What’s driving the need to integrate AI into contact centers? The rising expectations of consumers. And while they may not know it, consumers experience the benefits of AI in applications they use every day, like Siri in smartphones, recommendation engines on Amazon, and facial recognition on apps like Facebook. In fact, it’s the “AI in the applications” that makes the customer experience better. This “consumerization” of AI has created new customer expectations your business must meet and exceed, or risk losing your customers to competitors who are innovating customer service.

It’s been difficult for customer service professionals to truly understand how they can apply AI and improve the metrics they are held accountable for every day: reducing call volume, average handle time, FCR, CSAT, NPS, and so on.

And with any new technology like AI comes excitement and hype. By understanding how Salesforce’s overall approach to AI is different, you can see how AI can directly enhance customer experiences. In fact, Einstein for Service, Salesforce’s AI solution for customer service, is so revolutionary, it’s predicted to completely reshape the future of contact centers and customer experience. Let’s compare the classical approach to the Salesforce AI approach to see how your contact center can benefit.

### Challenges with the Classical Approach to AI

In comparing AI solutions, most are not connected to a CRM platform or the customer service application. The problem with that is AI is only as smart as the customer data it can connect and interact with. With most AI solutions not being built-in, it’s at best a concierge for knowledge-base articles. Here are some of the issues:

**Complicated Development Process:** It’s a very complex, multistep development, modeling, and integration process requiring extensive time, resources, and skill.

**Expensive and Extensive Staffing:** Delivering AI requires highly specialized teams of data scientists, application developers, and UX/UI designers.

**Long Time to Value:** Because of the complex, multistep process, it requires significant up-front and ongoing investment.

### The Salesforce Approach to AI in Customer Service

Contact centers are fast paced. Customers want answers now. Say hello to Einstein for Service, Salesforce’s approach to AI. Our goal was to make it easier for contact centers large and small to deploy AI and get business results quickly. We took the time to embed AI into our CRM platform and our customer service apps, and deliver it with a UX interface so it’s simpler for any company to set up and provide impactful customer and agent experiences.

So unlike the classical approach, which requires long development and implementation cycles, you are able to immediately take advantage of the built-in, advanced machine learning, deep learning, predictive analytics, natural language processing, and smart data discovery with every one of your customer service processes, workflows, and interactions. Let’s take a look at a couple of ways AI can transform your contact center.

### AI Empowers Agents’ Productivity and Delivers Better Experiences

Agents have a tough job, and without the right tools, it’s difficult for them to provide great experiences, solve a customer’s problem, and at the same time improve their efficiency and effectiveness. AI to the rescue! Here are some of the ways AI can empower your agents:

**Triage and Prioritize Work:** Einstein Case Classification helps your agents quickly understand and prioritize their work. Because the AI solution is embedded in the CRM platform and our customer service application, it easily learns from the context of the request and compares it to past cases using machine learning to pre-fill fields and save agents time. With these insights, AI can put the right work in the hands of the right agent, and save them time in responding to your customers.

**Deliver Intelligent Recommendations:** Our out-of-the-box AI solution makes agents more productive and efficient by assisting them with intelligence for more complex cases. As the agent starts to work on a case, Einstein Article Recommendation uses machine learning to assess the current case and compare the case to previous cases as well as to knowledge-base articles. It then serves up the right article to the agent, providing a world-class, omni-channel service experience.

**Optimize Service Delivery:** By integrating your business rules and powerful predictive models, you can deliver optimal recommendations – the right answer or offer at the right time – to agents with Einstein Next Best Action. In addition, Service Analytics gives managers insights into contact center operations and helps your agents understand customers and deliver enhanced customer experiences.

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*Einstein Bots is available today for Chat, and will be available for messaging like SMS in 2019.*
Empowering Self-Service with AI

Einstein Bots are your customer service agents’ new favorite co-worker. They allow customer service organizations to put answers in their customers’ hands faster with AI-powered, CRM-connected chatbots that are natively integrated into Salesforce’s real-time chat and mobile messaging channels. With advanced natural language processing technology (NLP), Einstein Bots can understand your customers’ requests and take action to deliver the right answer or information in real time. With Einstein Bots, you can:

Deflect inquiries by automating routine requests with AI.
Einstein Bots resolve routine requests such as order status, returns, changing service plans, product setup, and more, by collecting and qualifying customer information. And using process automation, customers can self-serve more efficiently and it frees agents to focus on more complex issues.

Reduce handle time with seamless agent handoff.
For more complicated requests or issues that require a human touch, Einstein Bots are still on the front line. They collect and qualify customer information for a seamless agent handoff with the native integration into service channels and the agent console.

Create, train, and deploy quickly with Bot Builder.
Einstein Bots can be created by any Salesforce administrator with clicks, not code. Einstein Bots can be trained with your existing customer service data or packaged solutions from AppExchange, and can be connected to existing business processes to take action on your customers’ requests.

Get Started Now

With Einstein, every customer service organization can use AI to:

• Reduce call volume (call deflection via self-service)
• Reduce average handle time (AHT)
• Increase first contact resolution (FCR)
• Increase agent productivity, morale, retention …
• Increase CSAT, NPS, customer lifetime value (CLV), and more

And now for the best part. Service Cloud Enterprise Edition customers with Live Agent webchat licenses and Unlimited Edition customers now have limited quantities of Einstein Bots conversations automatically included with their licenses. That means you can get started now.

Interested in learning more about AI for customer service? Check out our Trailhead module on how AI is transforming CRM with smart predictions, intelligent recommendations, and timely automation. And ask your account executive to learn how you can accelerate your customer service success with AI, and understand the requirements to add AI to your contact center.

References:

Gartner | Forrester | Sloan Review

For more information about Einstein for Service, contact your account executive to learn how we can help you accelerate your customer service success. Or call us at 1-800-667-6389.

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