



salesforce

Customer Experience is The New Battleground

How High Performers Deliver

Tiffani Bova, Growth & Innovation Evangelist

@Tiffani_Bova

Forward-Looking Statement




Statement under the Private Securities Litigation Reform Act of 1995

This presentation may contain forward-looking statements that involve risks, uncertainties, and assumptions. If any such uncertainties materialize or if any of the assumptions proves incorrect, the results of salesforce.com, inc. could differ materially from the results expressed or implied by the forward-looking statements we make. All statements other than statements of historical fact could be deemed forward-looking, including any projections of product or service availability, subscriber growth, earnings, revenues, or other financial items and any statements regarding strategies or plans of management for future operations, statements of belief, any statements concerning new, planned, or upgraded services or technology developments and customer contracts or use of our services.

The risks and uncertainties referred to above include – but are not limited to – risks associated with developing and delivering new functionality for our service, new products and services, our new business model, our past operating losses, possible fluctuations in our operating results and rate of growth, interruptions or delays in our Web hosting, breach of our security measures, the outcome of any litigation, risks associated with completed and any possible mergers and acquisitions, the immature market in which we operate, our relatively limited operating history, our ability to expand, retain, and motivate our employees and manage our growth, new releases of our service and successful customer deployment, our limited history reselling non-salesforce.com products, and utilization and selling to larger enterprise customers. Further information on potential factors that could affect the financial results of salesforce.com, inc. is included in our annual report on Form 10-K for the most recent fiscal year and in our quarterly report on Form 10-Q for the most recent fiscal quarter. These documents and others containing important disclosures are available on the SEC Filings section of the Investor Information section of our Web site.

Any unreleased services or features referenced in this or other presentations, press releases or public statements are not currently available and may not be delivered on time or at all. Customers who purchase our services should make the purchase decisions based upon features that are currently available. Salesforce.com, inc. assumes no obligation and does not intend to update these forward-looking statements.





“Customers will remember the
experience they have with a
brand (or person) much longer
than the price they paid”

@Tiffani_Bova

The Opportunity....

80%

say the experience
a company provides
is as important as
its products

67%

will pay more for a great
experience

Experience Has Proven to be a Great Competitive Differentiator

“We take most of the money that we could have spent on paid advertising and instead put it back into the customer experience. Then we let the customers be our marketing.” *Tony Hsieh*

“You've got to start with the customer experience and work back toward the technology, not the other way around.” *Steve Jobs*

“We are not competition-obsessed. We are customer-obsessed” *Jeff Bezos*

“Most of all, I discovered that in order to succeed with a product, you must truly get to know your customers and build something for them.” *Marc Benioff*

“Ford will build a "self-driving business that prioritizes the people experience over the technology experience"

Unfortunately, The Reality....

57%

have stopped buying
from a company
because a competitor
provided a better
experience

51%

say most companies fall
short of
their experience
expectations

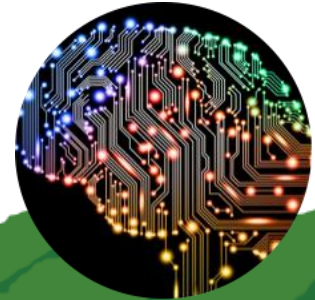
Why? Customer Expectations Have Changed



Reactive



Proactive



Predictive

Thousands

Millions

Billions

Speed



“We need to get to the future before our customers do and welcome them when they arrive.”

Experiences Must Be Connected, Personalized, and Fast in Order to Win Today's Customers

salesforce

■ All Customers ■ Consumers ■ Business Buyers



Personalized

Connected



Fast

Speed



“We need to get to the future before our customers do and welcome them when they arrive.”

Technology



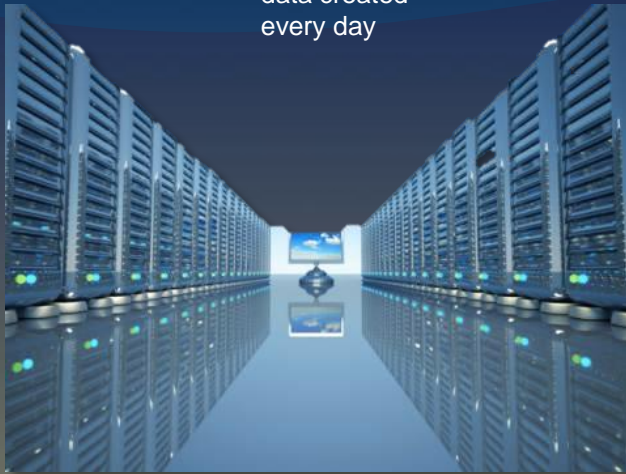
“My business needs to exploit new capabilities from innovation.”

Data, AI, and Smart Interfaces Can Transform CX Today

More Data

44_{zb}

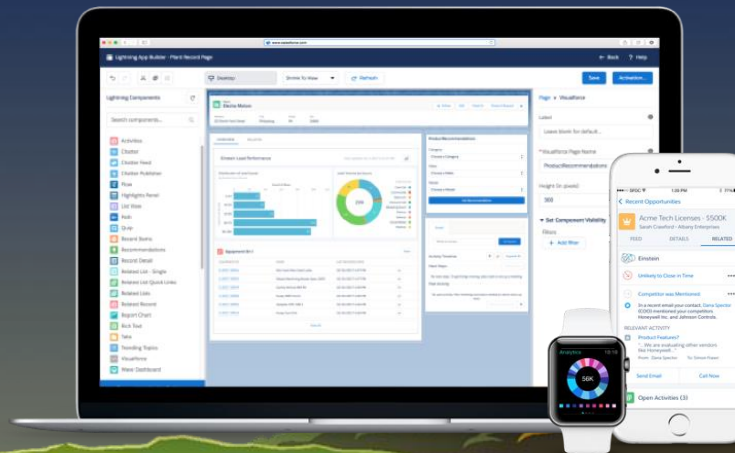
data created
every day



Smarter Platforms

44%

Faster App Dev



New Interfaces

100_m

consumers will
shop in VR/AR



30%

Web browsing will be
without a screen



80%

cars & homes will
be connected



Speed



“We need to get to the future before our customers do and welcome them when they arrive.”

Technology



“My company needs to exploit new capabilities from innovation.”

Customer Experience



“My brand is the sum of all my customers’ touch points.”

The Core Pillars of Every Great Experience

salesforce



Know

Everything about the consumer



Personalize

Everywhere with AI

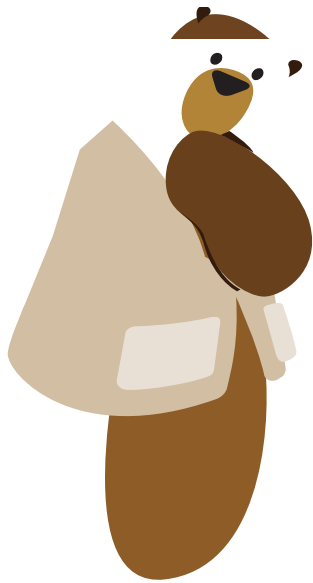


Engage

Across the entire consumer journey



How Do you Stand Out From the Crowd?



“In the future, customer driven organizations will completely reset value and meaningful engagement with customers”

@Tiffani_Bova

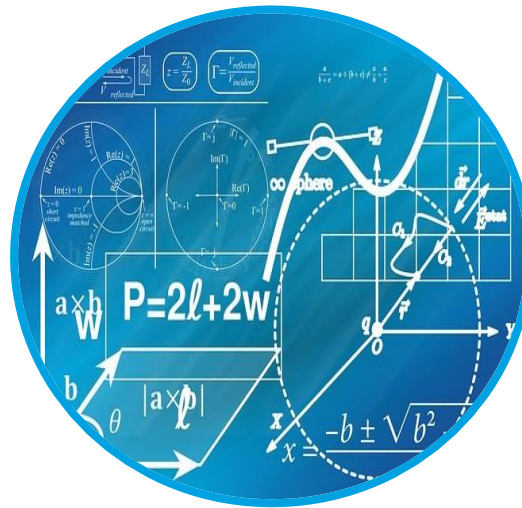


Start with the People and Processes (Inside-Out)

Marketing, Sales, Service and Partner/Alliances not aligned



Disconnected Teams:
Marketing, Service and
Sales are siloed



Disconnected Metrics:
Goals are misaligned



Disconnected Experiences: Buyer Needs
vs. Internal Processes

Customers See One Company, Not Separate Departments

Seamless, contextualized experiences cultivate loyalty

“I expect companies to provide the same level of service with every interaction.”

Consumers

81%

Business Buyers

90%

“I’m likely to switch brands if a company provides inconsistent service across departments.”

Consumers

73%

Business Buyers

78%

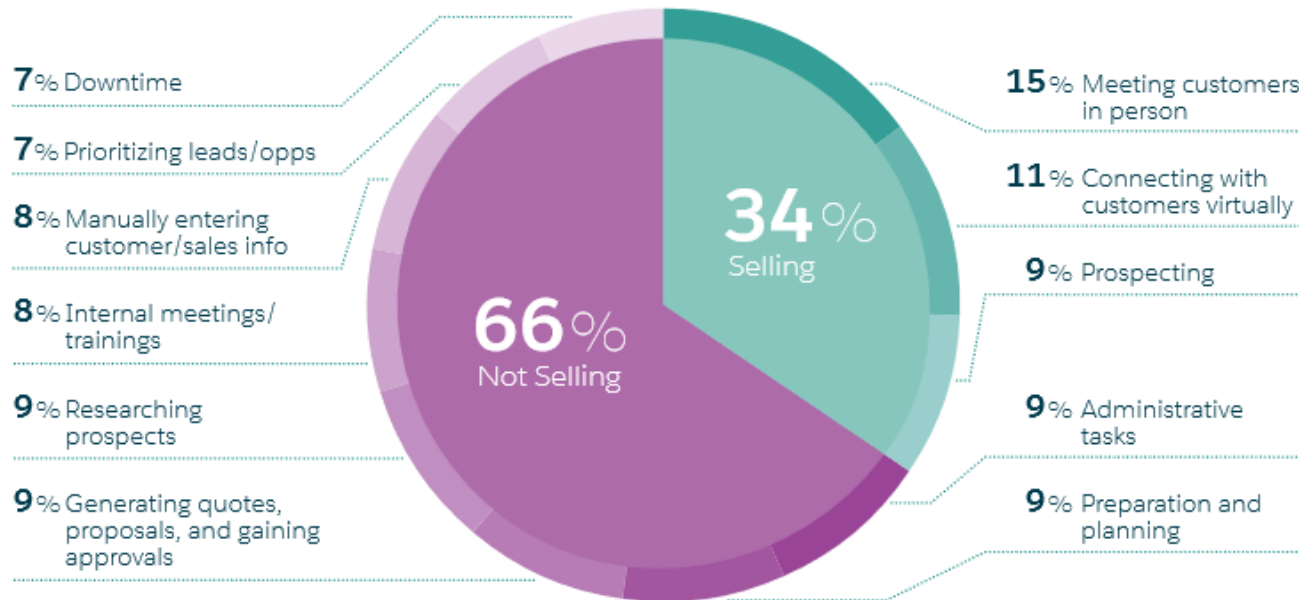
Spend Time Doing What Matters to Clients

Did you know....57% of “Sellers” Expect to *Miss* Quota

Selling Takes a Backseat to Other Tasks

Sales reps spend a mere 34% of their time actually selling, while the majority of their time is spent on other duties.

Percentage of Sales Reps' Time Spent on the Following During an Average Week



Base: Sales representatives
Percents may not add to 100% due to rounding.

Long To-Do Lists Leave Insufficient Time for Customers

Even with all the advancements in technology, reps are stuck between menial tasks and customer relationships.

Top 5 Things Reps Say They Spend **Too Much** Time On

- 1 | Managing emails
- 2 | Logging activities
- 3 | Inputting sales data and customer notes
- 4 | Finding the right person to contact
- 5 | Creating follow-up tasks

Top 5 Things Reps Say They Spend **Too Little** Time On

- 1 | Researching competitive activity
- 2 | Researching competitive offerings
- 3 | Discovering a customer's/prospect's needs
- 4 | Reviewing pipeline
- 5 | Researching a customer's/prospect's current solution

Base: Sales representatives

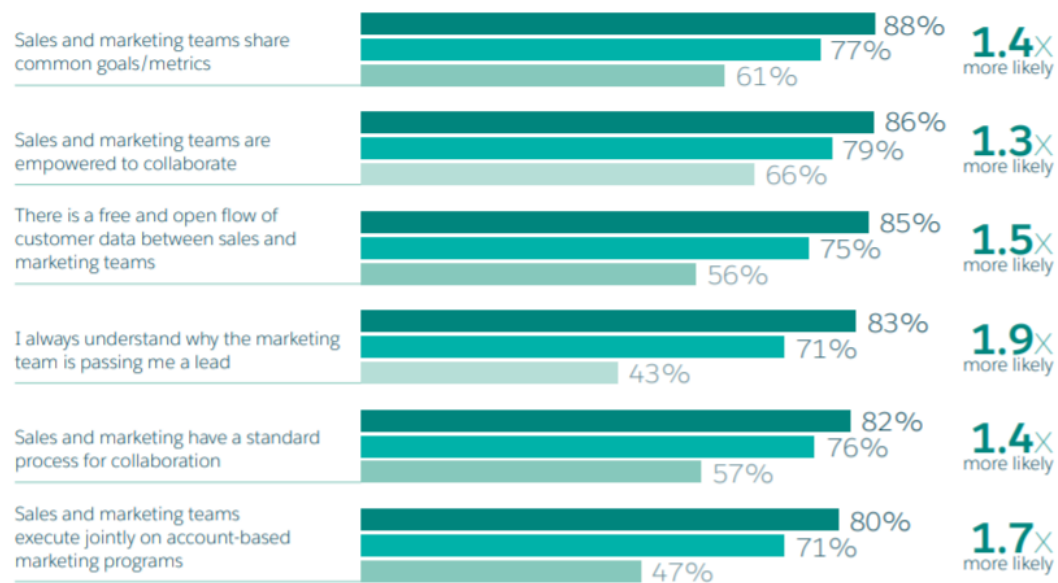
Salesforce Research

Sales and Marketing Alignment Drives Success

Marketing Partnerships Signal High-Performing Sales

Top sales teams are highly likely to share common metrics and data sources with each other. Most importantly, they're likely to know why they're receiving a lead.

Percentage of Salespeople Who Agree with the Following Statements About Their Relationships with Marketing Colleagues



Base: All respondents

■ High performers ■ Moderate performers ■ Underperformers

High Performers vs. Underperformers

1.9X more likely than those on underperforming teams to always understand why marketing passes them a lead

Collaboration With Service Closes The Lifecycle Journey

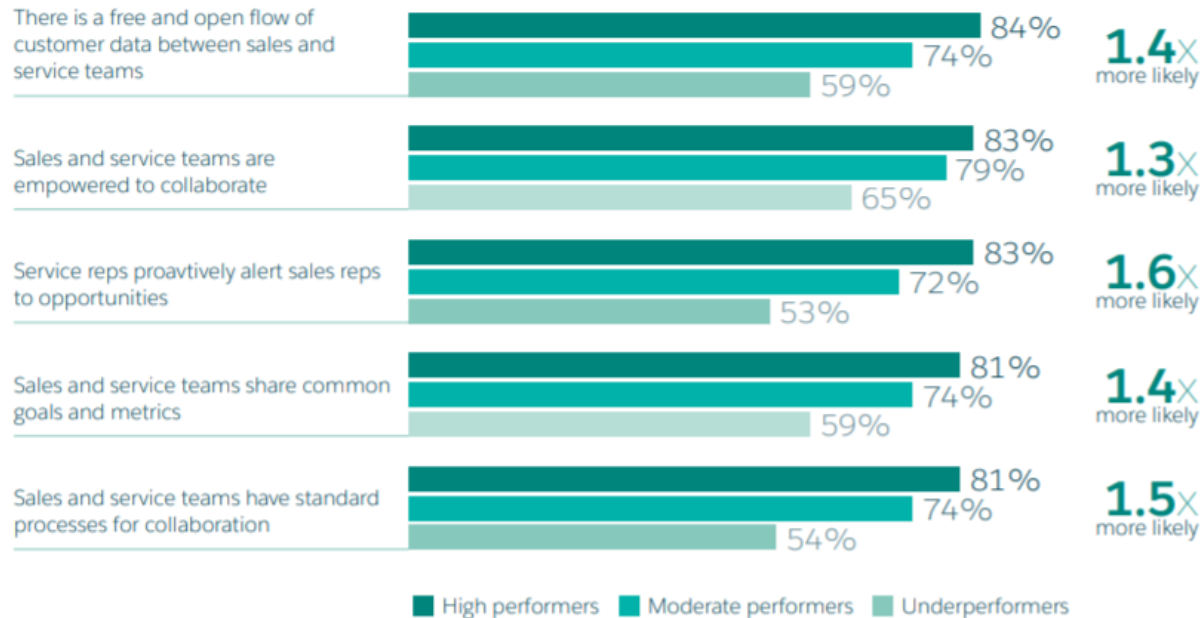
Cross-selling and customer satisfaction hinge on a new dynamic

Sales and Service Alignment Becomes the Norm

Across the performance spectrum, the majority of sales teams are now empowered to collaborate with service colleagues, and have implemented processes to ensure they work in tandem.

Percentage of Salespeople Who Agree with the Following Statements About Their Relationships with Service Colleagues

High Performers vs. Underperformers



Base: All respondents

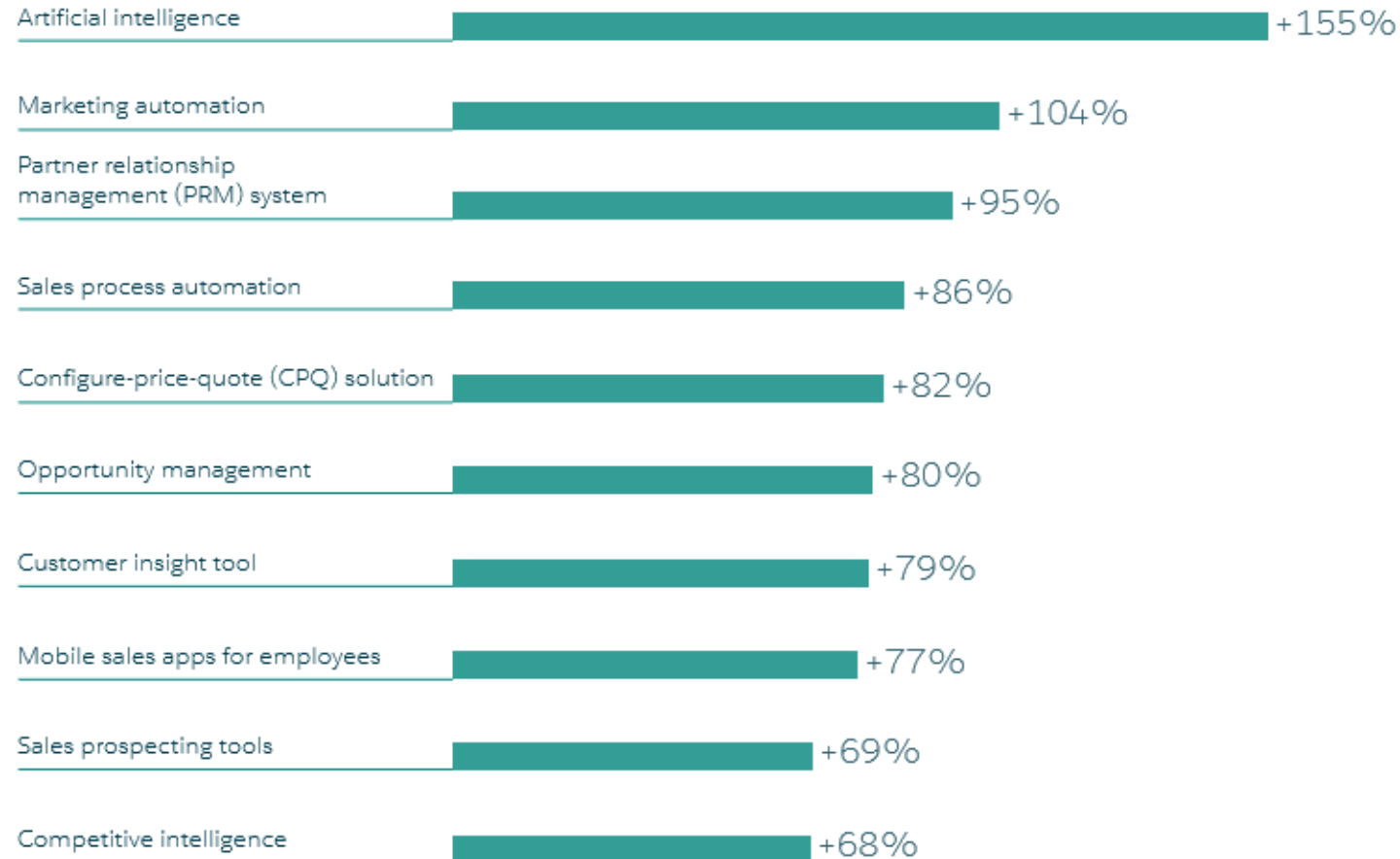
High Performers vs. Underperformers

1.6X more likely than underperformers to say service reps proactively alert them about opportunities



Improving Your Likelihood of Success Requires People + Tech

10 Sales Technologies with the Highest Projected Two-Year Growth



Base: Sales executives and managers
See page 45 for all technology adoption data.

The Future is Contextual, Data Driven,

Sales, Service, Alliances and Marketing

- Establish a customer-centric culture (Outside-In)
- Redefine relationships, influence and engagement
- Select KPIs which foster the right behavior
- Use data in context => Predictive Selling
- Drive towards Intimate Sales Engagement

“Your best sales force is
your customers & partners
advocating on your behalf.”

@Tiffani_Bova



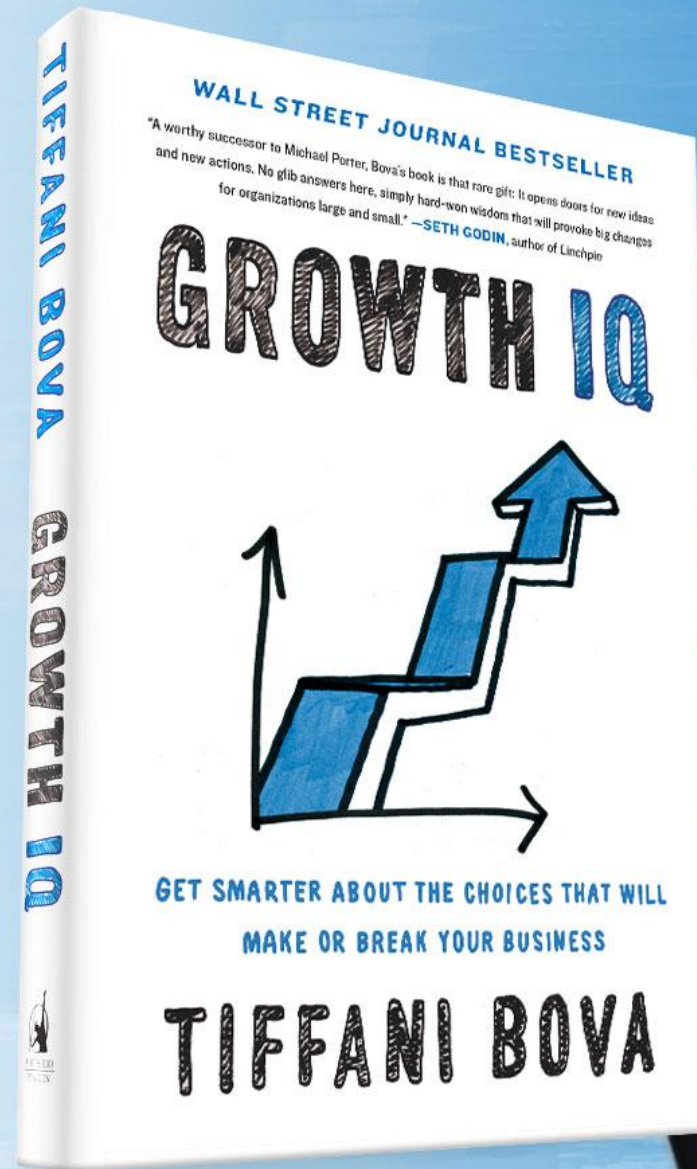
GET SMARTER ABOUT
THE CHOICES THAT WILL
MAKE OR BREAK
YOUR BUSINESS

Buy Now:

amazon

BARNES & NOBLE

800ceoread



Thank You



Tiffani Bova

Global Growth & Innovation Evangelist

@Tiffani_Bova