withコロナ時代の顧客体験を変えるデジタルコンタクトセンター

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Forward-Looking Statement

Statement under the Private Securities Litigation Reform Act of 1995:

This presentation contains forward-looking statements about the company’s financial and operating results, which may include expected GAAP and non-GAAP financial and other operating and non-operating results, including revenue, net income, diluted earnings per share, operating cash flow growth, operating margin improvement, expected revenue growth, expected current remaining performance obligation growth, expected tax rates, the one-time accounting non-cash charge that was incurred in connection with the Salesforce.org combination; stock-based compensation expenses, amortization of purchased intangibles, shares outstanding, market growth and sustainability goals. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, the company’s results could differ materially from the results expressed or implied by the forward-looking statements we make.

The risks and uncertainties referred to above include -- but are not limited to -- risks associated with the effect of general economic and market conditions; the impact of geopolitical events; the impact of foreign currency exchange rate and interest rate fluctuations on our results; our business strategy and our plan to build our business, including our strategy to be the leading provider of enterprise cloud computing applications and platforms; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; the competitive nature of the market in which we participate; our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our service performance and security, including the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate potential security breaches; the expenses associated with new data centers and third-party infrastructure providers; additional data center capacity; real estate and office facilities space; our operating results and cash flows; new services and product features, including any efforts to expand our services beyond the CRM market; our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; our ability to realize the benefits from strategic partnerships, joint ventures and investments; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within the company’s strategic investment portfolio; our ability to execute our business plans; our ability to successfully integrate acquired businesses and technologies, including delays related to the integration of Tableau due to regulatory review by the United Kingdom Competition and Markets Authority; our ability to continue to grow unearned revenue and remaining performance obligation; our ability to protect our intellectual property rights; our ability to develop our brands; our reliance on third-party hardware, software and platform providers; our dependency on the development and maintenance of the infrastructure of the Internet; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; factors related to our outstanding debt, revolving credit facility, term loan and loan associated with 50 Fremont; compliance with our debt covenants and lease obligations; current and potential litigation involving us; and the impact of climate change.

Further information on these and other factors that could affect the company’s financial results is included in the reports on Forms 10-K, 10-Q and 8-K and in other filings it makes with the Securities and Exchange Commission from time to time. These documents are available on the SEC Filings section of the Investor Information section of the company’s website at www.salesforce.com/investor.

Salesforce.com, inc. assumes no obligation and does not intend to update these forward-looking statements, except as required by law.
顧客と企業の間に生じているギャップ

新型コロナに伴う確認
問合せ増
新型コロナ対応のシフト勤務
リソース減
在宅勤務の浸透と高まる在宅コンタクトセンターへの期待
しかし、在宅コンタクトセンター実現には困難が伴う

- セキュリティ対策は十分？
- 生活音が気になる
- NPSやCSATは低下しない？
- 難しい問合せのサポートは？
- コストインパクトは？
- 孤独感がある
では、どうすれば良いのか？ヒントは顧客の変化に

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平均的に顧客が利用しているチャネル数

Source: State of the Connected Customer
顧客・企業ともにデジタルシフトでメリットを享受

顧客

利便性の向上
- 好みのチャネルを選択
- 24時間365日利用可能
- 解決スピードの向上

企業

業務の最適化
- 問い合わせ数の削減
- 働き方の自由度が向上
- リソース減に対応
オペレータの負担にも留意が必要

オペレータは顧客対応のために複数システムにログインする必要がある

出典：『コールセンター成功の10のポイント』、株式会社セールスフォースドットコム
withコロナ時代のコントクトセンターの重要ポイント

1. リソース減に対応（セルフサービス）
2. チャネルの多様化（デジタルチャネル）
3. オペレータ負荷軽減（シングルビュー）
デモンストレーション
家にいながらサービスを提供
ケース管理とクラウドテレフォニーを1つの画面で提供し、サービスチームの在宅勤務を可能に

サービスを拡張してニーズに応える
ボットを活用したセルフサービス、チャット、メッセージングで急増するケースに対応

有事においても丁寧な対応を
コンタクトセンターとフィールドサービスチームにスマートな作業環境とモバイルアプリを用意し、変化する顧客のニーズに対して先回りしたサービスを提供

スピーディでアジャイルなプラットフォーム
柔軟なローコードのプラットフォームで顧客の360度ビューを実現し、ビジネス全体でサービス連携

出典：Salesforceによるカスタマーサクセスの指標に関する調査、2019年
Service Cloud事例
新型コロナ危機への迅速な対応を実現

200人以上のカスタマーサービスエージェントが在宅勤務

顧客情報をSalesforceへ集約し、シングルビューを提供

顧客のためにカスタマーコミュニティを立ち上げ自己解決を促進
thank you