

EINSTEIN *for* SERVICE:

salesforce

AI-POWERED CUSTOMER SERVICE

The world of customer service is changing. Customers seek a personal and emotional connection with brands and expect consistent and seamless connections across all channels. But given that customers have more touchpoints with brands than ever before, it can be difficult to make quality connections at scale. The power of automation and AI can help.

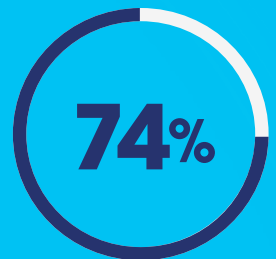
HOW CUSTOMER SERVICE ORGANIZATIONS USE AI



gather basic information from customers*



automate handling of routine customer issues*



use case classification and routing*

EMPOWER CUSTOMERS AND AGENTS WITH INTELLIGENCE *in* EVERY EXPERIENCE

With Einstein, artificial intelligence is built right into the Salesforce Platform. With smart predictions, recommendations, and chatbots, you'll make customers happier and agents more productive.

AUTOMATE COMMON SERVICE INTERACTIONS

Quickly engage customers on their preferred channels, in their own natural language, to help them find answers to common questions and resolve routine requests with **Einstein Bots**. If your customers need more help, Einstein Bots gather enough qualifying information for a seamless agent handoff.

ASSIST AGENTS *and* EMPLOYEES

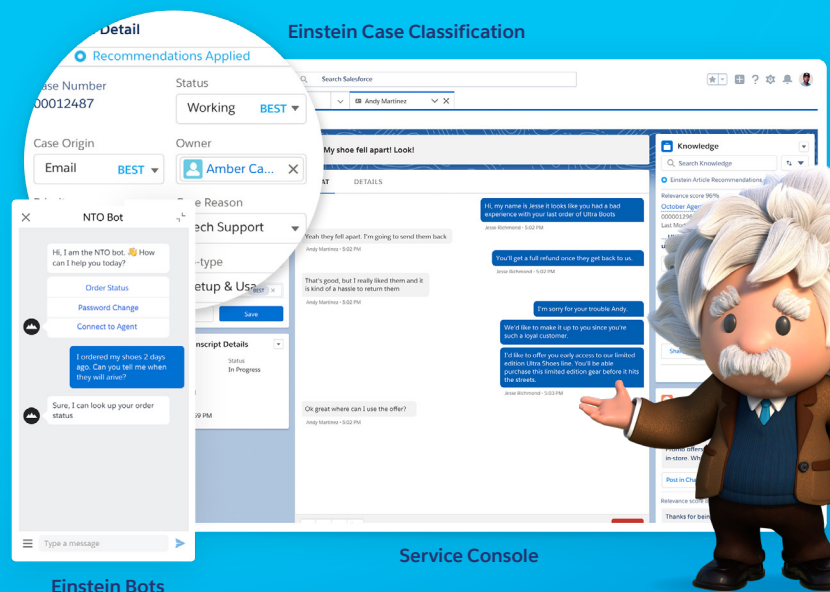
Apply machine learning to all your CRM data with Einstein for Service. Save agents time populating case details with predictions from **Einstein Case Classification**. Automatically apply those predictions and use existing rules to push cases to the right agents with **Einstein Case Routing**.

Show your agents the most helpful knowledge articles based on the context of the case and the way articles were used in the past with **Einstein Article Recommendations**.

OPTIMIZE SERVICE WITH ACTIONABLE INSIGHTS

Serve the right action and trigger the right process at the right time to your agents and customers with contextual recommendations from **Einstein Next Best Action**.

Help your managers and agents make more informed decisions with **Service Analytics**. Gain visibility with prebuilt dashboards, and see case volumes, worker activity, chatbot performance, and more.



*"State of Service," Salesforce Research, March 2019.

GETTING STARTED

Step 1

Learn more about how AI can transform your customer service.

[Read the Blog Post](#)

Step 2

See how AI can help you deliver world-class customer experiences.

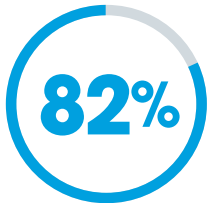
[Take the AI for Service Trailmix](#)

Step 3

Explore our collection of prebuilt Einstein Bots.

[See Einstein Bots on AppExchange](#)

RESULTS FOR AI-POWERED CUSTOMER SERVICE ORGANIZATIONS



saw an increase in first contact resolution*



saw an increase in CSAT or NPS*



saw an increase in agent morale*

LICENSE COMPARISON

	INCLUDED WITH SERVICE CLOUD EE OR UE LICENSES ¹	AVAILABLE TO ADD ON
EINSTEIN ARTICLE RECOMMENDATIONS	✓ Unlimited for agent users	✗
EINSTEIN BOTS ¹	✓ 25 conversations per user per month	✓ Additional conversation bundles
EINSTEIN NEXT BEST ACTION	✓ 5,000 requests per month per org ²	✓ Unlimited for agent users
EINSTEIN CASE CLASSIFICATION	✓ Batched recommendations, single data segment	✓ Real-time recommendations, up to 5 data segments
EINSTEIN CASE ROUTING	✗	✓ 2,000 case routing predictions per agent user per month
SERVICE ANALYTICS	✗	✓ 20 prebuilt dashboards

¹ Einstein Bots is available with Service Cloud UE or Digital Engagement user licenses. Each applicable license is provided with 25 Einstein Bots conversations per month.

² Included in all editions (Essentials, PE, EE, UE) for core products.

* "State of Service," Salesforce Research, March 2019.

For More Information

Contact your account executive to learn how we can help you accelerate your CRM success.

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