

# Get to know Salesforce Einstein!



Salesforce has created a new tool to allow users to be smarter at every turn with Salesforce Einstein. Einstein is artificial intelligence (AI) built into the core of the Salesforce platform – providing advanced predictive capabilities for sales, service, and marketing. If you’re working in sales, Einstein helps by automatically capturing sales activities and logging customer data – and in turn anticipates next best practices. For service cloud, Einstein can route and classify your cases, recommend solutions and knowledge articles, and Self-service communities and automated assistants. Finally, Marketing gets a boost with automatically scoring the likelihood to open an email or subscribe to a newsletter, which sends messages at the right time, when a customer is most likely to engage. Whatever your needs may be, we can help you navigate your platforms adaptation with Salesforce Einstein.

For more information on this & other great ways to customize your Salesforce, visit us at [www.highfillservices.com](http://www.highfillservices.com); or email directly at: [info@highfillservices.com](mailto:info@highfillservices.com)

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