Service Cloud Implementation on Salesforce.Com Platform.

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ABSTRACT—Salesforce.com is innovative company behind the world's #1 CRM platform that employees can access entirely over the Internet there's no infrastructure to buy, set up, or manage you just log in and get to work. And now our new Lightning Platform gives you the fastest, most complete way to put your customers at the center of everything you do.

Force.com is a platform for creating and deploying next-generation cloud apps. Because there are no servers or software to buy or manage, you can focus solely on building apps that include built-in social and mobile functionality, business processes, reporting, and search. Your apps run on a secure, proven service that scales, tunes, and backs up data automatically.

Service Cloud is a customer service and support application. It helps keep your customers happy and your support team sane, whether your customers reach out to you by email, phone, social media, online communities, or real-time Web chat. These different ways of reaching out are called *channels*, and they help you help your customers through their preferred communication tool. Giving your customers a choice in how they communicate with your company is the first step towards delivering extraordinary service.

The second step to delivering extraordinary service is making sure that your support team can work comfortably with multiple channels simultaneously. The last thing you want to do is burn out your support agents with a complicated app—frustrated support agents don't provide first-rate service. That's why Service Cloud integrates multiple channels into an easy to use help desk called the *console*, which you can customize to fit your company's unique support processes.

I.   Introduction

Salesforce Service Cloud is a customer relationship management (CRM) platform for customer service and support, based on the company's CRM software for sales professionals.

Service Cloud allows users to automate service processes, streamlineworkflowsand find key articles, topics and experts to support the agent. The purpose is to fosterone-to-one marketingrelationships with every customer, across multiple channels and on any device. Service cloud can "listen" and respond to customers across a variety ofsocial platformsand automatically route cases to the appropriate agent. Social customer service is integrated with the Salesforce Customer Success Platform, which allows the social team to gather a comprehensive picture of the customer to inform responses.

Service for Apps makes it possible to embed customer support software into applications. In-app mobile support can include live agent video chat, screen sharing and on-screen guided assistance. The software is also integrated with Salesforce'sCommunity Cloud, which provides more communication channels for agents and customers.

Unify your agent experience with the Lightning Console from Service Cloud. Our customer service management solution puts all the information your representatives need at their fingertips, all in one console. Agents can manage cases faster, track customer history, view dashboards, and a lot more. All in a single view. No multiple tabs. No switching software.

II. Literature Survey

Force.com provides open, standards-based APIs that developers can use to build apps. Both RESTful and Web services (SOAP-based) APIs are available that

provide access to Force.com's many features. In a multitenant architecture, all users share the same infrastructure and the same version of the Force.com platform. In contrast to their single-tenant counterparts, such as client-server enterprise applications or email servers, multitenant architectures release upgrades automatically and simultaneously for all users. Consequently, no one has to worry about buying and maintaining their own physical stack of hardware and software, or making sure that their applications always have the latest patch installed.

III. Related Work:

Force.com is the preeminent cloud application

development platform in use today, supporting more than 100,000 organizations and 220,000 deployed apps. Individual enterprises and commercial Software as a Service (SaaS) vendors trust the platform to deliver robust, reliable, and Internet-scale applications. To meet the high demands of its large user population, Force.com's foundation is a metadata-driven software architecture that enables multitenant applications. This paper explains the technology that makes the Force.com platform fast, scalable, and secure for any type of application.

IV. Cloud Computing

Since the turn of the millennium, *cloud computing* has revolutionized the landscape of the IT world because it provides enterprise-grade computing resources that are affordable and instantly available. Clouds provide straightforward access to IT resources—you just access as many resources as you need when you need them, and never have to deal with the complexities of managing all of the underlying mechanisms that provide those resources. Life is suddenly a lot simpler and easier with cloud computing.

V. Multitenancy

Multitenancy is the fundamental technology that clouds use to share IT resources cost-efficiently and securely. Just like a bank—in which many tenants cost-efficiently share a hidden, common infrastructure, yet utilize a defined set of highly secure services, with complete privacy from other tenants—a cloud uses multitenancy technology to share IT resources securely among multiple applications and tenants (businesses, organizations, etc.) that use the cloud. Some clouds use virtualization-based architectures to isolate tenants; others use custom software architectures to get the job done.

The multitenant design of a cloud service can have a

dramatic impact on the application delivery and productivity of an IT organization, yet most CIOs, CTOs, system architects, and developers who use clouds don't give it a second thought because it's all magic that transparently happens behind the scenes. This paper presents an "under the hood" look at the unique underlying design of core Salesforce Platform technology, Force.com.

Force.com Architecture Overview

Force.comis the proven cloud application development platform that powers many popularsalesforce.com cloud applications(Sales Cloud, Service Cloud, etc.), as well as custom applications that customers build to satisfy their specific business requirements. The following sections provide you with an overview of key aspects of the platform's design.

Multitenant Kernel

Force.com is a modern *Platform as a Service (PaaS)* that's built for cloud computing, with multitenancy inherent in its design. A quick way to understand what makes Force.com unique is to consider the following figure that compares a traditional application development platform with Force.com's multitenant approach.

At the heart of all conventional application development platforms beats a *relational database management system (RDBMS),* most of which were designed in the 1970s and 1980s to support individual organizations' onpremises deployments. All the core mechanisms in an RDBMS—such as its system catalog, caching mechanisms, query optimizer, and application development features—are built to support single-tenant applications and be run directly on top of a specifically tuned host operating system and raw hardware. Without significant development efforts, multitenant cloud database services built with a standard RDBMS are only possible with the help of virtualization. Unfortunately, the extra overhead of a hypervisor typically hurts the performance of an RDBMS.
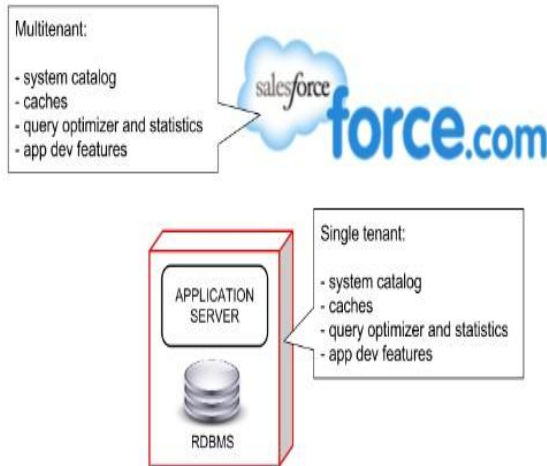
Manipulate metadata that describes an application schema
Create, read, update, and delete (CRUD) business data
Bulk-load a large number of records asynchronously Expose a near real-time stream of data in a secure and scalable way
Embed social networking functionality into an application with minimal effort
Add social collaboration features to any application, including push notifications and data feed
A*pex*, which is similar to Java in many respects, is a powerful development language that developers can use to centralize procedural logic in their application schema. Apex code can declare program variables and constants, execute traditional flow control statements (ifelse, loops, etc.), perform data manipulation operations (insert, update, upsert, delete), and transaction control

Fig1.Force.com Multitenancy Approach

The Force.com Browser-Based Development Environment
        Developers can declaratively build server-side application components using the Force.com Web browser-based development environment, commonly referred to as the Force.com Setup screens.
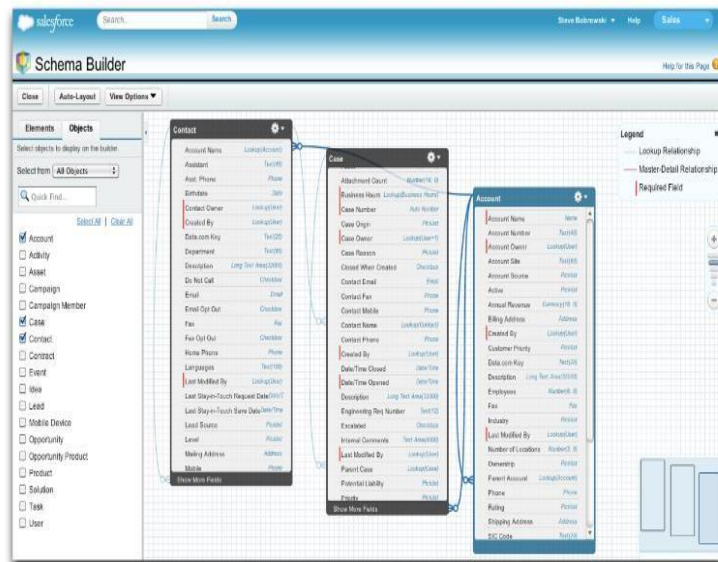
Fig2.Force.com App Development Environment.

        Force.com provides open, standards-based APIs that developers can use to build apps. Both *RESTful and Web services (SOAP-based) APIs* are available that provide access to Force.com's many features. Using these various APIs, an application can do many things such as: operations .

VI. Proposed System

- Implement Salesforce.com Service Cloud to monitor and Respond customers across channels from Single User Interface.
- Assign Cases to different queues, Case Escalation, Case Resolution, Knowledge Management and Service Key Performance Index using Reports and Dashboards.
- Implement Salesforce Security model to provide cloud security and business automation using to automate business process for customer service organizations.
- Implement Data Management using Apex Data loader and Cloud Data Backup and Recovery Mechanism.
- 360 Degree View of Customer Cases
- Automatic Routing of Cases to multiple Queues based on logic
- Capture cases from multiple channels
- Web2Case
- Email2Case
- Business Automation using workflow, Approval Process and Process Builder
- Real Time Analytics
- Email Automation
- Case Console
- Data Migration
- Security

Goals

- Salesforce Service Cloud is Cloud based Application on Salesforce platform.
- Service Cloud is a customer service and support application.
- It helps keep your customers whether your customers reach out to you by email, phone, social media, online communities.
- Giving your customers a choice in how they communicate with your company. ☐Implementing Service Cloud ☐Case Assignment.
- Implement Security for Users , Authentication and Authorization
- Analytics : Service Reporting and Dashboards

360 Degree view of customer Data

Fig3.Salesforce 360 degree Customer data

VII. System Design

- Data Modelling : Objects , Fields and Relationships
- User Interface Design
- Global User Interface Design
- Business Logic
- User and Profile Setup for Access Control
- Application on Force.com Platform
- User Interface Integration
- Security and Access Control Framework
- Reporting
- Data Backup and Recovery Mechanism ☐ Predictive Analysis

VIII. Expected Result :

- Select objects and records from the navigation tab.
- Records display in a list, which you can pin at the left of the top of the screen.
- Selected records appear as primary tabs, and tabs let you work on several items at once.
- A highlights panel shows key information related to records.
- Records related items appear as subtabs, and subtabs let you quickly switch between related information without losing context.
- View and interact with content in the feed or detail area.
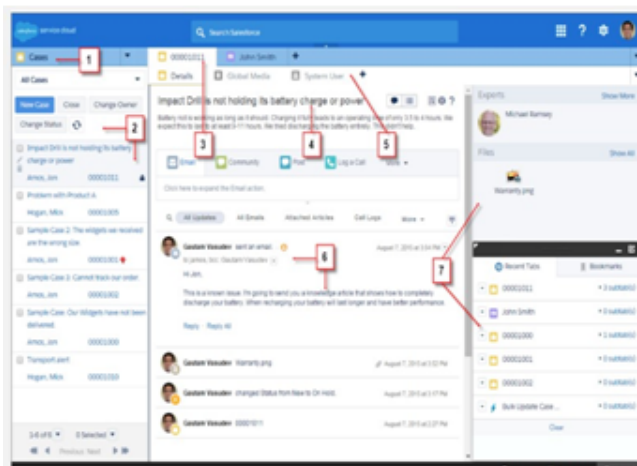- Access custom component data in sidebars and footers.
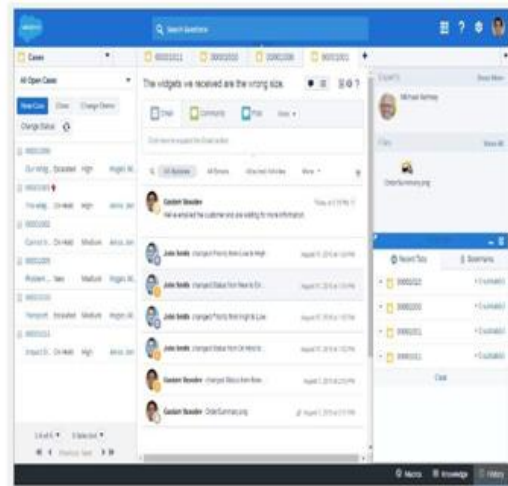
Fig4.Service Cloud Console view

Case feed helps everyone on your support team easily collaborate on closing a case quickly. In the feed, every action is tracked for a complete view of the customer's

A Console Customized for Support Agents

IX. Conclusion

Service Cloud is built on the Salesforce Customer Success Platfor , giving you a 360- degree view of your customers and enabling you to deliver smarter, faster, service In addition to being a pio neer in cloud based sales force automation, Salesforce is the recognized leader for CRM customer engage ment. With Service Cloud, you can automate service processes, streamline workflows, and surface key articles, topics, and experts to transform the agent experience. Connecting one-to-one with every customer, across multiple channels and on any device, was never easier.

Customers are increasingly engaging with your product or service via mobile apps. But are they able to access support within your app? You can take customer service even further with Community Cloud. Our self-service communities are responsive on any device, meaning you can create a single branded community where your customers can enjoy the same seamless experience to quickly find the answers they need from a mobile phone or tablet.

Provide in-app mobile support, with live agent video chat, screen sharing, and on-screen guided assistance.

Create a connected knowledge base, enable Live Agent chat, and manage case interactions all in the simplicity and control of your mobile app

And with the Salesforce1 Mobile App, customer support managers can access the data and insights they need right from their mobile device to make informed, realtime adjustments.

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