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# Serviceinnovation im Zeitalter der KI

Christian Baumgärtel, Service Cloud

T



# Generative AI is Disrupting Every Industry



**84%**

of leaders believe Generative AI will help their organization better serve customers\*

## THE WALL STREET JOURNAL.

CIO JOURNAL

### Generative AI Makes Headway in Healthcare

Providers are tapping ChatGPT technology to summarize patient visits, assist in research

## INSIDER

FINANCE > FINANCE

### ChatGPT and Generative AI in Financial Services: Reality, Hype, What's Next, and How to Prepare

## Forbes

### Six Ways Retail Can Leverage Generative AI To Transform Business



# What is Generative AI?

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GPT = Generative Pre-Trained Transformers

AI of the Past



**Traditional  
Neural Networks**

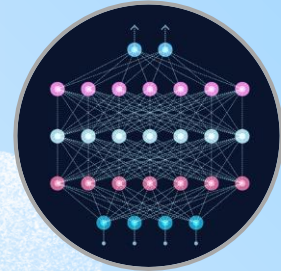
Millions of parameters

Classification

Prediction & Recommendation

Image & Text Recognition

AI of the Future



**Large Language  
Models**

Billions of parameters

Pre-trained data

Understanding relationships between  
data

Creating content (text, image, video,  
sound, and more)



# AI Is Disrupting Our World and Customers Are Expecting More

Forbes  
**How ChatGPT Will Forever Change Customer Expectations**



Today's Customer

**MORE Speed**

Today's customer has a need for speed  
Forbes

**MORE Personalization**

Most consumers will trade their data for personalisation  
ZDNET

**MORE Convenience**

**75%** would switch companies if a competitor was more convenient  
CMSWIRE

# But there's an **AI Trust Gap** in Customer Service

Companies

AI is the  
**#1**  
priority for CEOs

Hallucinations

Lack of Context

Data Security

Toxicity and Bias

Model Integrations

Customers

**59%**  
of customers don't trust  
companies with their  
data

# Get Started With Service Cloud Einstein

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1

## Build Your Source of Truth

Relevant AI requires reliable data

SHORT TERM  
Refine your knowledge base

LONG TERM  
Connect & harmonize your data

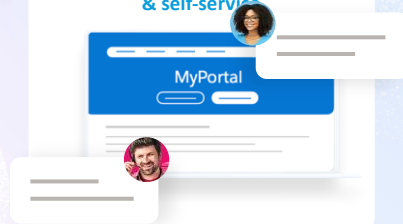


2

## Connect Digital Channels

Real-time channels for richer Generative AI experiences

Deploy messaging & self-service



3

## Launch Your AI Journey

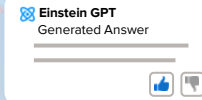
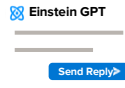
Set up your AI foundation for Generative AI

Create & test AI models



## Create Trusted Generative AI-Powered Experiences

Faster, more personalized service – at scale





# Predictive & Conversational Customer Service AI



## AUTOMATE

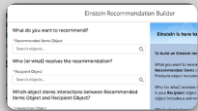
### Bots\*

Help customers find answers without having to speak to an agent



### Recommendation Builder

Deploy real-time, personalized recommendations to drive revenue



### Case Classification in Flow

Triage cases based on AI-powered recommendations using ML



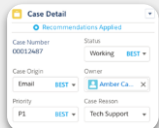
### Article Recommendations in Flow

Automate responses with knowledge articles using ML



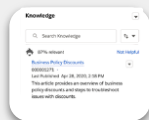
### Case Classification

Predict relevant case details in any language with ML



### Article Recommendations

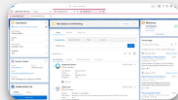
Identify & recommend the best articles based on case details & text



## ASSIST

### Case Routing

Use route rules to deliver cases from any channel to the right queue



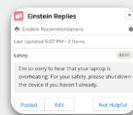
### Case Wrap up

Leverage ML to suggest field values based on closed cases & transcripts



### Reply Recommendations

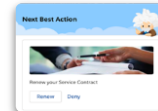
Use a catalog of common replies & recommend the right, contextual response



## OPTIMIZE

### Next Best Action

Surface personalized recommendations based on Salesforce & non-Salesforce data



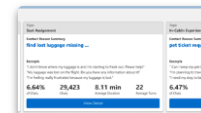
### Service Intelligence

Empower agents with actionable insights in their flow of work



### Conversation Mining - In Beta

Save time analyzing case data by automatically identifying the most common contact reasons



Service Cloud Einstein

Service Cloud, the World's #1 Service Platform





# CX Cloud

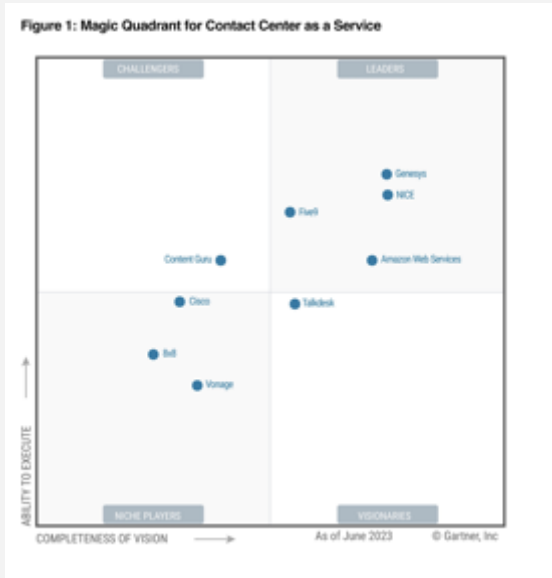
from Genesys and Salesforce

*The future of AI-powered customer experiences*



# Genesys and Salesforce are recognized as leaders by Gartner

A Leader in 2023 Gartner® Magic Quadrant™ for “Contact Center as a Service”



Salesforce Recognized as a Leader in 2021 Gartner Magic Quadrant for CRM Customer Engagement Center

<https://www.salesforce.com/news/stories/salesforce-is-a-leader-in-2021-gartner-magic-quadrant-for-crm-customer-engagement-center/>



Tableau from Salesforce Recognized as a Leader in 2023 Gartner® Magic Quadrant™ for Analytics and Business Intelligence Platforms

<https://www.salesforce.com/news/stories/gartner-magic-quadrant-analytics-2023/>

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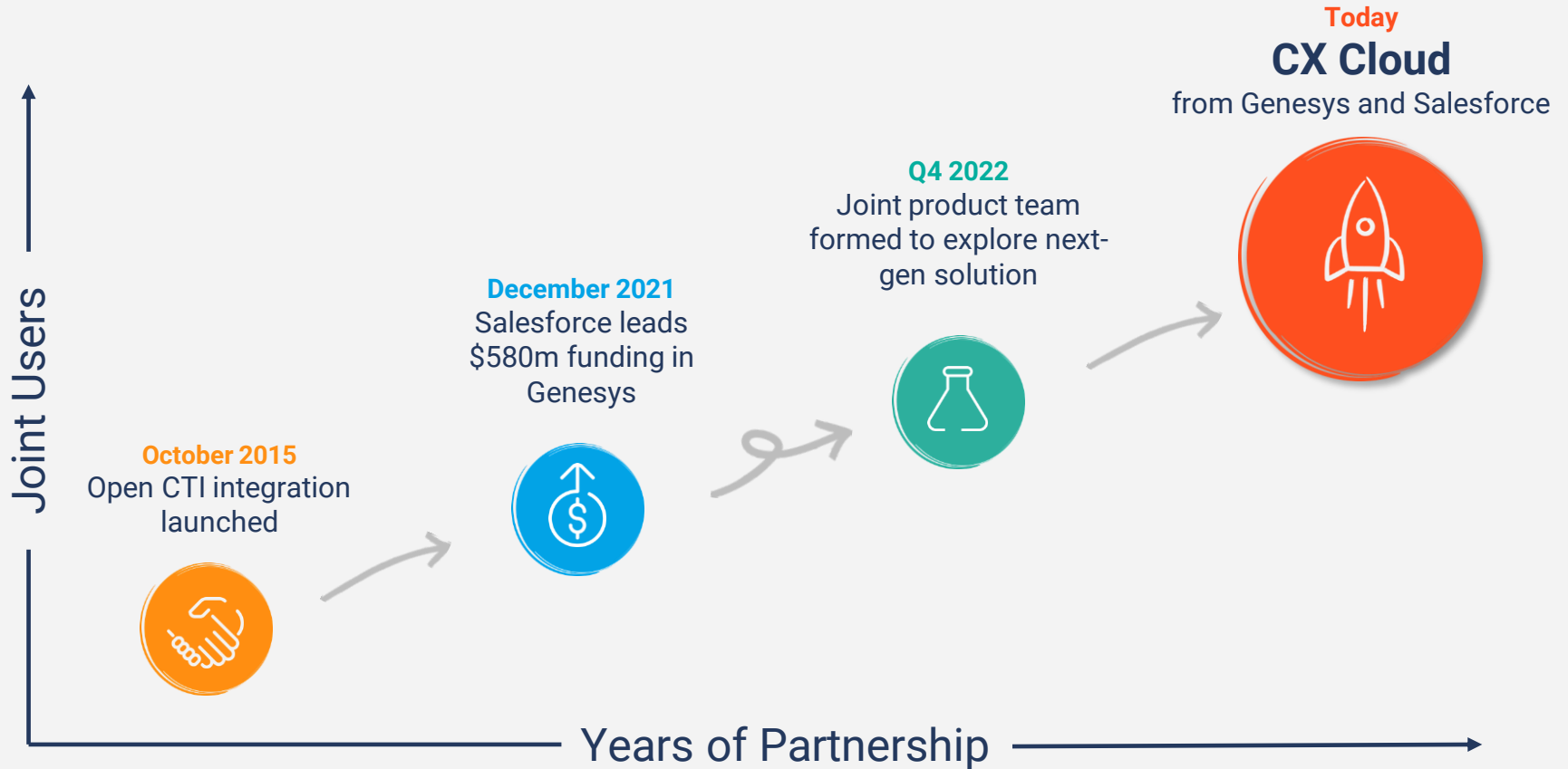
Source: Gartner Magic Quadrant for Contact Center as a Service, Drew Kraus, Steve Blood, Pri Rathnayake, Pankil Sheth, 7 August 2023

This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Genesys.

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# Unify CRM and CCaaS like never before



# Consolidate your customer and employee experiences into a single solution



## One common data schema

Eliminate data blind spots, enrich AI, and power personalized self-service and agent-led conversations with free-flowing, pre-integrated data.



## One smart workspace

Empower your agents & supervisors with context, AI powered assistance, performance metrics and training in a single unified desktop.



## One orchestration engine

Build brand loyalty and reduce operational costs with consistent, personalized interactions across the customer's choice of channels, AI powered bots and agents.



## One workforce Management

Monitor and improve performance and quality by transferring the skills, knowledge, and behaviors of top performers to your entire workforce.







# How the Einstein Trust Layer Works



CRM apps



Customer, company, and outcome data

Prompt

Secure data retrieval

Dynamic grounding\*

Data masking

Prompt defense

Audit trail

Data demasking

Toxicity detection

Response

Zero retention

Secure gateway



Einstein Trust Layer

## Models

Hosted models in Salesforce trust boundary

Bring Your Own Models, on Your Infrastructure

External models with shared trust boundary

"Future functionality. Any unreleased services or features referenced here are not currently available and may not be delivered on time or at all. Customers should make their purchase decisions based upon features that are currently available."





# Thank you

