



# Keeping employees and **customers** connected

The right tools ensure that employees can engage with customers quickly and effectively on any channel



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## **E**MPLOYEE EXPERIENCE plays an essential role in creating a customer-centric organization.

That's because giving employees ready access to the technology they need to do their jobs creates efficiencies across the organization and improves the way employees engage and interact with customers.

For example, Salesforce offers a unified platform that has collaboration tools embedded into it so that employees can seamlessly engage with one another and with customers. That approach is vital to providing a holistic experience for everyone involved. In addition, with Salesforce's mobile capabilities, employees do not need to be at their desks to be productive and serve their customers. Even when they are working remotely, they always have access to the information and resources they need via the cloud.

## **Providing exceptional customer services under extraordinary conditions**

Maintaining daily operations is challenging enough under normal conditions, but emergencies of all kinds can disrupt even the best-run organization. However, crises can also give government agencies a tremendous opportunity to improve the flexibility and resilience of their customer and employee engagement efforts.

Salesforce has been at the forefront of launching solutions that help our public-sector clients address the challenges of handling local, regional

and national emergencies, which include the ability to provide exceptional customer services under extraordinary conditions.

Our cloud-based tools can help agencies manage and process the information that fuels decision-making so that they can respond to the needs of employees and customers, which can change rapidly in a crisis. Data visualization tools play a crucial role in helping agency leaders make those decisions by presenting relevant information in a clear, easy-to-understand format. Such tools can also show the outcome and effectiveness of those choices.

Furthermore, it's essential that agencies make data-driven decisions using analytical models that can be consumed and

understood by all stakeholders, including employees and the public. When agencies transparently share data internally and externally about their progress, they build trust and consensus.

## **Capturing and acting on information in real time**

The most successful agencies are finding ways to serve their customers across a variety of digital channels. For example, many of them are making it easier for people to go online to renew driver's licenses, apply for unemployment or other benefits, or get answers to questions 24/7. From the simplest to the most complex interactions, agencies are engaging with





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their customers via websites, social media, phone calls and in-person interactions – and capturing and acting on information in real time via the cloud.

Staying connected hinges on a coordination of efforts within and across agencies, and there’s no denying that managing current conditions while trying to anticipate what lies in the future is stressful. Fortunately, having access to real-time information and cloud-based collaboration

tools can reduce some of that uncertainty, increase safety and maintain productivity.

Our Emergency Response Management (ERM) solution is a great example of capturing and acting on information in real time. Built on the Salesforce platform, it is designed to provide the capabilities needed to quickly address the various aspects of emergency management. It enables agencies to be transparent, collaborative and communicative throughout a crisis,

and those capabilities further enhance the government’s ability to operate under less strenuous conditions.

Having a single unified platform that delivers integrated capabilities is essential to supporting the employee and customer experiences across all channels and in all situations. ■

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