



Forward-Looking Statements

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salesforce

Salesforce Einstein

すべてのビジネス
ユーザーのためのAI

早川 和輝
プロダクトマーケティング
マネージャー

成田 麗子
インサイドセールス本部
コマーシャル事業部
第一営業部 部長



AI はわたしたちの身边で活躍している

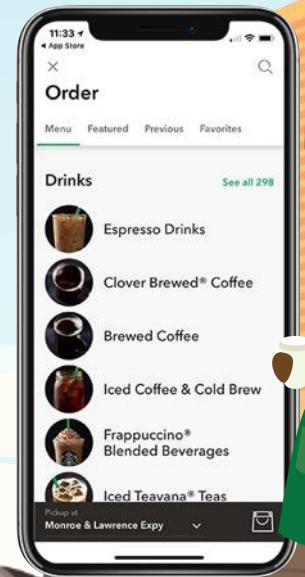
“朝のジャズ” プレイリストを
再生します

Google, 朝のプレイリストを再生して

自宅で



通勤中に



仕事の前に



Salesforce Einstein

スマートな CRM アシスタント



DISCOVER

マーケティング
キャンペーンの
効果はどうだったか？

PREDICT

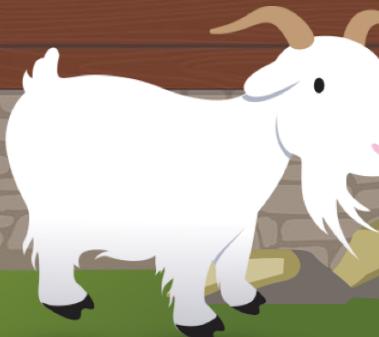
来期の営業の
売上予測はいくらか？

RECOMMEND

どの製品を
このお客様は
買っててくれるか？

AUTOMATE

問い合わせの
対応件数を
どのように増やせるか？





Automate
自動化

Recommend
推奨

Predict
予測

Discover
発見

Mrs. Rachel Adams

22% Renewal Confidence

TOP PREDICTIVE FACTORS

- Customer Sentiment is 65% Positive
- Customer Tenure is 21 Months
- Payment Method is Direct Debit

Recommendations

Offer Auto Renew

In Insights

Email

All Search Salesforce

Insurance Sales Home Chatter Leads Accounts Contacts Opportunities Service Requests Policies Analytics Reports Help

Mrs. Rachel Adams

Car Home Pet Motorbike Caravan

Trend (Premium, NPS & Cases)

Premium Collected

Sum of Premium Collected Max of NPScore Sum of Cases

2013 2014 2015 2016 2017

NPS Score

Overall Average: 7.4

Activity Tracker

Sum of Activities

Yearly Target

Policies (3)

POLICY NUMBER POLICY TYPE POLICY STATUS POLICY PREMIUM

PN-00196 Auto Cancelled \$895.56

PN-00197 Home Active \$978.65

PN-00273 Specialty Cancelled \$2,370.00

View All

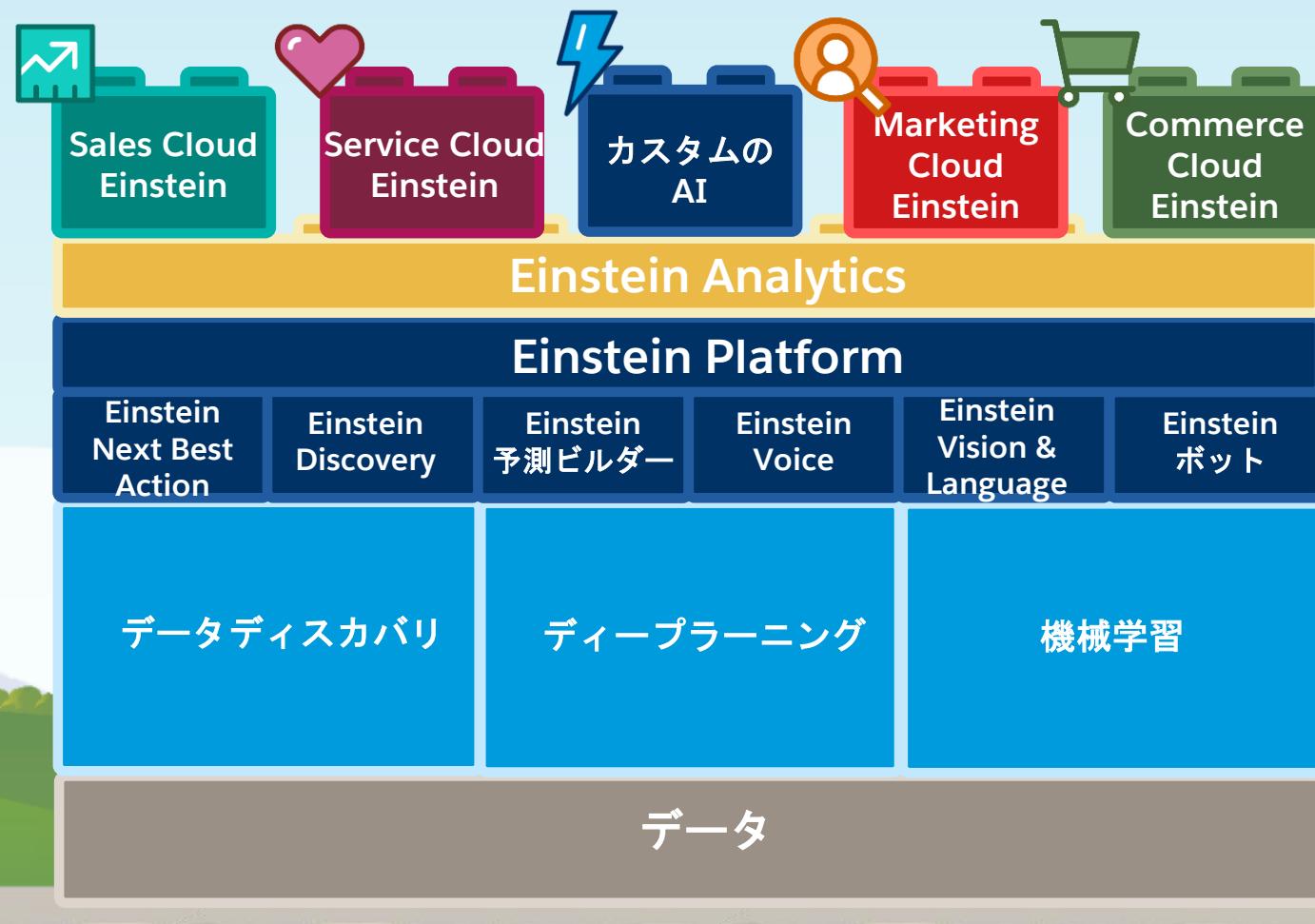
Opportunities (1)

Rachel's new car



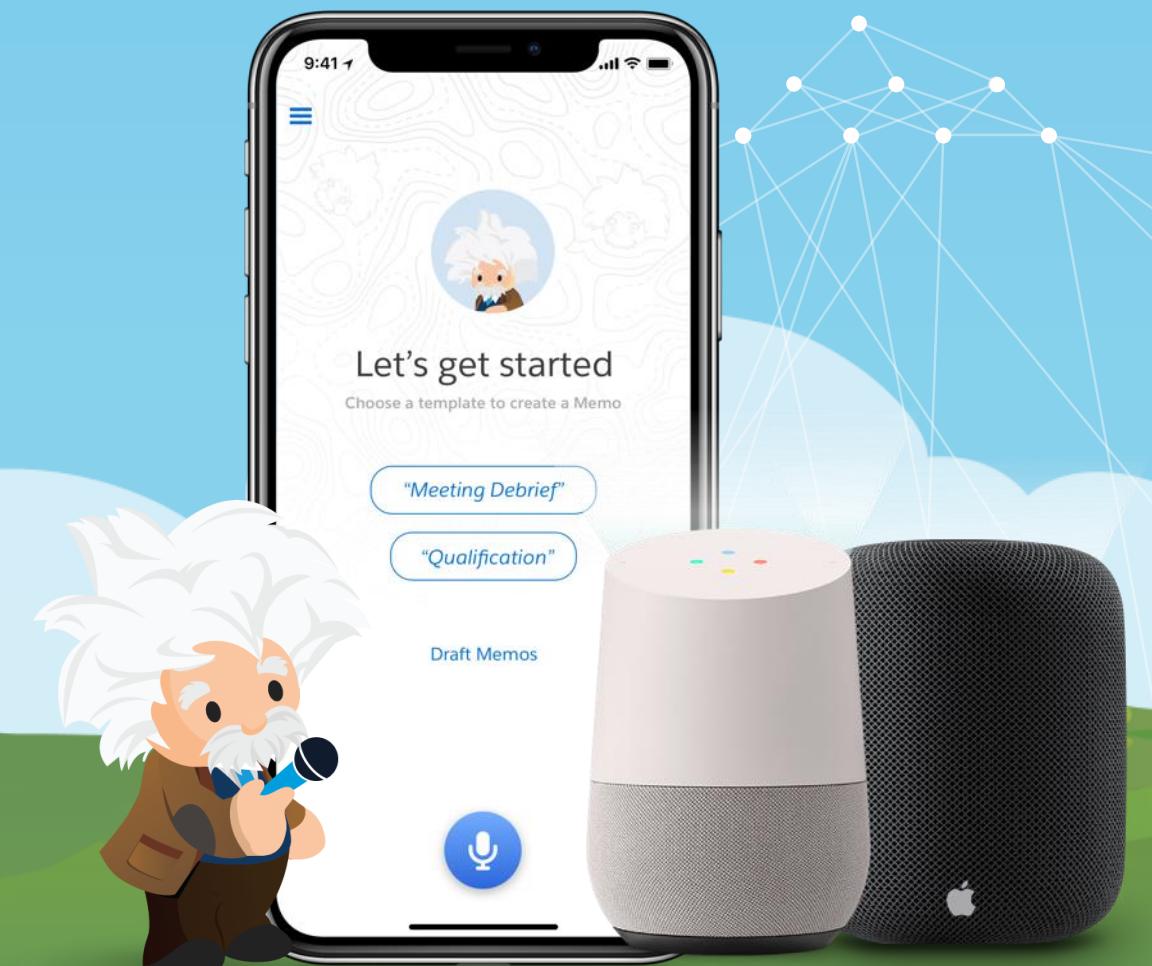
Einstein Platform によってAIアシスタントを実現

Salesforce Einstein は誰もが使えるデータサイエンティスト

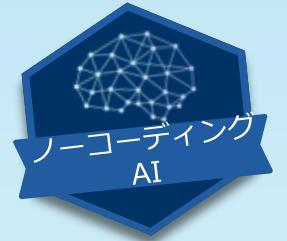


Einstein Voice

“Hey Einstein”



AI によるデータの分析と予測



The image shows two screenshots of Salesforce's AI-powered analytics and predictive tools.

Einstein Analytics Screenshot: This screenshot shows a dashboard titled "Equipment Monthly Cost Analysis". It includes a bar chart comparing "Global Call Center" and "Sales Call Center" costs, with "Sales Call Center" being higher at approximately 40K. A callout box highlights a recommendation: "Promotion is BOGO may be affecting Revenue when Product is combined Harvester". Another section shows "Areas that may have a positive impact" with a bar chart where "Display" has the highest value of 78. A third section shows "Areas that may have had a negative impact" with a bar chart where "Sales Rep is Justin B" has the lowest value of 14.

Einstein Predictive Builder Screenshot: This screenshot shows a customer profile for "Jim Hamington" with the title "President and CEO". A circular callout highlights the "Likelihood of Attrition" section, which displays a score of 6 and lists top predictive factors: "Customer Tenure is 7 years", "Money Outflows Last 30 Days is -\$35,000", and "Mailing State/Province is NY". Below this, there are sections for "Einstein Customer Sentiment" (a gauge showing "Happy") and "Activity" (a list of recent interactions).

Einstein Discovery in Einstein Analytics
数百万行のデータを自動で分析し、
数分でレコメンデーションを提供

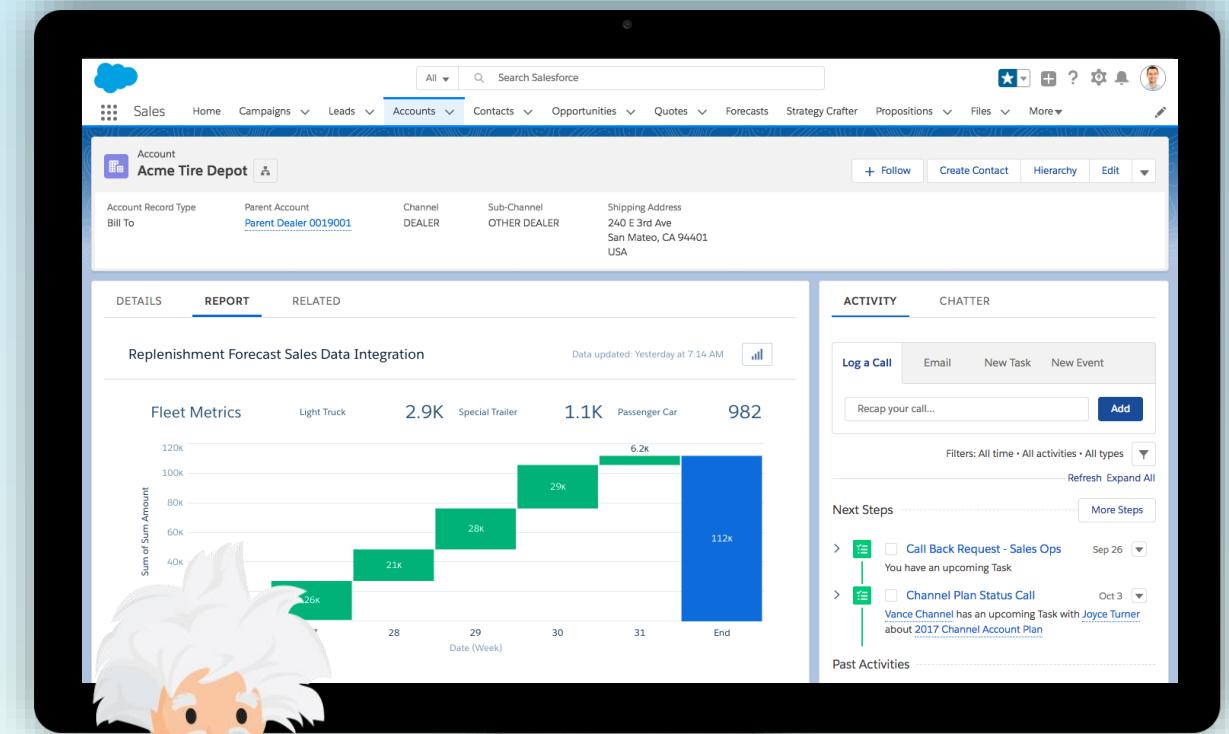
Einstein 予測ビルダー ベータ
Salesforce のあらゆるオブジェクトを予測し
アプリやビジネスプロセスに AI を埋め込む

Einstein: CRMのための AI アシスタント

日々の情報を会話のようにブリーフィング
Einstein Voice

パターンや傾向を見つけインサイトを提供
Einstein Discovery in Einstein Analytics

あらゆるビジネスの指標を予測
Einstein 予測ビルダー(ベータ)



EinsteinはTrailblazerのためのAIによるCRMアシスタント



トレンドEXPRESS社の AI への道のり



トレンドEXPRESS



営業・マーケティング情報の蓄積

 Sales Cloud



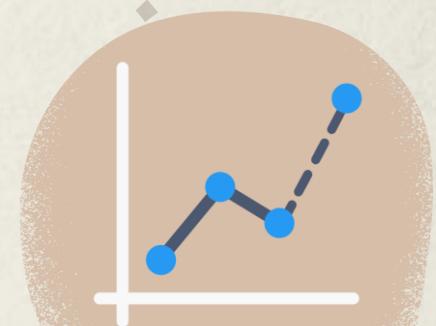
マーケティング
オートメーション

 Pardot



営業情報の
分析

 Einstein
Analytics



AIの活用

 Einstein
Discovery



Salesforce Campground へお越しください



thank you

