



# Assess Salesforce Service Cloud Maturity

Are you getting the best ROI out of your service cloud implementation?

In today's experience economy, traditional contact centers are focused on transforming themselves to elevate the customer & agent experiences and drive efficiency. Many service leaders are using Salesforce Service cloud capabilities either to some extent or migrating to it. Higher ROI seems elusive for various reasons such as not utilizing their Service cloud capabilities to the maximum, not tapping the highest potential of Salesforce, not deriving the maximum value from their license and usage expenses.

Service and technology leaders need to assess their Service cloud implementations to understand how it is performing and what are the areas of improvement and optimization and how to mature it to the next level.

## Assess your service cloud ecosystem using our framework

Movate brings 18+ years of experience in CX management with proven record of deploying end-to-end Salesforce capabilities to some of the big names in the industry. The team has developed a Salesforce Service Cloud Assessment Framework to assess the maturity of Service cloud implementation. **The framework evaluates technical capabilities & business processes on four maturity levels – Basic, Emerging, Practicing and Leading.**

## Movate's Salesforce service cloud assessment framework



Optimally configure your production organization to meet your business goal

Embrace new processes and refine the existing implementation to improve performance



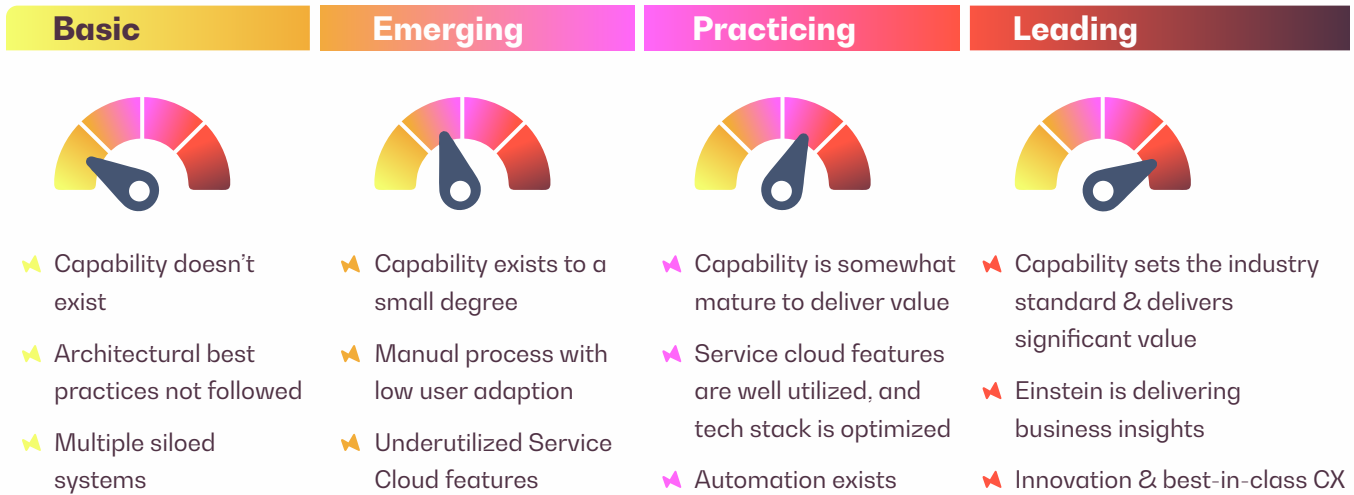
Derive the most value out of your Salesforce service cloud implementation



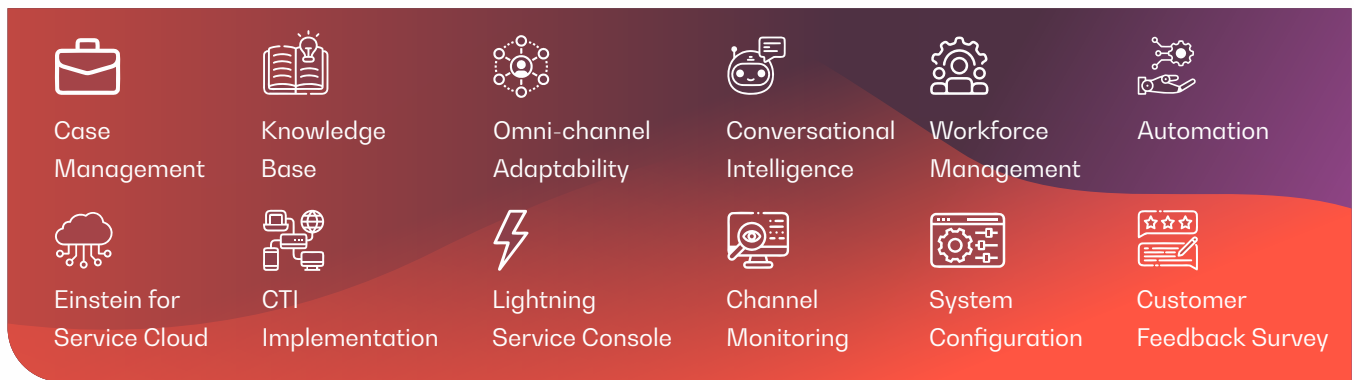
Optimize the subscription costs for features not used and missing out on the latest upgrades



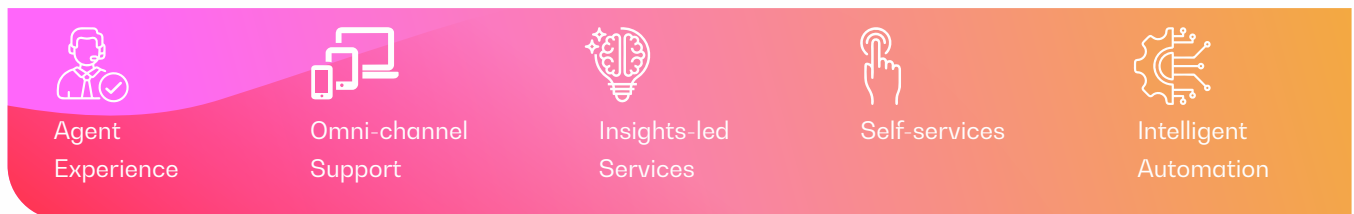
## Maturity Levels



## Technology Assessment Areas



## Business Process Assessment Areas



## Benefits

- Identify areas to leverage the full potential of Service cloud features
- Reduce unused Service cloud costs by freeing up unused licenses
- Automate tedious business process and minimize end-to-end completion time
- Create a strategy for maturing the Service cloud Adoption across the enterprise
- Build scalable solution to handle anticipated future growth in data volume and new business processes

## Our Salesforce service cloud assessment

### Collaborative approach to improve the maturity of service cloud

Our certified Salesforce Service Cloud consultants will collaborate with your key stakeholders to conduct an assessment for three weeks or more depending on the complexity of the organization.

#### ACTIVITIES

- WEEK 1**
- ▶ Identification of scope & key stakeholders
  - ▶ Define timelines, task owners & schedule sessions
  - ▶ Collect implementation & functional documents
  - ▶ Understand the current service cloud implementation & review the system architecture
  - ▶ Analyze Service cloud implementation in production

- WEEK 2**
- ▶ Continuation of workshops and interviews, if any.
  - ▶ Assess using technical & business maturity framework
  - ▶ Analyze pain points, gaps & document the observations, state of the org.
  - ▶ Document strengths, gaps & improvements

- WEEK 3**
- ▶ Build an assessment report & interim plan with recommendations – maturity improvement, process improvement and feature utilization
  - ▶ Validate, align & sign off with stakeholders

#### KEY STAKEHOLDERS FOR ASSESSMENT

##### INCLUDE THE FOLLOWING ROLES -

- ▶ Salesforce Practice Director / Manager
- ▶ Salesforce Service Cloud Techno-functional Manager
- ▶ Key contact center leaders

##### CONSIDER INCLUDING, AS NEEDED -

- ▶ Service Leaders / Shared Service Leaders
- ▶ Other key members (Implementation tech leads)





## Illustrative Deliverables

You will get a report which outlines the current state of your Salesforce Service Cloud implementation with actionable steps to take to move to the desired maturity goals.

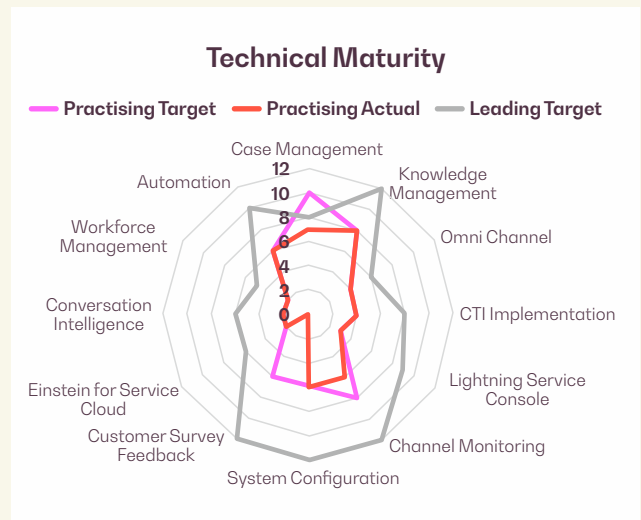
### The assessment report

#### EVALUATES -

- Strength – Weakness – Gaps in the current implementations
- Underutilized and over utilized Service cloud capabilities
- Salesforce service cloud implementation against desired business capabilities and industry best practices

#### RECOMMENDS -

- Maturity ranking improvement activities
- Process improvement plan
- Features to be better utilized/adopted
- High level Implementation plan of the recommendations



Reach out to us to schedule an assessment

## About Movate

Movate, formerly CSS Corp, is a digital technology and customer experience services company committed to disrupting the industry with boundless agility, human-centered innovation, and relentless focus on driving client outcomes. It helps ambitious, growth-oriented companies across industries stay ahead of the curve by leveraging its diverse talent of over 12,000 full-time Movators across 20 global locations and a gig network of thousands of technology experts across 60 countries, speaking over 100 languages. Movate has emerged as one of the most awarded and analyst-accredited companies in its revenue range.