Gladly

Gladly versus Salesforce

A customer story

"Saleforce is just not right for B2C."

Salesforce may have built a great platform for B2B companies, but when it comes to B2C—where a brand's success depends on customer loyalty and relationships—their pivot with Service Cloud has, unfortunately, been less successful.

That was the case for one of our customers, a marquee Retail brand, who felt that using Salesforce Service Cloud was not only holding them back from understanding and building relationships with their customers, but required expensive add-ons and dedicated resources to make it work for their needs.

After switching to Gladly, not only was our customer able to deliver on a more personal experience for their customers, they also saw:

Significant cost savings 40% saved from having all channels built in (including Voice and Social), as well as out-of-the-box Knowledge Base and Reporting

Increased agent efficiency Agents worked 20% faster because of Gladly's modern, intuitive design and productivity tools

In this customer story we explore their pain points with Salesforce—as told in their own words—and how they solved them with Gladly.

"Salesforce may work for B2B, but it's not for a B2C company that wants to build relationships."

VP of Customer Experience, Retail Brand

People versus cases

Shifting the focus from cases to people is game-changing.

First, it makes for a more human, personal experience overall. But more than that, it empowers agents with actionable information they can use to deliver faster service, make targeted recommendations your customers will actually act on, and build relationships that make customers for life.

Not built for B2C brands

"Salesforce wasn't built for the B2C world, where we want to build relationships with our customers.

Everything revolved around the 'case', and it was hard for agents to see if or why a customer had reached out before. That meant customers had to do a lot of repeat and recap, which wasn't a good experience."
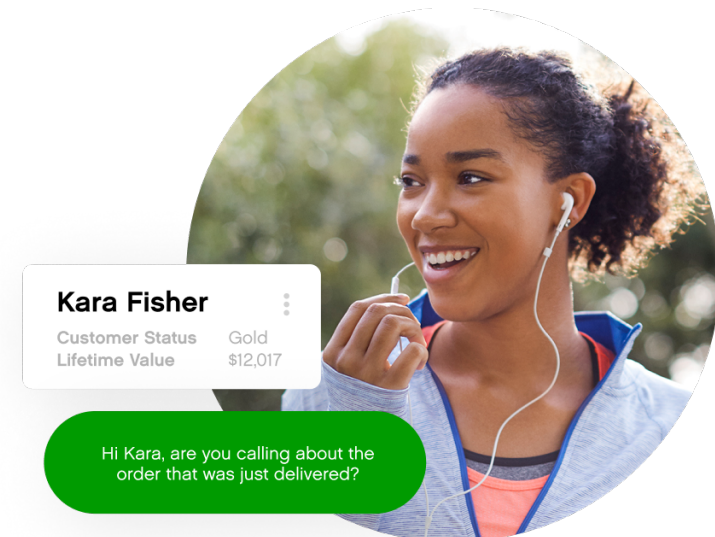
Built with the customer in mind

In Gladly, customers are people, not cases.

When a customer reaches out, agents see the key customer details that help them deliver a radically personal experience, like their name and order details.

Plus, you control what your agents see—whether that's their loyalty points, lifetime value, past transactions, and more.

How do I register my new skis' warranty?

I can help you with that— what's your order number?

Hello Michael—sorry to hear about the crash, but do you remember your order number?

Kara Fisher

Customer Status   Gold
Lifetime Value $12,017

Hi Kara, are you calling about the order that was just delivered?

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Seamless versus collision

Separating every communication into their own case makes agent collision inevitable.

But by providing agents a single profile of a customer and threading all communications in one place (regardless of how and when it comes in), you not only eliminate collision but the frustrating repeat and recap that every customer hates having to do.

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Multiple cases. Multiple responses.

"We often have customers reach out to us more than once. And each time they reached out, it generated a new case that got assigned to another agent.

That would result in multiple agents responding to the same customer about the same thing, sometimes with different answers. It was not a good look."
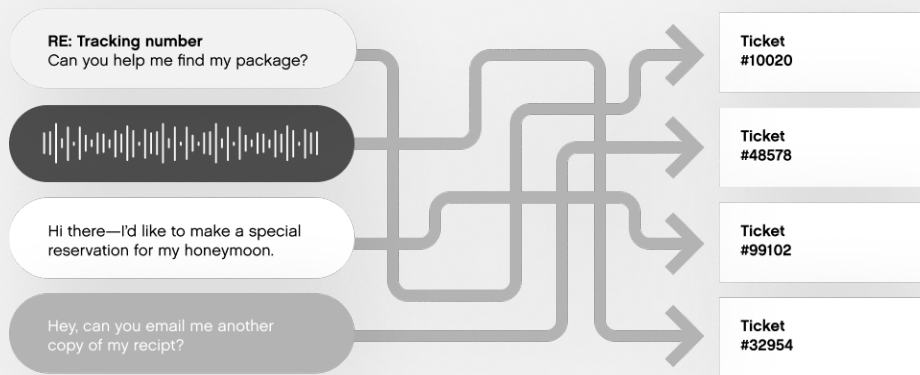
One continuous thread, in a single profile

Every communication from a customer—regardless of channel—is threaded into a single timeline within a customer's very own profile.

And it's that single profile—not multiple tickets—that gets routed to one agent to answer.

That means no more risk of agent collision. And for a new agent, understanding a customer's history is just a scroll away.

Built in versus 3rd party

Adding third-party apps and integrations is one way of getting the channels and features you need, but it isn't very efficient.

Bolting on channels and features creates siloes in your platform, so agents using one channel can't see what happened on another. Not to mention the license and maintenance fees that come with them.

A whole host of add-ons

"Service Cloud didn't have Voice, SMS, Facebook, or a knowledge base out-of-the-box, so we had to integrate with third-party providers. That piled on a lot of additional costs from implementation to license fees.

To be honest, when we saw how much we'd save just with Gladly's built-in Voice channel, it was really a no-brainer."
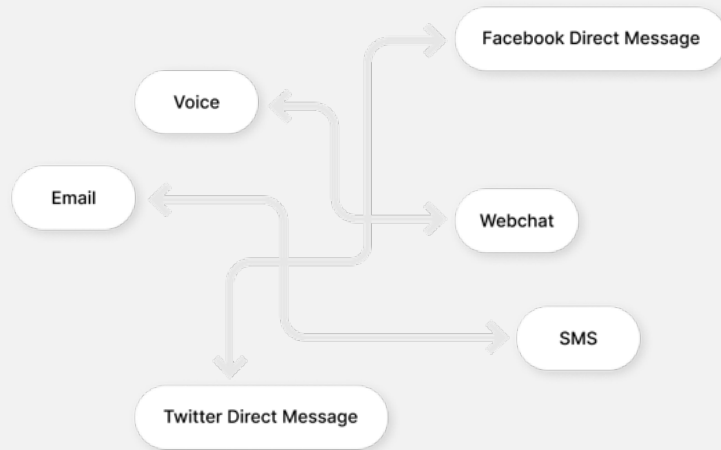
All channels built right in

Gladly is the only customer-based platform that comes with all channels built into it, out of the box, from Voice, Email, Text, Chat, Self-Service, Social and more.

On top of that, any fees from phone calls or text messages are passed through at cost—no markups or additional fees.
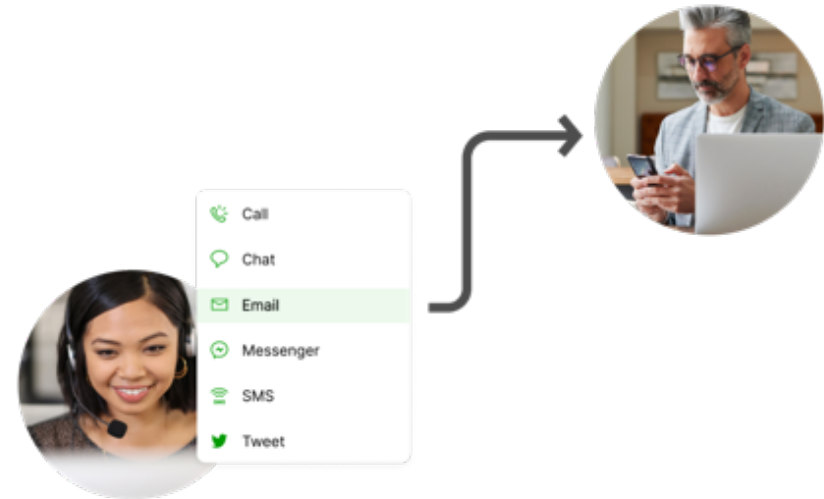
Modern versus cluttered

Having to toggle between multiple tabs and iframes slows your agents down, and makes it hard to onboard new agents quickly.

Empower your agents—both seasoned and new—with a modern UI, inspired by the B2C apps your agents use in their personal lives. That way, your agents can hit the ground running in hours; not days.

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Onboarding took a long time

"Salesforce's UI is really busy, with so many buttons and options, that onboarding new agents took a long time and a lot of effort.

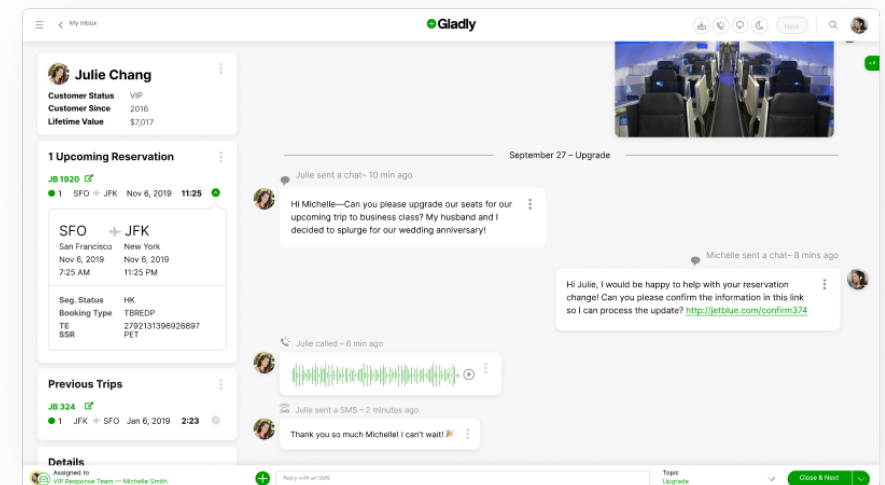That made it hard to add new staff to our team quickly when unexpected spikes hit."
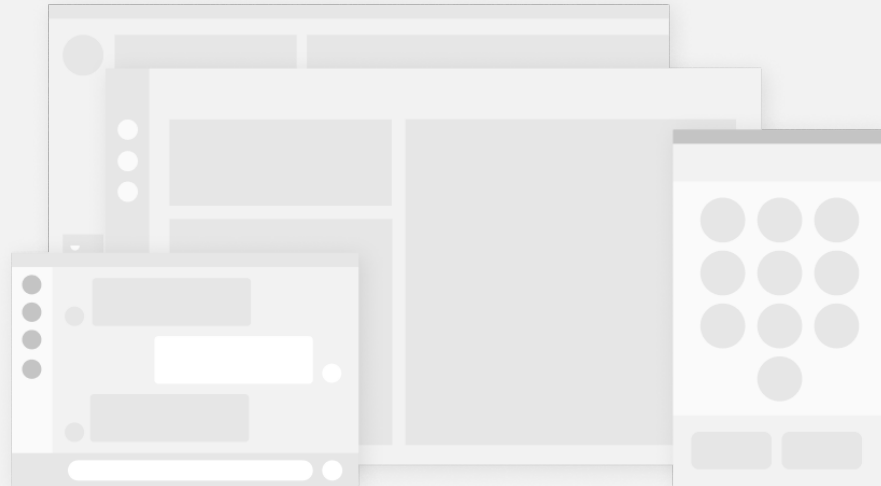
Up and running in hours

Gladly is modeled after the same B2C messaging apps your agents use in their everyday lives.

With Gladly, agents are onboarded in hours–not weeks— giving you the flexibility to add new agents quickly when you need it.

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Intuitive versus complex

Your contact center's needs may be complex, but your platform doesn't have to be.

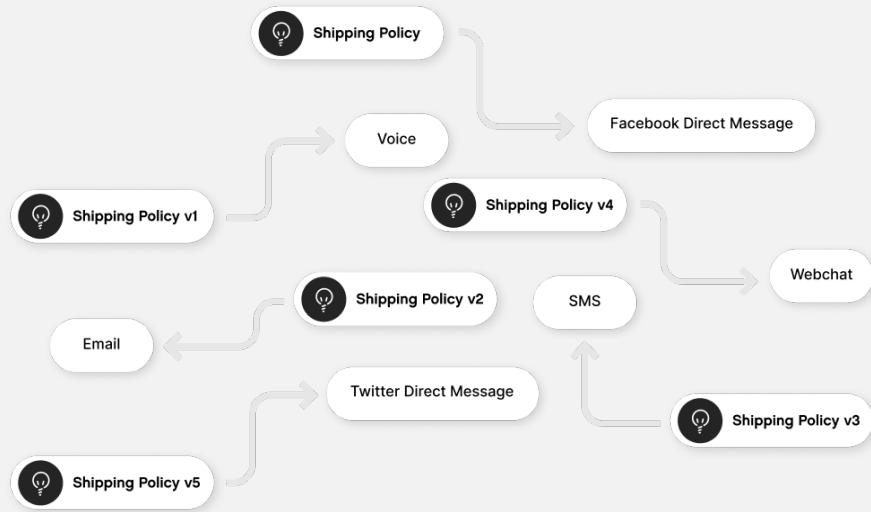Having a platform that's easy to manage means you can make the changes you need on the fly, without the need for a dedicated platform owner.

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You need a dedicated expert

"Unless you're certified on Salesforce, it's very hard to make changes or customize without breaking something.

We needed to hire a full-time resource just to manage our platform."

Intuitive and human-centered design

Gladly was built with you in mind. From customizing your self-service to creating automated rules, Gladly is easy to configure even for non-technical users.

Plus our out-of-the box Liveboards and Reports help you understand the metrics that matter in your contact center—from how many inbound conversations you get, to how your channel mix is changing—all without the need for a data scientist.

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Experience the Gladly Difference

Goodbye tickets. Welcome back Julia.
Gladly routes customers, not tickets, which means agents see the key customer details that help them make tailored recommendations and deliver the radically personal service your customers will return for.

Save customers and agents precious time.
Gladly's customer-based approach gives agents quick, easy access to customer history, regardless of channel. That makes your agents more efficient. And means your customers skip the repeat.

No hidden costs. No markups.
One flat fee gets you everything you need to run a modern contact center. Real-time reporting across all channels, in-platform collaboration tools, and a multi-channel knowledge base come out of the box, with voice and text costs passed through without markup.

SEE A DEMO