EINSTEIN for SERVICE: 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.

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.

HOW CUSTOMER SERVICE ORGANIZATIONS USE AI

- **81%** gather basic information from customers*
- **75%** automate handling of routine customer issues*
- **74%** use case classification and routing*

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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.

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

- **82%**
  saw an increase in first contact resolution*

- **79%**
  saw an increase in CSAT or NPS*

- **75%**
  saw an increase in agent morale*

LICENSE COMPARISON

<table>
<thead>
<tr>
<th>INCLUDED WITH SERVICE CLOUD EE OR UE LICENSES¹</th>
<th>AVAILABLE TO ADD ON</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EINSTEIN ARTICLE RECOMMENDATIONS</strong></td>
<td>✔ Unlimited for agent users</td>
</tr>
<tr>
<td><strong>EINSTEIN BOTS¹</strong></td>
<td>✔ 25 conversations per user per month</td>
</tr>
<tr>
<td><strong>EINSTEIN NEXT BEST ACTION</strong></td>
<td>✔ 5,000 requests per month per org²</td>
</tr>
<tr>
<td><strong>EINSTEIN CASE CLASSIFICATION</strong></td>
<td>✔ Batched recommendations, single data segment</td>
</tr>
<tr>
<td><strong>EINSTEIN CASE ROUTING</strong></td>
<td>✗</td>
</tr>
<tr>
<td><strong>SERVICE ANALYTICS</strong></td>
<td>✗ 20 prebuilt dashboards</td>
</tr>
</tbody>
</table>

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.


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