*White Paper*

# How to Use Salesforce1 to Build & Sell the Next Generation of Customer Apps

By WalkMe

# Introduction

The future of CRM is now here! Launched at Dreamforce 2013 Salesforce1 has opened the door to limitless possibilities. Before Salesforce1 was released, users and developers were tied to their desks and other standard devices if they wanted to interact with one another. This has become more of a nuisance in recent years because more and more people use their mobile devices to handle their daily tasks.

From checking social media to sending e-mails, almost everything can be done from a phone or other portable device. Salesforce has understood the demand and potential that lies within a mobile platform, and that's why they created the Salesforce1 Customer Platform.

# Salesforce1 Benefits

## For Mobile

With Salesforce1, there is no longer a need to be near a computer to use an application or interact with customers. Everything can be done right off of a mobile device. This is the future of CRM and many businesses are excited about the potential that it holds. This is especially true for developers because they can create new and exciting apps that will help the world connect like never before.

## For Apps:

Salesforce1 is a very powerful set of services, API's and apps that streamline the building process. Apps that are built on Salesforce1 are already at an advantage because everything is developer-friendly.

## For Developers

Developers can use tools and programming language that they are already familiar with to take transactional data and make something special out of it. There are a number of different coding types and programming languages that can be used on Salesforce1, so there is no steep learning curve. Developers can simply dive into the coding and build the application that they need and that customers want. There is no level of frustration and developers are able to work comfortably within the boundaries that they are familiar with.

Developers can simply dive into the coding and build the application

# Why Salesforce1?

Even though Salesforce1 is a great platform for apps and CRM, why is there a need to build something entirely different? The answer lies in the pockets of the customers. Mobile devices, such as smartphones, have a much smaller viewing area than a traditional monitor. Because of this, there are not very many sites and apps that can be used on both a mobile device and computer without some type of adjustment. Salesforce1 gives developers the tools that they are accustomed to and lets them tweak and adjust their apps to work in mobile mode so that they can be the most efficient.

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# AppExchange Partner

## AppExchange

Another benefit that Salesforce1 users and developers have is the implementation of the AppExchange Partner Program. This program gives developers the tools to deliver the app so that it gets the most exposure. This includes things like trials, upgrades, and support specifically for Salesforce1 developers. Pair this with the largest enterprise marketplace anywhere, and the benefits start stacking up. If a developer is serious about designing and selling an app, they need to be open to the AppExchange program and take advantage of it. That way, they are able to showcase their app to more people without any extra effort.

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Tools like AppExchange and Salesforce1 are closing the gap between customer and company. Soon, the mobile support will be an expected thing and there is nothing that people can do about it. If businesses don't take the required steps to make a change now, customers will start to find other places that promise to meet their needs. Companies need to be open and able to adapt to changing circumstances or they will not be able to remain relevant. The same thing happened when people stepped into the digital age, and it will happen again as more people start going mobile.

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# Conclusions

With such a versatile amount of tools at the developer's fingertips, there is no reason why any company should ignore what Salesforce1 has to offer. Making a change now and preparing for the future means that there are no rough waters ahead. Customers and developers are excited about this new turn of events, and businesses should be as well. Apps can be created and marketed with ease while impressing users around the world. Clients can instantly get the information they need without ever having to contact a representative. The possibilities are endless, and that is the future that Salesforce1 is pushing for.

## About WalkMe for Salesforce

WalkMe™ helps sales administrators to accelerate Salesforce employee time to competence

Customers of WalkMe™ have reported a dramatic increase in the efficiency of their employees

*WalkMe™* helps sales administrators to accelerate Salesforce employee time to competence, remove the barriers of entry from other CRM systems, and increase Salesforce user productivity while reducing onboarding and training time and costs.

*WalkMe™* provides Salesforce team managers with an indispensable tool to simplify Salesforce usage, enabling new and existing Salesforce users, as they work, to easily and successfully complete their desired tasks. By using a series of interactive tip balloons overlaid onscreen, user tasks are broken down into short, step-by-step guided instructions.  As a result, both during the initial Salesforce orientation process and beyond, managers can empower their users so they no longer need to focus on the technical aspects of operating Salesforce, freeing them to become more productive and avoid errors through even the most complex processes.

*WalkMe™* also eases the migration to Salesforce from other CRM systems by easing employee frustration over changes in their daily routine, cutting the learning curve for new Salesforce users, and lowering switching costs.

Customers of *WalkMe™* have reported a dramatic increase in the efficiency of their employees – both new and existing – and in their overall Salesforce operations.