

RedFerns Tech Pvt Ltd

RedFernsTech Pvt Ltd is a leading provider of technology consulting and implementation services, specializing in Salesforce consultancy, Zoho services, ServiceNow implementation, Data Science solutions, and AppExchange products. Over the past two years, RedFernsTech has successfully completed over 40 projects, including several complex ones, demonstrating their expertise and commitment to delivering high-quality solutions. These projects span across various industries, including finance, healthcare, retail, manufacturing, and more. In the realm of Salesforce consultancy, RedFernsTech offers a comprehensive suite of services, including implementation, customization, integration, and support. They have successfully implemented Salesforce solutions for clients, tailored to their specific business requirements, often integrating with existing ERP and customer management systems to enhance operational efficiency. Additionally, RedFernsTech offers a range of AppExchange products designed to enhance the Salesforce experience. These include currency conversion, mass approvals, thumbnail viewer, and product filter. These products aim to streamline various processes within Salesforce, providing users with additional functionalities to improve productivity and efficiency. Zoho services provided by RedFernsTech encompass support for a range of Zoho applications, such as Zoho CRM, Zoho Books, Zoho Projects, and Zoho Analytics. They not only assist with implementation and customization but also offer training sessions to ensure clients' teams can effectively utilize these applications to improve sales and financial management processes. ServiceNow implementation is another area of expertise for RedFernsTech. They excel in providing end-to-end services, including custom app development, IT service management, and support. Their projects have involved integrating ServiceNow with clients' existing systems, resulting in improved IT service delivery and efficiency gains. In the realm of Data Science, RedFernsTech offers a wide range of services, including data analysis, predictive modeling, machine learning, and data visualization. They leverage a variety of tools and technologies, such as Python, R, TensorFlow, and Apache Spark, to deliver comprehensive data science solutions. Their projects have included developing predictive analytics models for healthcare providers, integrating various data sources to predict patient outcomes and improve operational efficiency. Overall, RedFernsTech Pvt Ltd stands out for its extensive experience, diverse portfolio of successful projects, and commitment to delivering tailored solutions that meet clients' specific needs across various industries, along with their suite of AppExchange products aimed at enhancing the Salesforce experience.

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RedFerns Tech is a specialist in CRM support services, we provide a flexible and efficient end-to-end solution. We excel at providing high-performance and optimized CRM solutions. We are committed to delivering agile software projects that meet our customer's business objectives. We are RedFerns - We create agile software solutions that meet customer Objectives. Why Choose us
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0+Ongoing Projects
0+Satisfied Customer
[Our Mission](#)
To use emerging technologies to

turn possibilities into realities To use emerging technologies to turn possibilities into realities Push the boundaries of technologies for faster innovation. Push the boundaries of technologies for faster innovation. Committed to delivery of high-quality services that exceed client expectations. Committed to delivery of high-quality services that exceed client expectations. Provide highest ethical standards, ensuring clients trust and satisfaction Provide highest ethical standards, ensuring clients trust and satisfaction Dedicated to optimizing processes and ensuring results within the realistic time frame. Dedicated to optimizing processes and ensuring results within the realistic time frame. Committed to cost-effective solutions Committed to cost-effective solutions Are you Ready For a Better, More Productive Business? We are ready to provide you with a transformative journey that enhances efficiency, boosts profitability, and innovates your business. Get Started Now Let's Talk The leadership of RedFerns Tech is a mix of creative, visionary and strategic minds who are here to understand the needs of the clients. We embrace a collaborative spirit, working together to solve complex challenges and drive innovation that gives lasting impact. Select the Service Salesforce Software Development Salesforce Admin & Support Services Data Science & Analytics Machine Learning Get started REDFERNS TECH When it comes to Salesforce technology and business innovation, we are the best at providing a wide range of Salesforce consulting for any business challenges you face. What We Offer Salesforce Software Development & Migration Salesforce Admin & Support Services Data Science & Analytics Machine Learning Contact Info +91 7972628566 contactus@redfernstech.com Address NO.38, 8TH CROSS STREET, DR. RADHAKRISHNAN NAGAR, MOOLAKULAM, PUDUCHERRY Pondicherry - 605010 Facebook- f LinkedIn in Instagram Youtube All rights reserved. © 2023. Privacy & terms Terms of Service Scroll to Top Redferns Tech Careers -- Choose the Job ---- Salesforce Sr. Developer Salesforce Jr. Developer Data Scientist Data Engineer Upload your Photo Upload your Resume Apply Now Blogs | RedFerns Tech Skip to content Home About us Services Careers Blogs Contact us Menu Home About us Services Careers Blogs Contact us Home About us Services Careers Blogs Menu Home About us Services Careers Blogs Contact us Checkout Latest Trends & Updates let's talk about it Einstein GPT Part 2 AI Cloud has a lot of features related to AI in Salesforce, but today we'll talk about one of the new ones, Einstein GPT Read more Salesforce Release Salesforce Winter '24 includes an important update to public links, which are used to share Salesforce records Read more Experience Cloud In today's digital age, providing exceptional customer experiences is paramount for businesses aiming Read more Hyperforce Architecture Salesforce Hyperforce is the next generation of Salesforce multi-tenancy architecture, allowing Salesforce clients Read more Einstein GPT Part 1 AI Cloud has a lot of features related to AI in Salesforce, but today we'll talk about one of the new ones, Einstein GPT Read more Winter 24 Release Salesforce Winter '24 is here, and it's packed with new features and enhancements to help businesses Read more Are you Ready For a Better, More Productive Business? We are ready to provide you with a transformative journey that enhances efficiency, boosts profitability, and innovates your business. Get Started Now Let's Talk The leadership of RedFerns Tech is a mix of creative, visionary and strategic minds who are here to understand the needs of the clients. We embrace a collaborative spirit, working together to solve complex challenges and drive innovation that gives lasting impact. Select the Service Salesforce Software

DevelopmentSalesforce Admin & Support ServicesData Science & AnalyticsMachine LearningGet startedREDFERNS TECHWhen it comes to Salesforce technology and business innovation, we are the best at providing a wide range of Salesforce consulting for any business challenges you face.What We OfferSalesforce Software Development & MigrationSalesforce Admin & Support ServicesData Science & AnalyticsMachine LearningContact Info+91 7972628566contactus@redfernstech.comAddressNO.38, 8TH CROSS STREET, DR. DeveloperData ScientistData EngineerUpload your PhotoUpload your ResumeApply Now Best Career Opportunities | RedFerns TechSkip to contentHomeAbout usServicesCareersBlogsContact usMenuHomeAbout usServicesCareersBlogsContact usHomeAbout usServicesCareersBlogsMenuHomeAbout usServicesCareersBlogsContact usJoin UsDo your best every day in a work culture that helps drive innovation in everything you do.BenefitsWhy You Should Join Our Awesome TeamJoining our awesome team could be the game-changer you've been looking for. It will not only transform your career but open doors to a brighter and more fulfilling future. We foster a culture of creativity and innovation and believe in investing in our employee's growth and development. We believe that together, we can achieve great things and your contribution will be an essential part of the journey.Your future starts here!Team workCollaboration is at the core of our culture and in your career here you'll be working alongside talented individuals who value teamwork and synergy. As part of our team, you'll be aligned with our goals and contribute to our collective success. Our diverse team fosters an environment where you can learn from your colleagues and collectively achieve remarkable results. In our organisation, teamwork isn't just a buzzword; It's a fundamental aspect of how we operate.Secured FutureWe are committed to your long-term career success. A secured future is a cornerstone of a fulfilling life and we're dedicated to helping you achieve it. Joining our team means access to a clear career path with opportunity for advancement. We offer a comprehensive benefits package and work towards a secure and prosperous future that you can look forward to with confidence.Learning OpportunityLearning is a lifelong journey and a cornerstone of personal & professional growth.Your journey with us isn't just about the job but it's about the skills you'll acquire, knowledge you gain and the opportunities you'll have to reach new heights in your career. You'll have access to various learning resources and development programs. We also encourage you to explore different aspects of your field & expand your horizons and thus grow in your career.Upgrade SkillsUpgrading your skills is a critical aspect of staying competitive and achieving your career goals. We provide a platform for you to enhance your existing skills and acquire new ones. Our commitment to innovation means you'll always be at the cutting edge, constantly upgrading your skill set. We invest in your skills and knowledge, ensuring you remain adapted and competitive with a lifelong learning approach in career.Come join usCareer OpeningsAre you ready to take the next big step in your career? We are thrilled to announce a range of exciting career openings within our organisation. Join our dynamic team and embark on a journey of growth, innovation and fulfilment.Job FilterData Science(0)Salesforce(0)Job FilterData Science(0)Salesforce(0)Data sciences specialistExperience5 YearsJob Description:We are looking for a talented and experienced Data Sciences Specialist to join our team and play a crucial role in transforming data into actionable insights.As a Data Sciences Specialist at RedFerns Tech, you will be at the forefront of data analytics and research, providing valuable insights that inform

decisionmaking and strategy. You will collaborate with cross-functional teams to solve complex business challenges and enhance our data-driven capabilities. Responsibilities: Collect, clean, and analyse data to identify trends, patterns, and insights. Develop and apply statistical models to analyze and interpret data. Create visual representations of data to effectively communicate findings to technical and non-technical stakeholders. Develop and implement predictive models to forecast trends and outcomes. Discover valuable information from various sources and transform it into actionable insights. Plan, execute, and analyze experiments to optimize product features and business processes. Work closely with crossfunctional teams, including engineers, product managers, and business analysts, to develop data-driven solutions. Adhere to data privacy regulations and maintain the highest ethical standards in data management. Qualifications: Bachelor's or Master's degree in a relevant field (e.g., Data Science, Statistics, Computer Science). Proven experience as a Data Scientist or Data Analyst. Proficiency in data analysis tools and programming languages (e.g., Python, R, SQL). Strong knowledge of data visualisation tools (e.g., Tableau, Power BI). Familiarity with statistical modelling and machine learning techniques. Excellent problem-solving and analytical skills. Strong communication and teamwork abilities. We offer a competitive salary, comprehensive benefits package, and opportunities for professional growth and development. If you are a motivated and talented Data Sciences Specialist looking to make a significant impact, we would love to hear from you. Please submit your resume at hrindia@redfernstech.com detailing your relevant experience and achievements in Data Sciences.

Data Scientist - Exp 5 Years
Job Description: We are looking for a talented and experienced Data Sciences Specialist to join our team and play a crucial role in transforming data into actionable insights. As a Data Sciences Specialist at RedFerns Tech, you will be at the forefront of data analytics and research, providing valuable insights that inform decision-making and strategy. You will collaborate with cross-functional teams to solve complex business challenges and enhance our data-driven capabilities. Responsibilities: Collect, clean, and analyse data to identify trends, patterns, and insights. Develop and apply statistical models to analyze and interpret data. Create visual representations of data to effectively communicate findings to technical and non-technical stakeholders. Develop and implement predictive models to forecast trends and outcomes. Discover valuable information from various sources and transform it into actionable insights. Plan, execute, and analyze experiments to optimize product features and business processes. Work closely with cross-functional teams, including engineers, product managers, and business analysts, to develop data-driven solutions. Adhere to data privacy regulations and maintain the highest ethical standards in data management. Qualifications: Bachelor's or Master's degree in a relevant field (e.g., Data Science, Statistics, Computer Science). Proven experience as a Data Scientist or Data Analyst. Proficiency in data analysis tools and programming languages (e.g., Python, R, SQL). Strong knowledge of data visualisation tools (e.g., Tableau, Power BI). Familiarity with statistical modelling and machine learning techniques. Excellent problem-solving and analytical skills. Strong communication and teamwork abilities. We offer a competitive salary, comprehensive benefits package, and opportunities for professional growth and development. If you are a motivated and talented Data Sciences Specialist looking to make a significant impact, we would love to hear from you. Please submit your resume at

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Salesforce Senior Developer Experience 5 Years Job Description

We are seeking a highly skilled and experienced Salesforce Senior Developer to join our team and play a pivotal role in the development and enhancement of our Salesforce ecosystem. As a Salesforce Senior Developer at RedFerns Tech, you will be responsible for designing, developing, and implementing Salesforce solutions that meet our business requirements. You will work closely with cross-functional teams to create and optimise applications, ensuring the highest levels of performance and user experience.

Responsibilities: Design and develop custom Salesforce solutions using Apex, Visualforce, Lightning Components, and other technologies to meet business requirements. Integrate Salesforce with other systems and applications, both internal and external. Provide technical leadership and guidance to the development team, assisting in complex development tasks and ensuring best practices. Maintain data integrity and accuracy within Salesforce, including data migrations, data cleansing, and ongoing data management. Perform testing, debugging, and troubleshooting of Salesforce applications, ensuring they meet the highest quality standards. Create and maintain technical documentation, including code, design, and system processes. Provide support to end-users, addressing issues, and optimizing the user experience. Stay up-to-date with the latest Salesforce developments, trends, and best practices.

Qualifications: Bachelor's or Master's degree in Computer Science or related field. Having a minimum 3 years of experience with strong understanding of LWC, Integration. Salesforce Developer certification (Platform Developer I and II) is highly preferred. Proven experience as a Salesforce Developer, including custom development. Strong proficiency in Apex, Visualforce, Lightning Components, and Salesforce integrations. Knowledge of Agile development methodologies. Excellent problem-solving and analytical skills. Strong communication and teamwork abilities. Leadership experience or a desire to lead is a plus. We offer a competitive salary, comprehensive benefits package, and opportunities for professional growth and development. If you are a motivated and talented Salesforce Senior Developer looking to make a significant impact, we would love to hear from you. Please submit your resume at hrindia@redfernstech.com detailing your relevant experience and achievements in Salesforce development.

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Data Scientist Experience 1 Year
Job Description: As a Data Scientist at RedFerns Tech Private Limited, you will be at the forefront of leveraging data to derive valuable insights, inform decision-making, and drive innovation. You'll collaborate with cross-functional teams to solve complex business problems and enhance our data-driven capabilities.

Responsibilities:

- Data Analysis:** Collect, clean, and analyse large datasets to extract meaningful insights and patterns.
- Predictive Modelling:** Develop predictive models using statistical techniques and machine learning algorithms to forecast trends and outcomes.
- Data Visualization:** Create visual representations of data to communicate findings effectively to both technical and non-technical stakeholders.
- A/B Testing:** Plan and conduct experiments to test hypotheses and optimize product features.
- Data Mining:** Identify valuable information from a variety of sources and transform it into actionable insights.
- Collaboration:** Work closely with cross-functional teams, including engineers, product managers, and business analysts, to develop data-driven solutions.
- Data Privacy and Ethics:** Adhere to data protection regulations and maintain the highest ethical standards in data handling.

Qualifications: Bachelor's or Master's degree in a relevant field (e.g., Computer Science, Statistics, Data Science). Proven experience as a Data Scientist with a strong portfolio of successful projects. Proficiency in programming languages such as Python or R. Strong knowledge of data visualisation tools (e.g., Tableau, Power BI). Familiarity with machine learning frameworks. Excellent problem-solving and analytical skills. Strong communication and teamwork abilities. Experience with big data technologies is a plus.

Benefits: Competitive salary and benefits package. Opportunity to work on cutting-edge projects and contribute to innovation. Collaborative and dynamic work environment. Continuous learning and professional development opportunities. Join RedFerns Tech as a Data Scientist and be part of our data-driven journey, where you'll have the chance to make a meaningful impact and further your career in the exciting field of data science. Please submit your resume at hrindia@redfernstech.com detailing your relevant experience and achievements in data scientist.

Data Scientist - Exp 1 Year
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Experience: 2 Years
Job Title: Salesforce Developer
Job Summary: We are seeking a skilled Salesforce Developer to join our dynamic team. The Salesforce Developer will be responsible for designing, developing, and maintaining customised solutions on the Salesforce platform. This individual will collaborate with stakeholders to gather requirements, design solutions, and implement enhancements. The ideal candidate has a strong understanding of Salesforce configuration, development, and integration, along with excellent problem-solving and communication skills.

Responsibilities: Develop and customise Salesforce applications, features, and functionalities using Apex, Visual force, and Lightning components. Collaborate with stakeholders to gather and analyse requirements, and translate them into scalable technical solutions. Design and implement Salesforce integration solutions with other systems and platforms, ensuring data integrity and optimal performance. Create and manage custom objects, fields, workflows, process builder, validation rules, and other Salesforce administrative tasks. Collaborate with cross-functional teams to define and implement best practices, standards, and development guidelines. Troubleshoot and resolve issues related to Salesforce configurations, customizations, and integrations. Participate in code reviews to ensure adherence to coding and quality standards. Stay updated with the latest Salesforce features, tools, and best practices, and provide recommendations for system improvements. Provide technical guidance and support to team members and end users.

Qualifications: Bachelor's degree in Computer Science, Engineering, or a related field. Minimum of 2 years of experience as a Salesforce Developer, with a strong understanding of Salesforce.com architecture, data model, and security model. Proficiency in

Apex, Visual-force, and Lightning components for custom application development. Experience with Salesforce configuration, including custom objects, fields, workflows, validation rules, and process builder. Hands-on experience with Salesforce integrations using REST, SOAP, or other integration patterns. Knowledge of Salesforce best practices, coding standards, and data management principles. Familiarity with declarative development tools, such as Process Builder, Flows, and Lightning App Builder. Strong problem-solving skills and the ability to analyse complex business requirements and translate them into technical solutions. Excellent communication and collaboration skills to work effectively with cross-functional teams and stakeholders. Salesforce certifications, such as Salesforce Platform Developer I and/or Salesforce Administrator, are preferred. We offer a competitive salary, comprehensive benefits package, and opportunities for professional growth and development. If you are a motivated and talented Salesforce Developer looking to make a significant impact, we would love to hear from you. Please submit your resume at hrindia@redferntech.com detailing your relevant experience and achievements in Salesforce development.

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usImproving User Performance in Salesforce.Do your best every day in a work culture that helps drive innovation in everything you do.Einstein GPT Part 1AI Cloud has a lot of features related to AI in Salesforce, but today we'll talk about one of the new ones, Einstein GPT. Einstein GPT is similar to other GPTs on the market, such as Chat GPT, Google Bard, and so on, however unlike these GPTs, Einstein GPT is only available within Salesforce.Einstein GPT Part 1The functionality in Einstein GPT is grouped into five categories: Sales GPT, Service GPT, Commerce GPT, Marketing GPT, Slack GPT, and Tableau GPT. So, in this blog, we are going to provide you a general overview of Sales GPT and Service GPT.Sales GPT– Sales GPT provides trustworthy AI so that businesses may unlock growth. Sellers can alter how they operate with generative AI and all data on a single platform to sell faster, smarter, and more efficiently.Sales GPT provides us with the features like Sales assistant, Einstein relationship insight, Conversation insight, Predictive insight, Sales emails.Sales Assistant– It simply provides insights about a specific account (Clients) by analysing data from Salesforce and external websites and preparing you to meet with that account's clients so that you can use them during your conversation with them and these insights can also be stored within the respective account inside Salesforce itself.Einstein relationship insight– This feature allows you to determine whether a Lead or Opportunity that you are presently processing has any relationship with any of your Accounts (customers) or contacts by retrieving data from both within your Salesforce organisation and from external websites and notifies you. so that this account or contact can serve as a referral for your company and assist you in closing the dealConversion insights: The Salesforce will record the call we had with the clients and not only build a transcript for it, but it will also provide us with the abstract and key points from that call, which can be saved in the Salesforce record itself.If the customer mentions a competitor during the call, the AI will automatically highlight these points in the abstract. And we can acquire this abstract without even entering the actual call that happened between your Sales rep and the customer. This capability may also be utilised for calls made outside of Salesforce, such as Zoom calls and Google meets, and so on.Predictive forecasting: It's essentially an AI-driven forecast. It forecasts your organisation's data, which may be analysed in multiple patterns and provide insights, allowing you to close deals faster or stop doing sales in unproductive methods.For instance: Sales GPT can notify you if the current month's converted leads are 25% lower than the previous month's.Sales emails: It generates personalised emails automatically by using insights from Salesforce data and external data to produce email content such as an introduction to you for the clients, requesting a meeting with them, and so on.Service GPT: Service GPT utilises real-time data from the data cloud together with trusted AI capabilities to assist service teams in spending less time on task management and more time on establishing customer loyalty at scale.Service GPT provides us with the features like Service replies, Work summaries, Knowledge article, Mobile work briefing and Case classifications.Service replies– Service replies provide a ready-made response for clients by going through the chat thread. This response will not be delivered automatically unless the sales representative finds it relevant. As a result, the end user has control over the chat responses.Work summaries– The Work Summaries provide an abstract of the entire case, such as the case response, replies, and to whom the case was initially assigned, to whom the case was transferred, and to whom the case was escalated, and provide an abstract of the complete Journey of the case.Knowledge article: Auto-generates

and updates/creates your knowledge article based on real-time data obtained from the successful case closure conversation. So that if a similar type of scenario arises again, you can simply share this article with the customer, and the case will be closed without the need for a conversation from the sales rep.

Mobile work briefings: It assists field service teams in getting ready for appointments by summarising essential information prior to arrival, allowing them to perform more efficiently.

Case Classification: It is basically AI driven case routing. The new case will be automatically assigned to the team or an individual user based on their earlier performance on similar cases.

Resources: Salesforce Announces on Sales GPT and Service GPT
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We are ready to provide you with a transformative journey that enhances efficiency, boosts profitability, and innovates your business.
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Salesforce Admin & Support Services
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When it comes to Salesforce technology and business innovation, we are the best at providing a wide range of Salesforce consulting for any business challenges you face.

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Salesforce Software Development & Migration
Salesforce Admin & Support Services
Data Science & Analytics
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Einstein GPT Part 2
AI Cloud has a lot of features related to AI in Salesforce, but today we'll talk about one of the new ones, Einstein GPT.

Einstein GPT is similar to other GPTs on the market, such as Chat GPT, Google Bard, and so on, however, unlike these GPTs, Einstein GPT is only available within Salesforce.

Einstein GPT 2
The functionality in Einstein GPT 2 is grouped into five categories: Sales GPT, Service GPT, Commerce GPT, Marketing GPT, Slack GPT, and Tableau GPT. So, in this blog, we are going to provide you a general overview of Commerce GPT, Marketing GPT, Slack GPT, and Tableau GPT.

1. Commerce GPT: Businesses can sell smarter and save time by automatically tailoring and innovating every aspect of the customer experience with commerce GPT. It creates products personalized to individual buyers based on consumer data, while also providing GPT-guided suggestions to help businesses reach their e-commerce

goals. Commerce concierge: This feature allows customers chat with the AI and have it suggest your products depending on the conversions that occur in the discussion; for example, if a customer provides a photograph of a product, the AI will respond in the following manner: – Hi Sam This product in the image belongs to this brand, and we have a similar product in our store as well. Would you want to add it to your cart? Generative product description: As the name suggests this feature can automatically write a product descriptions for your products and save your time and efforts Smart promotion management: This function enables us to determine what type of offers to create, which mode to send offers through, when to create offers, and to which set of customers to send this offer et.c. Einstein product recommendation: This function recommends products to customers based on their previous searches, their areas of interest, and their color preferences et.c. Einstein commerce insights: This will help us in identifying a pattern that will help us get more business. For example, if a product is added to the favorite list 30 times per day but is only purchased three times, Einstein commerce insights will highlight this issue, and if it is fixed, your company's ROI will instantly increase.

2. Marketing GPT: Marketing GPT enables marketing teams to use trustworthy generative AI to boost efficiency and deliver unprecedented personalisation on a vast scale by leveraging firstparty data in the data cloud. It enables businesses to engage with clients through tailored interactions at every touchpoint by incorporating AI into the marketing cloud toolkit. Segment creation: This helps us by grouping the products into different segments which helps in promoting a product to particular set of customers or can be used in campaigns Content creation and selection: This function will generate email content and provide you ideas for creating an engaging email, such as what font and font size to use and where to place the product etc. which have a potential for conversion. AI powered and data integration: Helps us to map the data from any data source to the data model present in your org. So we don't need to identify that this L_name field from the data source needs to be mapped with the Last Name in your org. Automated planning and pacing: This will help us identify how we are utilizing media storage and will suggest the appropriate media plan based on your usage. Journey optimization: This enables us to make strategic decisions based on data, such as what style of communication should be used and when an email should be sent based on the type of customer.

3. Slack GPT: Slack GPT provides intelligence across automations, shared knowledge, and slack conversations. Summarize conversations and huddles: This Just summarizes all the unread conversations or huddle calls in a particular channel and gives you the abstract of it. Communicate more effectively: The content of the message that you will send in slack can be distilled, and the tone can also be adjusted. Customer insights: It uses Salesforce 360 data and the data cloud to find trends and patterns in consumer behavior in order to boost sales and customer loyalty. For example, A customer is facing the same issues for a long time and he is raising a case continuously. So in this scenario the customer insights can highlight this to you and if possible you can replace the product and increase the loyalty of your customers

4. Tableau GPT: Tableau drives better business outcomes and intelligent customer experience with insights everywhere for everyone. Tableau GPT functions as an assistant, using advanced generative AI capabilities to make data analysis easier and accessible to wider audiences. Natural language Queries: Users can ask tableau GPT questions in natural language, and it will respond with insights and visualizations. Automated

Analytics: An overview of metrics that needs your instant attentions will be displayed at the top of the page.

Secure and Compliant: Tableau GPT is built to be secure and consistent with industry standards. This means that businesses can be confident that their data is secure and that they are in compliance.

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Experience Cloud

Introduction:

In today's digital age, providing exceptional customer experiences is paramount for businesses aiming to stay competitive and relevant. Salesforce, a leading customer relationship management (CRM) platform, has taken customer engagement to the next level with its Experience Cloud. This powerful tool empowers organizations to create immersive, personalized, and seamless experiences for their customers. In this blog, we'll delve into the Salesforce Experience Cloud and explore how it can drive sales, boost customer satisfaction, and propel your business forward.

Understanding Salesforce Experience Cloud:

Salesforce Experience Cloud, formerly known as Community Cloud, is a platform that allows organizations to build branded, self-service communities for their customers, partners, and employees. These communities serve as a hub for collaboration, engagement, and interaction, offering a wide range of features to enhance the user experience.

Key Features of Salesforce Experience Cloud:

Customization:

Experience Cloud allows you to tailor your community's look and feel to match your brand. You can create a unique and engaging experience for your users with customizable themes, layouts, and branding options.

Personalization:

Leveraging Salesforce's AI capabilities, you can deliver personalized content, recommendations, and actions to each community member based on their preferences and behavior. This enhances engagement and fosters a sense of belonging.

Multi-Channel Support:

Experience Cloud enables seamless engagement across various channels, including web, mobile, and social media. This ensures that your customers can interact with your brand wherever they prefer.

Self-Service:

Customers can find answers to their questions, access resources, and even solve issues on their own within the community. This reduces the burden on your support teams and empowers users to be more self-reliant.

Collaboration:

Users can connect with each other, share insights, and collaborate on projects or tasks within the community. This encourages knowledge-sharing and teamwork.

Data Integration:

Experience Cloud can integrate with your Salesforce CRM and other data sources, providing a 360-degree view of customer data and enabling

personalized interactions based on real-time information.

The Guest User Concept:

The guest user concept in Salesforce Experience Cloud allows individuals who are not authenticated users to access specific community features. This opens up a world of possibilities for organizations to provide valuable content and services to a broader audience, including prospective customers and the general public. Let's explore a POC scenario to illustrate this concept.

Benefits of Salesforce Experience Cloud:

- Enhanced Customer Engagement:** By providing a platform for customers to interact with your brand and each other, you foster a sense of community and engagement. This can lead to increased brand loyalty and higher customer retention rates.
- Improved Sales Productivity:** Sales teams can use the community to share sales collateral, answer frequently asked questions, and collaborate with customers more effectively. This streamlines the sales process and can lead to shorter sales cycles.
- Data-Driven Insights:** With integrated analytics, you can gain valuable insights into community engagement and user behavior. This data can help you refine your sales and marketing strategies to better meet customer needs.
- Scalability:** Whether you have a small user base or a large one, Salesforce Experience Cloud scales to accommodate your needs. You can grow your community as your business expands.
- Reduced Support Costs:** As customers can find answers and solutions within the community, your support teams can focus on more complex issues. This can result in cost savings and faster response times for critical support requests.

Benefits of Guest User Access:

- Expanded Reach:** By removing login barriers, you can reach a broader audience and capture leads from interested individuals who might not have created an account otherwise.
- Streamlined Registration:** Guest users can easily register for events without the need for lengthy sign-up processes, enhancing their experience and increasing conversion rates.
- Data Collection:** You can collect valuable data on guest users, including their preferences and interests, which can inform your marketing and sales strategies.
- Community Engagement:** Guest users can participate in discussions and forums, providing opportunities for community growth and knowledge sharing.
- Post-Event Engagement:** By allowing guest users to access event resources, you extend the value of your community beyond the event itself, keeping users engaged over the long term.

Conclusion:

Salesforce Experience Cloud stands as a transformative solution for businesses seeking to enhance customer experience and drive sales. In the context of our Proof of Concept (POC), we have demonstrated the platform's potential through a Salesforce Lightning Web Component (LWC) integrated with the newsapi.org API. This innovative integration allows for real-time fetching and display of the latest news information, all within the confines of a secure, engaging, and easily accessible environment. Hosted on an Experience Site, meticulously designed to be accessible to guest users, our POC underscores the importance of secure practices. Utilizing measures such as Content Security Policy (CSP) trusted sites, we ensure seamless image loading, creating a visually appealing and reliable user experience. Incorporating this setup into your Salesforce site not only provides a dynamic gateway for users to access current news content but also exemplifies the power of Salesforce Experience Cloud in action. By embracing this technology, businesses can create compelling, personalized, and secure digital spaces for their audience, enriching customer satisfaction, amplifying sales productivity, and illuminating valuable insights into user behavior. Harnessing the capabilities demonstrated in our POC, the Salesforce Experience Cloud emerges as an indispensable tool for contemporary enterprises. Its ability to

amalgamate cutting-edge technologies, seamless integration, and robust security measures showcases its potential to revolutionize customer engagement. If you haven't explored this platform's possibilities yet, now is the time to unlock its potential and lead your business into a future of unparalleled customer interaction and satisfaction.

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Hyperforce Architecture
Introduction: Salesforce Hyperforce is the next generation of Salesforce multi-tenancy architecture, allowing Salesforce clients to store their data in public cloud storage centers such as Amazon Web Services (AWS), Google Cloud, and Microsoft Azure rather than in Salesforce data centers. Whereby offering clients more choice and control over data residency.

What makes hyperforce special?
Immutable Infrastructure: Salesforce has run services on a fixed set of servers in data centers which they own, since its start in 1999. Changes on these hosts like OS and service upgrades are managed by operators using different tools, where these tools are based on mutable infrastructure i.e. modifications can be done by updating the binaries and configuration on hosts where and when it's needed. This mutable nature tempts engineers to make a temporary fix on any urgent issues. These fixes are often forgotten, resulting in lingering drift in configuration. So, in order to avoid these issues hyperforce is built based on immutable infrastructure. In this infrastructure, the fix to the issue and its deployments are rolled out in an immutable way with the help of Software-driven Virtualized infrastructure, where every part of the infrastructure, network, and storage can be provided and managed dynamically via API calls. So with the combined help of Virtual monitors and containers, the fix that needs to be made to the hosts are not made 'in place' instead the entire VM or Container is built and deployed as a newer version.

Infrastructure as Code: Software-driven Virtualized infrastructure – It is the combination of hardware and software, whereby hardware's capacity can be managed based on the demand with the help of the software. This software will be using explicit metadata that is kept under source control. So, when there is a change that needs to be

made to the host, then we will have data regarding the updates made and It should follow the same protocol as any other part of a software update – validation, peer review, automated testing, staging, and gradual rollout. In this way we can reduce the bugs made by human error

Multi-Availability-Zone Design:To provide multiple availability, Salesforce uses numerous availability zones (AZs) on the public cloud. The compute resources like services and data storage technologies are stored in at least three different zones for each region with a separate infrastructure. So if there is failure in any one of these zones due to some inevitable reasons the service can be provided with the help of other zones without interruption.

Zero Trust:In Hyperforce, Salesforce has implemented standard best security practices, which are automatically and consistently applied. The zero trust architecture means that no access to a resource is given until or unless it is authenticated, even for other components of its very own system. On top of this hyperforce employs the principle of least privilege i.e. each operator is given just the right level of privilege and automated removal of that access after a period of time for production data.

Conclusion:It is a win-win situation for both Salesforce and its customers because Salesforce does not need to maintain and upgrade its physical resources for data storage, and customers can benefit in many aspects like data residency, scalability, security, privacy, and agility

Resources:Introducing Hyperforce – General Information & FAQ

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Salesforce Admin and Support

Salesforce admin and support are critical components of managing and maintaining a successful Salesforce implementation. Salesforce administration are responsible for configuring, customising and maintaining the salesforce platform to meet and organisation specific requirements. They are system experts who ensure that Salesforces is configured correctly, operates smoothly and aligns with the business processes.

Key Responsibilities

User & Data Management– It creates, modifies and deletes user accounts, assigns profiles and manage permissions and ensures proper access control. Whereas data management imports, exports and maintains data, including data cleaning and deduplication as well as establishing data security.

Customization & Workflow automation– Customization configures objects fields, page layouts to match business processes. Workflows creates and manages approval processes and validates rules to automate tasks.

Reports & Dashboards and Integration– It

designs and generates reports and dashboards to provide insight into data whereas Integration configures and maintains integration with other systems. Salesforce support plays a crucial role in providing assistance to Salesforce users, ensuring that they can effectively use the system and resolve issues promptly. It also knows Salesforce Support Analysts or specialists.

Key Responsibilities

User support– It responds to user inquiries and provides guidances on creating custom reports and dashboards to extract meaningful insight, troubleshoot issues with reports, dashboards, escalate complex issues, helps users with data entry, data migration and data export task as well offer recommendation for streamlining user processes and workflows.

Issue Resolution– It diagnoses and resolves technical issues including data discrepancies or system errors. It also troubleshoots issues with reports, dashboards and escalates complex issues to Salesforce administrators or technical support as needed. Both roles are vital to the effective utilisation of Salesforce within an organisation. Together they ensure that Salesforce remains a valuable tool for improving customer relationships, streamlining business processes and driving organisational success.

RedFerns Tech will provide the backbone to your organisation needs to optimise and thrive within the Salesforce ecosystem, ensuring seamless operation and user satisfaction.

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Salesforce App Development

Salesforce app development is the process of creating customer applications or extensions within the Salesforce platform to meet the business needs. It allows businesses to customise their CRM platforms to match their unique processes, workflows and industry specific needs. This level of customization ensures that Salesforce aligns perfectly with an organisation's requirements. It also improves the user interfaces and makes it more user friendly and efficient which in turn boosts user adoption and productivity. It automates the processes like a custom app which reduces manual tasks, streamlining operations & boosts efficiency as well enables organisations to integrate with third-party applications and external data sources. Salesforce app development encourages innovation by providing the tools to create cutting edge applications that drive business growth and keep organisations competitive.

Key Components:

- Low code development– Low

code development tools such as Salesforce lightning allows users to build apps with minimal coding. These tools often involve visual, drag-and-drop interfaces making it accessible to a wide range of users. Programmatic Development– For more complex and highly customization application organisations can use programmatic development languages like Apex and Visualforce. Data Analytics:- It creates applications that extract valuable insights from the data stored in the CRM and generate meaningful reports and dashboards. Salesforce App development is not just a feature but a strategic advantage that enables organisations to stay agile & efficient to changing business needs. At RedFerns Tech we create applications that address your business needs whether it's for a sales app, services app or customer solution and improves customer interaction. It also automates processes resulting in increased productivity and reduced manual data entry and empower organisation to provide more personalised and responsive customer experience. What we offer Salesforce Software Development, Admin & Support Services Read more Data Science & Analytics Read more Machine Learning Read more How can we help you? Your inquiry is important to us! We're here to assist and look forward to addressing your inquiry with the utmost attention and professionalism. Feel free to submit business inquiries online. Contact us Are you Ready For a Better, More Productive Business? We are ready to provide you with a transformative journey that enhances efficiency, boosts profitability, and innovates your business. Get Started Now Let's Talk The leadership of RedFerns Tech is a mix of creative, visionary and strategic minds who are here to understand the needs of the clients. We embrace a collaborative spirit, working together to solve complex challenges and drive innovation that gives lasting impact. Select the Service Salesforce Software Development Salesforce Admin & Support Services Data Science & Analytics Machine Learning Get started REDFERNS TECH When it comes to Salesforce technology and business innovation, we are the best at providing a wide range of Salesforce consulting for any business challenges you face. What We Offer Salesforce Software Development & Migration Salesforce Admin & Support Services Data Science & Analytics Machine Learning About us Services Careers Blogs Contact us Menu Home About us Services Careers Blogs Contact us Home About us Services Careers Blogs Menu Home About us Services Careers Blogs Contact us Salesforce Lightning Services Salesforce Lightning is an innovative framework that enhances the Salesforce user experience. It offers a revamped and more interactive interface which helps to increase productivity, improves user engagements & improves customer relationships. It allows organizations to create custom apps and reduces the need for extensive coding and speeds up the development process. It is also a set of tools and best practices that help to create consistent and visually appealing user interfaces. This ensures that apps and components built with lightning look and feel like part of the same system and improves user experiences. Salesforce Lightning Services take the lightning framework to the next level by offering a suite of services designed by CRM. These services are pivotal in creating personalized and engaging customer experiences. Some Key Services: Lightning Flow:- Lightning flows is a powerful automation tool within the Salesforce platform that allows users to create, design and automate business processes and workflows with ease. RedFerns Tech enables organisations to streamline and automate various tasks and processes, improving efficiency and enhancing the user and customer experience. Lightning Communities:- Lightning communities are a powerful way to connect and collaborate with

customers, partners and employees. These communities are also integrated with Salesforce data which allows users to access customer data, cases, leads and other important information directly within the community. RedFerns Tech creates interactive community spaces that enhance engagement and self-service portals for customers where users can access knowledge articles, FAQs, and other resources to find answers to their questions and resolve the issues independently. Salesforce Lightning services not only improve user productivity but also enhance user experience, flexibility and provide streamlined processes. RedFerns Tech empowers organisations to create personalised data driven, & visually appealing customer experiences. What we offer Salesforce Software Development, Admin & Support Services Read more Data Science & Analytics Read more Machine Learning Read more How can we help you? Your inquiry is important to us! We're here to assist and look forward to addressing your inquiry with the utmost attention and professionalism. We embrace a collaborative spirit, working together to solve complex challenges and drive innovation that gives lasting impact. Select the Service Salesforce Software Development Salesforce Admin & Support Services Data Science & Analytics Machine Learning Get started REDFERNS TECH When it comes to Salesforce technology and business innovation, we are the best at providing a wide range of Salesforce consulting for any business challenges you face. What We Offer Salesforce Software Development & Migration Salesforce Admin & Support Services Data Science & Analytics Machine Learning About us Services Careers Blogs Contact us Menu Home About us Services Careers Blogs Contact us Home About us Services Careers Blogs Menu Home About us Services Careers Blogs Contact us Improving User Performance in Salesforce. Do your best every day in a work culture that helps drive innovation in everything you do. Salesforce Release Public link update in Salesforce Winter '24 release Salesforce Winter '24 includes an important update to public links, which are used to share Salesforce records with people outside of your organization. The update is designed to improve the security and reliability of public links. What's changing? Starting in Winter '24, all public links will be required to have a password or expiration date. This will help to prevent unauthorized access to your Salesforce records. You will also be able to set a custom domain name for your public links, which can help to improve your brand recognition and trust. How to prepare for the change To prepare for the public link update in Winter '24, you should: Review your existing public links: Identify any public links that do not have a password or expiration date. You will need to update these links before Winter '24. Update your public link settings: You can update your public link settings in the Setup menu. Under Security, select Public Links. Here, you can require a password or expiration date for all public links, and you can also set a custom domain name. Educate your users: Let your users know about the upcoming change to public links. Explain why the change is happening and how it will impact them. You may also want to provide them with training on how to update their public links and how to use the new features. Benefits of the public link update The public link update in Winter '24 offers a number of benefits, including: Improved security: By requiring a password or expiration date for all public links, Salesforce is helping to prevent unauthorized access to your Salesforce records. Increased reliability: Public links are now more reliable than ever before. You can be confident that your links will not expire unexpectedly, and that they will be accessible to the people you share them with. Enhanced brand recognition: You can now set a custom domain

name for your public links, which can help to improve your brand recognition and trust. Overall, the public link update in Salesforce Winter '24 is a positive change that will improve the security, reliability, and usability of public links. By following the tips above, you can prepare for the change and ensure a smooth transition. To enable the expiration date and password feature in Salesforce Winter '24 release, follow these steps: Go to Setup > Security > Public Links. Under Password and Expiration, select the Require a password or expiration date for all public links checkbox. Optionally, you can select the Require a custom domain name for all public links checkbox and enter your custom domain name. Click Save. Once you have enabled this feature, all new public links that you create will require a password or expiration date. You can also edit existing public links to add a password or expiration date. To add a password or expiration date to an existing public link: Go to the Public Links page. Click the Edit button for the public link that you want to edit. Under Password and Expiration, add a password and/or expiration date. Click Save. Please note that this feature will be enabled by default in Winter '24. If you do not want to enable this feature, you can disable it by deselecting the Require a password or expiration date for all public links checkbox on the Public Links page. Here are some additional things to keep in mind when using the expiration date and password feature: Passwords must be at least 8 characters long and must contain a mix of upper and lowercase letters, numbers, and symbols. Expiration dates can be set for up to one year. Public links will expire automatically if they are not accessed within the specified expiration period. You can reset the expiration date for a public link at any time. You can also disable the password or expiration date for a public link at any time.

Changing dashboard owner in Salesforce Winter '24 release update

In the Salesforce Winter '24 release, Salesforce is introducing the ability to change the owner of a dashboard. This is a long-awaited feature that will make it easier to manage dashboards and ensure that they are always up-to-date.

Who can change dashboard ownership?

To change dashboard ownership, you must have the following permissions: View All Data or View My Team's Dashboard

Edit Access to the folder where the dashboard resides

How to change dashboard ownership

To change dashboard ownership: Navigate to the Dashboards tab. Open the dashboard that you want to change the ownership of. Click the Change Owner button. Select the new owner of the dashboard from the list. Click Save.

What happens when you change dashboard ownership?

When you change dashboard ownership, the new owner will have full control over the dashboard. They will be able to edit, delete, and share the dashboard. The old owner will no longer have access to the dashboard.

Important things to note

You cannot change the ownership of a dashboard that is shared with a public group. You cannot change the ownership of a dashboard that is used as a template for another dashboard. If you change the ownership of a dashboard that is part of a dashboard pack, the dashboard pack will not be updated. You will need to manually update the dashboard pack to include the new owner.

Benefits of changing dashboard ownership

There are a number of benefits to changing dashboard ownership, including:

Improved dashboard management:

Changing dashboard ownership makes it easier to manage dashboards and ensure that they are always up-to-date. For example, if a dashboard creator leaves the company, you can easily transfer ownership of the dashboard to someone else.

Increased collaboration:

Changing dashboard ownership makes it easier to collaborate on dashboards. For example, you can transfer ownership of a dashboard to a team member who is responsible for the

data that the dashboard is based on. Improved security: Changing dashboard ownership can help to improve security. For example, you can restrict ownership of sensitive dashboards to a select group of users. Overall, the ability to change dashboard ownership is a welcome addition to Salesforce. It will make it easier to manage dashboards, improve collaboration, and enhance security. In the Salesforce Winter '24 release, Salesforce is introducing the ability to create custom reports of custom permission set and permission set group assignments. This is a powerful new feature that will give you more visibility into who has access to what permissions in your organization.

How to create a custom report of custom permission set and permission set group assignments

To create a custom report of custom permission set and permission set group assignments:

- Navigate to the Reports tab.
- Click the New Report button.
- Select Custom Report from the list.
- Give your report a name and description.
- Select the Custom Permission Set Assignments or Permission Set Group Assignments report type.
- Add the fields that you want to include in your report.
- Click Run Report.

Your report will display a list of users and their custom permission set and permission set group assignments. You can use the filters and grouping options to customize the report to meet your needs.

Benefits of creating a custom report of custom permission set and permission set group assignments

There are a number of benefits to creating a custom report of custom permission set and permission set group assignments, including:

- Improved visibility:** Custom reports give you more visibility into who has access to what permissions in your organization. This can help you to identify potential security risks and ensure that users have the right permissions to do their jobs.
- Increased compliance:** Custom reports can help you to comply with industry regulations and standards. For example, you can use custom reports to generate a list of all users who have access to sensitive data.
- Improved auditability:** Custom reports can help you to improve the auditability of your security controls. For example, you can use custom reports to track changes to user permissions over time.

Overall, the ability to create custom reports of custom permission set and permission set group assignments is a powerful new feature that can help you to improve the security, compliance, and auditability of your Salesforce organization.

Here are some additional tips for using custom reports of custom permission set and permission set group assignments:

- You can use custom reports to create a dashboard of key security metrics, such as the number of users with access to sensitive data or the number of users with elevated permissions.
- You can use custom reports to generate alerts when changes are made to user permissions. This can help you to identify potential security risks early on.
- You can share custom reports with other users in your organization. This can help to improve collaboration and awareness of security risks.

Custom error message through flow in Salesforce Winter '24 release

In the Salesforce Winter '24 release, Salesforce is introducing the ability to display custom error messages in flows. This is a powerful new feature that will give you more control over the user experience and help you to provide more informative error messages to your users.

How to display a custom error message in a flow

To display a custom error message in a flow:

- Add a Custom Error element to your flow.
- In the Error Message field, enter the error message that you want to display to your users.
- Connect the Custom Error element to the element in your flow where the error can occur.

When the error occurs, the Custom Error element will display the error message that you specified.

Benefits of displaying a custom error message in a flow

There are a number of benefits to displaying a custom error

message in a flow, including:

- Improved user experience: Custom error messages can help to improve the user experience by providing more informative and actionable error messages.
- Increased compliance: Custom error messages can help you to comply with industry regulations and standards. For example, you can use custom error messages to provide specific instructions to users on how to correct an error.
- Improved auditability: Custom error messages can help you to improve the auditability of your security controls. For example, you can track the number of times that a particular error message is displayed.

Overall, the ability to display custom error messages in flows is a powerful new feature that can help you to improve the user experience, compliance, and auditability of your Salesforce organization. Here are some additional tips for displaying custom error messages in flows:

- You can use merge fields to personalize the error message. For example, you can use the `user.firstName` merge field to include the user's first name in the error message.
- You can use conditional logic to display different error messages depending on the cause of the error. For example, you can display a different error message if the user does not have the required permissions or if the user has entered invalid data.
- You can use custom error messages to redirect the user to a specific page or to open a support ticket. This can help to resolve the error quickly and efficiently.

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