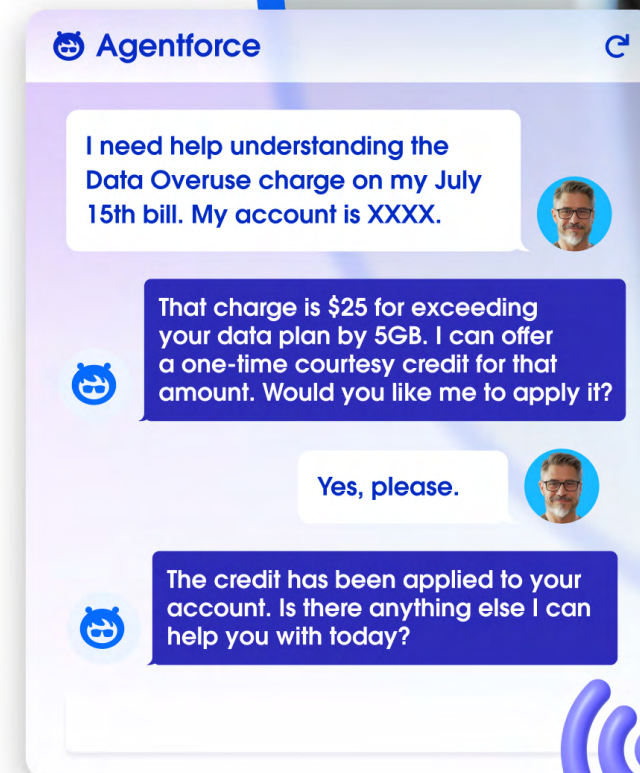




Trusted Innovation

# Agentic AI Trends in Telecommunications

Insights and trends from telecommunications leaders



# What You'll Find in This Report

For the first edition of the Agentic AI Trends in Telecommunications report, Salesforce surveyed 84 telecom leaders to learn more about:

- The overall state of the telecommunications industry
- How communication service providers are thinking about AI and Agentforce
- Considerations communication companies have around agentic AI implementation

Due to rounding, not all percentage totals in this report sum to 100%. All comparison calculations are made from total numbers (not rounded numbers).

Data in this report is from two double-anonymous surveys conducted from May 6 to May 28, 2025. All respondents are third-party panelists. For further survey demographics, see page 19.



United States

**84** telecommunications leaders surveyed across the United States

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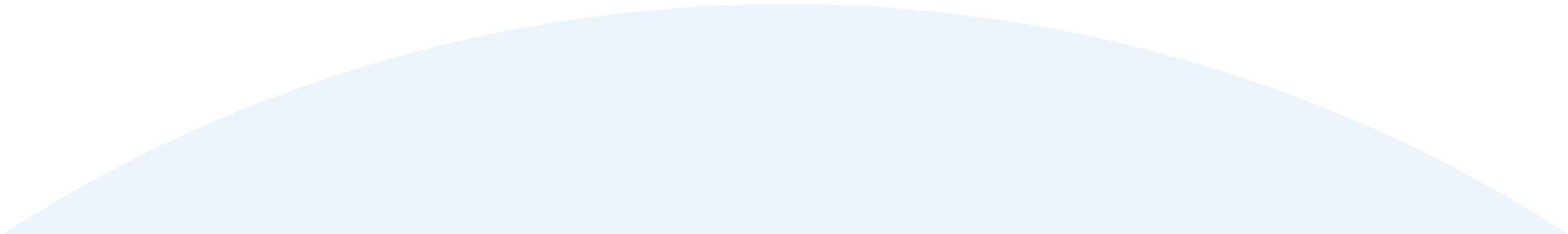
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# Executive Summary

Industry pressures and widespread competition are challenging communications service providers to find new ways to drive growth, increase profitability, and better serve their customers and employees.

Many telecom leaders think agentic AI may be the answer. They are hopeful about the potential of AI agents to transform operations. They recognize agentic AI's value, and many already are implementing and using it within their own organizations.

More specifically, leaders are excited about Agentforce. They believe it can help address common pain points. However, concerns around upfront costs, implementation issues, and human adoption are top of mind, making it a more cautious curiosity than 100% buy-in.

Agentforce's unique solutions could be key in helping communication companies overcome human and technological barriers to implementation – ultimately enabling them to boost efficiency, drive profitability, and deliver the next-level experiences that today's market demands.

## 01

### Industry Outlook

Competition, industry pressures, and slow (but steady) growth have telecom leaders looking to agentic AI to help them meet challenges head on and gain an edge on their industry peers. Though excitement is widespread across the industry, trust is still developing as leaders contend with general concerns around security and implementation. **73% of leaders are very or extremely excited by the prospect of using agentic AI and AI agents in their organization.**

## 02

### Excitement Meets Execution

Leaders trust Agentforce and believe it to be above average as a provider of agentic AI. That said, many are still weighing both human and technological considerations when it comes to implementation and adoption. **75% of leaders believe Salesforce will perform above average or extremely well as a provider of agentic AI.**

## 03

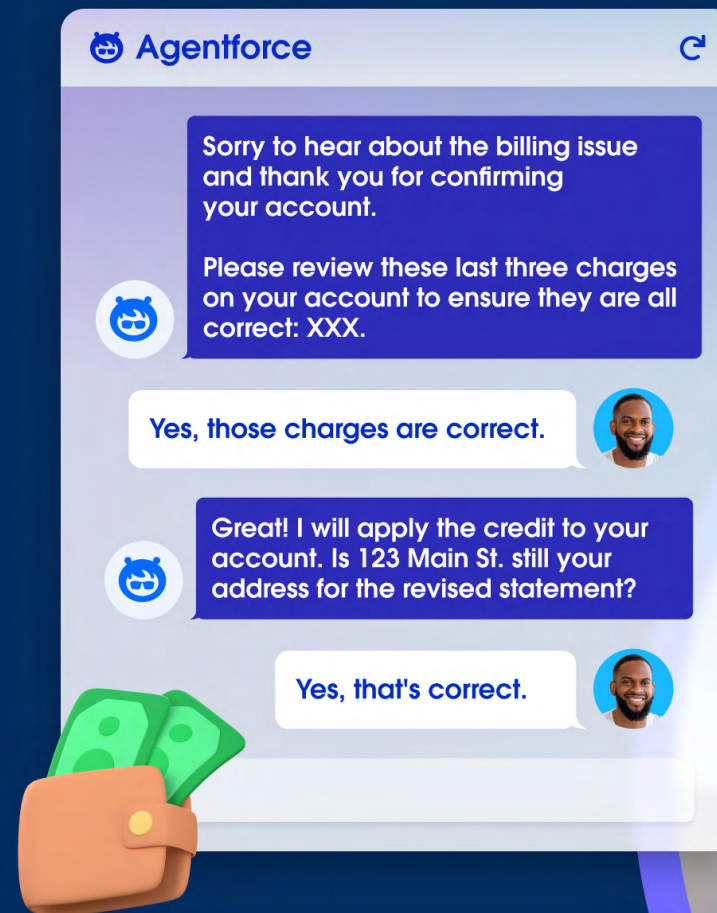
### Agentforce: Powering Agentic AI for Telecoms

Telcos are excited by Agentforce's potential to help across a wide array of use cases, especially as it relates to their ability to drive growth, increase profitability, and boost satisfaction. **81% of respondents said they were likely to consider using Agentforce in their organization within the next 12 months.**



## 1

# Industry Outlook



# Growth Slows as Competition Heats Up

The communications industry is in the midst of a transformation. Evolving customer expectations, rapid technology innovations, and new market dynamics are redefining what it takes to succeed in an increasingly competitive landscape.

Industry growth remains steady, but is lower than that of the pandemic era.

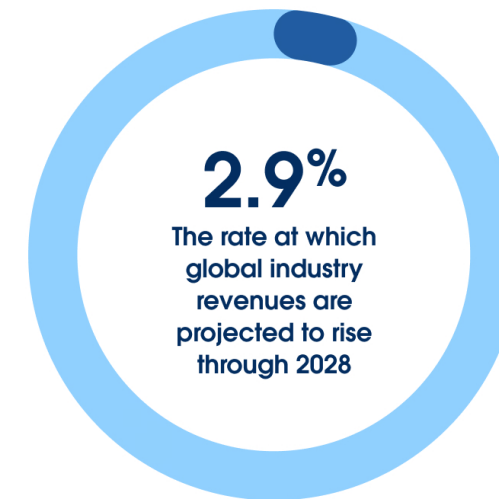
**Global industry revenues are projected to rise at a compound annual growth rate (CAGR) of 2.9% through 2028.**

Commoditization, infrastructure demands, and the push to maximize existing revenue are challenging communication service providers, but these pressures also create opportunities to reimagine operations and strategy.

Many industry leaders are already leaning into automation and AI. They see these tools as key to breaking down data silos, improving data management, and streamlining processes. Service providers are hopeful that by effectively implementing data and AI, they can elevate experiences, drive revenue, and cut costs.

## Telecoms Balance Growth and Challenges

Growth is slow, but steady



Source: PwC Telecom Outlook Perspectives, accessed September 2025

## How Representatives Spend Their Time During an Average Week



# Agentic AI: Moving from Pilot to Practice

Communications providers are exploring cutting edge solutions with AI – and agentic AI in particular – emerging as a critical tool for helping them meet challenges and competition head-on.

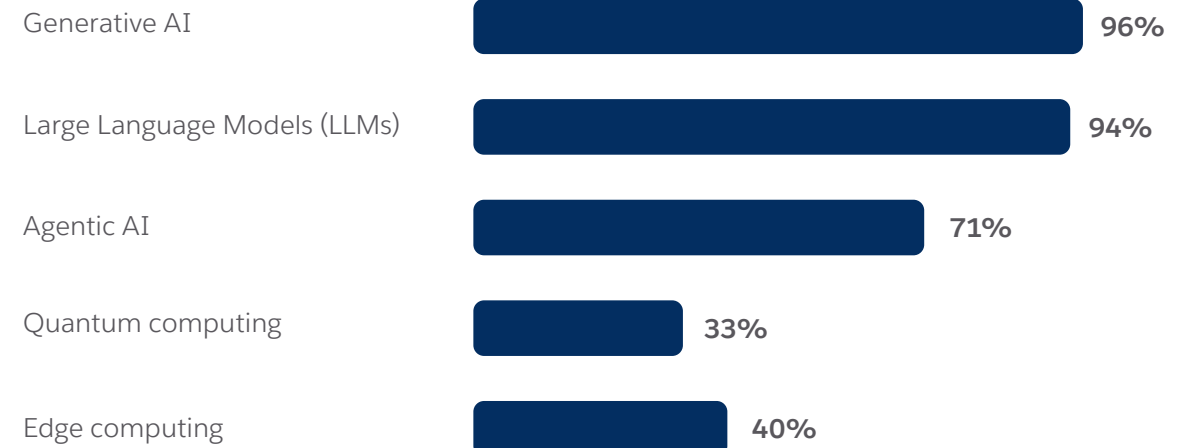
Leaders are widely aware of AI-driven solutions, with the vast majority citing familiarity with generative AI and LLMs, and a sizable majority also citing a strong familiarity with agentic AI.

As agentic AI moves increasingly toward center stage, leaders are becoming more and more excited about its potential to help modernize their operations. So much so that the majority are currently either using or piloting the technology.

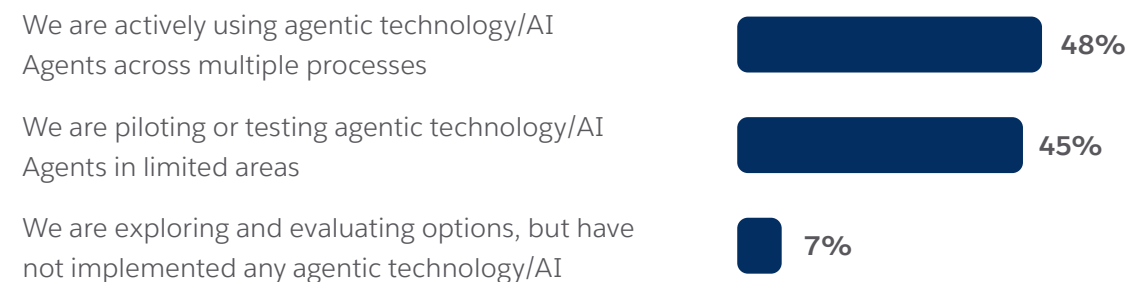
AI agents' ability to understand business context, make decisions, and act autonomously makes them especially transformative. Leaders hope that these capabilities will prove particularly promising as they relate to unlocking new efficiencies and reimagining business operations.

## Agentic AI Familiarity and Adoption Is on the Rise

Generative AI tops familiarity; agentic AI is gaining ground



## Agentic AI adoption is already underway



# Interest in Agentic AI Outpaces Trust

The case is clear: leaders are excited by agentic AI.

The majority describe themselves as very or extremely interested – 100% of respondents have interest in AI. This is proof that the technology – though not fully adopted – is becoming mainstream.

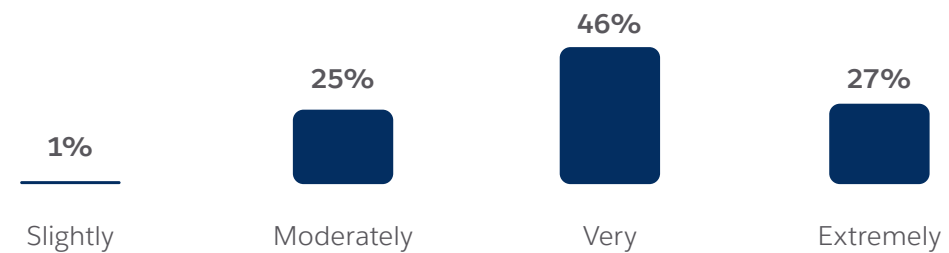
However, despite widespread interest, trust is still catching up. Over half of communication providers report only having limited trust.

This lag in trust is likely less about AI skepticism and more about concerns over data readiness – over half of respondents cite effective data use as a top challenge.

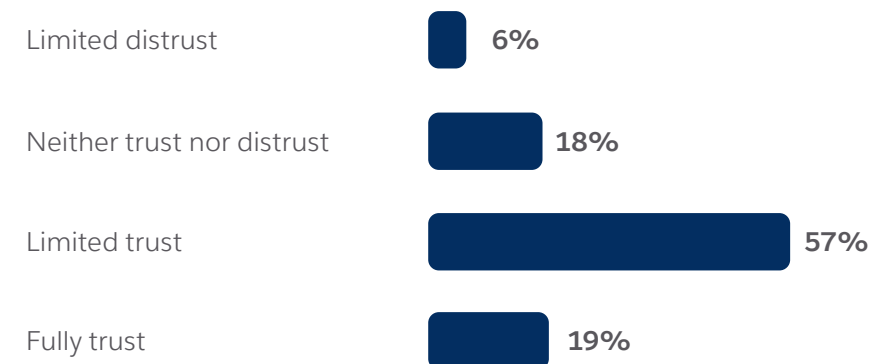
This indicates that AI adoption isn't being held back by technology hesitation, but rather by risk aversion and uncertainty around data quality, accessibility, and governance. Knowing this, leaders need a plan that both proves agentic AI's value and prioritizes implementation of tools and processes that strengthen the data infrastructure enabling it.

## Leaders Are Curious but Cautious

Leaders are interested in Agentic AI



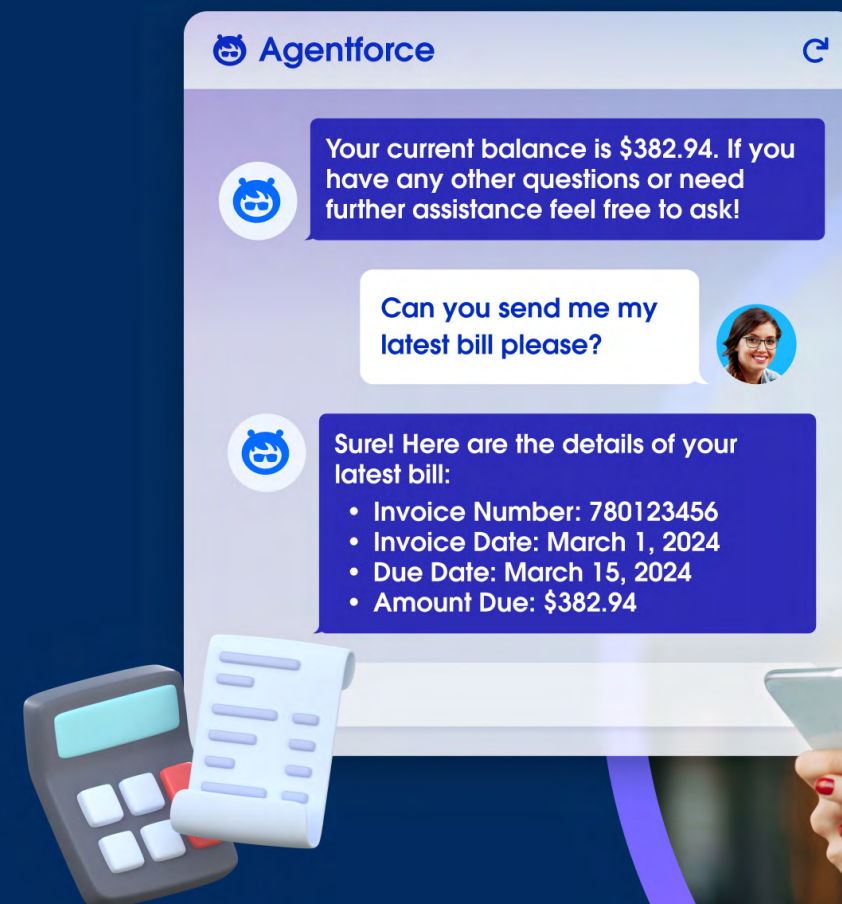
## Trust in agentic AI is still catching up





## 2

# Excitement Meets Execution



02

# Leaders Are Willing but Mindful of the Impacts

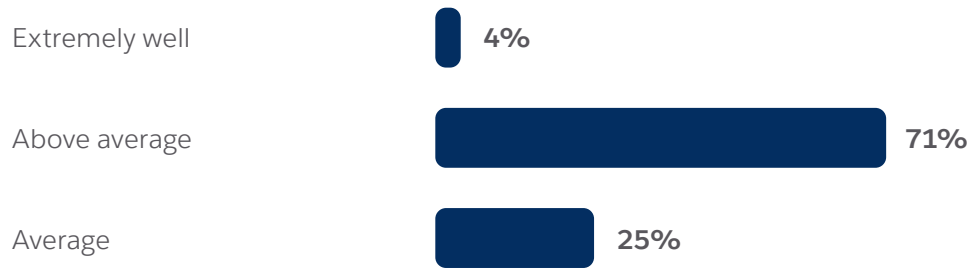
Telecom leaders recognize the promise of agentic AI and view Agentforce as a trusted, capable solution. Their adoption journey, however, is shaped by strategic considerations – not skepticism.

Concerns around integration, ROI, and long-term flexibility reflect thoughtful evaluation of how AI fits into existing systems and priorities. Some organizations are leaning toward building in-house to maintain control, however this approach can often introduce delays and complexity.

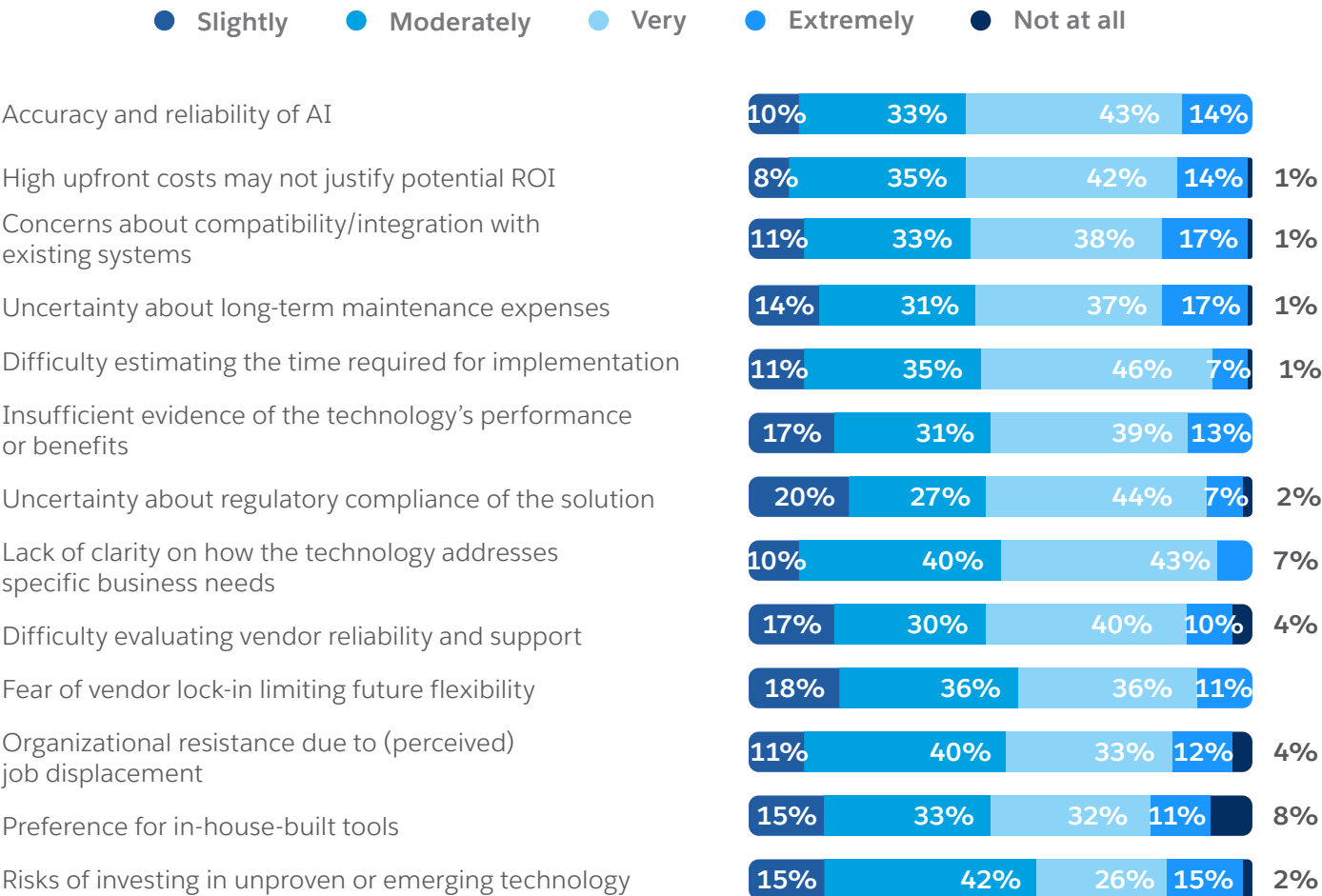
As the industry moves from exploration to execution, the build vs. buy decision becomes pivotal. Proven platforms like Agentforce offer a faster path to impact – reducing implementation friction and unlocking value across sales, service, and IT.

## Leaders Trust Agentforce’s Potential, but Weigh Key Adoption Challenges

Leaders trust and believe in Agentforce



## Reliability, upfront costs, and integration issues are top concerns



## Leaders Are Weighing Adoption Factors

Leaders are thoughtfully weighing costs, integration considerations, in-house expertise, and potential downtime or data migration risks as they consider Agentforce. This careful evaluation shows that while interest in agentic AI is strong, adoption may be dependent on implementation feeling low-risk, low-lift, and high-reward.

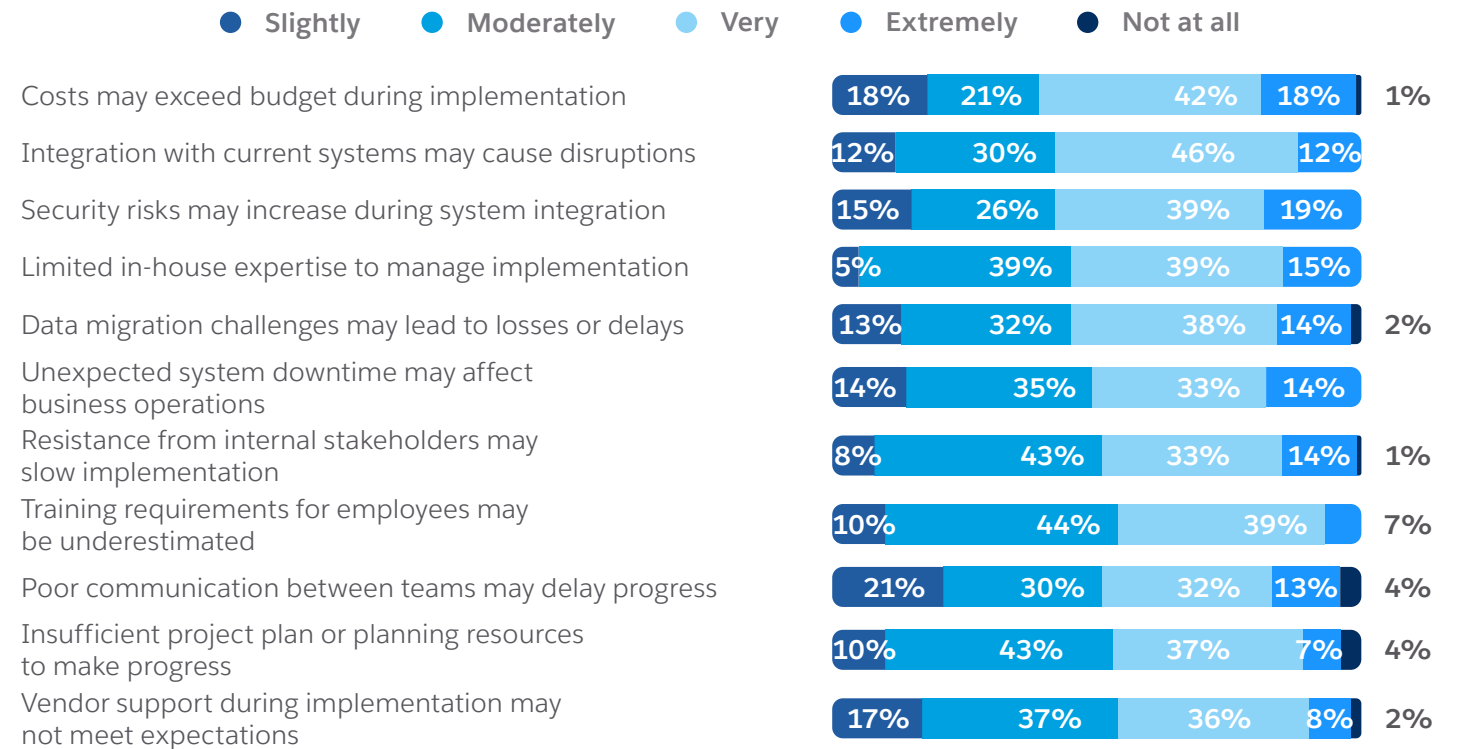
Communication companies aren't just assessing AI capabilities, they're also considering its impact on their people and operations. Barriers to agentic AI are as much human as they are technical. Concerns about customer trust, employee adaptability, and organizational reliance highlight the importance of alignment internally and externally.

Successfully addressing both sets of challenges – human and technological – can be achieved through partnerships that prioritize trust, change management, communication, and rollout strategies that ensure business continuity.

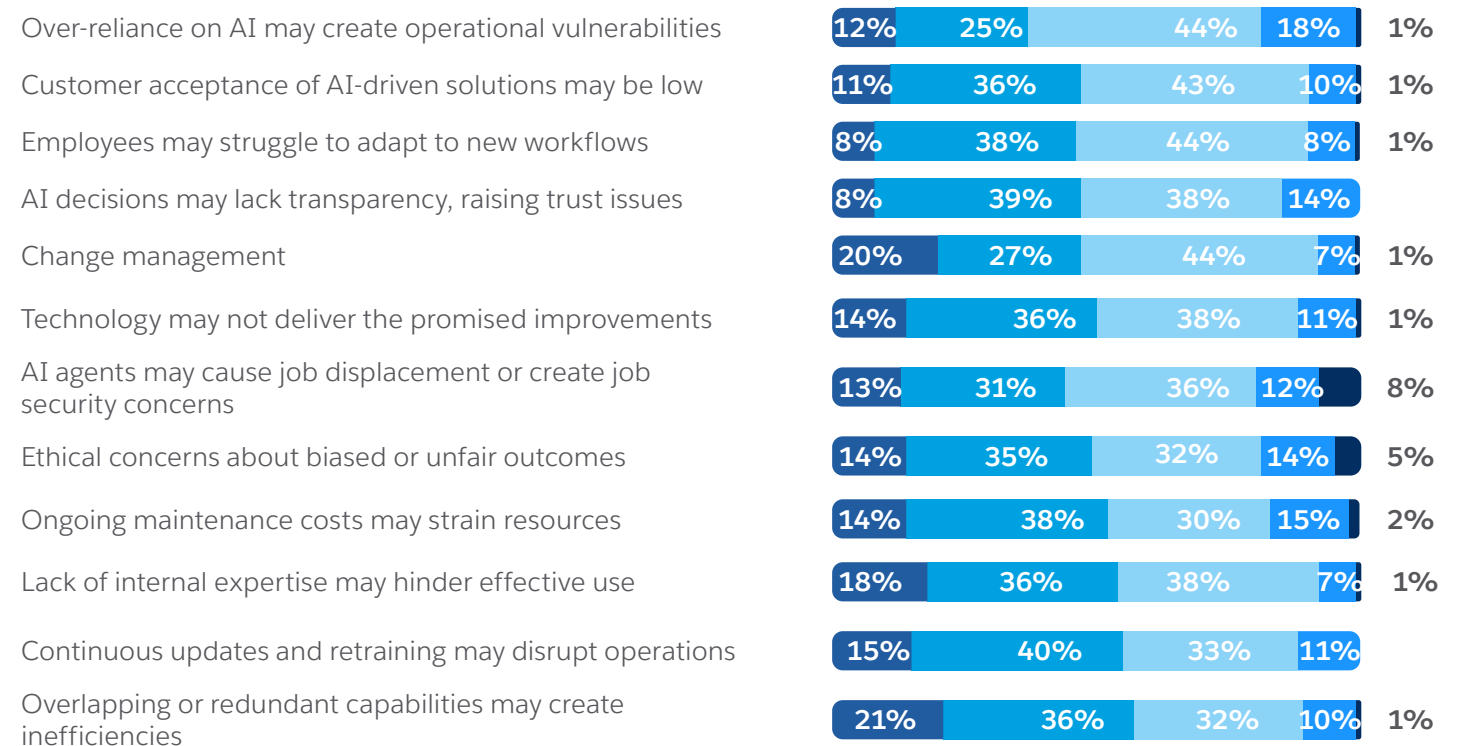
In short, building confidence, providing training, and maintaining transparency – core elements of the Salesforce and Agentforce approach – are key to maximizing performance and ROI.

## Adopting Agentforce: Both Human and Technical Alignment Matter

### Leaders weigh key implementation factors



### People and process remain a priority



## Short-Term Metrics Today, Strategic Value Tomorrow

Telecoms are currently measuring agentic AI success using short-term, tactical metrics – workflow efficiency, cost savings, and service product quality. This shows they are focused on capturing immediate, practical benefits from implementation.

While long-term strategic outcomes – like enabling new revenue streams, business models, or innovation – may be less emphasized today, they represent an opportunity for telecoms to expand their view of AI's potential. By gradually prioritizing these big-picture metrics, organizations could unlock even greater ROI and transformative growth.

At present, telecom leaders are wisely focused on reducing the strain on resources and integrating the technology smoothly into existing workflows. Efficiency and ease of implementation are top priorities, highlighting how crucial it is that a solution be non-disruptive and seamless to adopt.

## ROI Hinges on Speed, Satisfaction, and Seamless Implementation

Time savings and product satisfaction are key to proving ROI



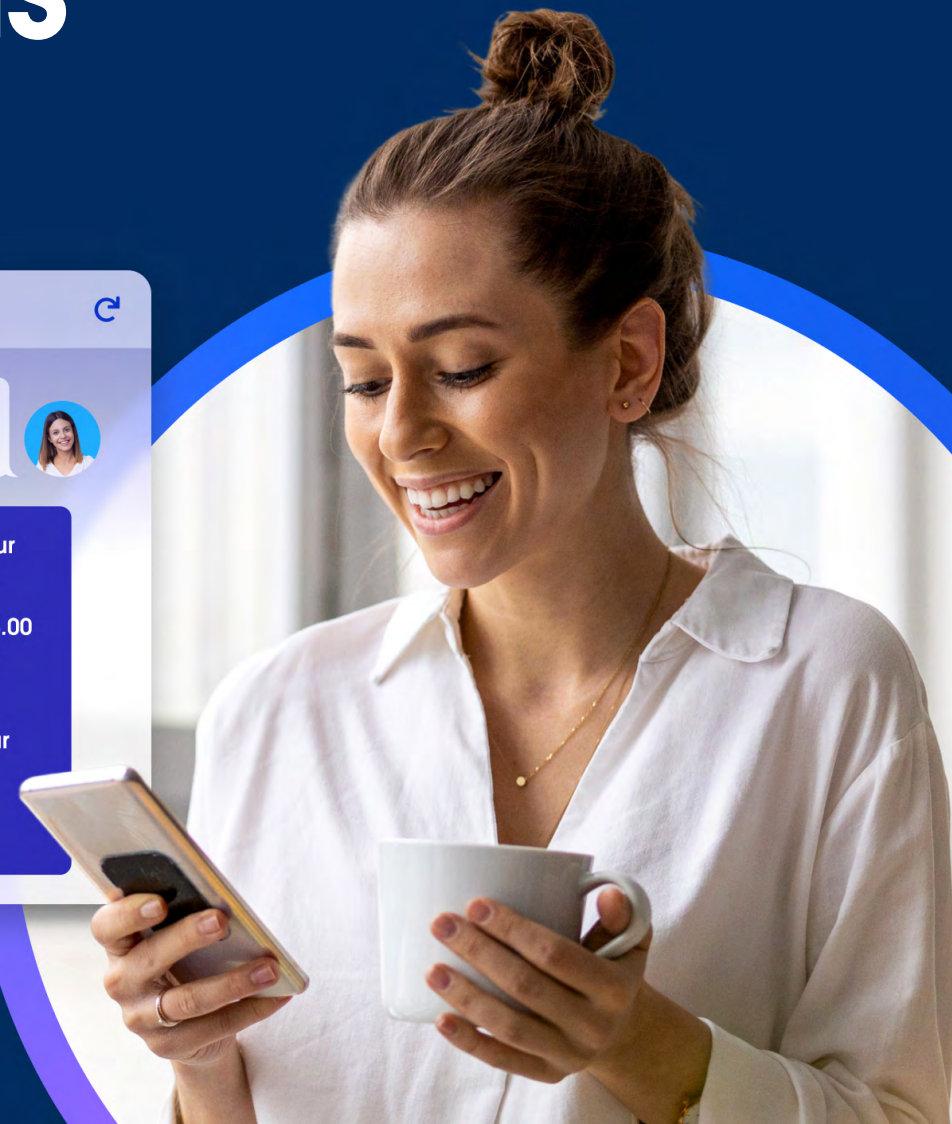
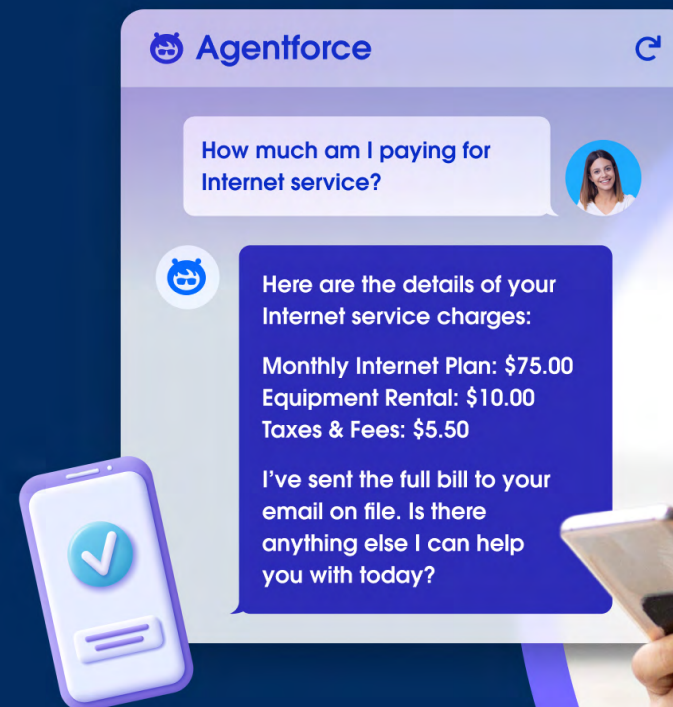
## Efficiency and ease of implementation are non-negotiables





## 3

# Agentforce: Powering Agentic AI for Telecoms





03

## Telcos Are Optimistic About Agentforce

Telecom leaders see agentic AI as a path to both immediate efficiency gains and long-term innovations. A majority of these leaders – 79% of survey respondents – are already using Salesforce enterprise software.

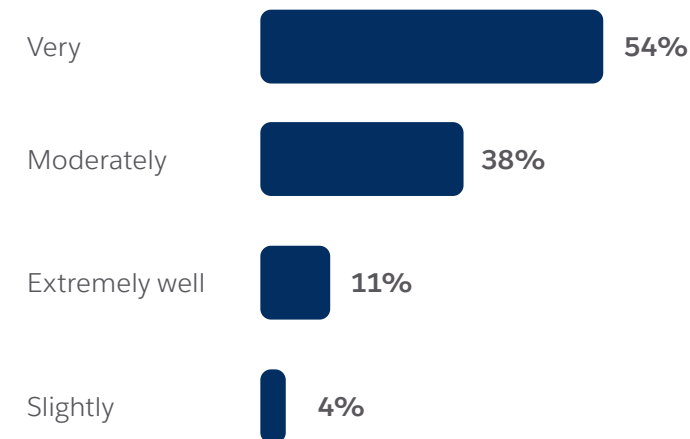
Now that they have learned about Agentforce, they are optimistic it can extend the benefits of the Salesforce platform and help them achieve their agentic analytic goals.

**81% of respondents said they were likely to consider using Agentforce in their organization within the next 12 months.**

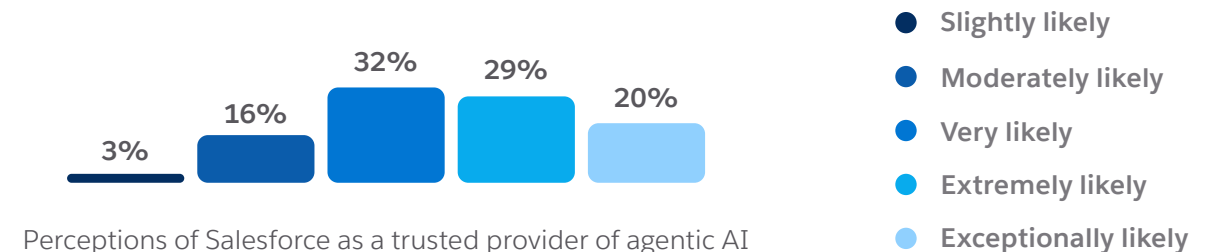
Leaders are most excited about AI agents' ability to boost productivity, unlock strategic insights, and power new business models. This indicates that though efficiency is front and center, telecom providers see value beyond it, highlighting innovation and data-driven decision-making as core advantages anticipated with AI.

### Agentforce Is Poised for Strong Telecom Adoption

Telecom leaders understand Agentforce



Majority have an eye on Agentforce within the next year



## Many Challenges, One Solution

When leaders are asked, they describe Agentforce as autonomous, efficient, and powerful, reflecting the general view that the technology is a cutting-edge, innovative solution with the potential to boost efficiency, provide strategic insights, and empower employees.

More specifically, leaders agree that Agentforce would be helpful in addressing a wide array of pain points, especially redundant or time-consuming tasks, effective data use and management, employee training and engagement, customer experience, churn, and more.

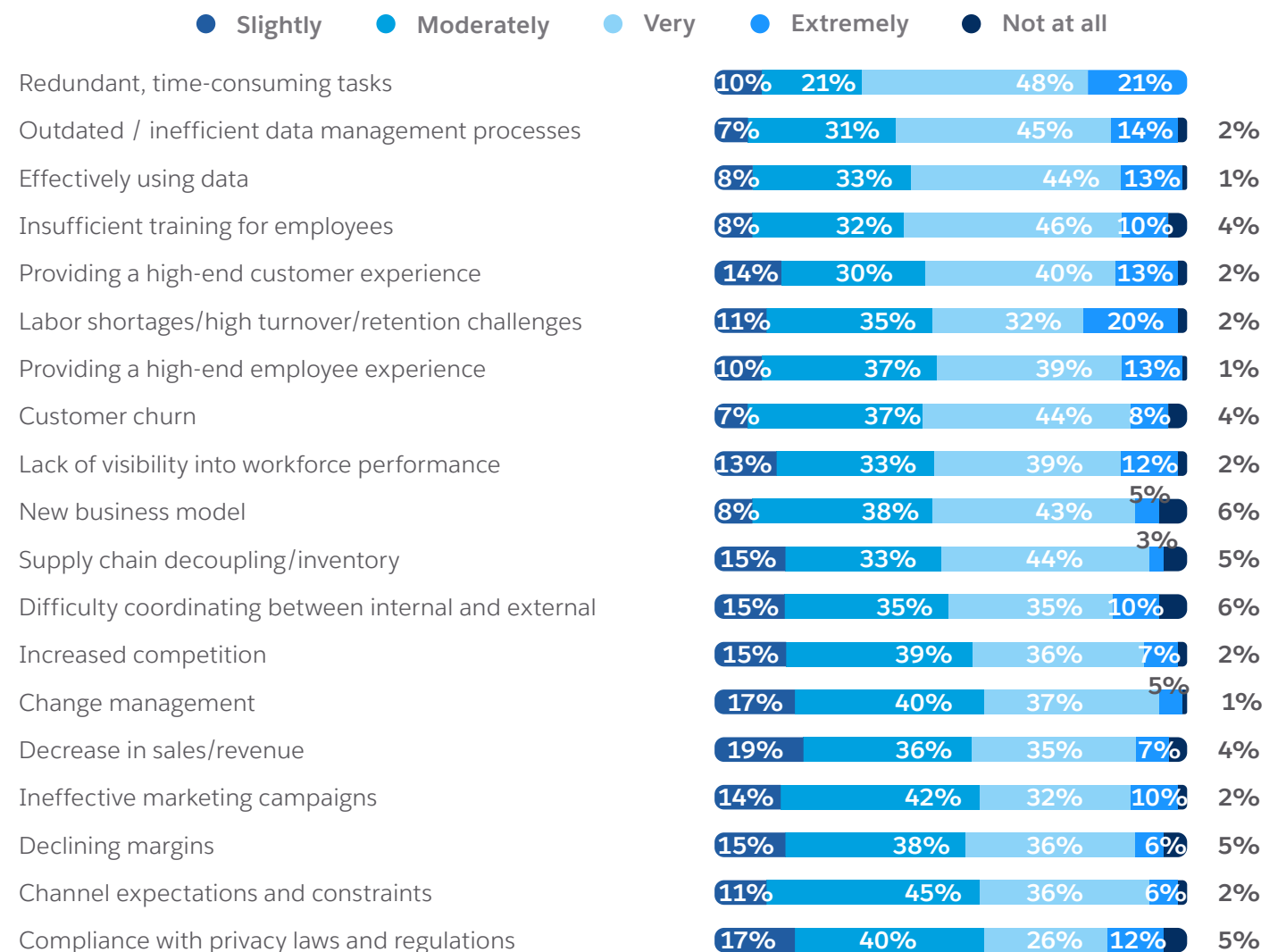
These results indicate that although many leaders are still in an exploratory phase, they recognize Agentforce's potential to modernize operations and transform both customer and employee experiences.

### Leaders See High Potential for Agentforce

Agentforce is cutting-edge, innovative, and strategic

- 1 Autonomy & Independence
- 2 Efficiency & Optimization
- 3 Innovation & Forward-Thinking
- 4 Power & Capability
- 5 Reliability & Trustworthiness

### Agentforce can be helpful across many pain points



03

## Not Just Efficient – Transformative

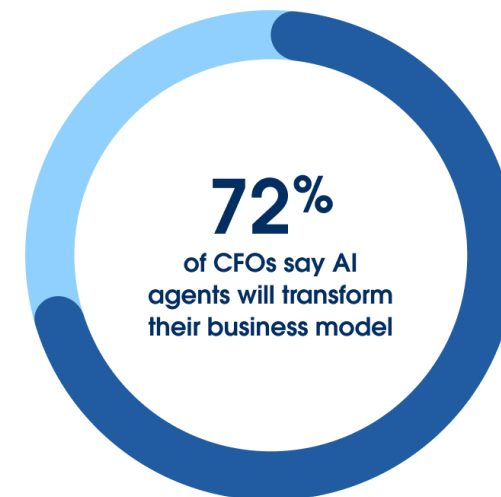
The vast majority of leaders see Agentforce's potential across the board. However, when asked about the specific outcomes they'd hope to see as a result of implementation, growth, customer satisfaction, and profitability topped the list.

These priorities indicate that telecom leaders see Agentforce as a strategic driver of growth. They believe in its ability to unlock revenue by streamlining workflows and enabling teams to focus on higher-value opportunities because the technology not only boosts productivity and efficiency, it transforms telecommunication operations – reducing costs and growing revenue in the process.

For example, a sales associate's use of agents to prepare quotes reduces time and effort. That's time and effort they can then redirect toward nurturing more leads or building additional quotes for more potential customers – solving both an efficiency and a revenue challenge at the same time.

### Desired Outcomes of Agentforce Adoption

Growth, satisfaction, and profitability top the list of desired outcomes



Source: Salesforce News & Insights



## Look Ahead: Driving Efficiency and Competitive Advantage

As the telecom industry faces more and more pressure to perform in an increasingly competitive landscape, AI agents hold an immense amount of potential to combat challenges.

Agentic AI can reduce costs and boost productivity – two highly valuable wins that could give communication providers the competitive edge they need.

Though security, implementation, and costs are front and center, Agentforce's unique offerings may help ease these concerns and accelerate adoption.

Built-in enterprise-grade security, low-lift integration, and scalable pricing models make Agentforce a great option for telcos looking to get up and running with agentic AI sooner rather than later.

Agentforce is the most complete enterprise agentic program that can help communication providers

streamline operations, reduce costs, and enhance customer and employee experiences – ultimately paving the way for a future of increased efficiency, productivity, and strategic decision-making that fuels growth and innovation.



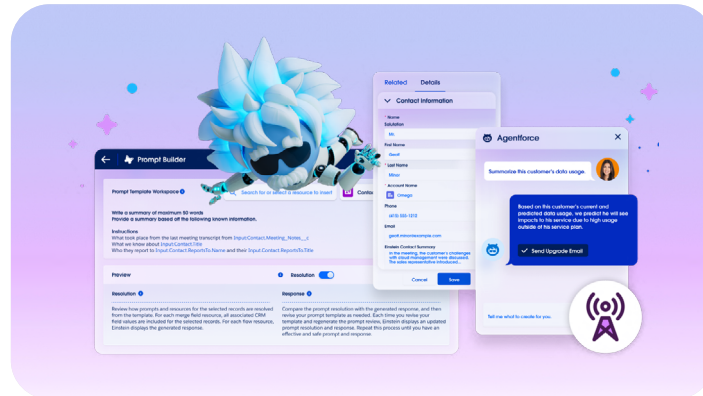
**Agentic AI could be the most transformational capability to hit the operational and business support systems landscape in a generation. Its ability to absorb the inherent complexity of the telecom value chain and automate exceptional customer outcomes has the power to be truly revolutionary.”**



**Brad Pruner**

Salesforce Senior Director, Product Strategy

# Explore More Travel & Hospitality Resources



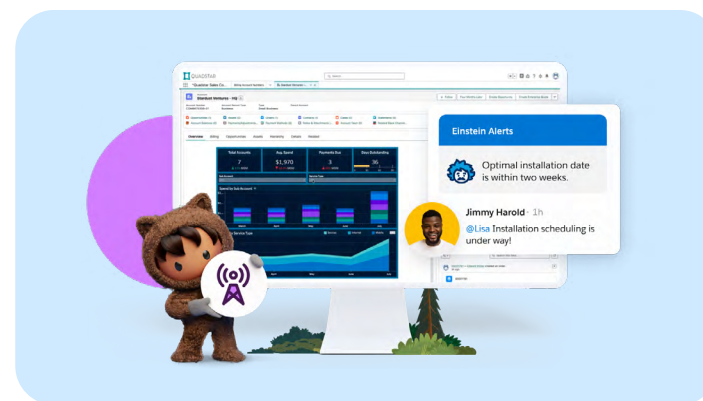
## The Telecommunications Industry AI Evolution: A Guide to AI Agents

Agents represent a step forward in AI technology and can revolutionize telecom.

[Get the guide](#)

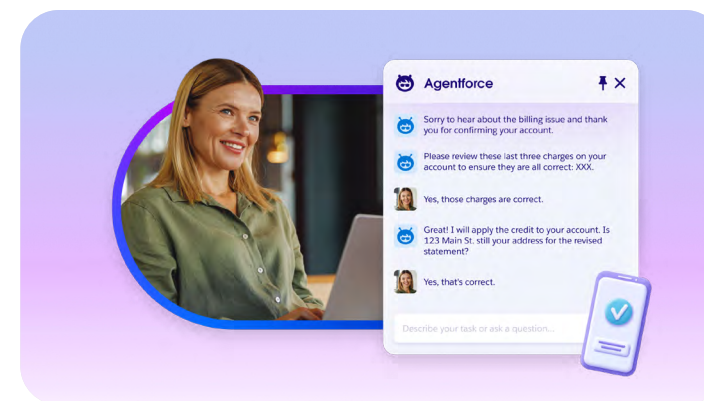
## How Agentforce and Data Cloud Are Helping One NZ scale

See how One NZ is becoming a leading AI-enabled telecom company.

[Read the story](#)

## Communications Cloud Demo

Agentic telecom sales & service software.

[Watch demo](#)

## Agentforce for Comms

Boost revenue and efficiency with the top digital labor platform for telecoms.

[Learn more](#)



# Sample Details



# Sample Details

## Country

United States ..... N=84, 100%

## Department

C-Level..... N=5, 6%  
Dept Head/LOB lead ..... N=15, 18%  
VP..... N=28, 33%  
Sr. Director/Director..... N=36, 43%

## Company Size

1,000 to 4,499 ..... N=28, 33%  
4,500+ employees..... N=56, 67%

## Department

Business Strategy  
& Innovation ..... N=26, 31%  
IT/Data & Enterprise ..... N=20, 24%  
Marketing ..... N=18, 21%  
B2B Sales..... N=13, 15%  
C-Suite/Exec Leadership ..... N=3, 4%  
B2C Sales ..... N=2, 2%  
Customer Care/  
Contact Cente ..... N=1, 1%  
Retail Operations ..... N=1, 1%

### Additional Qualifiers for Survey Inclusion:

- Decision-maker or part of a team that makes decisions in the evaluation or selection of AI solutions over the last 12 months
- Regional, national, or global footprint (local excluded)
- Awareness of agentic AI technology (actively using, piloting, exploring, or aware of)
- Company size: 1,000+
- Job level: director+



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