Salesforce Winter'25 Release

New features for Salesforce again:

We are now introducing what we consider to be some of the most interesting new features e.g. for sales and customer service!

Please familiarize yourself with these and other innovations and let us help you make the most of Salesforce's capabilities!

Explore the full picture of the Winter'25 release by delving into these materials
Winter'25 Release Notes

DigiPartnerIT

Accelerating Your Business

New for sales, increased efficiency for everyone!

Sales

Einstein Copilot for Sales

Salesforce has added four new topics that enhance seller efficiency by providing clearer and more targeted copilot responses to accomplish various sales activities. The Close Deals, Manage Deals, Communicate with Customer, Conversation Explorer, and Forecast Sales Revenue topics encompass Sales Copilot actions that are strategically organized to help sellers accomplish more by staying focused on actions and data that are most relevant to the current conversation.

READ MORE

Sales

Log Calls with Customers with Einstein Copilot

Improve your team's productivity by streamlining the manual entry of call data when sellers interact with customers. The Log a Call action, which is now included in the Manage Deals standard copilot topic, enables sales professionals to efficiently log calls with customers as tasks. Sellers can include additional information, such as the call's purpose and timing.

READ MORE

Sales

Focus on the Deals That Matter Most

With Prioritize Opportunities in Einstein Copilot, sales teams can focus more on selling and less on deciding which deals to pursue. When users ask Einstein to prioritize their opportunities, the Prioritize Opportunities copilot action in the Manage Deals standard copilot topic uses a Prioritize Opportunities prompt template to generate a formatted list of the most promising deals. Review the deals and the reasons why they're prioritized to determine where to spend your time and effort..

READ MORE

DigiPartneriT
Accelerating Your Business

New for customer service, increased efficiency for everyone!

Service

Knowledge

Combine your first and third-party knowledge in Data Cloud to improve generative AI features for Einstein for Service. With the upcoming switch to Data Cloud grounding, use the latest Retrieval-Augmented Generation (RAG) updates for higher-quality replies and answers. Previously, articles were limited to 131,000 characters in rich text fields, but Data Cloud increases this limit to 100 MB. Articles exceeding 25 MB aren't indexed for search. This integration prepares Knowledge and Zoomin connectors for future enhancements.

READ MORE

Service

Employee Service

Employee Service is a new solution that is geared toward streamlining the human resource (HR) service processes for businesses. In this release, we're introducing the Employee Hub and HR Service Workspace features.

READ MORE

Service

Feedback Management

Gain Contextual Insights with Unique Post-Chat Survey Invitations. At the end of an in-app or web messaging session, automatically send a unique survey to collect timely feedback. Associate responses with leads and contact participants for accurate customer contexts.

READ MORE

DigiPartnerIT
Accelerating Your Business

New for Data Cloud!

Data

Data Cloud updates

Data Cloud is extremely interesting and hot topic currently because companies want to use all available data for AI!

New Data Cloud features and changes are released on monthly basis!

CERTIFIED
Data Cloud Consultant

READ MORE

Data

Data Cloud Includes More Third-Party Connectors (Beta)

You can now access over 100 connectors powered natively by Data Cloud. The connectors added in this release are: Act-On, ADP, Amazon Marketplace, Apache Cassandra, Apache HBase, Apache Impala, Apache Phoenix, Azure Analysis Services, BigCommerce, CockroachDB, Facebook, Google Sheets, Instagram, LinkedIn Ads, Microsoft 365 Excel Online, Microsoft Power BI XMLA, Microsoft SQL Server Analysis Services, OData, Paylocity, SAP ASE, SAP IQ, Shopify, Splunk, Square, Stripe, Twilio, Veeva Vault, WordPress, X Ads, YouTube Analytics, and Zuora.

READ MORE

Data

Data Cloud Setup is Streamlined

We removed the need to assign the Data Cloud Admin permission set prior to accessing Data Cloud Setup, making it easier to get started. Now any Salesforce user with a system admin profile on an org with a Data Cloud license can access Data Cloud Setup. Then take advantage of the guided setup that walks you through common setup steps. Data Cloud Setup navigation has also been updated and reorganized to help you find what you're looking for.

READ MORE

DigiPartneriT
Accelerating Your Business