



Salesforce Service Cloud

Reviews, tips, and advice from real users



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Product Recap



Salesforce Service Cloud

Salesforce Service Cloud Recap

Salesforce Service Cloud is an advanced platform designed for customer relationship management, offering seamless integration, customization, and enhanced usability for improved productivity and decision-making.

Salesforce Service Cloud, a comprehensive tool for customer service, empowers organizations with automation and Omni-Channel support. It integrates with CRM data to boost efficiency, supporting interactions across channels while automating case management. This leads to better workflow and data access. While effective, there are challenges in integration speed with external systems and issues in areas like Knowledge Management and analytics. The interface and reporting could be simplified, and email integration along with case management needs refinement. AI functionalities and pricing require enhancement, and customization could be more user-friendly. Improvements in media handling and workforce management are suggested.

What are the key features of Salesforce Service Cloud?

- **Seamless Integration:** Aligns smoothly with internal systems.
- **Customization:** Tailors features to unique business processes.
- **Automation Capabilities:** Streamlines repetitive tasks.
- **Omni-Channel Support:** Facilitates interactions from multiple channels.
- **Case Management:** Automates customer case resolution.

What benefits can users expect from Salesforce Service Cloud?

- **Enhanced Productivity:** Automation of tasks increases efficiency.
- **Improved Decision Making:** Accessible data enables informed choices.
- **Cost Reduction:** Streamlined processes lower costs.
- **Increased Flexibility:** Customization allows adaptation to business needs.

Salesforce Service Cloud is extensively implemented in industries like B2B sales, medical, banking, and insurance, aiding in customer service. It serves contact centers, field services, and post-sales activities. Companies utilize it for managing licenses, inquiries, and automating processes, enhancing efficiency and cost-effectiveness.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“Automation, order of execution, bulkification, and error monitoring are features that I found to be valuable, and with Salesforce, I have not faced any issues related to these functionalities.”



Manchikatla Shravani

Salesforce Consultant at BYTENET



“Regarding pricing, I would say Salesforce field service is affordable, but the cost is increasing a little bit.”



Sukanya Sen

Preseales And Solution Head at Tata Consultancy



“Nobody can compete with Salesforce Service Cloud's scalability.”



Verified user

Lead Solutions Architect at a financial services firm with 11-50 employees



“Clients gain productivity and save time with Salesforce Service Cloud.”



MARIA PILAR CANDA

Associate Partner at Autana Business Partners



“The main benefit is having it integrated with the core Salesforce.”



John Murtagh

CTO at Glenavoo Digital



“The plug-ins that work with other standard systems have made the product industry-ready.”



Chanchal Saxena

Lead Digital Transformation at Kohler Co.



“The most valuable feature of Salesforce Service Cloud is its very good workflow engine, and customization is quite easy; you can add your own tools and your own extensions of Salesforce, making it very end-user friendly from a technology point of view, even for technical developers who can implement it easily.”



Kishor Namburu

Head Of Information Technology at SAISOFT

What users had to say about valuable features:

Salesforce Service Cloud improved our organization with its mobile capabilities. Before its implementation in 2012, we lacked a mobile solution, and this feature was crucial for us at the time.

Verified user

Application Owner at a government with 1,001-5,000 employees

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Salesforce Service Cloud offers pre-built packages that are best in class. The automation capabilities have evolved over time, consolidating previous features into Salesforce flows. However, these work best when everything is within Salesforce Service Cloud and everyone has a license. Without an enterprise MuleSoft license, external interactions complicate automation significantly.

Verified user

Lead Solutions Architect at a financial services firm with 11-50 employees

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“Usability is one of the strongest characteristics of Salesforce Service Cloud. The solution offers excellent usability, versatility, and scalability.

“Clients gain productivity and save time with Salesforce Service Cloud. However, initially, it can be quite expensive to implement the complete solution..”

MARIA PILAR CANDA

Associate Partner at Autana Business Partners

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“Omni-Channel in Salesforce Service Cloud aids client information management, lead to order setup, and routing management for issues raised. It helps with case routing and problem resolution.

“Salesforce Service Cloud helps by creating a knowledge base from Experience Cloud, making it easy for clients to resolve issues using knowledge-related articles.

“The mobile service used by health systems highlights Field Service Lightning, although customization to client requirements is challenging.

“Automation, order of execution, bulkification, and error monitoring are valuable features..”

ManchikatlaShravani

Salesforce Consultant at BYTENET

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“Regarding the positive aspects of the product, the first advantage is that it is integrated with the CRM customer, making it highly customer-focused. I can easily connect with the customer, have agent AI to directly communicate with them, and customers can create a case without any intervention. Technicians can reach out to customers, making communication seamless.

“The knowledge base in the product definitely helps resolve customer issues. I use the knowledge base mainly for the technicians; they get the details, pre-work brief, and information on probable cases based on what the customer reports, including what parts they need to carry.

“Omni-channel support definitely improves customer engagement, but it has been available for a long time, so it is nothing new currently..”

Sukanya Sen

Preseales And Solution Head at Tata Consultancy

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“I struggle to highlight any features as the most useful. I am not using the tools in Salesforce Service Cloud, such as Einstein Bots or Knowledge Base, or anything in terms of analytics. To me, it is a pretty standard tool. I do not see anything particularly nice about it.

“The main benefits of this tool are that it is web-based and integrated with the rest of Salesforce. We were instructed to use it; it was not our natural choice. It was something the company stated to use.

“The main benefit is having it integrated with the core Salesforce..”

John Murtagh

CTO at Glenavoo Digital

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Other Solutions Considered

“Currently, I would not prefer to work with the products offered by other vendors because doing so would impact our infrastructure. Migrating to another tool would have a big impact on our company..”

FabioDoro

Technical Director at Kinyit

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“We are beginning to work with the Google solution as an alternative.

“As we are just starting with the Google solution, we don't have enough information to form a comprehensive opinion yet..”

MARIA PILAR CANDA

Associate Partner at Autana Business Partners

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“Salesforce Service Cloud and Power BI serve different purposes. Salesforce is a CRM platform designed for customer relationship management, while Power BI and Tableau are business intelligence tools used for data visualization. Salesforce facilitates customer registration and management, integrating with other platforms to provide a comprehensive view of the customer..”

Verified user

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Business Intelligence & Analytics Manager Global Virtual Sales & Engineering at a tech vendor with 10,001+ employees

“When comparing Salesforce Service Cloud, I do not think it has any benefits.

“I am basing my preference for Zendesk on feedback from my team. Zendesk existed before my time, and they informed me it was a better tool..”

John Murtagh

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CTO at Glenavoo Digital

“I have dealt with solutions similar to Salesforce Service Cloud, working with a few of them, including IFS and ServiceMax; these are the primary ones.

“I have noticed crucial differences between these tools. For instance, while I have the auto-scheduling option in Salesforce Service Cloud, IFS has a much better product in PSO that constantly updates reroutes based on priority and other criteria. ServiceMax is better for asset-related activities, being more asset-centric..”

Sukanya Sen

Preseales And Solution Head at Tata Consultancy

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“I don't recall the names of the products I have used since I used many of them around twenty years ago.

Compared to the other products in the market, when it comes to Salesforce Service Cloud, you don't have to be bothered about anything since, in the tool, everything is done behind the scenes, and it basically involves a plug-and-play process, making it easy to use. I would say it is hard to customize. Comparing overall expectations, I feel it should be easier to build reports in Salesforce Service Cloud. Overall, it is a great tool compared to what you get in the market since you don't have to be bugged with anything behind the scenes..”

FabioDoro

Technical Director at Kinyit

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ROI

Real user quotes about their ROI:

Salesforce Service Cloud requires significant maintenance effort to see ROI. In my current organization, Salesforce Service Cloud is the only tool we use, while in my previous organization, ROI was observed after build and migration calculations.

Verified user

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Lead Solutions Architect at a financial services firm with 11-50 employees

“The return on investment is high, but it depends on the company's size, data volume, and transaction volume. For companies that want to save time and ensure the reliability of their data and insights, paying the premium can be worth it..”

Verified user

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Senior Architect Engineer at a consultancy with 1-10 employees

“Supposedly, the tool is worth one person working a month at an average level. It should cover the benefits, considering the amount of money one pays for it. I think it offers huge benefits. For every dollar I put in the tool, I don't get to save ten dollars, and it is probably one and a half dollars. You can get a fifty percent return on investment..”

FabioDoro

Technical Director at Kinyit

[Read full review](#) 

“The ROI is visible, considering that the tool is useful for following up on opportunities and figuring out the money or income a business can earn in the upcoming quarters of a year. The product helps you see and follow up on activities while allowing you to see your clients and help you decide who should work with you and who should not..”

Marcos Luján

Salesman at Manacor

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“The ROI KPIs were evaluated for six months and there was an improvement across all KPIs.

Digital NPS – improvement in overall NPS went from 5% to 22%.

FCR – The TAT for first call resolution was improved with multiple features (like VRA, etc.) .”

ChanchalSaxena

Lead Digital Transformation at Kohler Co.

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“I see a good ROI.

“The ROI depends on the context; if I am comparing one application to another, it might be around ten percent, but if it is from manual to a streamlined process, the ROI is much higher—sometimes reaching forty percent for parts return and the first-time fix rate.

“The ROI is contingent on which modules I am using, how extensively I am using the application, and how well it is integrated. It depends on multiple factors..”

Sukanya Sen

Preseales And Solution Head at Tata Consultancy

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Use Case

“I mainly use Salesforce Service Cloud for field service. Field Service Lightning is a major feature I have used in the product. It definitely assists on-site support operations..”

Sukanya Sen

Preseales And Solution Head at Tata Consultancy

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We use Salesforce Service Cloud primarily for B2B sales. In my previous role, I built an organization of about 15,000 users, which was a large Salesforce organization. Now in my current organization, we service B2B with about 700 users.

Verified user

Lead Solutions Architect at a financial services firm with 11-50 employees

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“I am not a user, partner, reseller, or implementer as we implemented it ourselves.

“We do SLA management through Salesforce Service Cloud, which is the role of Service Analytics..”

John Murtagh

CTO at Glenavoo Digital

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“Clients use Salesforce Service Cloud because they want to have a central place for leads and after-sales, both together at one place, integrating sales and after-sales in one location.

“My clients for Salesforce Service Cloud are usually enterprises, and they are mostly government entities..”

Kishor Namburu

Head Of Information Technology at SAISOFT

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“We have many clients with Salesforce Service Cloud and numerous use cases. The main use is in the sales area rather than the marketing area.

“We utilize it for customer service and customer post-sales support.

“The case management capability has the same features as the sales capability. This means Salesforce Service Cloud generally comes with all these capabilities..”

MARIA PILAR CANDA

Associate Partner at Autana Business Partners

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“Currently, I work exclusively with Salesforce CRM and have not had the opportunity to work with HubSpot on any projects.

“I work with Sales and Service. I have more than five years of experience with Salesforce Service Cloud. I am working with multiple projects that include not only sales or service, but also field service based on project requirements. I am currently working on field service and Health Cloud.

“Recently, I worked on a UK project for door repair services. Customers book appointments for household repairs. They use this service with field service in combination for scheduling jobs, maintaining work orders, and managing service-related details. The UK project is primarily a house repair type of project.

“Omni-Channel, which is in Salesforce Service Cloud, is useful for client information management from lead to order. It helps with routing to the related user when a case is created. Omni-Channel routing management is a valuable feature in Salesforce Service Cloud.

“With the improvement of this service combined with field service, we also have customers who do not want to buy field service but want scheduling. We have other scheduling apps that help achieve client requirements with these cloud features. Previously, a health system used a mobile app for Field Service Lightning for service appointments when sending staff to home visits for patient care tasks..”

ManchikatlaShravani

Salesforce Consultant at BYTENET

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“In terms of the initial setup of this tool, it is easy to set up. None of the Salesforce tools are difficult to implement as they are very user-friendly..”

Kishor Namburu

Head Of Information Technology at SAISOFT

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“The solution's deployment takes around two to three months for our business. However, it is a ready-made solution that you can implement in a month.

On a scale from one to ten, where one is difficult and ten is easy, I rate the solution's initial setup a six out of ten..”

Verified user

Functional Manager at a consultancy with 1-10 employees

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“Tools like Fivetran make deployment easier. They take care of many deployment issues—we just have to plug and play. It also makes the developer's life easier, as they don't have to build connectors or create schemas. We're also developing in-house capabilities for deployment by creating our own CI/CD pipeline for apps. We're trying to reduce our reliance on outside solutions or integrators, but we can still improve in this area..”

Verified user

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Senior Architect Engineer at a consultancy with 1-10 employees

“Deployment is straightforward, but there can be challenges related to data mapping and import. For example, specific fields in Salesforce might be mandatory, while the corresponding fields in the source system are optional. This discrepancy can make data mapping complex. These issues are more technical than business-related and need to be addressed as they arise during deployment..”

Verified user

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Director, Technical Architecture at a tech vendor with 10,001+ employees

“I would rate the initial setup of Salesforce Service Cloud as six out of ten. The setup process of Salesforce Service Cloud is slightly more difficult than traditional CRMs. The solution is built for customization and can be implemented in partial or full-blown mode. Configuration of Salesforce Service Cloud can be complex in some cases. The solution should include different packages of add-ons to allow third parties to deliver specific packages and build interfaces. It's very difficult to integrate certain features of third-party tools with Salesforce Service Cloud. The design and delivery of the customized version of Salesforce Service Cloud have already taken a year for our company, and another six months are needed for complete deployment before the solution can go live. Our company uses CI/CD processes to deploy Salesforce Service Cloud. In our organization, we prefer to test solutions in different dedicated environments and then deploy the product in another. The CI/CD processes make the deployment seamless by removing several manual tasks. The usage of CI/CD in deploying Salesforce Service Cloud is vital. Our organization requires about 20 professionals to deploy and maintain Salesforce Service Cloud. The solution is developed in our organization using system integrators. .”

Richard Mottershead

[Read full review](#) 

Enterprise Architect at a non-profit with 501-1,000 employees

“I don't think the solution offers an easy setup. The setup complexity depends upon the organization for which it's being implemented. It needs to be checked if a customer is using a CI/CD pipeline involving continuous integration and deployment. I prefer using a couple of tools like GitHub, Bitbucket, and Bamboo, which are generally used by any large organization. In Salesforce, in our company, we have changed what comes out of the box. Thus, deploying Salesforce Service Cloud with Change Sets is quite easy. A drawback of Change Set is that deployments are limited; therefore, in our organization, the DevOps of CI/CD pipeline is used.

One of the pipeline setup for the solution using GitHub took me around four to six weeks. The number of deployment professionals required depends on the size of the project, number of users and detailed client requirements. For instance, if an agile model is being followed and there are four requirements in a single sprint, deployment will be quite easy in that case. But if the deployment is carried out on a quarterly or half-yearly basis, there will be a huge set of components that need to be deployed for which a dedicated DevOps team will be required and a single professional won't be able to carry out the deployment for Salesforce Service Cloud. Maintenance of the solution is easier than development or deployment. When a customer of our organization reaches out to me regarding some bugs, login issues, or any other problem, maintenance for all such issues is not easy. .”

RohitKumar16

Lead Consultant at CGI

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Customer Service and Support

The support team is limited and does not typically go above and beyond like some companies. Unless you have premium support, assistance is restricted. I rate their support team as seven out of ten.

Verified user

Lead Solutions Architect at a financial services firm with 11-50 employees

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“Their support is excellent. A huge set of information is available over the internet. There are trailblazer accounts available to learn about the product. They are always there to help you with any issues. I would rate the tech support a nine out of ten. .”

Richard Mottershead

Enterprise Architect at a non-profit with 501-1,000 employees

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“I have worked with Service & Support and found the education to the product was aligned. The adaption and change management strategy should be well aligned with the business heads of the team. .”

ChanchalSaxena

Lead Digital Transformation at Kohler Co.

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“Sometimes the customer support is not satisfactory. If you are dealing with production using the tool and a ticket is raised by you addressing any issues, a response is expected within a couple of days. But if a professional is facing issues on the sandbox end with a Dev copy, full copy, or partial copy, it can take an entire week or a couple of weeks altogether to get a response. I would rate the customer support as seven out of ten. .”

RohitKumar16

Lead Consultant at CGI

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“When considering the technical support from Salesforce, it rates around eight.

“The reason for this rating is that normally, you are dependent on the partner. Salesforce directly does not give you the support, and it is through the partner that you have to go, leading to some time delays..”

Kishor Namburu

Head Of Information Technology at SAISOFT

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“I communicate with customers whenever we need more information or face any issues. Recently, because of MFA, bots were unable to perform certain tasks, which led to communication for a quick solution. Customer service has improved significantly for developers, with strong support provided.

“Regarding improvements, I believe the customer service experience could be enhanced further..”

ManchikatlaShravani

Salesforce Consultant at BYTENET

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Other Advice

Simplify the naming convention and do not change the names frequently so that it is easier for customers to keep track. I recommend Salesforce Service Cloud to others and rate it between seven and 7.5 out of ten. The overall solution rating is 7.5 out of ten.

Verified user

Lead Solutions Architect at a financial services firm with 11-50 employees

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“I am not using [Einstein Bots](#). I am the Presales and Solution Head for the field service application in the company. I would give this product an overall review rating of seven..”

Sukanya Sen

Preseales And Solution Head at Tata Consultancy

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“I recommend that those considering using Salesforce Service Cloud review it, as it is only beneficial if they can have it fully integrated with their [CRM](#). On a scale of one to five, I rate Salesforce Service Cloud a four out of five..”

John Murtagh

CTO at Glenavoo Digital

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“We only use the sales model, not [Commerce Cloud](#) or Marketing Cloud.

“Salesforce Service Cloud is an excellent solution that deserves a rating of 9 out of 10. The only point deducted is due to its pricing..”

MARIA PILAR CANDA

Associate Partner at Autana Business Partners

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“I am confused about whether Field Service Lightning and Field Service Cloud are different.

“Automation, order of execution, bulkification, and error monitoring are features that I found to be valuable. With Salesforce, I have not faced any issues related to these functionalities.

“Salesforce Service Cloud helps by creating a knowledge base from Experience Cloud, making client issue resolution easier through knowledge-related articles from the community level.

“My overall review rating for this product is 8 out of 10..”

ManchikatlaShravani

Salesforce Consultant at BYTENET

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“Salesforce Service Cloud and Commerce Cloud are part of the same family, and we have implemented both of them.

“Regarding the automation tools in this solution, I have not used Einstein, but I am aware of it. From what I hear from people in the team, it works well, although it performs better in Salesforce platform-related areas.

“Regarding the pricing of Salesforce Service Cloud, licensing is not expensive, and you get a very economical solution. Compared to other solutions, it might be slightly expensive, such as when compared with Zoho or similar solutions, but overall for the platform that it provides, its value is good enough.

“Based on my experience, I would definitely recommend Salesforce Service Cloud to other businesses. I rate this solution 9 out of 10..”

Kishor Namburu

Head Of Information Technology at SAISOFT

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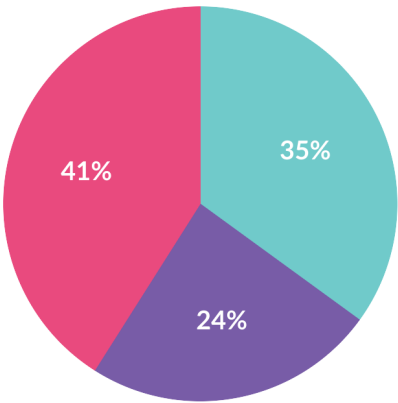
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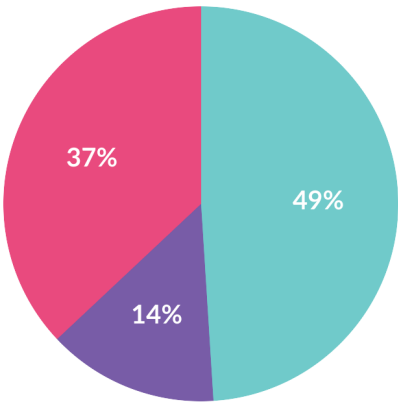


Company Size

by reviewers



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Large Enterprise Midsize Enterprise Small Business

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