

## TRANSFORM CX WITH THE POWER OF HUMAN CONNECTIONS

# Glance: Guided Customer Experience for Salesforce

### CONNECT WITH ONE CLICK

One click inside any Salesforce object lets your rep join your customers in any digital property. See why Glance is the highest-rated Cobrowse solution in the Salesforce AppExchange. Glance lets you join customers in person, digitally from any...

- Salesforce Lead
- Person Account
- Opportunity
- Contact
- Case
- Campaign Object
- Or, join from Salesforce Chat

### SWITCH MODES SEAMLESSLY

Customers and employees can switch seamlessly between ways of communicating together, including:

- Cobrowse
- Screen share
- Live one-, two-, or multi-way video
- Mobile app share
- Mobile camera share
- Document share

### ENTERPRISE-GRADE SECURITY

Glance doesn't use proxy servers and prevents personal data from ever leaving the customer's browser. Fortune 100 companies rely on Glance to support even the most stringent data privacy and security standards, addressing:

- PII
- HIPAA
- GDPR
- ISO

Join your customers from any object in Salesforce and personally guide them through important moments.

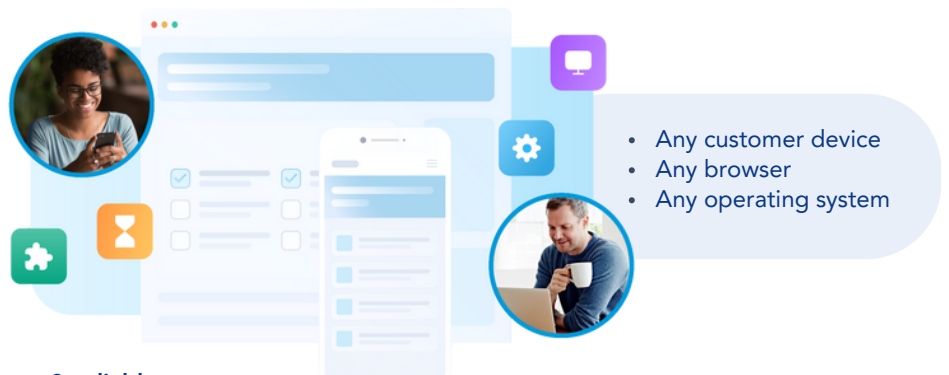
**In the digital world, human connections are more crucial than ever.** When high-value digital experiences are personal, complex, emotional, or hard to understand, customers need to be sure they're getting it right.

**Relationships build businesses, and Glance builds relationships.** Negative digital experiences can lead to poor brand perception, frustrated customers, and abandoned transactions – especially when your competition is just a few clicks away.

**Glance simply works.** Representatives never have to leave the context of the Salesforce object they're working in. In just one click, reps join customers in any digital property. Customers never have to download any additional software, enter their login data, or share their personal information, ever. It simply works.

**Glance reduces customer friction** by helping your team deliver in-the-moment, personal:

- Guided issue resolution
- Consultative transactions
- Expertise and advice
- Virtual training and onboarding
- Ongoing advisory services
- Personalized sales engagements



### Secure & reliable

Glance's patented, proven security means customers' data never leaves their screen.

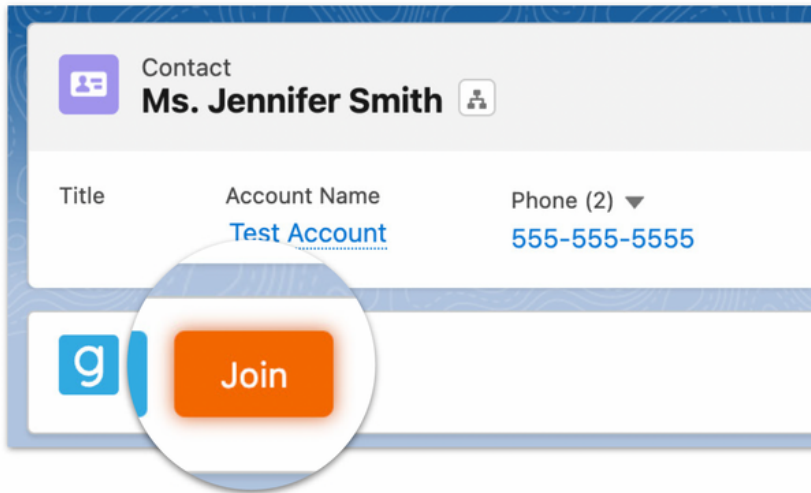
### Aligned to your brand

Meet users in a seamless, in-brand experience that's immersive and one-of-a-kind.

### One-click connect

Customers and agents connect with just one click: nothing to download, ever.

## AT A GLANCE - HOW IT WORKS



Join any customer in a **Glance session** with one click from Salesforce.

### Salesforce Service Cloud

When customers have questions about your products or services, they conduct research online, self-diagnose problems, and engage with your agents for answers — all digitally. With Glance Guided CX, your team can see and resolve issues alongside customers instantly and effortlessly, resulting in reduced attrition, improved customer satisfaction, and better brand loyalty — all from within Service Cloud.

### Salesforce Sales Cloud

Allow sales teams to drive interactions beyond one-dimensional phone conversations and text-driven chat. Glance propels your sales experience forward with dynamic product demos, co-shopping experiences, and real-time assistance to complete transactions. Leverage Glance to increase conversion rates, build qualified pipeline, and close more business — without ever leaving Sales Cloud.

### Salesforce Experience Cloud

Collaborate directly with partners, members, and customers in your connected digital experiences. Glance empowers you to guide visitors to the information they need, accelerating onboarding, training, and knowledge sharing. Provide a real-time view with agencies, suppliers, vendors, brokers or any other member of your business ecosystem critical to your success — directly from Experience Cloud.

### Salesforce Industry Clouds

Add in-the-moment, human-to-human experiences to industry-specific journeys and workflows. Connect visually with patients, providers, students, alumni, retail locations, applicants, members, and more — directly from the industry clouds.

DON'T TAKE IT FROM US

"Glance integrated with Salesforce has improved our ability to resolve issues swiftly within a single call and deliver even more 'wow' experiences."

- Partner Implementation Manager, Constant Contact



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