

We've compiled a list of Frequently asked questions and provided you additional resources.

What is Viva Sales

Viva Sales is a collaboration platform that streamlines communication and information sharing for sales teams, eliminating the need for manual data entry and saving time while boosting productivity.

Link FAQ

<https://support.microsoft.com/en-gb/topic/viva-sales-faq-dd0b9203-a5d4-44ee-a173-cadc808c828a>

Viva Sales Vs Salesforce Einstein Activity Capture

Viva Sales

Real-time interaction with the Salesforce platform while using Outlook, with AI powered search to automatically find matching records without searching for them. Quickly Add and Update Records right in Salesforce. ChatGPT integration helps users create professional email contextual responses.

Salesforce Einstein Activity Capture

When an email, event (calendar) or contact data moves from a connected account to Salesforce, the email And event data is used to display on the activity timeline of the related Salesforce Records. Contact data is also used by other Salesforce features. This is a oneway update from the productivity tools to Salesforce.

Record Type	Connected System	Result
Events (Calendar)	All appointments from Microsoft or Google accounts, No attachments	Einstein Activity Capture uses the data to display on the activity timeline
Contact	Contact data displayed from profile within Exchange or Gmail	Contact data us used by Einstein email insights and other features
Email Message	Email messages from Google or Microsoft account.	Einstein Activity Capture uses the data to add emails to activity timeline of related Salesforce records

Our Verdict:
Both tools complement each other & offer compelling reasons for each. Both reduce CRM efforts.