

WHITE PAPER

The 4 Critical Benefits of Salesforce Service Cloud Over Zendesk



We've been helping a lot of customers make the migration from Zendesk to Salesforce Service Cloud this year.

We've learned a lot about the key reasons, benefits, and best practices of going to Service Cloud.

If your business is like so many others weighing a switch to Salesforce, consider the following benefits before putting ink to paper.



1 Limitless

ZENDESK CUSTOMER PAIN POINT ▶

“Within a couple of years, the support team is already hitting Zendesk’s limits.”

Service Cloud Solution ▶

One of the core benefits of Salesforce is its ability to grow with your organization and scale without hitting limits. This means that as your support organization grows and becomes more complex, the tools that your support representatives use can scale too. For example, Salesforce’s process Flow is a powerful rules engine that can help automate every business process however complex. Few solutions are able to scale with your business quite like Salesforce.

2 360 Customer View

ZENDESK CUSTOMER PAIN POINT ▶

“We want a more complete view of our customers.”

Service Cloud Solution ▶

To really optimize your customer experience, your business requires a 360 Customer View that gives access to a complete range of customer data. This means that all your systems—from marketing to sales and customer service—are integrated and fully communicative so every customer interaction is informed, contextual, and aware of the last. Out of the box capabilities like omni-channel, Customer Insights, Next Best Action, and more empower Agents with the actions they need to improve productivity and customer satisfaction. The integration of marketing, sales, and customer data is Salesforce’s power over any other CRM.

3 Agent Experience

ZENDESK CUSTOMER PAIN POINT ▶

“The UI makes for a poor agent experience.”

Service Cloud Solution ▶

When all of your customer data exists seamlessly and is accessed via a single interface, your Service Agents thrive and your customer experience improves. Service Cloud’s Lightning Service Console provides Agents with contextual information they need to make informed decisions for every customer interaction. Powerful AI insights like Einstein case predictions and knowledgebase recommendations, and reply recommendations enable your service agents to make fast and informed decisions within a single view to not only optimize their experience when supporting your customers, but your customers will notice it too.

4 Improved Reporting and Insights

ZENDESK CUSTOMER PAIN POINT ▶

"We need better customer and operational insights."

Service Cloud Solution ▶

Salesforce's infinite data model not only allows your support business to scale for tomorrow, but makes reporting and insights fast and easy. Leverage Service Analytics via Tableau CRM and omni-channel dashboards to create actionable reports and dashboard to monitor customer SLAs across every channel, ensure all communication is followed-up on in a timely manner, and ensure your KPIs are met every quarter. Put the power of high quality service in the hands of every Agent with personalized dashboards they can self monitor.

You heard it from our customers. If you are also struggling with the decision to move forward with ZenDesk or Salesforce Service Cloud or your business is hitting limits on ZenDesk, Thunder has a team of experts who would love to help you determine your path forward.

Contact us for a free assessment and join Thunder's list of successful migrations to Salesforce Service Cloud.