloud](#) (Salesforce's CRM product for optimized call centers and service delivery) is an excellent

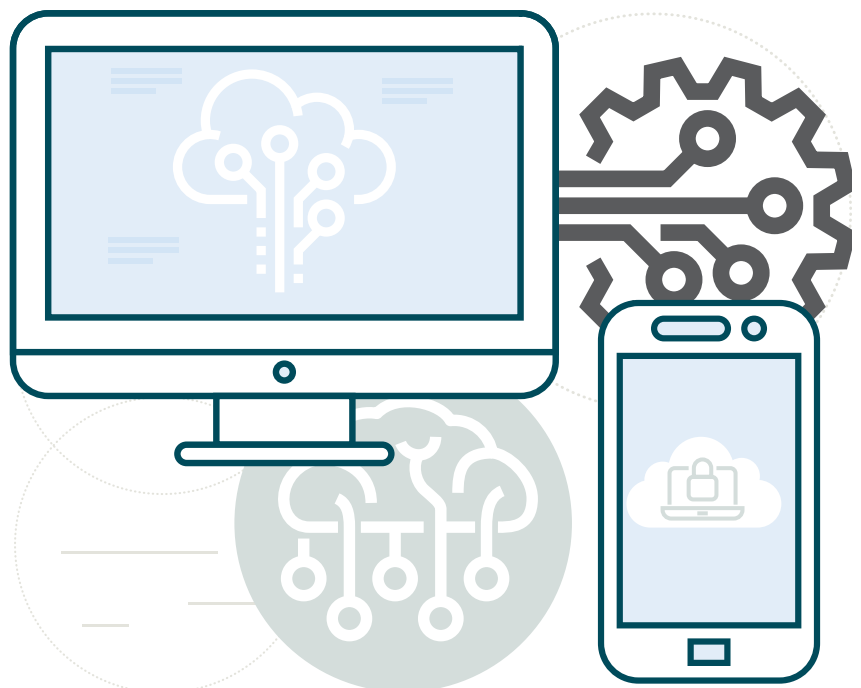
platform for case management activity because it can be adapted to fit a specific workflow or collaboration model, meaning it can change as the organization grows. [Einstein Analytics](#) is an advanced business intelligence tool that gives users an easy way to pull data from their platform, analyze it in a variety of formats and glean unprecedentedly clear insights. It supports familiar asks like reporting, as well as emerging capabilities like artificial intelligence. AI can look at the data gathered by, say, a call center, diagnose the problem and offer a solution accordingly.

These new tools have the biggest impact when they are easy to use so employees can focus on providing value to customers, not

navigating a system. At Salesforce, we offer a drag-and-drop interface for developers and provide free, self-service training through the [Trailhead learning platform](#), helping to speed up the design, deployment and adoption process.

Aligning the business and IT organizations

When an agency embarks on a journey to adopt innovative, flexible technology and transform the customer experience, it is essential for it to identify key decision-makers. These decision-makers should represent both the IT and business sides of the organization, share a commitment to improving the customer experience, and understand each





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other’s priorities and desired outcomes. This alignment ensures that each IT effort is tied to business outcomes and that each project from the business side is grounded in scalable, repeatable, safe best practices (i.e., no more rogue IT).

Furthermore, it’s never too early to put together a change management plan from a people and culture standpoint. Agency leaders need to communicate early and

often and have a training plan in place from the very beginning. Educating employees on the priorities helps everyone understand what’s in it for them. Making employees aware of the new technology and processes as they are being developed gives them the confidence to handle changes. Having a chance for employees to review the technology and make recommendations fosters a sense of motivating ownership.

Lastly, it’s important to bring in qualified industry partners to help advance the project and ensure the agency’s success. This comprehensive approach will have a trickle-down effect on every aspect of transforming the customer experience. ■

Jenny Berarducci is the Regional Vice President of Customer Success at Salesforce.

