

Drive Mission Success: Modernize Government Service with Customer 360

Datasheet

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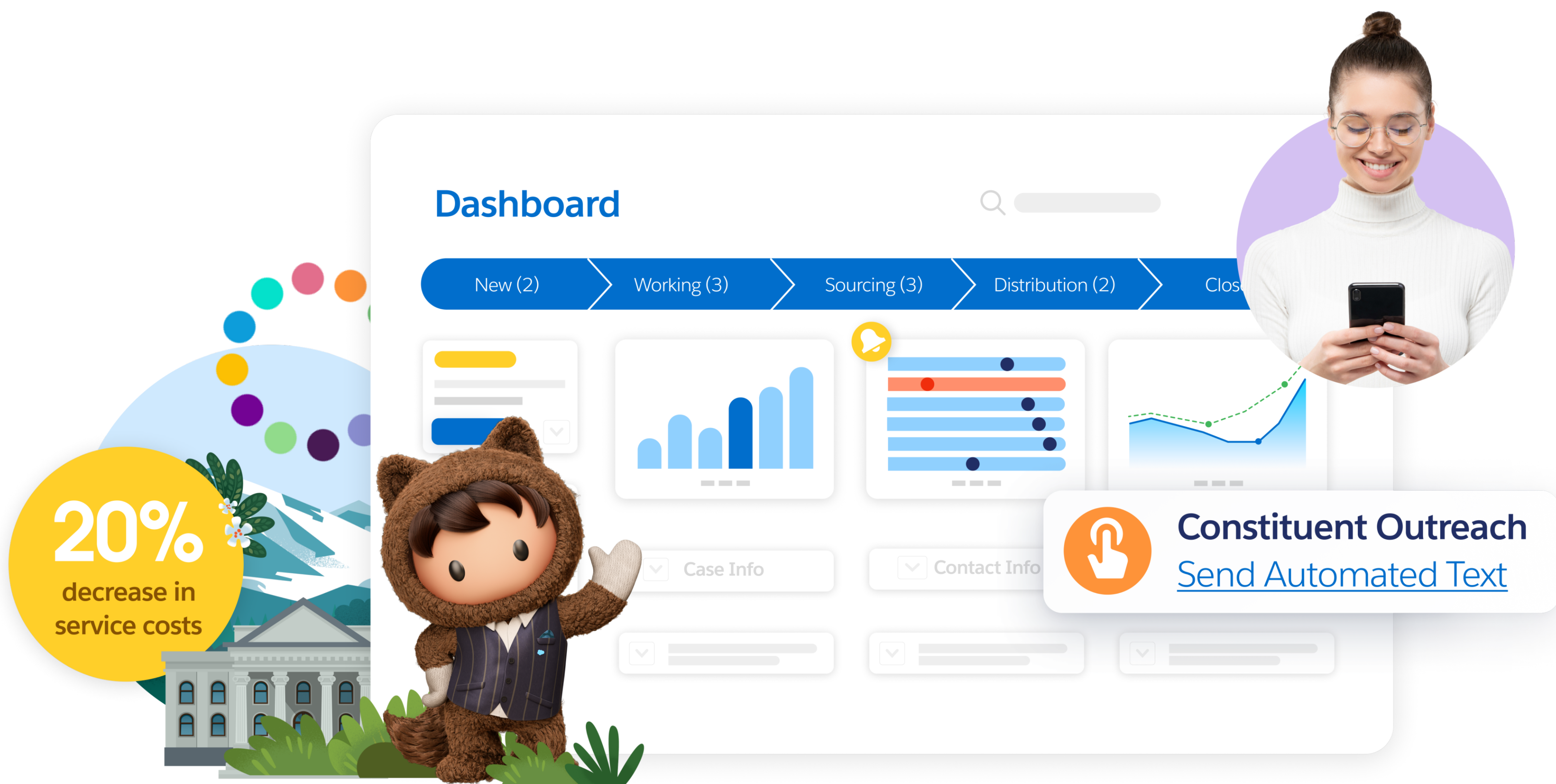
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Salesforce for Public Sector

Drive Mission Success: Modernize Government Service with Customer 360

Public sector organizations need to modernize government services to optimize the total experience and meet public customer expectations. With Salesforce Customer 360, siloed legacy systems are replaced by a compliant, cloud-based platform that provides a single, unified view of the customer shared by an organization.



Improve the Customer Experience: Transform how you deliver public sector services

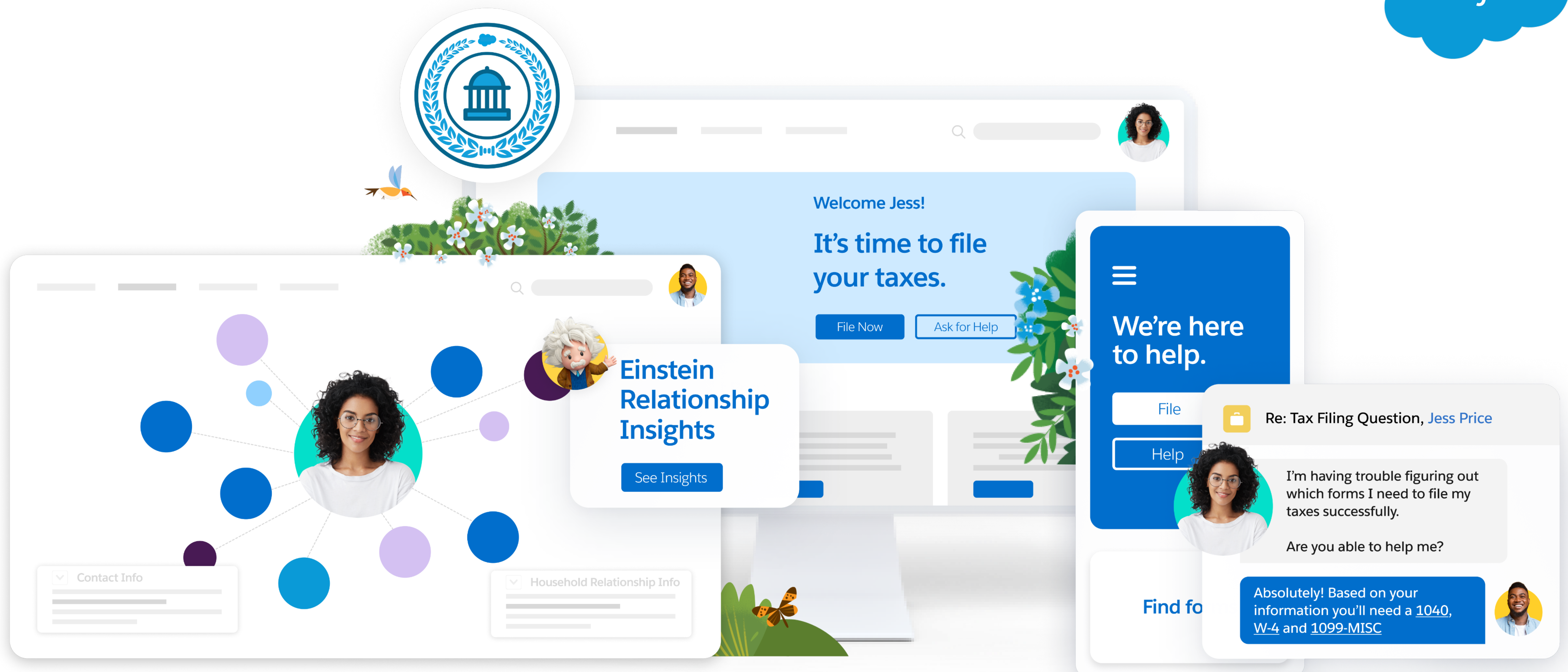
Keep the customer at the center of everything you do with a single, customer view that helps you create personalized digital experiences and transform how relationships are managed. With a shared platform for CRM, Customer 360 for Public Sector delivers an improved level of service that creates satisfaction and builds trust in the public sector.

Eliminate paper-based processes by digitizing forms everywhere. Offer easy self-service experiences that allow customers to access the benefits and services they need, from any channel. From licensing and permit management, and renewing a driver's license, to applying for government benefits and filing taxes, Customer 360 has out-of-the-box applications to help government agencies serve the people faster.

Reimagine Employee Engagement: Unlock success from anywhere

Make data-driven decisions and empower employees with digital-first tools and capabilities that unlock staff productivity, freeing them up to manage programs, support the agency mission, and drive successful outcomes.

Decrease case resolution times with automated workflows, speed up application intake and processing with digital forms and increase productivity with integrated collaboration tools built to meet the compliance needs of government organizations and their partners. Every employee will have the tools to accelerate your mission and drive lasting impact for the people you serve.



Leverage a Secure, Scalable Platform Manage everything from the same place

Relationship management

Discover, track, and nurture relationships for key activities with employees, customers, and partners. Provide timely, personalized messages customers have come to expect, via their preferred service channel.

Case management

Eliminate paper-based processes by digitizing forms to enable digital workflows. Unlock staff productivity with automated processes and prebuilt apps that increase visibility and speed up service delivery, all on a single platform.

Outreach and communication

Engage, at scale, with outreach efforts that keep constituents in the know. Automate communication across all multiple channels to gain relevant feedback and build trust with your customers.

Employee collaboration and engagement

Reimagine the employee experience from recruiting to collaboration. Empower your employees to succeed from anywhere with accessible resources, automated processes, and digital-first tools.

Integration

Build, integrate, and deploy apps that help deliver best-in-class customer service. Enable siloed legacy solutions to function in a shared cloud environment.

Data insights

Make every interaction intelligent with the help of real-time data and analytics. Give your employees access to the data and insights they need to make informed decisions and provide the best customer service experience.

Visit [salesforce.com/PublicSector](https://www.salesforce.com/PublicSector) to learn about Salesforce products for Public Sector organizations.

About Salesforce Public Sector

Salesforce, the #1 CRM, is enabling public sector organizations around the world to modernize government service. Customer 360 for Public Sector allows you to transform digital service delivery with easy automation tools, achieve faster time to value with purpose-built solutions, and improve mission success with smart insights that help you move the mission forward - all within a secure, compliant cloud environment. We lead with our core values of trust, customer success, innovation, equality, and sustainability, and we are proud to be recognized as a leader in innovation, culture and philanthropy.

For more information, please visit www.salesforce.com/government.

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