

Salesforce's AI Einstein

1.1 How it works

Einstein integrates Artificial Intelligence technologies into Salesforce's CRM. Einstein acquires data from user's actions, behaviors to provide prediction by bringing NLP (natural language processing), CV (Computer Vision), SR (Speech Recognition) and ML (Machine Learning) to help Salesforce's customers.

1.2. Limitations and advantages

Limitations:

- Advanced technologies (NLP, CV, SR, ML) are not easily to understand with marketing/operation teams.
- Not able to connect to external applications (R, Python, etc.).
- Quite expensive to use and not an open source.

Advantages:

- Helps people to approach modern technologies by the easiest ways to discover insights, make good predictions and increase productivity.
- Easy to access data and collaborate with other teams.
- Large amount of data (a.k.a big data) is easily processed and provide insights.
- Helps people to develop more business pipelines rapidly.
- Scale customer experiences by delivering faster, more personalized customer service.

2. Which types of decisions it automates and which types of decisions it only supports

Automates: structured decision (report, forecasting, monitoring)

Supports: semi-structured (evaluating, planning), unstructured (operating, planning).