

Delight • Retain • Up-sell • Profit

# Effortless Customer Service



## Transforming Customer Contact into Profit

Customers expect a positive, low hassle experience when they interact with a company. They expect service 24 hours a day, 7 days a week, via their preferred channel. You can meet their expectations through effortless customer service.

Shorter wait times, high first call resolution rates, extended support hours, and access to experts are the hallmarks of an effective customer service program. Your customers need to know where to look. They want self-service and they want it to be effortless. You can deliver all they expect and more, when you integrate best-in-class technologies to transform your customer's experience.

- Drive Loyalty
- Increase Profitability
- Enable New Sales Channels

Acumen Solutions is a global cloud consultancy and a designated Salesforce Fullforce Master. We help you simplify the customer experience by providing the right information exactly when it's needed.



ANTICIPATE



SOLVE



DELIVER

## Create an Exceptional Customer Service Experience

Recent studies show that organizations that are able to anticipate customer needs and make information easy to find rank highest in customer satisfaction ratings. The buying experience must be convenient, compelling, consistent, and complete across all channels. Customers want effortless customer service. Acumen Solutions will help you harness the power of the Salesforce Service Cloud to gain a true 360 degree view of your customers then use that insight to boost sales and customer satisfaction.

### Customer Initiated Service

Provide a seamless experience across channels for customers. Meet the expectation that their history and context for engagement will carry forward into future interactions. Low-effort service experiences that help customers solve problems quickly will foster loyalty.

### Predictive Service

Use data to predict a customer's need for service. Implementing analytics tools, IoT technologies, and business processes will transform your service model from responsive to proactive.

### Service to Sales

Make it possible to offer additional products and services targeted to customers' preferences and needs in a timely and personalized manner. Tailor offers based on order history and buying preferences. Upsell in a way that enhances the customer experience.

## Revolutionizing Engagement



**FAST (Field Assistance for Sales Teams)** is a truly mobile solution that gives your sales force everything they need to succeed on the road with

only their iPad by connecting all your data into an easy-to-use cloud computing platform.



**Fullforce Master Partners** With the principal criterion of absolute customer success, Acumen Solutions was named to the Salesforce Fullforce Master Program. The

Program highlights top innovators that offer differentiated solutions alongside the knowledge and expertise to deliver on the Salesforce shared vision.



**M2Cloud (Machine to Cloud)** reduces the time, costs and risks associated with delivering connected

cloud, mobile, and social applications. You can now capture and use all the data created by connected products and smart things.

## Drive Revenue and Loyalty

*Achieve loyalty by making problem-solving simple. Make your customer experience convenient, compelling, consistent and complete across all channels.*



**GUIDE YOUR  
SERVICE REPS**



**DRIVE CUSTOMER  
LOYALTY**



**STREAMLINE OPS  
AND SAVE**

## Who We Are and What We Do

Clients choose Acumen Solutions for one simple reason: our experience delivers success. Joining forces with our clients, our teams of strategists, subject matter experts, and engineers solve problems that can't be fixed by technology alone. As a Salesforce Global Strategic Alliance Partner, the Fortune 500 trust us to build solutions that grow revenue and strengthen customer relationships. Our groundbreaking solutions in the public sector streamline operations and improve productivity. We apply the same expertise to our unparalleled social responsibility program, generating sustainable impact across our local communities.