

Salesforce chatbot – what to know...

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What is this Salesforce chatbot for?

The chatbot does an essential job of interacting with the data that users enter into it. The challenge is that the support team could not manually handle all the tasks that arose, and the level of maintenance was relatively low;

What can a chatbot do?

- get information about the products and their availability;
- create new or modify an existing orders;
- create an account for new users and find the one for existing ones;
- get information about the order;
- get and update the created invoice;
- solve technical problems through human support;
- use Einstein NLP to predict user intents.

What is the principal value of the chatbot?

- reduces agency costs;
- reduces the number of requests for the client;
- customer success.

What are the main threats if you do not use native Salesforce?

- ongoing chatbot support;
- the need for human resources to support;
- slower implementation.

Also, the customer solution at some time could not fit the Salesforce ecosystem.