



Salesforce Service Cloud and Sprout Social

This global partnership enables Salesforce customers to gain a full 360-degree view of their customers, deliver world-class social customer care, and turn social data into business-critical insights—all in one, centralized location.

Why Sprout Social is the platform of choice for Salesforce customers



Investment in innovation



Elegant, single codebase



Customer support



Deep Salesforce integrations

The screenshot displays the Sprout Social interface within a Salesforce Service Cloud environment. The main window shows a tweet reply thread. The top tweet is from Hannah Scott (@hannahscott), an influencer, who mentioned @mysproutcoffee and complained about a terrible iced coffee. Below it, a tweet from Sprout Coffee Co. (@mysproutcoffee) responds, apologizing and offering a giftcard. At the bottom, a new reply is being composed by Sprout Coffee Co. The interface includes a left-hand navigation menu with options like History, Direct Messages, Tweets, Mentions, Followers, and Following. On the right, a profile card for Hannah Scott is visible, showing her bio, location (Chicago, IL), website (hannahsmusings.com), and follower/following counts. Below the profile, a 'Cases' section shows a 'Quality issue' case that is 'Open' and was reported 1 day ago, with a brief description of the customer's complaint and a recent comment about sending a giftcard via email.

Your key to enhanced social customer care

Support your customers on any channel

- Engage with customers across their preferred social channels.
- Create deeper relationships by adding social into your customer care strategy.

Create a 360-degree customer view

- Enrich your Salesforce CRM with social data to provide a comprehensive view.
- Empower agents to engage in real time with the right context.

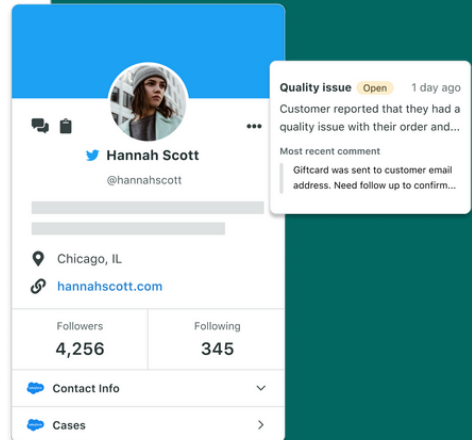
Intelligent, automated case routing

- Optimize the customer experience through automated case creation.
- Set rules based on criteria such as profile, keywords, language, and more.

Respond from Service Cloud

- Bring social conversation directly into Service Cloud where agents work.
- View, edit and respond in real-time from both Sprout and Service Cloud.

Learn more about our partnership at bit.ly/sproutsalesforce



"As a Sprout Social and Salesforce customer, it is incredibly exciting to see these two industry leaders expand their partnership and launch even deeper product integrations. Both solutions are integral to ensuring we are able to create meaningful and personalized touch points throughout the customer journey. With a more connected suite of products, we look forward to increasing the impact of our initiatives and implementing new, efficient workflows across the organization."

Kristin Johnston
Digital Campaign Supervisor,
Gordon Food Service