# Understanding Salesforce Experience Cloud

The Salesforce Experience Cloud (formerly Community Cloud) empowers partners and representatives beyond the walls of your organization. The Salesforce Experience Cloud is where customers, partners, and employees can get useful information or help from a business.

You can add the power of consent-driven multi-channel business messaging to your Salesforce Experience Cloud and enable affiliates, partners, resellers, and vendors to:

- Converse one-to-one from your CRM
- Converse on-the-go via SMS-Magic mobile app
- Reach a wider audience with a personal touch
- Standardize and speed up conversations