

LEVERAGING AI IN SALESFORCE TO ENHANCE EDUCATIONAL PLATFORMS

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Abstract. *This study explores the application of AI in Salesforce for enhancing educational platforms. Salesforce's AI capabilities, particularly Einstein, have transformed student interactions, optimized administrative processes, and provided personalized learning experiences. Educational institutions can leverage these tools to improve student engagement, streamline operations, and identify at-risk students through predictive analytics and automation. The findings demonstrate the impact of AI in supporting both students and academic staff in a modern digital education environment.*

Key words: Artificial Intelligence (AI), Salesforce, education, personalized learning, predictive analytics, student engagement.

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