

Framework 16.0 Solution Conformance

Salesforce solution for omni-channel service in Communications

Self-Assessment Process Mapping Report

Customer Management (1.3.4)

Version 1.0

February 2017

Salesforce is applying for Conformance Certification for its leading industry solution on omni-channel service.

This report maps Business Process Framework processes that can be supported by supporting products from Salesforce.

Table of Contents

1	1.3.4 Customer Management.....	1
1.1	1.3.4.1 Enable Retention & Loyalty	1
1.1.1	1.3.4.1.1 Build Customer Insight	1
1.1.2	1.3.4.1.2 Analyze & Manage Customer Risk.....	3
1.1.3	1.3.4.1.3 Personalize Customer Profile for Retention & Loyalty.....	4
1.1.4	1.3.4.1.4 Validate Customer Satisfaction	6
1.2	1.3.4.2 Establish Customer Relationship	8
1.2.1	1.3.4.2.1 Verify Customer.....	8
1.2.2	1.3.4.2.2 Establish New Customer Identity	9
1.2.3	1.3.4.2.3 Clean-up & Archive Customer Identifying Information.....	10
1.2.4	1.3.4.2.4 De-duplicate Customer Identity	11
1.2.5	1.3.4.2.5 Issue Unique Customer ID	12
1.2.6	1.3.4.2.6 Gather Authentication Information	13
1.3	1.3.4.3 Re-establish Customer Relationship.....	14
1.4	1.3.4.4 Terminate Customer Relationship.....	16
2	Salesforce Products	18
3	Supporting Evidence References (Works Cited).....	19

1 1.3.4 Customer Management

1.1 1.3.4.1 Enable Retention & Loyalty

1.1.1 1.3.4.1.1 Build Customer Insight

LEVEL 4 PROCESS MAPPING DETAILS
1.3.4.1.1 Build Customer Insight
Brief Description <p>Ensure that Service Provider and the customer feel confident that the relationship is founded on up-to-date, accurate and legally compliant information. AM</p>
Extended description <p>The purpose of this process is to ensure that Service Provider and the customer feel confident that the relationship is founded on up-to-date, accurate and legally compliant information. The Service Provider will incorporate into the customer profile, all relevant information gathered through all contacts with the customer (usage pattern, demographics, life stage, household, community of interest, business direction). Customer and market information from other sources may be gathered, which will build a better understanding of the customer. Customer Information must be made available to any process that needs to access it. This customer information will be used to continually refine the means and style of interaction, and the solution sets and customer experience offered. AM</p>
Salesforce Conformance Description <p>Salesforce provides multiple tools and options to gather data and gain insight to deliver a positive customer experience. A single platform for storing customer data enables a 360-degree view of customers across all channels, irrespective of which channel was used to collect customer data. This would allow a Communications Service Provider (CSP) to offer personalized services, while blending their digital and physical (in-store, field service) experiences.</p> <p>The key enablers for building customer insight are Self Service Channels (Communities, Mobile), Salesforce Console (Call Center Agent) and the standard Salesforce UI, capability to add custom objects and extend any standard object with custom fields, and external object to display data stored outside of a CSP's Salesforce organization Please refer to [REF 1.3.4 – 09], [REF 1.3.4 – 10] and [REF 1.3.4 – 11] for additional details.</p>

Salesforce exposes all data (fields in objects) via a REST/SOAP API that provides full CRUD (create, retrieve, update, delete) capabilities. Data stored in external remote systems can be used to create new/update existing records in Salesforce through different options in *Remote Call-In* Integration pattern, as explained in Chapter 5 of [REF 1.3.4 - 14]. Social Studio from Marketing Cloud together with Salesforce new AI engine (Einstein) can provide Sentiment Insights that automatically analyzes the tone and sentiment of customer conversations in 10+ languages in social channels. Salesforce Training Module on Einstein [REF 1.3.4 - 12] provides a screenshot of setup for Sentiment Model for an Admin.

Keeping up-to-date, accurate and legally compliant information for B2B accounts

Salesforce Data.com product provides several ways to keep a CSP's CRM records (in Salesforce) up-to-date by using company information from Dunn & Bradstreet and millions of crowd-sourced contacts. [REF 1.3.4 - 40] provides details on how a Salesforce Administrator can configure the application and setup the sync process.

1.1.2 1.3.4.1.2 Analyze & Manage Customer Risk

LEVEL 4 PROCESS MAPPING DETAILS 1.3.4.1.2 Analyze & Manage Customer Risk
<p>Brief Description</p> <p>Ensure that a consistent customer risk assessment is used across the Enterprise and ensure that risk analysis is based on information collected from all processes. AM</p> <p>Extended description</p> <p>The purpose of this process is to ensure that risk analysis is based on information collected from all processes and that consistent risk assessment is used across the Enterprise. Its purpose is also to track and improve Operations, target and win the right customers and improves Sales Conversion rate. It determines the credit risk, fraud risk, influence risk, and churn risk. It identifies treatments to manage these risks and focuses on using customer information. AM</p> <p>Salesforce Conformance Description</p> <p>In the Winter '17 Release, Salesforce is bringing the power of Artificial Intelligence (AI) as a core feature (Einstein) of Salesforce platform. Einstein adds machine & deep learning, predictive analytics and natural language processing to the core Customer Success Platform. These fundamental AI capabilities can be further enhanced by different Salesforce products across the enterprise. [REF 1.3.4 - 41] provides additional details on what AI features are currently available. Salesforce Intelligence Platform (Einstein) combined with its Analytics Smart Pattern Discovery technology (BeyondCore¹) examines all possible variable combinations in a dataset and exhaustively finds all of the insights, through a combination of machine learning and regression analysis to define mathematical relationships in the data, pointing out which findings are important for the user to examine for risk assessment, and why they are statistically significant, without requiring the business user to build mathematical models or write algorithms. Additional diagrams were provided as a part of detailed submission.</p>

¹ Salesforce has recently acquired BeyondCore in 2016 as a new component of Analytics Cloud (for Smart Data Discovery). As new functional capabilities are being integrated within the Salesforce platform, additional details can be obtained from [here](#).

1.1.3 1.3.4.1.3 Personalize Customer Profile for Retention & Loyalty

LEVEL 4 PROCESS MAPPING DETAILS
1.3.4.1.3 Personalize Customer Profile for Retention & Loyalty
<p>Brief Description</p> <p>Provide the personalization opportunities for customers that will encourage them not to switch to another Service Provider. AM</p> <p>Extended description</p> <p>The purpose of this process is to provide the personalization opportunities for customers that will encourage them not to switch to another Service Provider. Personalization allows delivery of services that more closely match the customer’s need. Collection of Personalization Information also discourages switching since the customer would have to build up the same Personalized experience with the next Service Provider.</p> <ul style="list-style-type: none"> - Business Planning is essential to allow the Service Provider to match the customer’s future retention needs and potential acquisition needs, rather than just continuing with today’s known needs. - Loyalty schemes allow tangible benefits to be offered to good customers in a mass-market. - The process aims to ensure that all information is gathered and used to make the best decisions to retain those customers the Service Provider wants to retain, heighten satisfaction and maintain profitability. <p>This process provides a source of data for performing loyalty and retention marketing campaigns, for retaining existing customers, promoting customer loyalty, winning back customers who have left. It utilizes predictive modeling software to analyze an account, and to return relevant scores, such as: churn score, up-sell score, cross-sell score, bad debt score and customer lifetime value score. Moreover, it utilizes scores for customer analysis and marketing campaign purposes. AM</p> <p>Salesforce Conformance Description</p> <p>In today’s hyper-connected world, customers expect personalized experience during their interaction with a Communications Service Provider (based on the data that a CSP already has about them. This is applicable for all business processes in marketing, sales and service. Providing personalized experience rests on three key pillars – Collection of personalization information,</p>

display of personalization information and Actions based on Personalized information. Please refer to [REF 1.3.4 – 34], [REF 1.3.4 – 35], [REF 1.3.4 – 36], [REF 1.3.4 – 29], [[REF 1.3.4 – 30] and [REF 1.3.4 – 31] for more details. Additional diagrams were provided as a part of detailed submission.

Loyalty and Retention Campaigns:

With the help of Marketing Cloud, a CSP can respond with personalized messages throughout their loyalty journey (acquisition to on-boarding to engagement), based on customer’s past behavior (including interactions with CSP). These personalized messages can focus on educating customers on how to be engaged with the brand and benefits of being a loyal member, and not just selling more products and services. [REF 1.3.4 - 39] is a trailhead module that explains the use of Journey Builder, which a CSP can use to create 1-to-1 customer across email, mobile, social, advertising, and the web

Salesforce considers customer relationship as the pillar for loyalty, based on the firm belief that one doesn’t feel loyal to a faceless brand that is that is hard to interact with. Hence omni-channel solution from Salesforce considers customer community as a channel that can provide incentives for their loyalty by directly engaging with the customer.

Salesforce customers have adopted different approaches in establishing loyalty programs with their customers. Some have used the core products such as Service Cloud, Marketing Cloud and Community Cloud to build such program, whereas some (like Red Robin [REF 1.3.4 - 33]) have also used Salesforce Heroku to build a responsive HTML based loyalty app integrated with Service Cloud through Heroku Connect [REF 1.3.4 - 37]. Finally, we have also seen customers who have purchased Loyalty apps from Salesforce App Exchange.

Predictive Analysis through Smart Data Discovery:

Salesforce Intelligence Platform (Einstein) combined with its Analytics Smart Discovery Tool (BeyondCore) provides a full range of relevant, predictive and descriptive analytics that provides insights on propensity to churn, purchase additional products. Salesforce Einstein can discover and predict at-risk customers and also recommend actions (that can be automated) to prevent churn.

Wave Analytics can analyze data from multiple sources to build insights on customers who have churned or about to churn. Using these data visualizations and insights, a CSP can initiate a campaign for at-risk customers (to churn). It can be an outbound campaign or a campaign to initiate customers to connect with CSP through any channel of customer’s choice. Additional diagrams were provided as a part of detailed submission.

1.1.4 1.3.4.1.4 Validate Customer Satisfaction

LEVEL 4 PROCESS MAPPING DETAILS

1.3.4.1.4 Validate Customer Satisfaction

Brief Description

Validate that predicted/expected value is delivered by the solution and initialize the after-sales processes (billing and assurance) AM

Extended description

The purpose of this process is to validate that predicted/expected value is delivered by the solution and that the after-sales processes (billing and assurance) are initialized. It validates that the customer is capable of realizing maximum value from the operation or use of the solution and that intense Provider involvement is no longer needed to manage the solution.

This process ensures that the customer is satisfied that the solution that was actually delivered meets original or updated expectations and agreements and that the solution is operable by the customer. AM

Salesforce Conformance Description

There are multiple ways that a Communication Service Provider can initialize the customer account record after the completion of after-sales process (setup of billing and assurance). Once fulfillment is completed, and Salesforce is notified (through remote Call in process integration pattern), Salesforce initializes the customer account. Most CSPs (Salesforce customers) do the following:

1. Update of a custom status field to Fulfillment/Order complete.
Initializes a sync process between Salesforce and Billing System. Please refer to [REF 1.3.4 – 14, Chapter 2] for additional details. Salesforce provides capabilities to ensure smooth and frictionless customer experience, irrespective of which channel the customer interaction originates and flows through. Salesforce understands just like our customers; communications customers buy services from their CSP based on perceived value. Salesforce omni-channel solution provides multiple ways to CSPs to validate the customer value by measuring and keeping track of customer value metrics: Salesforce Analytics (Reports and Dashboards), Measure sentiment analysis in social channels, Display Up to Date 360-degree view of customer at each interaction touchpoint, and use of custom survey tools to send surveys.

Salesforce Community Product provides branded spaces to share information, collaborate with customers through managing of social listening and engagement. A CSP can create and customize multiple communities (for sales, service etc.) and transition seamlessly between them. Customer Community gives customers one place to get answers to their questions. Since Community is built on Salesforce platform, standard platform capabilities such as workflows are available to Communities as well. Detailed information (setup and configuration) of Community product can be referenced in [REF 1.3.4 - 32]

1.2 1.3.4.2 Establish Customer Relationship

1.2.1 1.3.4.2.1 Verify Customer

LEVEL 4 PROCESS MAPPING DETAILS

1.3.4.2.1 Verify Customer

Brief Description

Verify that the customer is who they claim they are. AM

Extended description

The purpose of this process is to verify that the customer is who they claim they are. This can be achieved by examination of an identity certification issued by a trusted body (such as governmental agency or other accepted means.) Certification means can be physical (such as Passport or ID card) biometrical or other. AM

Salesforce Conformance Description

Whilst Salesforce does not provide an out-of-the-box solution for this requirement, the capabilities of the platform can be utilized to build and enforce an identity approval process using point-and-click configuration tools.

At the start of the process a customer record will be created, but may be flagged with a custom status field that indicates that identity has not yet been confirmed. Salesforce will act as the central repository to store copies of supporting documents, which may be sent via email or uploaded from a community (portal site).

When the customer record is ready for review, a Salesforce process can be created to enforce a standard confirmation and approval process. When the approval process steps have been completed, the customer record will be unlocked and the status field can be automatically updated to indicate that the customer has now been verified.

[REF 1.3.4 - 18] provides additional details on Salesforce approval process.

1.2.2 1.3.4.2.2 Establish New Customer Identity

LEVEL 4 PROCESS MAPPING DETAILS

1.3.4.2.2 Establish New Customer Identity

Brief Description

Issue a unique Identifier and Authentication information for a new customer without an existing identity. A

Extended description

Not used for this process element.

Salesforce Conformance Description

Every record in Salesforce is issued with a RowID, which is an identifier that is unique across all Salesforce records. In addition to this default ID, administrators may also specify a custom field whose value is automatically generated based on a format mask & sequence. This customer identity sits at the heart of the solution and is exposed across all channels and integration points e.g. call center, community (portal), retail outlet, API etc. This omni-channel approach delivers a seamless experience as the customer progresses through a sales or service journey across multiple touchpoints.

[REF 1.3.4 - 19] discusses the key features of Salesforce Identity management and provides a link to a demo video. There are also links to detailed implementation steps if required.

1.2.3 1.3.4.2.3 Clean-up & Archive Customer Identifying Information

LEVEL 4 PROCESS MAPPING DETAILS

1.3.4.2.3 Clean-up & Archive Customer Identifying Information

Brief Description

After termination, provides 'clean-up' duplicates of customer identifying information that may exist within the organization. Profile and preference information for terminated customer relationships is archived if acceptable to the customer. All relevant parties are informed of the ended relationship. Other processes are triggered to dismantle the customer solution and servicing arrangements as necessary. AM

Extended description

Not used for this process element.

Salesforce Conformance Description

The Salesforce platform provides both declarative (configuration) and programmatic (customization) capabilities to allow the cleanup of customer data as part of the termination process.

As a best practice, Salesforce recommends avoiding/blocking data duplicates, more as a business process rather than at the technology level. Salesforce Blog Post [REF 1.3.4 - 21] highlights what a CSP can undertake to keep data clean within Salesforce. If these practices are followed, we don't envision a need to store cross references of duplicate instances of customer data within Salesforce (though an MDM solution can maintain cross references of customer data in Salesforce and other 3rd party/external applications). However, if a CSP want to set up a process to check for duplicates before termination, an admin can check for duplicate account/contact records manually or with the help of tools (free or paid) that are available on AppExchange.

Salesforce further provides numerous tools to enable archiving solutions to be created: On Platform (through Big Objects), Off Platform (replicated to PostgreSQL database on Heroku platform) and external third party systems. Please refer to [REF 1.3.4 – 14] for additional details.

1.2.4 1.3.4.2.4 De-duplicate Customer Identity

LEVEL 4 PROCESS MAPPING DETAILS	
1.3.4.2.4 De-duplicate Customer Identity	
Brief Description	
Merge multiple records from same customer. AM	
Extended description	
The purpose of this process is to check that the customer does not already have an Identity with the Enterprise. This process is also used to 'clean-up' duplicates of customer identifying information that may exist within the organization. AM	
Salesforce Conformance Description	
Refer to section 1.2.5 (1.3.4.2.5 Issue unique customer ID) for discussion on how the creation of duplicate records can be prevented. Where duplicate contacts (people) are found, Salesforce provides a capability to merge those contacts provided they are associated with the same account (organization).	
[REF 1.3.4 - 20] explains the merge process for duplicate contacts in Salesforce.	

1.2.5 1.3.4.2.5 Issue Unique Customer ID

LEVEL 4 PROCESS MAPPING DETAILS

1.3.4.2.5 Issue Unique Customer ID

Brief Description

Ensure only one customer identity exists across the Enterprise. AM

Extended description

The purpose of this process is to ensure only one customer identity exists across the Enterprise, which can be referenced across the whole Enterprise and allows the customer to quickly and easily identify himself. Before establishing an identity for a new customer de-duplication check is performed. AM

Salesforce Conformance Description

When a user attempts to save a new record, the record is first compared with existing Salesforce records to identify possible duplicates. The criteria used to compare records and identify the possible duplicates are defined by configurable matching rules. Next, a list of possible duplicates is returned.

[REF 1.3.4 - 22] discuss the key features of Salesforce duplicate management and provide further explanation for the concepts of duplicate rules and matching rules to control the behavior of the system.

1.2.6 1.3.4.2.6 Gather Authentication Information

LEVEL 4 PROCESS MAPPING DETAILS

1.3.4.2.6 Gather Authentication Information

Brief Description

Gather Authentication Information from the customer. AM

Extended description

The purpose of this process is to gather information that enables the enterprise to authenticate the customer identity. This information can be documents issued by other authorities (such as ID card or passport) or information that will enable the enterprise to re-authenticate the customer (such as answer to a secret question). AM

Salesforce Conformance Description

When a customer is attempting to gain direct access to a system, Salesforce Identity (refer to 1.2.2 1.3.4.2.2 Establish new customer identity) will enforce the collection of authentication information such as username & password, and may optionally require a second authentication factor. Alternatively, Salesforce can delegate authentication to a 3rd party identity provider.

When a customer is speaking to an employee who needs to verify the customer's identity, Salesforce visual workflows can be used to guide the employee through a series of confirmation steps. [REF 1.3.4 - 23] provides details on how Salesforce Visual Workflow can be implemented.

1.3 1.3.4.3 Re-establish Customer Relationship

LEVEL 3 PROCESS MAPPING DETAILS
1.3.4.3 Re-establish Customer Relationship
Brief Description Re-establish customer relationship. A
Extended description The purpose of this process is to re-establish customer relationship which were suspended or terminated in the past. This process recovers the appropriate customer information along with the past customer interactions and provides them to the operational systems in order to provide continuity in the customer management processes. Pending on the customer status this process performs: <ul style="list-style-type: none">• Change in the status of the customer information in the operational systems• Retrieve customer information from archive systems• Create/Update the retrieved customer information• Restore / retrieve previous customer interactions information A
Salesforce Conformance Description Re-establishing customer relationship depends on where customer details are stored after a customer relationship is terminated - as explained in 1.3.4.2.3 (referring to the archive process) and 1.3.4.4 (referring to the termination process). It also depends on regulation. Often local regulation dictates that a suspended or terminated customer can or cannot be stored in the live systems. At a high level, there are two options to deal with termination: <ol style="list-style-type: none">a) Details of suspended or terminated customer are stored in Salesforce with an appropriate state value (e.g. Terminated).b) Details of suspended or terminated customer are stored in external dedicated systems

In scenario **a)** the re-establishment process can be easily executed by accessing the appropriate Salesforce record through a query on the terminated record type and re-establishing customer relationship by updating the same record type field. This can be achieved through a workflow [REF 1.3.4 - 17] or through the use of an Update Trigger (as explained in [REF 1.3.4 - 15]) or through a scheduled (custom developed) batch job [REF 1.3.4 - 16].

In scenario **b)** Salesforce can easily integrate with third party and external systems in order to seamlessly exchange data. Please refer to [1.3.4 – 010, [REF 1.3.4 – 02], [REF 1.3.4 – 03], and [REF 1.3.4 – 04], [REF 1.3.4 – 14] for more details.

1.4 1.3.4.4 Terminate Customer Relationship

LEVEL 3 PROCESS MAPPING DETAILS

1.3.4.4 Terminate Customer Relationship

Brief Description

Manage termination as appropriate. AM

Extended description

The customer relationship is terminated only if actually appropriate, the wishes of the customer are complied with where possible, records are kept in case the relationship with the customer is re-established, legal and ethical requirements for customer information are complied with. Significant customer life-stage events or business decisions by the Service Provider cause one or both parties to terminate the relationship. The need for complete termination of relationships needs to be differentiated from just terminating all services. The principles behind this include the Service Provider ending a relationship only if the customer ceases to exist, or the customer is fraudulent, the Enterprise decides that it no longer wishes to do business with the customer. All relevant parties are informed of the ended relationship. Other processes are triggered to dismantle the customer solution and servicing arrangements as necessary. AM

Salesforce Conformance Description

Termination process is often dictated by regulatory policies. Often local regulation mandates that a suspended or terminated customer data cannot be stored in the live systems. Based on Service Provider policies and regulation, and business processes, there are three approaches that can be put in place:

- a) Terminated customers, and related data, are kept stored in Salesforce with an appropriate status to mark it and hide it from the normal operational activities.
- b) Terminated customers, and related data, are removed from Salesforce and archived in external dedicated systems.
- c) Terminated customers, and related data, are removed from Salesforce and all customer data are deleted from Service Provider BSS systems. This kind of removal is often required for privacy policies.

Scenario **a**) can be easily addressed by accessing the appropriate records in Salesforce (with appropriate customer status) and updating it, leveraging the Salesforce business automation capabilities, i.e. *Lightning Process Builder*, see [REF 1.3.4 - 05] for details. Scenario **b**) can be achieved by integrating Salesforce with third party and external systems, and seamlessly exchange data. Export and deletion of data can be executed in a batch process, leveraging tool like Salesforce *Data Loader*, see [REF 1.3.4 - 07] for details. Alternatively, export and deletion can be performed based on specific events, with the help of tools such as *Lightning Process Builder* [REF 1.3.4 - 05] and *Apex Callouts* [REF 1.3.4 - 08].

Scenario **c**) can be implemented in a similar way as case b), just without the copy of removed customer data to the external system.

2 Salesforce Products

Salesforce products referenced in this Document:

1. Salesforce Service Cloud
2. Salesforce Community Cloud
3. Salesforce Marketing Cloud
4. Salesforce Analytics Cloud
5. Salesforce Data.com

6.

3 Supporting Evidence References (Works Cited)

[REF 1.3.4 - 01]	Technical Library: Security
[REF 1.3.4 - 02]	Technical Library: Force.com Canvas
[REF 1.3.4 - 03]	Technical Library: Logic Integration
[REF 1.3.4 - 04]	Technical Library: Data Integration
[REF 1.3.4 - 05]	Technical Library: Lightning Process Builder
[REF 1.3.4 - 06]	Technical Library: Integrating with Force.com Platform
[REF 1.3.4 - 07]	Technical Library: Data Loader
[REF 1.3.4 - 08]	Technical Library: Apex Web Services and Callouts
[REF 1.3.4 - 09]	Documentation: Object Reference for Salesforce and Force.com
[REF 1.3.4 - 10]	Trailhead Module - Understand Custom and Standard objects
[REF 1.3.4 - 11]	External Objects: Objects: https://developer.Salesforce.com/docs/atlas.en-us.api.meta/api/sforce_api_objects_external_objects.htm
[REF 1.3.4 - 12]	Trailhead Module: Einstein Features
[REF 1.3.4 - 13]	Documentation: Searchable Fields by Object in Salesforce Classic
[REF 1.3.4 - 14]	Integration Patterns and Practices - Winter 17 Release Document
[REF 1.3.4 - 15]	APEX Developer Guide - Triggers
[REF 1.3.4 - 16]	APEX Developer Guide - Batch Apex

[REF 1.3.4 - 17]	Documentation on Workflow
[REF 1.3.4 - 18]	Technical Library: Salesforce approval process
[REF 1.3.4 - 19]	Identity Implementation Guide - Salesforce Identity Management
[REF 1.3.4 - 20]	Salesforce Help Documentation Salesforce merge duplicate contacts
[REF 1.3.4 - 21]	Salesforce Blog - Clean up your data
[REF 1.3.4 - 22]	Salesforce Duplicate Management- Salesforce Winter 17 Release
[REF 1.3.4 - 23]	Implementation Guide - Salesforce Visual Workflow
[REF 1.3.4 - 24]	Send email Example
[REF 1.3.4 - 25]	Salesforce Live Message
[REF 1.3.4 - 26]	Mobile Push Notifications
[REF 1.3.4 - 27]	Documentation - Tips and Hints for Record Types
[REF 1.3.4 - 28]	Developer Documentation - Record Type Objects
[REF 1.3.4 - 29]	Developer Documentation - External Objects
[REF 1.3.4 - 30]	Documentation - Social Accounts, Contacts and Leads
[REF 1.3.4 - 31]	Complete Guide to Social Customer Service: Winter Release 17
[REF 1.3.4 - 32]	Getting started with Communities: Winter Release 17
[REF 1.3.4 - 33]	Heroku: Red Robin Uses Salesforce and Heroku to Build a Next-Generation Loyalty Platform
[REF 1.3.4 - 34]	SOAP API Developer Guide - Account Object
[REF 1.3.4 - 35]	SOAP API Developer Guide - Contact Object
[REF 1.3.4 - 36]	Salesforce Trailhead Module - Create Custom Objects and Fields
[REF 1.3.4 - 37]	Product Details - Heroku Connect

[REF 1.3.4 - 38]	Salesforce CRM Dashboards - Winter 17 Release Document
[REF 1.3.4 - 39]	Trailhead Module: Learn About Builders
[REF 1.3.4 - 40]	Implement Data.com Clean: Winter Release 17
[REF 1.3.4 - 41]	Winter '17 Einstein Release Preview