



Service Innovators' Guide ✨

Alright, buckle up, Service trailblazer! Get ready for an electrifying day at Agentforce World Tour Mumbai 2025! This isn't just another conference; it's your launchpad into the future of customer service powered by AI and Agentforce! Here's your amped-up, must-do agenda

Your Mission as a Service Innovator

To soak up all the game-changing insights on how Agentforce, cutting-edge AI, and the newest Salesforce innovations will supercharge your CX strategies, forge deeper customer connections, and skyrocket your growth!

Morning: Fuel Up and Dive In! ✨

8:30 AM - 9:50 AM Check-in, Breakfast & The Buzzing Campground!

Touchdown at the Jio World Convention Center, grab your badge, and energize with breakfast! But hold on, the real action starts NOW in the Campground!

Hit These Must-See Salesforce Demo Booths: Get ready to be amazed!

- **Service:** Boost your customer service with AI
- **FINS - Servicing:** Activating superior customer experiences and driving productivity
- **Marketing:** Build end-to-end campaigns faster with Agentforce
- **Data:** Unlock unstructured data to power Agentforce



09:50 AM - 10:30 AM Leadership Conversation with the Iconic Sania Mirza!

Get ready to be inspired by a true champion! Sania will share her wisdom on leadership, reinvention, and high-performance – essential fuel for navigating the ever-evolving marketing arena!

10:30 AM - 12:00 PM Keynote: Become an Agentforce Company Humans with Agents Drive Customer Success Together

This is where it all comes together! Understand Salesforce's electrifying vision for Agentforce and how it's uniting human brilliance with AI agents to redefine customer success.

Afternoon: Service Innovators Unleashed!

12:00 PM - 1:50 PM Lunch & Campground - Network and Recharge!

- Refuel with lunch while continuing your exploration of the Salesforce and Partner booths at the Campground!
- Head to Agentforce Consultation for a direct look at its power, or even try your hand at the Build Your Own Agent station to truly grasp the future of marketing automation!

01:50 PM - 3:30 PM Marketing Breakout Hall (Lotus 2)

- Keynote: The Future of Marketing with Agentforce: This session is laser-focused on how Agentforce is revolutionizing customer relationships across the entire lifecycle. Get ready to witness the future of marketing in action!



- **Panel Discussion: Unlocking Transformative Customer Relationships and Growth with AI and Data:** Hear directly from leading brands like Tata Motors and Orora Jewellery on how they're leveraging Marketing Cloud with the power of AI and data to achieve phenomenal growth! Prepare to be inspired!
- **Customer Loyalty: Strategies for Lasting Engagement:** Discover the secrets to building unbreakable customer loyalty! Learn how Marketing Cloud helps you drive deep engagement and transform customers into lifelong advocates!

03:30 PM - 04:10 PM High Tea & Campground - Connect and Concoct!
Take a well-deserved break for refreshments and keep the networking vibes going!

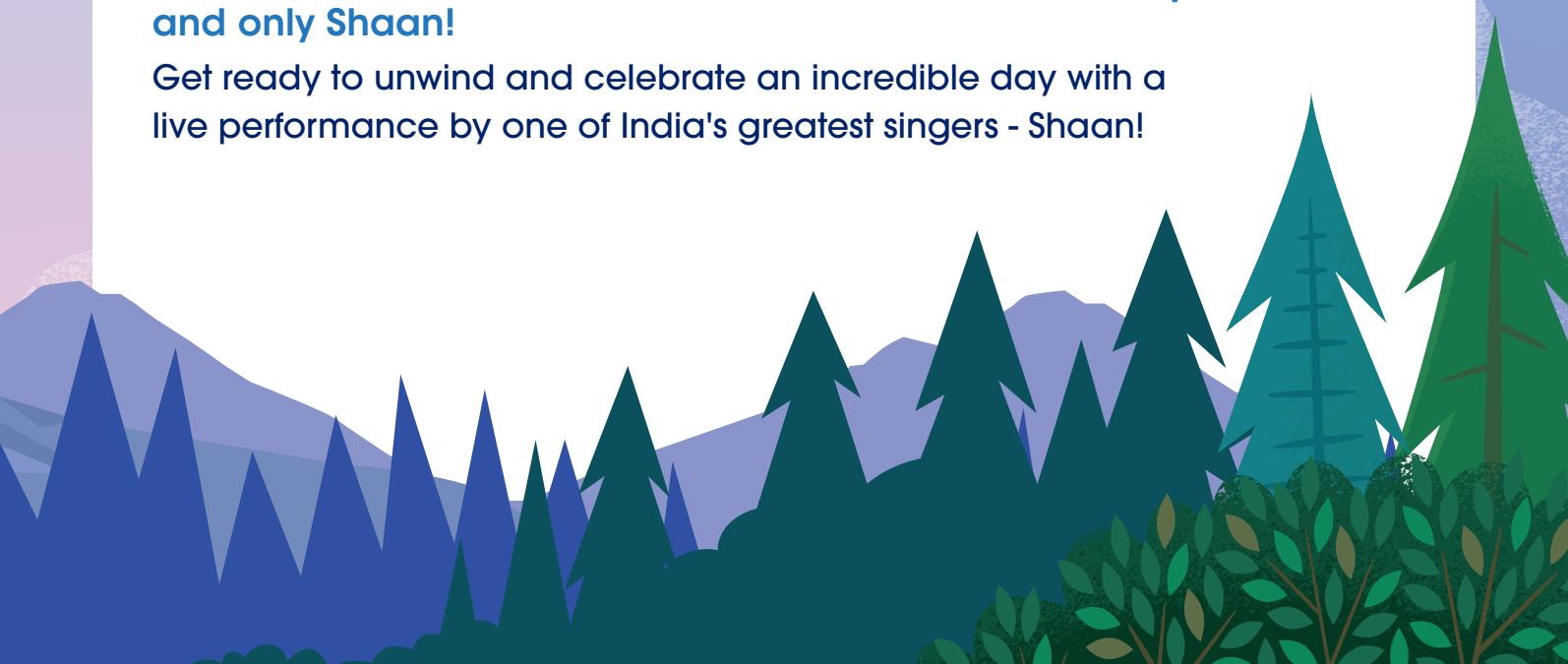
04:10 PM - 5:45 PM Service Breakout Hall (Lotus 2)

- **Keynote: Shift to an AI Agent-First Service Organisation:** Learn how to shift to an AI agent-first org with Agentforce and Service Cloud to boost productivity, automate tasks, and deliver faster, smarter customer experiences.
- **Panel Discussion- Revolutionizing Customer Experience: Insights from India's Innovators on Leveraging Service Cloud -** An insightful panel discussion featuring leaders from Piramal Finance and L&T Electrical & Automation to discover how they have leveraged Salesforce Service Cloud to revolutionize their customer experience. From streamlining support processes to enhancing customer satisfaction, this session will delve into real-world success stories, best practices, and the future of customer service in the digital age.
- **An AI Agent-First Service Organisation:** Can AI transform the service landscape or it is just a Fad?

Evening: Celebrate and Connect!

05:45 PM - 7:00 PM The Grand Finale: Live Performance by the one and only Shaan!

Get ready to unwind and celebrate an incredible day with a live performance by one of India's greatest singers - Shaan!



Your Essential Event Checklist ✨

- ☐ (09:50 AM | Jasmine 1) Leadership Conversation with Sania Mirza
- ☐ (10:30 AM | Jasmine 1) Main Keynote
- ☐ (01:50 PM | Lotus 2) Marketing Breakout
- ☐ (04:10 PM | Lotus 2) Service Breakout
- ☐ (8:30 AM - 09:45AM, 12:00PM - 5:45 PM | Jasmine 2) Campground
- ☐ Agentforce Zone: Witness the AI magic!
- ☐ Service Booth
- ☐ Marketing Booth
- ☐ Commerce Booth
- ☐ Data Booth
- ☐ Tableau Booth
- ☐ Salesforce Industry Booths (Retail, CG, FINS, Mfg, Auto, HLS)
- ☐ Partner Booths
- ☐ Agentforce Consultation
- ☐ Build Your Own Agent

Remember: This is your personalized adventure! Check the official event schedule for the very latest updates on session times, detailed descriptions, and speaker lineups. Prioritize the sessions and booths that resonate most with your specific marketing goals and passions. And most importantly, be ready to connect, learn, and be inspired to revolutionize your marketing strategies! Let's make it an unforgettable day!

