



# How to Select the Right Service Cloud Platform

Service Cloud is the most complete service platform that brings all your customer service needs together in one convenient place. With easy-to-use tools that drive productivity, your team can deliver faster, smarter, and more personalized customer service.

Get started today with Service Cloud. It's easy to set up with clicks not code, doesn't require expensive hardware or software, and is customizable to the way you work. As your revenue and team grows, you can even add more seats or upgrade to another Service Cloud edition with additional features.



**248%**  
ROI over 3 years with payback in <1 year\*

**25%**  
decrease in service/support costs\*\*

**28%**  
increase in agent productivity\*\*

## Choose the Service Cloud edition that's right for your business:

**Essentials**  
Out-of-the-box customer support for small teams

**\$25**  
USD/user/month\*\*\*

Start providing amazing customer service in no time with in-app tutorials and a setup assistant. Connect to customers on email, Facebook, Twitter, and your website with a service console designed to give you everything you need to help your customers, on one screen. Essentials is on the Salesforce Platform, so when your business grows, your solution grows with you. All your data is right where it needs to be.

**Professional**  
Complete service CRM for teams of any size

**\$75**  
USD/user/month\*\*\*

Empower your customer service team with Professional edition. Track your customer cases, manage service contracts and entitlements, automate common business processes, and leverage the best-in-class Service Console. Get real-time business insights with customizable reports and dashboards.

**MOST POPULAR**

**Enterprise**  
Customizable CRM for comprehensive service

**\$150**  
USD/user/month\*\*\*

Unlock the full potential of customer service with Enterprise edition that can manage complex case requirements. Einstein has built-in AI to help you respond quickly with more personalized service so you can boost productivity. Customize Salesforce to your company with custom record types, automate complex business processes, and integrate with any system using our API.

**Unlimited**  
Unlimited service CRM power

**\$300**  
USD/user/month\*\*\*

Transform every customer experience with Unlimited edition. Customize Service Cloud to scale customer service processes and improve productivity. You'll receive Chat for Web and Mobile In-App, a starter pack of Einstein Bot conversations, and Salesforce Knowledge to better service your customers. You'll also have access to 24/7 toll-free support, allowing you to optimize Service Cloud to meet your needs. Get access to several sandboxes for development and testing, build custom objects, and tap into an unlimited number of custom tabs and apps.

\* The Total Economic Impact™ of Salesforce Service Cloud, a commissioned study conducted by Forrester Consulting on behalf of Salesforce.  
\*\* 2021 Salesforce Customer Success Metrics Survey.  
\*\*\* Offer requires an annual contract. Monthly pricing available for Essentials edition.

# Service Cloud Edition Comparison

	Essentials	Professional	Enterprise	Unlimited
<b>Collaborate across your company.</b>				
Chatter	✓	✓	✓	✓
Files	✓	✓	✓	✓
Salesforce Mobile App	✓	✓	✓	✓
Swarming	✓	✓	✓	✓
Slack	\$	\$	\$	\$
<b>Equip service teams with productivity tools.</b>				
Case Auto-Assignment	✓	✓	✓	✓
Case Email Auto-Response	✓	✓	✓	✓
Case Escalation Rules and Queues	✓	✓	✓	✓
Knowledge Base (Read Only)	✓	✓	✓	✓
Lead-Contact Account Management	✓	✓	✓	✓
Omni-Channel Routing	✓	✓	✓	✓
Omni-Channel Supervisor	✓	✓	✓	✓
Service Console App(s)	1	1	✓	✓
Web and Email Case Capture	✓	✓	✓	✓
Case Milestone Tracker		✓	✓	✓
Incident Management		✓	✓	✓
Orders Management		✓	✓	✓
Service Contracts and Entitlements		✓	✓	✓
Advanced Case Management			✓	✓
Einstein Article Recommendations			✓	✓
Einstein Case Classification			✓	✓
Einstein Case Wrap-Up			✓	✓
Knowledge Base (Read Write)	✓	\$	\$	✓
Einstein Case Routing		\$	\$	\$
Einstein Reply Recommendations			\$	\$
<b>Personalize the service experience with digital engagement.</b>				
Social Customer Service Starter Pack	✓	✓	✓	✓
Channel Menu		✓	✓	✓
Self-Service Help Center*	✓		✓	✓
Embedded Service for Chat	✓		\$	✓
Web and In-App Chat	✓		\$	✓
Einstein Bots			\$	✓
Customer Portal			\$	\$
Mobile Messaging (SMS, WhatsApp, Facebook Messenger)			\$	\$
Self-Service Community			\$	\$
Visual Remote Assistant			\$	\$
<b>Transform field service operations.</b>				
Appointment Assistant			\$	\$
Asset Management and Product Tracking			\$	\$
Field Service+			\$	\$
Field Service Contractor			\$	\$
Field Service Contractor+			\$	\$
Field Service Dispatcher			\$	\$
Field Service Technician			\$	\$
Work Order Management			\$	\$

	Essentials	Professional	Enterprise	Unlimited
<b>Get real-time business insights.</b>				
Customizable Reports and Dashboards	✓	✓	✓	✓
Advanced Reporting Features			✓	✓
Service Analytics App			\$	\$
<b>Cross-sell and upsell more easily.</b>				
Opportunity Tracking	✓	✓	✓	✓
Task Management, Activity Feed	✓	✓	✓	✓
Offline Access			✓	✓
Einstein Next-Best Action Starter	5K requests/org/month	5K requests/org/month	5K requests/org/month	5K requests/org/month
Einstein Next-Best Action Unlimited			\$	\$
Einstein Recommendation Builder			\$	\$
<b>Connect service info to any app.</b>				
Email Integration with Outlook	✓	✓	✓	✓
Google Apps Integration	✓	✓	✓	✓
Integration Via Web Service API		\$	✓	✓
<b>Customize and automate processes.</b>				
AppExchange App Integration**	✓	✓	✓	✓
Custom Profiles and Page Layouts	✓	✓	✓	✓
Data Storage Per User	✓	✓	✓	✓
Email Templates	✓	✓	✓	✓
File Storage Per User	✓	✓	✓	✓
Lightning App Builder	✓	✓	✓	✓
Salesforce Flow (Flow + Process Builder)***	✓	✓	✓	✓
Developer Sandbox		✓	✓	✓
Unlimited Custom Applications		✓	✓	✓
Record Types (Per Object)		3	✓	✓
Roles and Permissions		2	✓	✓
Salesforce Identity			✓	✓
Workflow and Approval Automation			✓	✓
Partial Sandbox			1	1
Developer Pro Sandbox		\$	\$	✓
Full Sandbox			\$	1
<b>Get the most out of Salesforce.</b>				
Standard Success Plan	✓	✓	✓	✓
Premier Success Plan	\$	\$	\$	✓
<b>Unify your service processes and people.</b>				
Agent Skilling and Empowerment			\$	\$
Intelligent Forecasting			\$	\$
Omni-Channel Capacity Planning			\$	\$
On-Demand Agent Training			\$	\$
<b>Unite telephony with your CRM.</b>				
Computer Telephony Integration	✓	✓	✓	✓
Service Cloud Voice – Bring Your Own Telephony			\$	\$
Service Cloud Voice with Amazon Connect			\$	\$

✓ Included in base user license    \$ Additional fee applies

\* Salesforce Essentials includes Help Center with up to 5 sites and does not include Lightning Bolt.

\*\* Available as a downloadable application via the AppExchange.

\*\*\* Process and Flow limits vary depending on your Service Cloud edition.

