

UPDATE:

ACCELERATING AGENTIC AI TIME TO VALUE

A VALOIR INSIGHT BRIEF

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In February 2025, Valoir published its initial look at Agentforce as an artificial intelligence (AI) platform based on in-depth interviews with more than 20 Salesforce customers that were early adopters of Agentforce. At that time, we found that although customers were just beginning to deploy agents in production, their experience was that Agentforce enabled them to deliver autonomous AI agents an average of 16 times faster than typical do-it-yourself (DIY) approaches while increasing accuracy by 75 percent (*Valoir Report: Accelerating agentic AI time to value*, February 2025).

In that analysis, we found that there were seven categories of phases of agentic AI development where Salesforce's prebuilt Agentforce capabilities helped to accelerate time to value and accuracy:

- Model setup. Customers were able to leverage Agentforce's pre-tuned large language model (LLM) capabilities rather than investing in building their own LLM or retrieval-augmented generation (RAG) databases, making model setup 7.5 times faster, on average, than a DIY approach.
- Data and application integration. Salesforce's Data Cloud, Data Cloud Connectors, and Service Cloud Knowledge, as well as the fact that customer data was already in Salesforce enabled them to accelerate data integration, making it 3.5 faster than DIY.
- Prompt engineering. Salesforce's prompt engineering and Prompt Builder efforts as well as the conversational interface of Agentforce reduced the average time spent on prompt engineering by 90 percent compared with DIY efforts.
- AI guardrails and security. The guardrails and security in the Salesforce Trust Layer were beyond the development time and resources of most internal IT teams, and would have taken even organizations with the resources more than 12 months to develop.
- User interface and workflow/application development. Agentforce and the Salesforce platform enabled organizations to reduce the development burden associated with development of or integration into an existing conversational interface (such as a bot) and the

development of workflows between agents and LLMs. By automating much of that process, Agentforce accelerated user interface and agentic application development by 6 times over DIY approaches.

- Tuning. Agentforce customers were able to take advantage of the Atlas Reasoning Engine and Testing Center and the ability to tune agents with conversational instructions. This accelerated the time to tune and test models and enabled them to deliver accurate results 12 to 24 times faster than DIY approaches. In comparison, most DIY projects never reached consistent enough accuracy to be reliably moved to production.

Data summary

Agentic AI phase	DIY months (average)	Agentforce months (average)
Model setup	12.0	1.0
Data integration	3.5	0.3
Prompt engineering	12.0	1.0
Guardrails	18.0	0.0
UI and app/workflow development	6.0	1.0
Tuning	24.0	1.6
Total	75.5	4.8

Valoir has continued those conversations with early Agentforce customers, as well as expanding the number of conversations, companies, industries, and use cases included in our research, to further validate the time to value of an agentic approach with Agentforce compared with other DIY approaches. Customers ranged from small and medium-sized businesses to global Fortune 500 firms from a broad range of industries including high tech, insurance, education, and manufacturing.

What we have found since publication of the last report is that projects have matured and customers are seeking to take advantage of Agentforce to handle more complex tasks, including integrating non-Salesforce data sources and applications and leveraging more of the Salesforce platform and ecosystem within their Agentforce projects. However, the numbers have not materially changed, as Agentforce still consistently delivers significant benefits over DIY in terms of time to value. Customers said:

We've built an IT procurement platform. I can chat with it and it queries the data using Tableau and a contract management module we've built inside of Salesforce. It took us about three months with a team of two resources from Salesforce and a three to four-person team focused on Agentforce. We're at about 70 percent resolution [accuracy], and we expect that to increase by five

percent every month as we fine tune it in our environment, and 150 customers are starting to engage with it.

Before [the Slack integration] we used a different component for communications, now Slack is integrated. I'm at market faster and I have less risk. It would have easily taken us six months to a year to figure out the different pieces, worry about security and compliance – 8 months to a year just to integrate the features. We also have security and compliance – the cost of building a security and compliance team would be prohibitively expensive.

"Where is my order" is the largest volume of inbound calls for us – it's 15 to 20 percent of calls. Agentforce is doing all those calls by looking up order status through the Oracle integration. Integration would have been the biggest challenge for us. Oracle is our system of record, and the Salesforce and MuleSoft integrations would have been a huge lift for us. Being able to tie all of it together, with the validations and governance, would have been easily five to 10 times the effort.

We needed Agentforce and Data Cloud to unify and have visibility into how you organize accounts and contacts, since we've been through a lot of acquisitions and needed one view of the customer. We bought [Agentforce] in Fall 2024 and had it delivered by end of January 2025 using a partner. Now clients can interact directly to find out the status of a claim or summaries of open claims.

A critical factor in the ability to move agentic AI agents to production at scale is the ability to achieve consistent accuracy in results on an ongoing basis. Valoir found that both early adopters and more recent adopters of Agentforce were able to achieve more rapid time to accuracy and maintain that accuracy over time while increasing the complexity of inquiries and cases Agentforce agents could successfully address.

Valoir also found that as customers are moving Agentforce agents to production, they've been able to achieve increased call and case deflection and reduce human agent onboarding time while maintaining or improving customer satisfaction. Customers said:

It's answering hard questions with 71 percent accuracy, and our CSAT on Agentforce is 4.8 out of 5. Customers are impressed with how it's doing. We've been able to shift our 200 service people from almost 100 percent customer support to 40 percent support and 60 percent success with the same individuals.

We've seen a 63 percent reduction in call volumes, and onboarding that used to take three business days is now three to four hours.

Agentforce has brought down volume in the call center big time. We've done a pre-purchase agent for someone wanting to do research. The call center works eight to six, but consumers aren't in

that time frame. Now we can meet customers at their point of need on their time.

To increase our conversion rates without Agentforce, the amount of inquiries we would need to generate and support are astronomical. We've created an agentic layer over information to give prospects a conversation about us and competitors and make a conversation that would have taken weeks to complete.

Looking ahead

Agentic AI has the potential to deliver significant benefits by going beyond simple productivity to gains to automating complex tasks and interactions at scale to drive greater customer engagement and improved employee experience. However, early experiments with DIY approaches have led many teams from fear of missing out (FOMO) to fear of messing up (FOMU), as costly efforts have met with limited success in terms of accuracy and reliability.

Valoir found that early adopters of Agentforce were able to deliver more rapid time to value and greater accuracy by leveraging Salesforce's investments in model setup and tuning, data integration, prompt engineering, guardrails and security, UI and workflow development, and low-code tuning and testing. As their experience with Agentforce has evolved, so has the technology and its ability to successfully support more complex agent requirements. However, change management will still be an issue for many organizations, and there is still a learning curve in terms of understanding the data, process flows, and instructions needed to deliver successful Agentforce agents in production at scale.

A platform approach to agentic AI will lower the technical and cost barriers and make the benefits of agentic AI more broadly accessible. As organizations move from experimentation to pilot to production-ready agentic AI, a platform approach like Agentforce enables them to leverage Salesforce's AI infrastructure and platform investments so they can focus on innovation and competitive differentiation.

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