



# Salesforce Customer 360

## Transformation begins and ends with the customer

Salesforce Customer 360 breaks down silos, both inside and across organizations, giving everyone who is responsible for mission a single, shared view of the customer. Teams work as one to holistically understand each customer.

What's even more powerful is the Platform may be customized for your needs to help you coordinate intelligent responses for customers - whether you are delivering timely information or an integrated set of services.



## One Integrated Platform

- Empower teams to work together with a shared view of the customer
- Deliver personalized experiences your customers expect, with the power of AI
- Accelerate productivity through automation, enablement and actionable insights
- Scale and tailor for any size organization, across any mission and industry
- Keep your data protected with advanced security practices



# Reimagine what's possible

Tailor all the capabilities of Customer 360 – from AI to analytics to integration – to serve the people who benefit from your services.

