

Salesforce Agentforce Service Real-Time Translations

Salesforce Agentforce Service Real-Time Translations enables organizations to provide 24-by-7 global support in more than 65 languages across enhanced channels.

- Real-Time Translations supports conversations across multiple channels including Enhanced Chat and Messaging channels; Facebook Messenger, Apple Business Messenger, Line, WhatsApp; and Service Rep Assistant.
- Customers can ask questions in their preferred language that are translated into the service representative's preferred language. The representative finds the best answer or solution, and that answer is translated in real time and sent back to the customer in their preferred language.
- Organizations can upload their proprietary terminology and glossaries so translations remain on brand, accurate, and professional.



AT A GLANCE

Real-Time Translations enables service representatives to support customers globally in any language without the need for global teams or language expertise. Real-time translation creates a more agile workforce, empowers service representatives, and boosts productivity while reducing escalations and delays.



DEEP DIVE

Multilingual support at scale has historically been beyond the reach of most organizations because of cost and complexity. Real-time translation breaks down those barriers to enable organizations to reach new markets, differentiate their service, and cost-effectively scale global support operations, even in less-common languages.



LONG VIEW

Today Real-Time Translations is available on most Enhanced real-time communication channels (built on Salesforce's unified communication platform). Salesforce plans to expand its capabilities to e-mail, Case Comment, Service Replies, and Service Rep Assistant in February 2026, and Knowledge Articles in June 2026.



MONEY: Agentforce for Service includes Real-time Translations with a limit of 250,000 characters/user/month. Additional characters can be purchased with Flex Credits.



MARKET: Demands for real-time translation are growing as service organizations become more global and multilingual, and vendors like Salesforce are responding by integrating native and partner translation solutions into their applications.



PEOPLE: Real-time translation in Service Rep Assistant will empower service reps to deliver consistent high-quality support by surfacing guidance and contextual intelligence as the case evolves, increasing productivity and accelerating onboarding.



TECH: Real-time Translations is built on Salesforce Foundations, leveraging Amazon Translate, AWS's neural machine translation service. Customers on standard messaging channels will need to upgrade to Enhanced Channels to access it.