



# Beyond the Case File

Transforming public sector investigations with AI and data



# Introduction

In today's global landscape, increasingly complex investigations occur in all levels of government, from tracking fraud and managing regulatory compliance to addressing civil disputes and ensuring ethical conduct. Yet, as cases grow in urgency, traditional investigative processes often fall short – bogged down by manual workflows, siloed information and security risks.

“The main challenge is that many processes still rely on paper files, leading to significant delays. This impacts the most vulnerable – which are crime victims and those accused – who are not receiving timely justice,” said Dr. Carolin Möller, a Director on the Digital Transformation team at Salesforce.



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**CATHERINE BERGER | Senior Director, Case Management, Salesforce**

Addressing these challenges are essential, not only to clear backlogs, but also to reestablish the credibility, efficiency, and responsiveness of investigations globally.

To manage these complexities head-on, agencies need an advanced, comprehensive solution that enhances the investigative process at every stage. [Salesforce's Investigative Case Management \(ICM\) app](#) simplifies complex cases by offering a centralized view of all relevant details, from intake to resolution.

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# 1

**Optimize workflow and performance with case analytics and automation.**



In today's fast-paced investigative environment, manual workflows often create bottlenecks that reduce productivity and extend case timelines. As investigators handle multiple cases simultaneously, the need for streamlined processes and real-time insights has never been greater.

The ICM app addresses these challenges by automating key workflows and providing powerful analytics tools that empower agencies to improve performance and adapt to changing demands.

## Automate key workflows with Agentforce.

Automation drives the Salesforce ICM solution, reducing repetitive tasks for caseworkers and enabling them to focus on high-impact activities. The company's team of autonomous agents, [Agentforce](#), enables organizations to build and manage custom agents that specialize in two key areas:

1. **Internal efficiency:** Agents assist caseworkers by streamlining processes, managing workflows and improving overall efficiency.
2. **Facilitating access to the public sector:** Agents interact directly with the public, providing clarity and assistance as individuals navigate complex processes, such as raising complaints or understanding various legal procedures.

By enabling collaboration between these two types of agents, Agentforce bridges gaps to speed up investigations and drive efficiency in case management.

## Leverage caseworker productivity analytics.

A standout feature of Salesforce's ICM app is its productivity analytics dashboard, which offers case managers and agency leaders key insights into trends, caseload distribution and processing times. By tracking these metrics, agencies can pinpoint inefficiencies and optimize resource allocation. For example, the dashboard highlights if certain caseworkers are handling more tasks than others, enabling managers to redistribute workloads effectively.

Tracking case processing times also helps agencies identify potential delays early on, investigate the cause and take corrective action. For example, if caseworkers are held up by complex evidence gathering, managers can provide additional training or support.



## Future-proof your agency with scalability and agility.

The cloud-based architecture of Salesforce ICM supports seamless growth, allowing agencies to easily add users, expand workflows and integrate new data sources without major reconfiguration.

“That’s where Salesforce differentiates itself from the current case management solutions. As your investigations change, as legislation changes and as new technology emerges, you can pivot your investigative case management to new technology,” said Sabih Khan, Global Industry Strategy and Go-to-Market Leader for Public Safety and Justice at Salesforce. “With Salesforce, you don’t have to fit your workflow to the software. You can fit the software to your new workflow.”

By combining automation with real-time analytics and scalability, agencies can optimize workflows, improve performance and ensure they are ready to tackle the challenges of tomorrow.



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# 2

## **Streamline complaint intake and case creation.**



Managing complaint intake and case creation can be a daunting task for agencies, especially when dealing with a high volume of submissions. Traditionally, these processes rely on outdated, manual systems that cause inefficiencies, delays and errors, hindering an agency's ability to respond promptly.

Salesforce's ICM solution tackles these challenges by automating and streamlining complaint intake and case creation, helping agencies manage workflows more efficiently and accurately.

## **Simplify the complaint filing process.**

The process of submitting a complaint can be overwhelming. Many individuals, especially those with limited resources, face challenges understanding what constitutes a violation, which agency to approach, or how to file a complaint correctly.

Agentforce for Public Sector can simplify this process by providing clear guidance on the necessary steps and proper channels, allowing the public to easily submit complaints, upload evidence and provide supporting documentation, according to Tathagata Kandar, Product Marketing for Salesforce's Public Sector Solutions.

This approach ensures that agencies receive complete, accurate information from the outset, reducing errors, eliminating incomplete submissions and accelerating case resolution. By simplifying interactions, Salesforce not only facilitates access but also strengthens trust between agencies and the public, closing the gap and making government services more approachable and equitable for all.

## **Assess and prioritize complaints.**

Once a complaint is submitted, agencies must assess its urgency and prioritize it appropriately. Manual assessment can be time-consuming and error-prone, especially with complex or overlapping cases.

"There are a lot of complaints coming in so we need to automate the solvability matrix," said Khan "Number one: Is it something that we investigate? Number two: Is it within our jurisdiction and within the scope of our agency's mission? And three: what's the solvability of it?"

Salesforce automates this process with tools like incident manager checklists and risk evaluations, helping caseworkers quickly evaluate the severity of each complaint. Agentforce further support these efforts by guiding staff through critical decision-making, including violations, issue severity and potential impact.

Automated workflows then assign complaints to the appropriate queues and prioritize them by urgency. This streamlining of the assessment and prioritization process allows agencies to handle large volumes of complaints more efficiently, improving both response times and outcomes.

## Create and manage case records.

Once an agency assesses and prioritizes a complaint, building a comprehensive case record is essential for capturing all relevant data, such as participant roles, regulatory violations, evidence collected and initial assessments. With Salesforce's [Casework Overview](#), agencies can create well-organized, detailed case records on a single unified platform.

AI can support document automation and complaint deconfliction, further enhancing efficiency by merging duplicate reports and eliminating unnecessary data entry, helping agencies advance cases faster and more effectively.

“AI can provide access to relevant information that needs to be reviewed in an easier and more intuitive way,” Möller said. “AI addresses this fragmented landscape of information and how to make the most use of the tools you have to get a unified view.”

By consolidating all case data into one location, Salesforce streamlines collaboration and decision-making. The system automatically updates case records in real time, reducing the risk of outdated or incomplete information affecting case outcomes and ensuring that all stakeholders have access to the most current data.



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# 3

**Enhance efficiency  
with evidence and  
custody tracking.**



Handling evidence with precision is fundamental to any successful investigation. Inaccuracies in evidence collection, tracking and custody can compromise an investigation's integrity, undermine legal compliance and ultimately affect the credibility of the case.

"Investigations have become more complex because technology has become more complex," said Khan. "There's a lot of digital evidence that you capture now that needs to be organized and formatted to be able to tell a story to a jury or to a judge."

Salesforce's capabilities streamline these processes by carefully documenting, tracking and making evidence accessible at every stage, from initial collection to final disposition.

## **Maintain chain of custody more efficiently.**

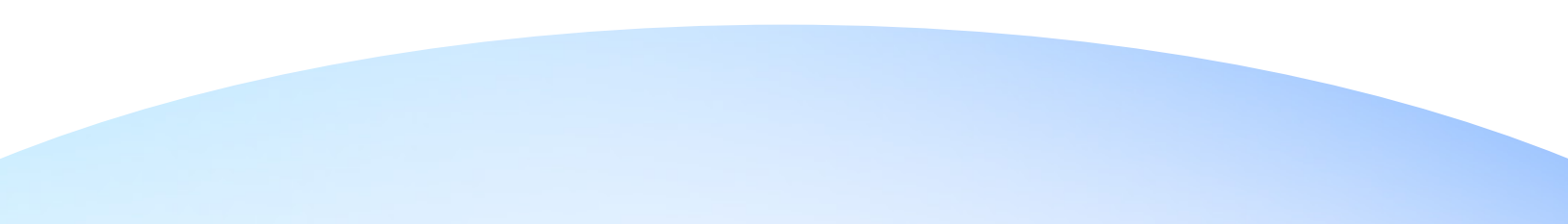
The chain of custody is a crucial aspect of evidence handling, as a lack of documentation can render it inadmissible. Salesforce's ICM solution provides guided workflows and pre-built skills that help investigators collect, document and store evidence systematically, ensuring its integrity.

For instance, in a multi-agency fraud investigation, teams can leverage ICM's mobile workflows and AI tools to document evidence like financial transactions, devices, or records on-site. The system automatically tracks details like chain of custody, timestamps, and geolocation, ensuring data integrity while reducing administrative burden. This allows investigators to concentrate on solving the case efficiently.

"We've built workflows to be able to follow up with the custody chain and understand where the evidence is, who is the custodian, and what is the state of the custodian item before entering a new premise," Berger said. "All of that is manageable in the workflows that we have built and that are ready to use out of the box."

## **Organize evidence more effectively to improve case outcomes.**

Once evidence is collected and the chain of custody is secure, organizing that information for easy retrieval and review is crucial. In complex cases, evidence may include everything from photos and videos to witness statements and physical objects. Without an effective organizational system, agencies may overlook important information.



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ICM offers a powerful organizational system that enables investigators to categorize evidence according to the case elements. For example, in a fraud investigation, agencies can group evidence such as emails, financial documents and bank statements together under the same case. This not only saves valuable time during case reviews but also ensures a streamlined presentation of evidence during legal proceedings, helping caseworkers build a stronger narrative and improving the likelihood of a favorable legal outcome.

“Salesforce’s Investigative Case Management app can become a system that helps you organize all your pieces of evidence and documents, to create timelines and experiences that tell the story of your investigation,” said Khan.

With all data centralized, ICM enables investigators to track progress, identify gaps and ensure compliance while preserving the integrity of the case.



# 4

**Facilitate case proceedings and legal documentation.**



Managing legal documentation and case proceedings in public sector investigations is a highly intricate task, with fragmented data, missing deadlines and documentation errors posing threats to case outcomes.

Salesforce's ICM solution makes it easier by centralizing and streamlining case data, accurately tracking and efficiently managing every action.

## Document and manage legal proceedings.

Legal proceedings can span weeks, months or even years, with many moving parts. Without a central system, caseworkers often rely on a patchwork of documents, spreadsheets and emails, making it difficult to maintain an up-to-date view of the case.

“Casework Overview gives you a view within the product where you are visualizing the relationships between people, places, evidence and all of the different elements of the cases brought together,” said Kandar.

For example, as a case progresses, multiple motions, hearings and rulings may occur. Tracking each action manually can lead to errors like missed deadlines or incorrect filings. With Salesforce ICM, caseworkers can log every step and ensure that information is easily accessible.

“Because we are also looking into justice case management, we have a data model that is compatible and actually integrated with the court data model so that we can exchange and recuperate their information,” Berger said.

In practice, this can mean that the system notifies the caseworker and updates the status of the case in real time. Likewise, with civil cases, such as housing disputes or child custody hearings, the platform helps track service requests and ensures timely follow-up on each legal action, keeping the case on track throughout its lifecycle.

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## Record rulings and case outcomes.

When a case concludes, it's equally important for investigators to link outcomes to the relevant case files. Salesforce's ICM app facilitates this by recording case rulings and resolutions in real time, ensuring all necessary steps are taken after the ruling.

A case may conclude with a variety of outcomes – rulings could range from detentions, probation or fines in criminal cases, to care plans or settlements in civil matters. Salesforce's ICM solution empowers caseworkers to capture and organize these details in a centralized system, ensuring all necessary steps are taken after the ruling.

“Usually, investigations and proceedings will not happen in the same agency,” Berger noted. “But for the investigative agency, it's extremely important to have all the accurate information to understand where we are with the proceeding, what is missing, who the participants are and what the result was.”

This is especially important in long-running investigations or complex civil cases, where caseworkers are tracking many steps across different departments. For example, if a caseworker is managing a complex fraud investigation, they might need to track not just court rulings but also the status of compliance with settlement agreements, restitution payments or community service requirements.



# 5

**Enhance public  
sector accountability  
and compliance.**



Public sector agencies must maintain transparency, accountability and compliance in their investigative processes to build public trust. The public needs assurance that agencies are protecting sensitive data and conducting investigations fairly.

“The sensitivity of the information in these cases is super high, and this is why we decided to build features to make sure that the information can be shared in a very granular and secure way,” Berger said.

With complex data from various sources and multiple stakeholders, it is critical for agencies to have a unified system that can centralize information, ensure compliance and safeguard data while promoting transparency.

## **Track compliance with regulatory codes.**

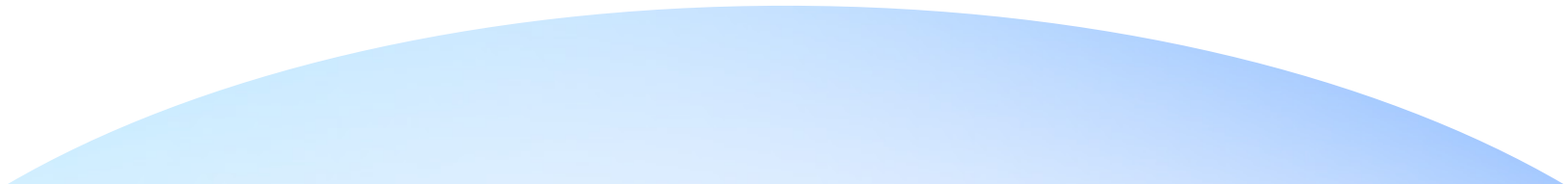
In government investigations, ensuring compliance with regulatory standards is non-negotiable. Every action must adhere to legal and procedural guidelines, which can vary depending on the case type or jurisdiction.

Dynamic Assessment is a workflow that evaluates allegations and determines their severity while ensuring alignment with relevant codes, policies and regulations, according to Berger. Using AI to reference legal documents, it accurately connects allegations to the appropriate laws, ensuring compliance and providing clear evidence of violations. Additionally, by linking case activities to the appropriate legal regulations, the ICM app creates a real-time compliance audit trail, alerting caseworkers to potential errors or oversights, avoiding legal missteps and ensuring investigations are within legal boundaries.

Salesforce’s ICM solution also simplifies audits by providing easily accessible, organized case data. As a result, when regulatory bodies or external auditors request case documentation, agencies can quickly provide comprehensive histories with minimal effort.

## **Maintain data security and confidentiality in investigations.**

While maintaining transparency is crucial, agencies must also protect sensitive case data. Investigations often involve confidential information that they must securely manage to preserve the case’s integrity. Salesforce’s ICM app features robust security controls that restrict data access





based on user roles. This ensures that only authorized personnel can view or modify specific case details, maintaining confidentiality and preventing unauthorized disclosures.

“The Salesforce platform is secure by design. That’s how it’s built,” Kandar said. “Investigative Case Management specifically has to be one level higher than that, because it’s being used in a way that it converses with multiple agencies.”

The ICM app also supports secure data-sharing, allowing collaboration between departments or external partners while safeguarding privacy. For example, investigative teams can share information with legal teams or partner agencies without compromising sensitive data.

By centralizing case data, tracking compliance and ensuring data security, the ICM solution enables agencies to handle investigations with integrity, foster public trust and demonstrate their commitment to justice. With real-time insights and secure collaboration, Salesforce’s Investigative Case Management solution supports efficient, lawful and transparent case management from start to finish.

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**Learn more about how Salesforce is transforming investigative case management.**

**Get Started**





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