



**dreamforce®**

**Marriott hotels:  
how to beat  
disconnected  
systems and  
inconsistent  
experiences**







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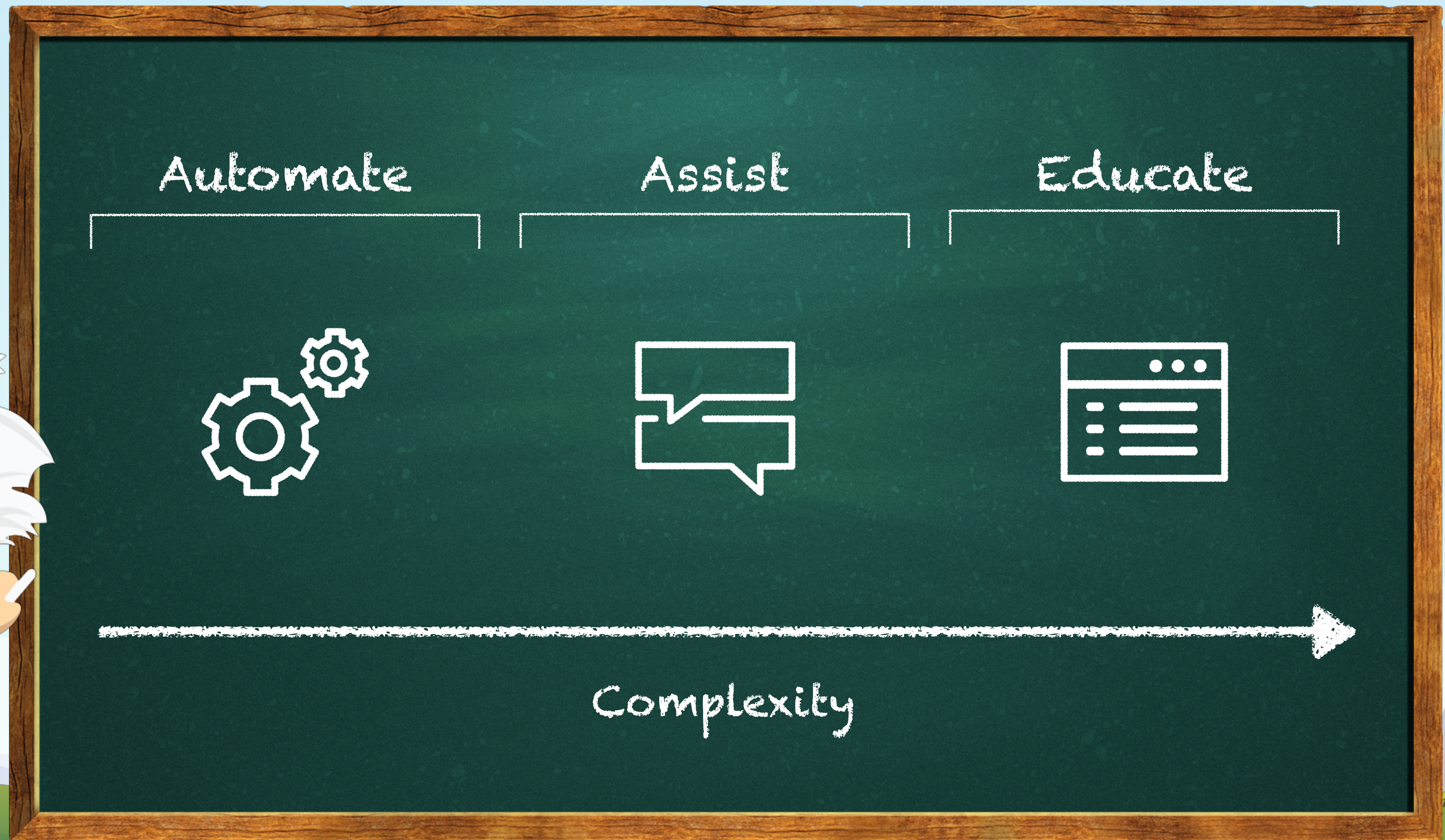


# Service Employees Have a Lot on Their Plates





# How To Empower Every Service Employee





# Automate Routine Customer Interactions

Self-Service & Einstein Bots

**Help customers find answers**

Lightning Flow for Self-Service **NEW**

**Declaratively build service bots**

Einstein Bot Builder **NEW**

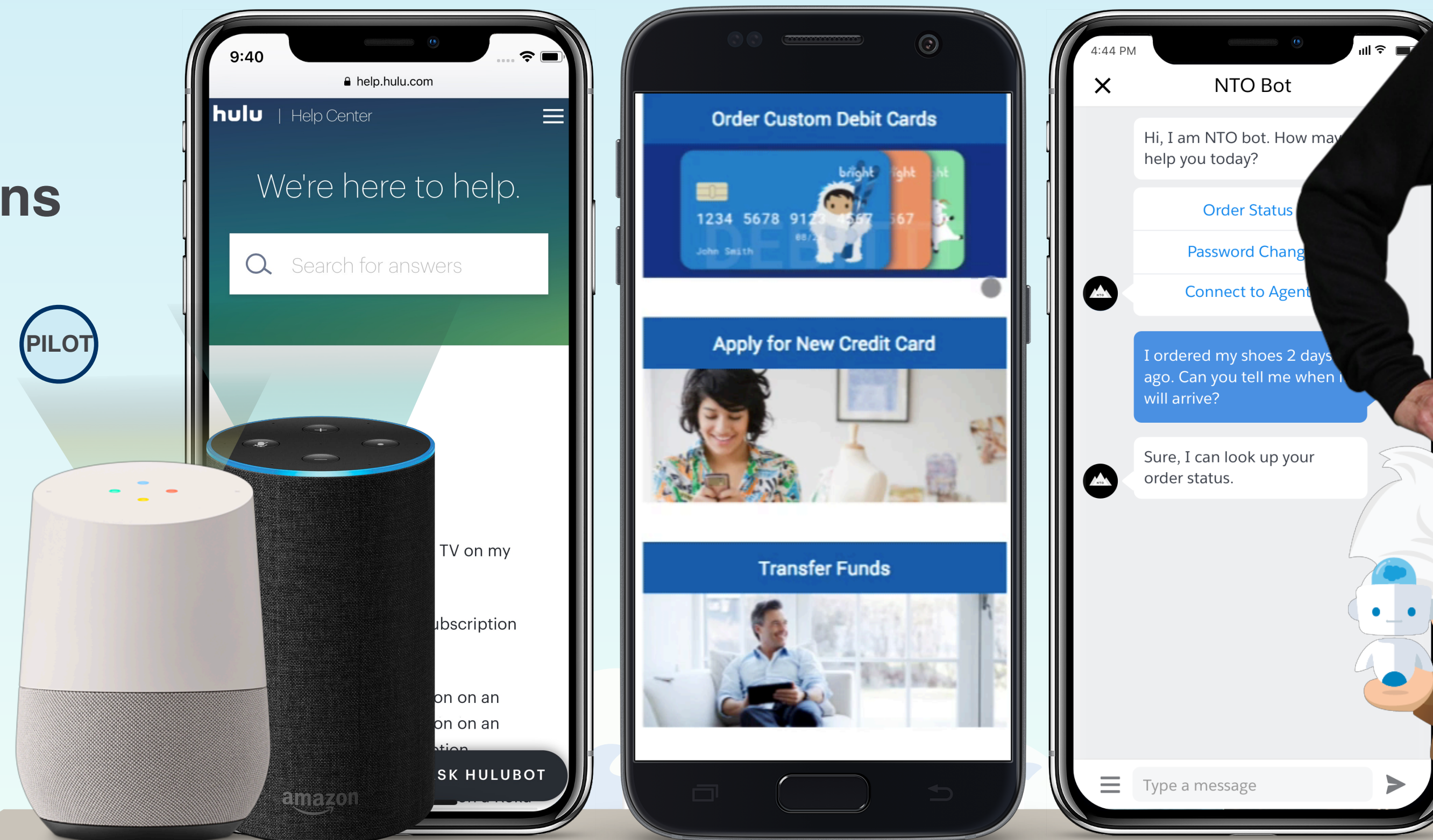
**Intelligently enable conversations across channels**

Einstein Bots for SMS & Einstein Voice Bots

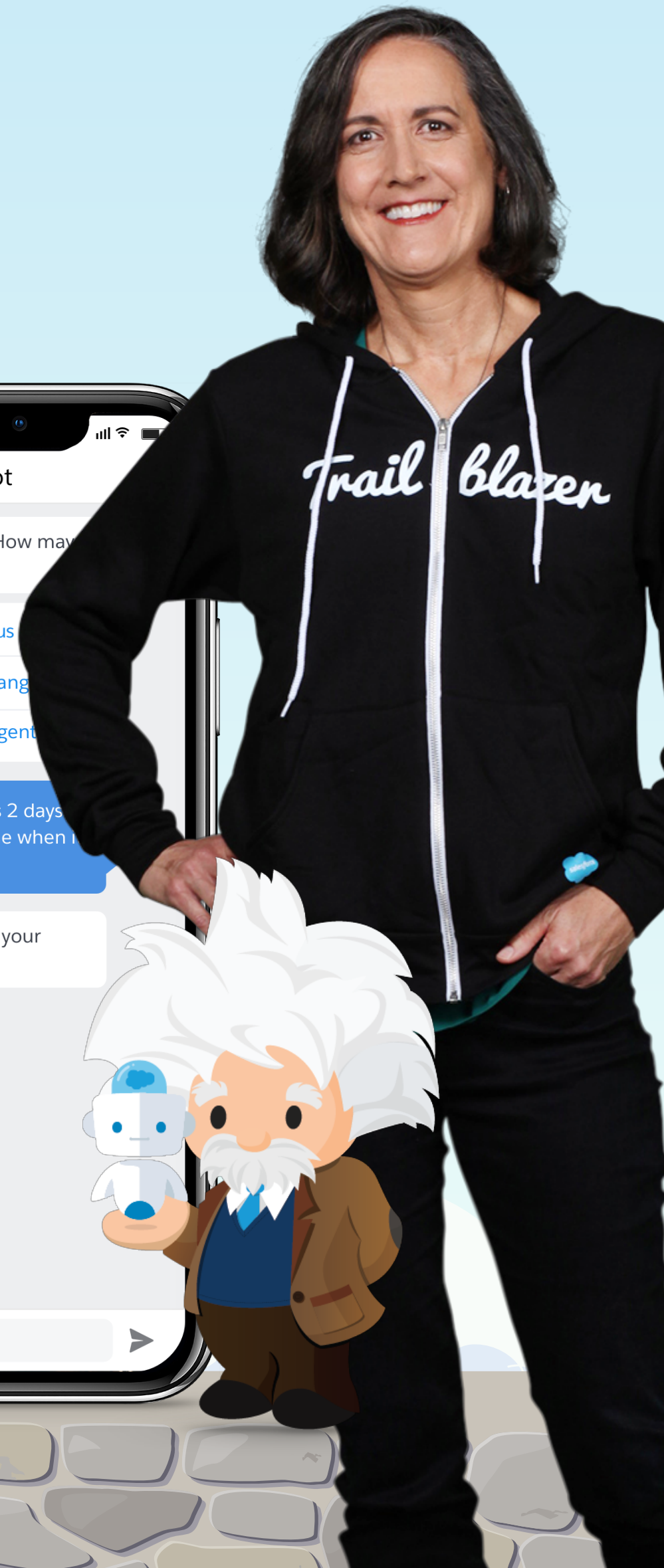
**Seamlessly handoff to agents**

Omni-Channel Skills-Based Routing **NEW**

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**Karen Van Kirk**  
VP, Viewer Experience, Hulu

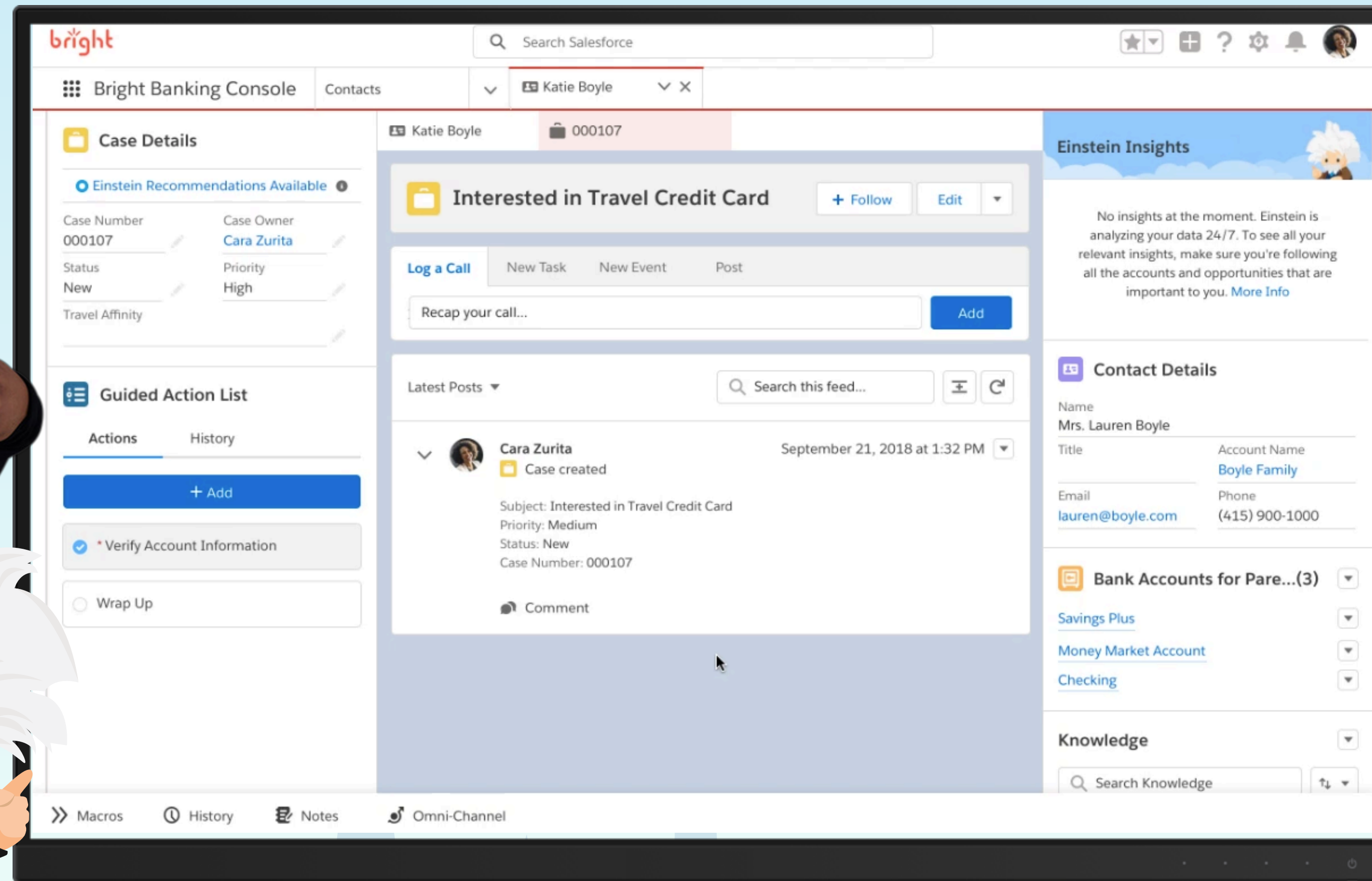




# Assist Employees with Intelligence

Service Cloud Einstein & Lightning Flow for Service

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**Raul Haynes**  
Corporate VP, Enterprise CRM  
New York Life Insurance

Lightning Flow for Service **NEW**

Einstein Case Classification & Article Recommendation **PILOT**

Einstein Next Best Action **PILOT**

**+32%**  
agent productivity



# Marriott - Demo



Click to see: [Marriott and Salesforce](#)



# Hear iZettle Story at Basecamp Event April 3rd

iZettle's Thunderdome: Simplificering af kundeservice via agil forretningsudvikling

– IT systemer der samler fremfor at opbygge silo'er.

iZettle har via nytænkning re-designet deres måde at levere forretningsværdi.

Fra forretningsidé til idriftsat løsning må der maksimalt gå 6 mdr. !

Strømlining af forretningsprocesser og IT systemer er nøglen til at levere værdi i en verden der konstant er under forandring. En nødvendighed for alle der ønsker at agere og skalere kundeservice, kundeoplevelser, salg & marketing.



Maria Izzo, Business Automation Lead

iZettle



thank you

