SALESFORCE PLATFORM

Did you know most features come standard with your initial purchase? Maximize your ROI with the latest innovations across the World’s #1 Platform.

SALESFORCE.COM/RELEASES

Platform - Services

BUSINESS USER

Einstein Recommendation Builder

Deliver AI-driven, personalized recommendations to customers by matching records from one Salesforce object to another. Tell Einstein which Salesforce objects to learn from, customize your settings, and put your AI recommendation to work in an Einstein Next Best Action strategy.

WATCH DEMO  LEARN MORE >

DEVELOPER

Customer 360 Privacy Center Enhancements

Make it easier to keep consent data in sync across multiple records by using a single API to simultaneously update or write consent for multiple matching records. Automatically create an individual record and connect multiple related records to it.

WATCH DEMO  LEARN MORE >
DATA ARCHITECT

Customer 360 Data Manager: Data Validation Dashboards

Visualize your source and Global Profile data within Customer 360 Data Manager via embedded pre-built TableauCRM dashboards. Understand how different match rule scenarios or additional data sources/objects affect Global Profile consolidation rates, confirm data quality and global profile composition, and identify data source and object overlap within Global Profiles.

LEARN MORE >

ADMIN

Guidance Center

With Guidance Center, Admins can access personalized guided setup and onboarding resources that align to their experience level and business goals and help set their Salesforce implementation up for success.

LEARN MORE >

Platform - Applications

DEVELOPER, BUSINESS USER

Salesforce Shield for Surveys

Protect sensitive customer data collected in Surveys with native encryption, helping you to meet regulatory compliance mandates. Ensure that data is encrypted from Salesforce users, including admins.

LEARN MORE >
BUSINESS USER

Salesforce Scheduler: Next Available Resource

List resources with the earliest availability at the top in the appointment booking flow. This new scheduling default helps you service customers more quickly, while maximizing resource availability.

LEARN MORE »

BUSINESS USER

Einstein Relationship Intelligence

Uncover rich, contextual insights about your clients and their relationships with a new intelligence engine that surfaces information from the web and internal documents.

BUSINESS USER

Salesforce Feedback Management: Customer Lifecycle Map Enhancements

Ensure you’re collecting feedback at the interactions most important to your business by easily defining trigger rules when setting up Customer Lifecycle Maps.

LEARN MORE »
ADMIN

**Flow Builder for Salesforce Surveys**

A new out of the box action to send Surveys in Flow Builder will allow you to address more complex survey distribution rules ensuring you’re gathering feedback from the right customers at the right time.

[LEARN MORE](#)

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BUSINESS USER

**Salesforce Scheduler: Resource Prioritization**

Prioritize resources in an appointment booking flow by only returning resources that meet the selected filter criteria, or through manual prioritization, giving field-level managers more control over resource utilization.

[LEARN MORE](#)

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ADMIN

**Decision Tables**

Streamline business processes with a framework for complex rules. Create if/then scenarios using multiple inputs in Decision Tables and activate it in Flow Builder to activate multiple outcomes.

[LEARN MORE](#)
**Dynamic Actions Enhancements**

In Spring ’21, Dynamic Actions is now GA for additional objects and mobile! Harness the power of Dynamic Actions on Accounts, Contacts, Leads, Opportunities and Cases for Lightning Experience Desktop, and on Custom Objects in Mobile.

**Multi-Factor Authentication Assistant Enhancements**

With Spring ’21, the new Multi-Factor Authentication Assistant empowers admins to prepare for and roll out MFA to users, all from a central hub in Setup. In addition, to monitor the health and security of your org we have created a MFA adoption metric in Optimizer to allow you to track the number of users who are not using MFA/SSO to log in, and assist them in the transition to doing so.
Lightning Web Components: Local Development Enhancements

Customers can now build, test and debug Lightning Web Components right from a project. Without pushing to a Salesforce org, developers can now make changes to their LWCs and immediately see those changes rendered in a browser or a mobile emulator.

Salesforce Flow: Debug Tool Enhancements

Admins can now start debugging unexpected issues with their Flows in a single click with a brand new, bleeding-edge, app-native Flow production debugger. Goodbye to the days of spending hours trying to reproduce bugs, and welcome to era of unbridled automation productivity!

Salesforce Flow: Record-Triggered Enhancements

Triggered Flows just got better with new ways to dynamically use record data - you can access the record’s value prior to the trigger to create more complex logic; and you can trigger new paths based on the record’s date and time fields, like close date or renewal date.
Localization Support in App Builder

Enable Admins to create fully translatable component labels including tab labels on lightning pages and empower users across languages and geographies. Save costs of creating and maintaining lightning pages in different languages for different profiles by invoking reusable labels with translations in multiple languages.