AI Data Readiness, Governance & Guardrails for Salesforce

Ensuring Your Data Strengthens AI, Not Undermines It

AI Fails Faster Than Data Improves

Organizations are rapidly deploying AI across Salesforce.

Most AI failures are blamed on models.

In reality, failures originate in existing data conditions.

AI does not fix data issues, it accelerates them.

Bad data doesn't stay bad. It scales.

WHAT BREAKS WITHOUT DATA READINESS

Common Enterprise AI Failure Modes:

Hallucination

AI fills gaps when data is ambiguous or conflicting

Drift

Data quality degrades over time while confidence remains high

Bias

AI reinforces human behaviors already embedded in Salesforce data

Embarrassment & Loss

Wrong records, stale details, and incorrect recommendations damage trust

Hallucination, drift, and bad data all lead to the same failure: false confidence.

Hallucination Is a Data Problem

Duplicate or conflicting records

Incomplete or stale fields

Inconsistent taxonomies and picklists

AI infers patterns. When patterns are broken, AI fills the gaps..

Drift Is the Risk Most Teams Miss

Most files are visual or Sales processes evolve

Definitions drift

Fields stop being maintained

Human behavior adapts

AI accuracy erodes gradually and errors surface suddenly

Guardrails Are More Than Language

Salesforce already provides:

- Safe and non-deficit language enforcement
- Privacy and PII protections
- Prompt and policy controls
- These govern how AI speaks

They do not govern:

- When AI should act
- What data AI should trust
- When AI should abstain

THE OFFERING: AI READINESS & GUARDRAILS FOR SALESFORCE

Practical governance and guardrails embedded in Salesforce workflows.

Phase 1
AI Data Readiness
- Identify Salesforce data feeding AI workflows
- Surface duplication, ambiguity, and stale fields
- Prioritize risks tied to real AI use cases

Phase 2
Governance & Data Provenance
- Define authoritative records and trusted fields
- Establish ownership where data is created
- Track freshness and confidence signals

Phase 3
Data-Aware Guardrails
- Prevent AI from acting on low-confidence data
- Flag conflicts before AI responses are generated
- Route exceptions for human review using Flow and Agentforce

Phase 4
Drift Monitoring
- Notify, route, restrict, or review Detect data quality degradation over time
- Identify behavioral bias as processes evolve
- Adjust controls to maintain AI accuracy

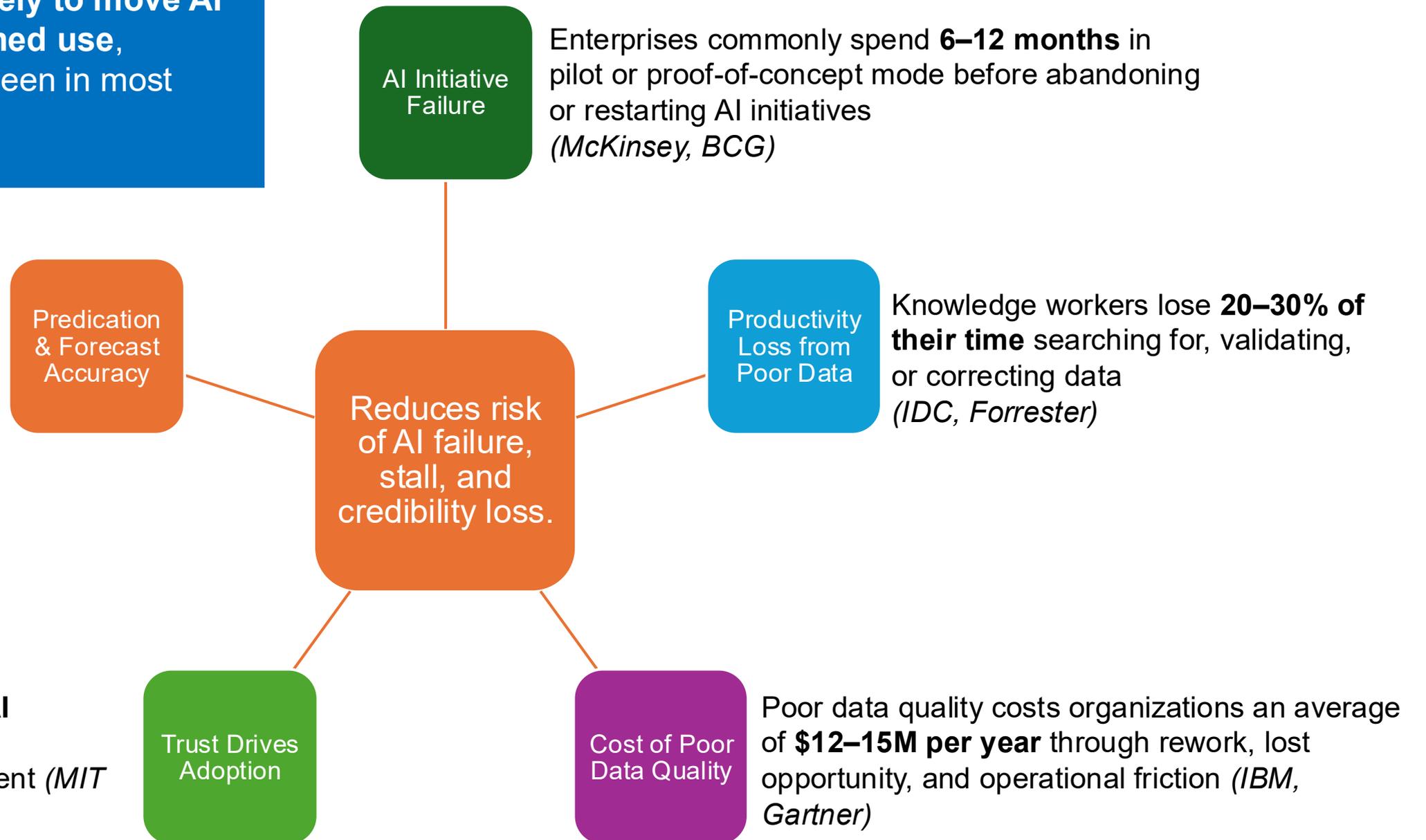*Salesforce governs how AI behaves; Ravenpath governs when AI should act.*

BUSINESS IMPACT & ROI

Organizations that establish data trust, governance, and explainability **are significantly more likely to move AI initiatives into production and sustained use**, avoiding the high failure and stall rates seen in most enterprise AI programs
(Gartner, McKinsey, MIT Sloan)

AI Initiative Failure

Enterprises commonly spend **6–12 months** in pilot or proof-of-concept mode before abandoning or restarting AI initiatives
(McKinsey, BCG)

Organizations with strong data governance and quality controls report **15–25% improvement in forecast accuracy** across demand planning, operations, and financial modeling
(McKinsey, Gartner)

Predication & Forecast Accuracy

Reduces risk of AI failure, stall, and credibility loss.

Productivity Loss from Poor Data

Knowledge workers lose **20–30% of their time** searching for, validating, or correcting data
(IDC, Forrester)

Users are **2–3× more likely to rely on AI recommendations** when data trust, transparency, and explainability are present *(MIT Sloan, McKinsey)*

Trust Drives Adoption

Cost of Poor Data Quality

Poor data quality costs organizations an average of **$12–15M per year** through rework, lost opportunity, and operational friction *(IBM, Gartner)*

RAVENPATH

Ravenpath helps organizations establish the data trust and governance required for AI to operate safely and effectively in Salesforce.

Let's make AI work reliably in Salesforce

Contact us at info@ravenpath.ai or visit www.ravenpath.ai

Ravenpath Consulting — Strength with Perspective.