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Leverage Your AEM Digital Experience to Drive Customer Self-Service

Customers Prefer Self-Service Support

According to research by the Technology Services Industry Association, customers prefer to solve product issues on their own, rather than call into a support phone number. I bet you feel the same way too. When you have an issue with your phone or cable service, what's the first thing you do? You Google it, right? You want to find the right answer, quickly, from whatever device you have handy.

Your customers want that same convenience. And delivering that experience not only helps your customers to be more successful with your product, it helps your bottom line by lowering support costs!

Hashout technologies can help you leverage your existing investment in Adobe Experience Manager (AEM) to deliver a great self-service experience.

$230 Average cost to solve a case on the phone

$52 Cost to solve the same case on the web! (TSIA)

A successful self-service website is truly a win-win.

Three Components of a Winning Self-Service Strategy

But how do you get from where you are today to an effortless self-service web experience?

There are three critical components to your strategy:

A great self-service website experience

Strong knowledge management practices

The ability to report the impact of self-service

These components work together to ensure customers can find the content they need online and avoid having to call in for support. The rest of this post will focus on the first item - building a great self-service website experience that ensures:

- Customers can find content easily
- The content on the site is accurate
- Customers transition seamlessly between marketing and support

Leverage Your Existing Investments to Build a Great Experience!

If you're reading this, then you're probably trying to figure out how you are going to fund a project to build a self-service experience. Your support organization is likely a cost center, which means you are going to have to fight for every dollar you spend. A large capital expense project to build out a feature-rich self-service website … well, that may not be in the cards. But don't worry! Hashout can help. The key is to leverage your existing investments in Adobe Experience Manager and your CRM. Connecting your CRM to AEM to deliver self-service content means you save money on technology and you save money by deflecting cases!

In this scenario, your content lives in your CRM, where you can create, edit, and otherwise manage the content and any review processes. The Hashout Connector polls the CRM system periodically for new content and pushes it into AEM. AEM then publishes the content to the website, where you can leverage templates, branding, and styles consistent with the rest of your website.

HASHOUT connector

Pushes content to website

salesforce

Adobe Experience Manager

Your support organization
- Creates content
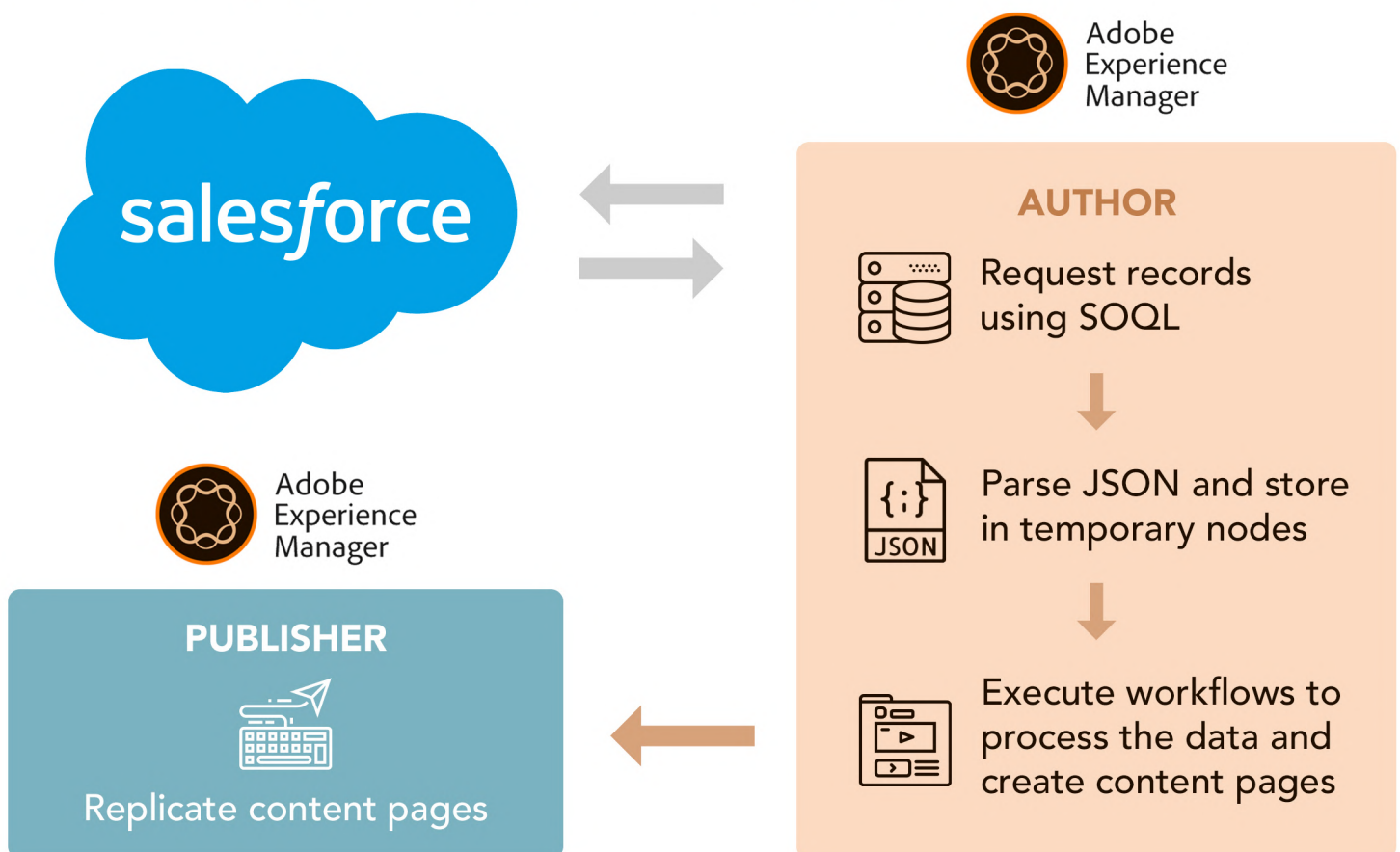- Edits content
- Manages workflow

Your customers
- Search for content
- Browse articles
- Submit cases

This approach is viable with a number of CRMs, but today we are going to focus on how we can connect AEM with Salesforce to present content to customers.

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The AEM to SFDC Connector

This connection is possible because Salesforce provides RESTful APIs that allow a client application (in this case AEM) to retrieve data from Salesforce. The data can then be parsed and stored in AEM. To get started, your Salesforce admin will need to set up a connected app, which allows a client application to authenticate to Salesforce and retrieve data according to the security policies set up by your administrator. AEM can then be configured to retrieve data in real time or at a specified interval, say once every 2 min. AEM receives the data in JSON, parses it, and stores it in jrc nodes. AEM can then be set to fire workflows that process the data into web pages and replicate them across your publishers.

Adobe Experience Manager

AUTHOR

Request records using SOQL

Parse JSON and store in temporary nodes

Execute workflows to process the data and create content pages

Adobe Experience Manager

**PUBLISHER**

Replicate content pages

It might sound complicated, but it is pretty straightforward. What it means in practice is that you can write your content in Salesforce, perhaps leveraging KCS. Then the content will just appear on your website, formatted the way you want it! And the article pages can still take advantage of any other features you've built into your site.

Save Money and Deliver an Exceptional Self-Service Experience

Your marketing team worked hard to drive your company's brand through your web experience; the last thing you want to do is disrupt that experience when customers go to get support online. With help from Hashout, you can deliver the same brand experience while delivering support solutions to customers online. You can save money by leveraging existing technologies, while enabling customers to solve their issues they way they want to! And then you get to save money again by deflecting cases!

Oh, but now you may be wondering how to measure those case deflections. Don't worry, we can help with that too.

![HASHOUT logo]
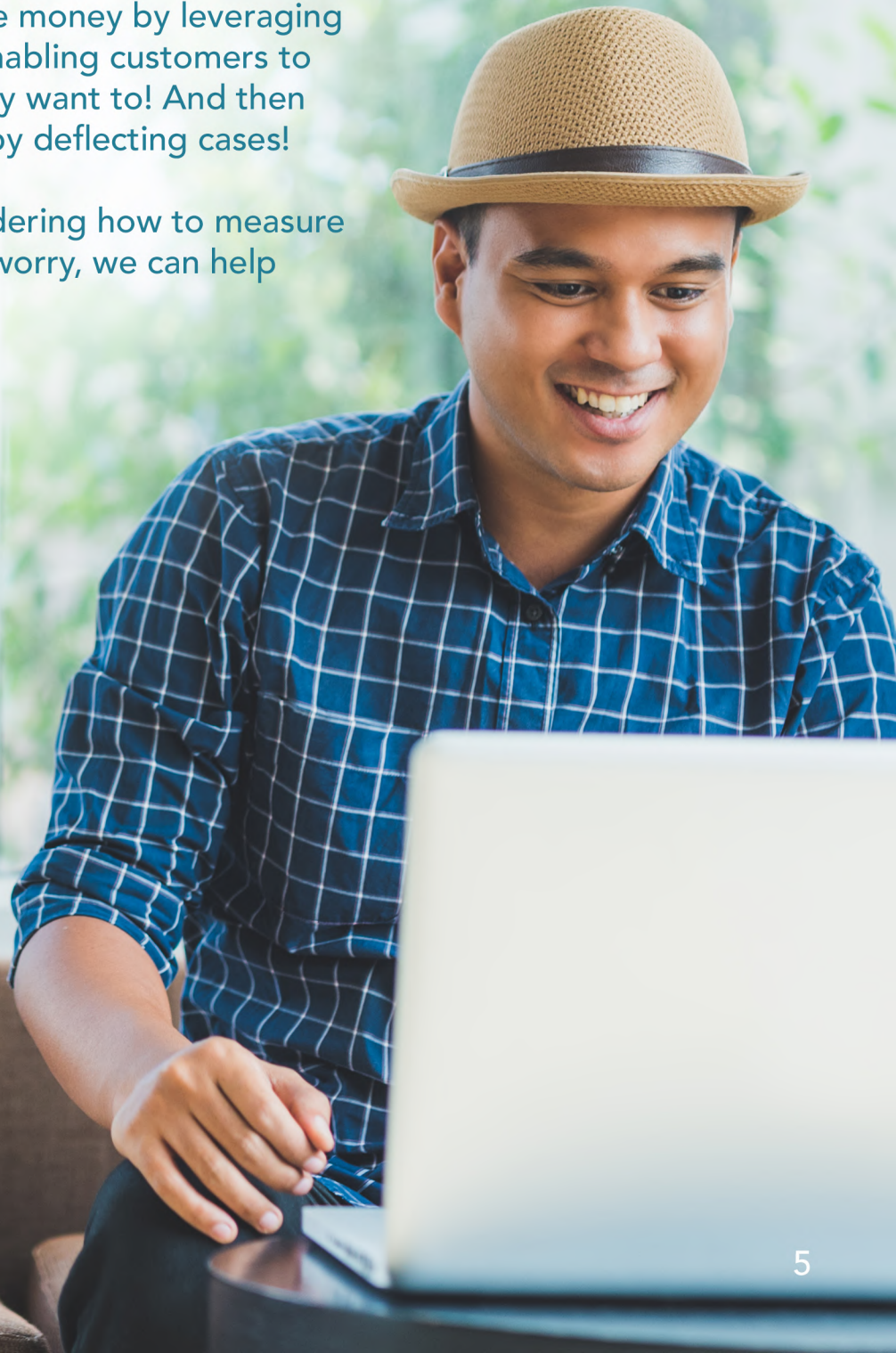
About Hashout

We help customer-centric companies deliver impactful digital experiences at scale. With experience in implementing transformational projects around the world, our team is the best-in-class to take your innovative ideas from concept stage to the successful launch they deserve. Be it end-to-end product development or working on specific modules (such as DevOps Automation and Front End Design), we act as your extended engineering team to accelerate product development.

Digital Experience, Analytics and Support are our core practice areas and we have built an exceptional reputation and talent on all three of them.

We are also an **Adobe Partner** and **Salesforce** expert and can help you maximize the return on investment from your Adobe Experience Manager and Salesforce implementation.

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