



slalom

The Power of Partnership: Realizing Customer Success Together with Agentforce

A practical guide to continuing—or starting—your Agentforce journey with Salesforce and Slalom



Are manual processes and routine interactions taking too much of your team's time—and taking your eyes off what really matters? Do customers receive consistent, accurate, thorough responses across agents and channels? Have your call handling times and other metrics plateaued?

In short, do your customers and partners feel truly recognized, supported, and valued?

3 Steps to Maximize AI Agent Impact and Value

Before embarking on your AI journey, it's essential to assess your organization's readiness. This guide includes a comprehensive readiness checklist, sample industry use cases, and a look at the Slalom Agentforce Foundations accelerator.

Included in this guide are your three essentials:

01 Gauge Readiness and Returns: The Slalom Agentforce Checklist

Agentforce Readiness Checklist

Every “yes” response to the questions below increases your potential for unlocking maximum value through digital transformation utilizing Agentforce agents and integrated Salesforce Clouds.

Yes No

Do you have a plan for leveraging automation and AI to achieve strategic goals over the next 12–24 months? An AI roadmap is crucial for digital transformation.

Do your employees perform many repetitive, manual tasks that consume a lot of time or resources? Agentforce with Sales or Service Cloud can automate repetitive tasks such as cleanup and lead enrichment, significantly reducing workload and errors.

Are there areas in which response times or satisfaction rates could be improved? Allowing Agentforce to auto-triage support tickets and answer FAQs can free up agents to tackle more complex issues.

Could automation help provide a more consistent customer experience across channels? AI-driven chatbots and agents can provide seamless, enhanced customer experiences.

Are your current systems or data siloed in ways that limit efficiency or decision-making? Efficient integration via Salesforce can enhance AI decisions and connected systems empower more powerful automations.

Has your company identified opportunities for improving the way you leverage data for decision-making? Agentforce can trigger real-time actions based on analytics, optimizing decision-making processes and enhancing overall business performance.

Are there tasks or roles in which employees could be better utilized if certain activities were automated? Automation can free employees from repetitive tasks, enhancing morale and retention while allowing them to focus on strategic work.

Could your company better manage compliance with industry regulations? Automation can reduce errors, expedite reporting, and monitor processes for violations.

Have you received customer feedback regarding challenges in personalizing interactions or managing high volumes of requests? AI-driven personalization and scalable handling of requests can improve customer interactions and satisfaction.

As your company grows, could autonomous agents help scale your operations efficiently? Salesforce and Agentforce agents can quickly scale to meet increased workloads, minimizing hiring and training overhead.

02 Practical Solutions for Any Industry

Industry Use Cases

Discover how Agentforce can deliver specialized solutions tailored to your sector's specific needs and regulatory requirements.

Technology, Media, and Telecom

- **Integrate legacy systems with new innovations**
Evolve your existing tech stack by integrating old and new to unlock the full potential of AI-driven technologies.
- **Create personalized experiences that build lasting connections**
Use AI-powered insights and agents to craft engaging customer journeys that resonate across all platforms, fostering deeper relationships and customer loyalty.
- **Connect data across systems to spur action**
Leverage Slalom's AI framework to integrate data and transform it into new revenue streams, greater customer satisfaction, and a faster route to ROI.
- **Streamline operations while maintaining the human touch**
Optimize processes with pre-built accelerators, enabling faster responses to market changes while maintaining the human element.

Key use cases:

- Subscriber onboarding
- Responses to common service questions
- Sales call prep and wrap-up
- Configuration and pricing analysis
- Landing page personalization



Agentforce in action

Inside Avetta's AI journey with Agentforce.

Avetta enhanced its AI tools and improved internal processes by working with Slalom to implement Agentforce and Service Cloud Voice deployments.

Healthcare and Life Sciences

- **Deliver personalized, patient-centered care with AI and data**
Integrate data across systems to enable personalized care that improves outcomes and strengthens patient relationships.
- **Optimize healthcare operations to enhance efficiency and care quality**
Streamline processes with autonomous agents that reduce costs and improve efficiency, allowing providers to focus on high-quality care.
- **Expedite drug development with data-driven innovation**
Speed up research and development with integrated data and AI solutions, ensuring new treatments reach patients faster.
- **Ensure data security and regulatory compliance with robust solutions**
Protect patient data with comprehensive security tools that ensure compliance with healthcare regulations.

Key use cases:

- Patient and provider FAQ and self-service
- Adverse event report summaries
- New product education
- Appointment and meeting scheduling
- Personalized reminders and marketing messages at scale

Travel, Transportation, and Hospitality

- **Drive loyalty with personalized experiences across touchpoints**
Delight customers with seamless journeys that forge deeper connections, boost satisfaction, and increase revenue.
- **Refine operations to improve efficiency and service delivery**
Deploy AI agents to reduce costs, improve service quality, and provide a smooth, consistent customer experience.

- **Compete and drive innovation with AI and data**

Integrate platforms and tease out insights to fuel innovation and allow quick adaptation to market changes.

- **Balance safety and compliance with exceptional experiences**

Maintain robust safety and regulatory compliance while staying focused on creating an enjoyable customer journey.

Key use cases:

- Passenger self-service
- Traveler FAQs
- Personalized pre-trip upsell messaging
- Pre- and post-trip personalized communications

Agentforce in action

From Idea to Agent in Five Days

TripADeal leveraged Salesforce Data Cloud and partnered with Slalom to create AI-powered agent experiences



Financial Services

- **Manage risk and compliance while fostering trust and security**

Stay current with regulatory changes and evolving risks while maintaining focus on customers' needs and preferences.

- **Elevate engagement with personalized digital experiences**

Utilize AI agents to deliver enhanced experiences based on a comprehensive customer view, personalized insights, and quick response.

- **Unlock revenue with AI and data**

Unify and harmonize data to identify new growth opportunities to maximize ROI.

- **Scale operations cost-effectively with automated agents**

Assist service representatives with Agentforce agents to delivering far-more-efficient, personalized service.

Key use cases:

- Investor self-service and FAQ
- Beneficiary change management
- Investor meeting prep and recap
- Portfolio change analysis
- Personalized marketing messages at scale

Public Sector

- **Provide citizen-first, optimized service delivery**
Connect to legacy systems to AI agents to deliver solutions that meet evolving needs efficiently and with empathy.
- **Enhance engagement through accessible, inclusive digital solutions**
Deploy user-friendly and interactive AI agents that make it easier for citizens to connect with essential services.
- **Streamline to improve service delivery and reduce costs**
Utilize AI automation to reduce costs and improve efficiency while maintaining focus on the human experience.
- **Build trust through compliance, transparency, and security**
Protect citizen data with robust security solutions that ensure compliance and foster trust through transparency.

Key use cases:

- Constituent self-service and FAQ
- Emergency document declaration
- License and permitting self-service
- Enrollment FAQ

Retail and Consumer Goods

- **Deliver hyper-personalized experiences that boost brand loyalty**
Leverage AI agents to deliver consistent, tailored customer journeys that feel personal and meaningful across all channels.
- **Boost profit margins and the customer experience**
Streamline operations with autonomous agents to reduce inefficiencies and operational costs, enabling positive omnichannel customer experiences.
- **Optimize inventory with data-driven insights**
Automate inventory management to reduce costs, improve availability, and enhance the customer experience.
- **Speed innovation with a human-centered feedback loop**
Implement AI agents to gather customer feedback in real time, staying competitive and driving engagement and product development.

Key use cases:

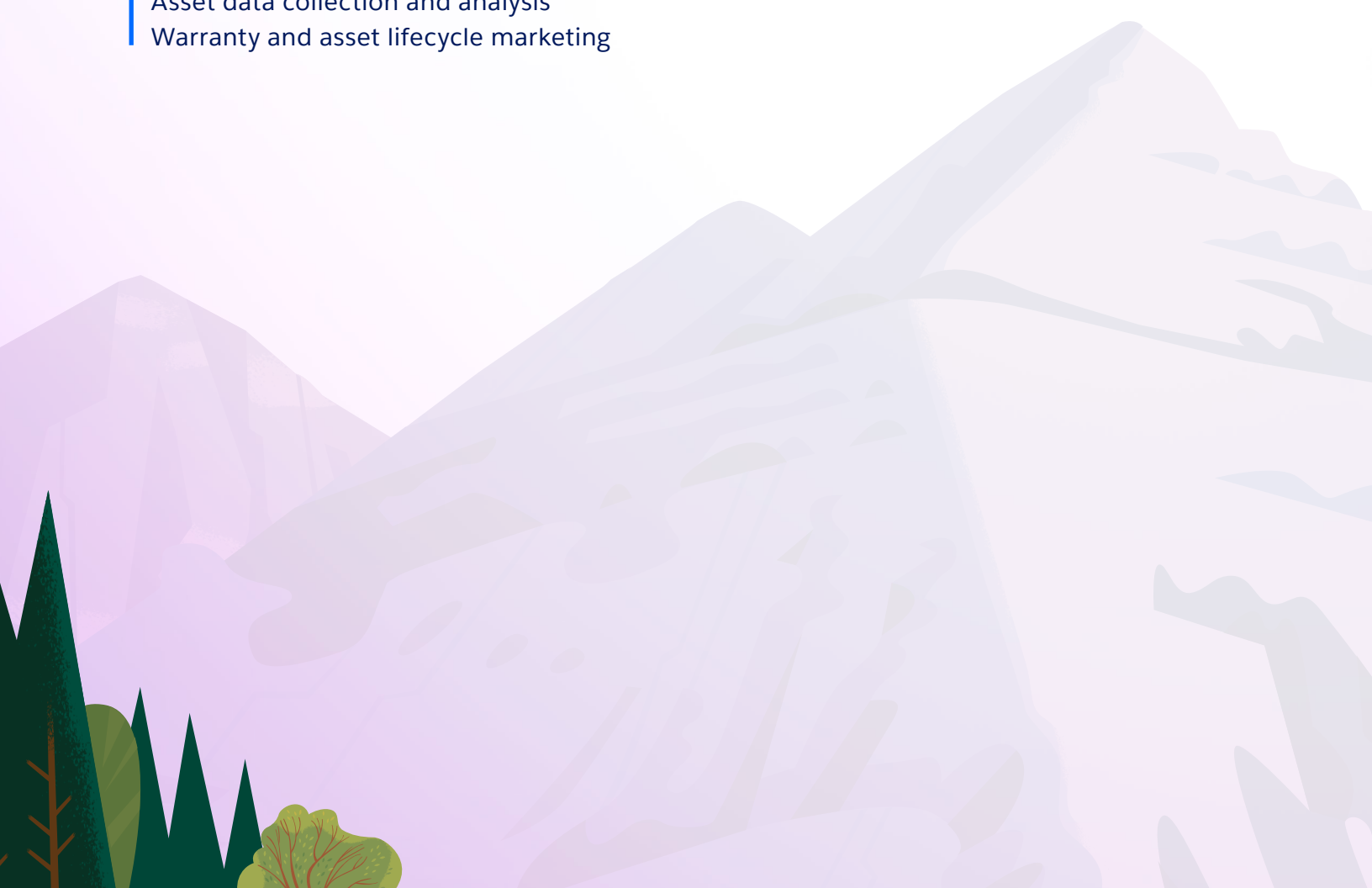
- Shopper self-service
- Retail store operations support
- Product FAQs
- Loyalty communications
- Landing page personalization

Manufacturing, Automotive, and Energy

- **Strengthen the supply chain**
Enhance supply chain reliability and agility with AI-assistive technology, improving supplier relationships and reducing delays.
- **Optimize production processes**
Reduce inefficiencies and cost without compromising on human oversight of safety and well-being.
- **Maximize innovation and ROI**
Automate workflows and unlock actionable insights to spark innovation, deliver measurable impacts, and reduce operational costs.
- **Streamline compliance and sustainability**
Efficiently navigate the shifting regulatory landscape while promoting safety, sustainability, and social responsibility as core business values.

Key use cases:

- Service call prep and wrap-up
- Field service asset mapping
- Warranty claims evaluation
- RFP response drafting
- Asset data collection and analysis
- Warranty and asset lifecycle marketing



The Slalom Difference: Uniquely Positioned for Agentforce Success

Agile, experienced, and hands-on, the Slalom team stands out for a novel approach to implementing and innovating with Agentforce.

Unmatched data and AI expertise

With extensive GenAI implementations and [deep Data Cloud expertise](#), Slalom can anticipate challenges, iterate and advance quickly, and deliver solutions that drive meaningful outcomes from day one.

A flexible AI framework for tailored solutions

Designed by industry and Salesforce experts, the Slalom AI framework seamlessly aligns your needs with Agentforce capabilities by integrating with Amazon Bedrock, Microsoft Azure, Google Vertex and more, to ensure a robust, adaptable ecosystem today and going forward.

Accelerators for core and sector functionality

Hit the ground running with pre-packaged virtual agent, field service, and industry-specific accelerators that dramatically reduce time-to-value. The extensive Slalom solution set allows you to address specific business needs with minimal configuration.

AI Value Calculator for improved decision-making

This powerful tool forecasts the total cost of ownership and potential ROI, so you can prioritize use cases likely to deliver the highest impact, demonstrate projected value to stakeholders, and track performance.



03 Your AI Journey: How to Get There Faster

Slalom's Agentforce Foundations Accelerator

In today's customer engagements—and your digital transformation—there's no time for operational bottlenecks and inefficiencies. Slalom is ready to help you quickly embrace the competitive and operational benefits of AI today.

The [Slalom Agentforce Foundations Accelerator](#) leverages enterprise-grade blueprints for requirement gathering, discovery, and testing—all to drive results fast. Built on Salesforce and extendable to all clouds, this Agentforce solution brings generative AI to your front office, allowing you to integrate your LLM provider in a secure and trusted manner.

Organizations love the results—streamlined operations and improved efficiency as they automate manual tasks and reduce errors, enhanced customer engagement driven by personalized experiences, and comprehensive data insights that allow a unified, 360-degree view and improved decision making.

Ready to transform your operations and customer experiences?

