

# salesforce Buzz



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## Highlights of this Issue

- **Salesforce Adds New Robotic Process Automation, AI Capabilities to Einstein Automate**
- **Higher Educational Institutions: Challenges and Opportunities**
- **Marketing Cloud Mobile Studio**
- **Salesforce’s New AI Agent Identifies Business Connections to Build Relationships for Salespeople**



### Salesforce Adds New Robotic Process Automation, AI Capabilities to Einstein Automate

Einstein Automate is a portfolio of workflow...

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### Higher Educational Institutions: Challenges and Opportunities

Higher education landscape is ever-changing, and the Covid-19 pandemic has only been a recent addition to it. With the changes that covid brought educational...

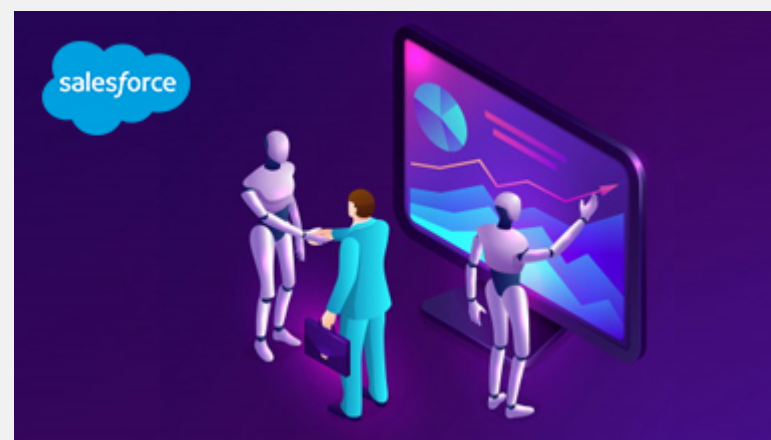
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### Marketing Cloud Mobile Studio

Salesforce Marketing Cloud Mobile Studio basically provides three-way to communicate with Customer over Phone or Mobile devices. In this era of generation, everyone carries a phone device with them. So, it must be easy to circulate the business information...

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### Salesforce’s New AI Agent Identifies Business Connections to Build Relationships for Salespeople

Salesforce introduced Einstein Relationship Insights...

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