Protect customer relationships with Priority Support

PART OF OUR RUN YOUR BUSINESS BETTER ON SALESFORCE SERIES
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Salesforce can help you transform your customer experiences and grow your brand faster. But not everyone uses Salesforce right out of the virtual box. If you’re customizing Salesforce or integrating third-party systems with it, there may be added complexities that need ongoing attention to keep everything running smoothly.

Priority Support is a suite of expert-led services that helps you avoid issues and drive operational excellence. Keep reading to learn if Priority Support is the right investment to help you run your business better on Salesforce.
When your customers mean everything to you, your first priority is to provide them with a seamless experience every time they encounter your brand. But if your Salesforce instance includes custom code, third party integrations, or other customizations, it’s important to stay on top of changing conditions that can affect your system’s performance. Even a small issue can turn into a big disruption to your business if you don’t respond quickly.

Priority Support helps you detect issues early and fix whatever comes up. Fast. With 24/7 monitoring, expert guidance, and a Technical Account Manager (TAM) to orchestrate solutions, Priority Support can help you protect your customer relationships.

**HOW PRIORITY SUPPORT HELPS**

**Early warnings of potential issues**
24/7 monitoring of your unique use of Salesforce helps you detect issues early and prevent disruption.

**Fast response**
Our senior engineers are ready to respond to critical issues within 15 minutes to quickly determine the root cause of your issue and guide how to fix it.

**Long-term solutions**
Your Technical Account Manager (TAM) will champion a fast resolution and guide long-term improvements.
While monitoring the Salesforce instance of a large broadcast communications company, we discovered a huge spike in attempted logins. This could have been caused by a number of things, including a hacking attempt. The company was on the verge of reaching its login limit, which would have prevented customers from accessing customer service.

We immediately looked into the matter and found the cause; happily, it wasn’t hackers. The customer had set up a batch job that was retrying logins at an incredibly fast rate – 250 times per minute. To prevent the system from shutting down, our engineers quickly made a temporary increase to the company’s login limit. They then alerted the company of the issue, and provided guidance on how to fix the error and prevent future incidents. Crisis averted.

CASE STUDY: MAINTAINING CONTINUED ACCESS TO CUSTOMER SERVICE

What we monitored
Customer login rate limits for customer service and payment processes

What happened
Giant spike in logins that threatened customer access

Solution
• Temporarily increased limits to ensure customer access
• Recommended code edit to alter frequency of batch job retries

CASE STUDY, AT A GLANCE
In its ideal state, your business hums along: teams use Salesforce to its fullest, you have systems in place to promote innovation, and customers are happy. Not quite there yet? Priority Support can help.

Priority Support provides you with a Technical Account Manager (TAM), a Salesforce expert who knows your business inside out. Your TAM will work with your teams and senior Salesforce engineers to help you optimize platform performance and improve operations so you can run your business better on Salesforce.

“Our Technical Account Manager understands our ecommerce needs, gives us expert proactive guidance, and is always available when needed.”

— Thibaut Franconville
Production Engineer, Digital & Ecommerce, Sephora

HOW PRIORITY SUPPORT HELPS

Best practices, all the time
TAMS and senior engineers bring smart solutions informed from supporting over 150,000 customers.

Release readiness
Your TAM will help you take advantage of the latest Salesforce innovations by guiding you on how to prepare for each new Salesforce release.

Advanced developer support
Senior engineers will review up to 5,000 lines of code to determine the root cause of issues that come up so you can solve them quickly and avoid future problems.
A large financial services company and longtime customer experienced increasingly complex technical challenges as its footprint grew. Without centralized oversight, cases would take an extraordinarily long time to resolve; some case calls lasted up to 3 hours and involved as many as 30 people. Meanwhile, developers amassed more and more technical debt as they struggled to stay current with new releases.

Priority Support has helped this company save thousands of work hours and dramatically increase productivity. Now their system is proactively monitored by Salesforce engineers. If an issue comes up, senior Salesforce engineers can jump in quickly to help solve it. And their Technical Account Manager (TAM) is there to guide how to minimize technical debt and prepare for the latest Salesforce releases.
Priority Support can help you prevent lost revenue due to business disruption. Use this worksheet to estimate how much revenue you lose each year from business-stopping events.

1. **WHAT'S YOUR COMPANY'S HOURLY REVENUE?**

   \[
   \frac{\text{Your company's annual revenue}}{2000} = \text{Hourly revenue}
   \]

2. **HOW MANY HOURS OF DISRUPTION DO YOU HAVE EACH YEAR?**

   \[
   \text{Number of business-impacting events each year} \times \text{Length of each event, in hours} = \text{Total hours of disruption each year}
   \]

3. **HOW MUCH REVENUE DO YOU LOSE EACH YEAR?**

   \[
   \text{Answer from step 1} \times \text{Answer from step 2} = \text{Estimated annual potential revenue loss}
   \]

4. **HOW MUCH LOST REVENUE YOU COULD PREVENT?**

   \[
   \text{(Answer from Step 3)}
   \]

   **CONTACT US**

   Walk through six additional ways to measure if Priority Support is the right investment to help you run your business better on Salesforce.
For Salesforce customers who use custom code, third party integrations, or other customizations, Priority Support is a suite of services that provides expert oversight and support to help you run your business better on Salesforce.

To learn more about how you can protect customer relationships and stay competitive, read the e-book: Schedule a consultation to get a customized estimate of the value Priority Support can bring your company.

**PRIORITY SUPPORT AT A GLANCE**

**Continuous monitoring**
Our monitoring engineers will watch over your unique use of Salesforce. If an issue is detected, you’ll get fast, expert guidance on how to fix it and avoid disruption.

**Fast access to senior support**
Our senior support engineers can respond to issues within 15 minutes and will look at up to 5,000 lines of code per case.

**Technical Account Management**
Your Technical Account Manager (TAM) will help manage any support issues, plus help you get the most out of our platform with less technical risk.