

MetriNote: *Metrics-Based Strategic Advice*

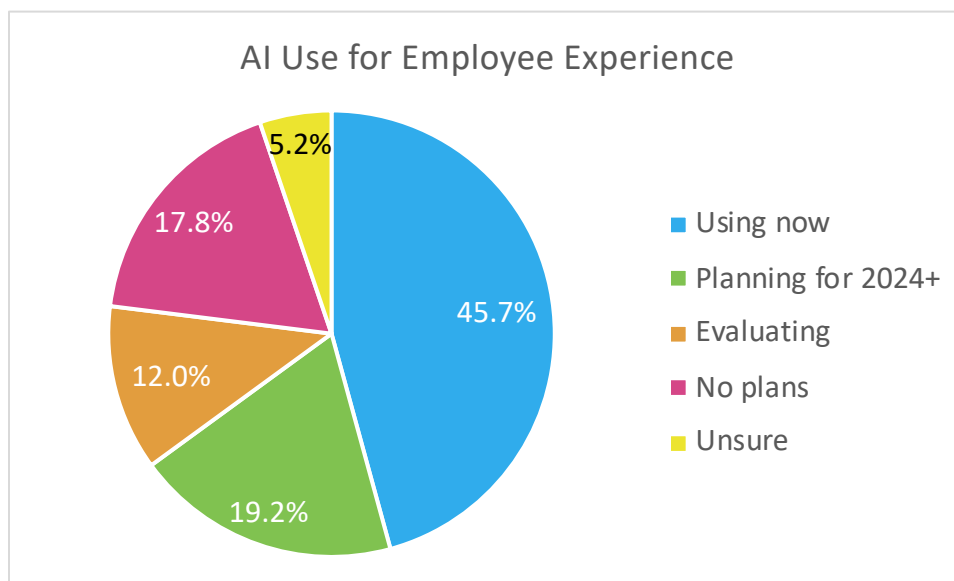
Salesforce Adds AI-Powered Employee Service Management

What's the news?

November 8, 2024 – Salesforce [introduced](#) Employee Service, an employee service management solution that includes a self-service portal for employees and an HR workspace for managing employee support cases and requests. For self-service support, Employee Service taps into employee data on the Salesforce Platform and uses generative AI to surface relevant content to employee inquiries; tailor responses based on needs and previous actions; and recommend next-best actions. The HR Service Console provides a complete view of employee data; enables management of requests with AI, productivity tools and knowledge base access; and will support integration with HR systems such as ADP and Workday. Employee Portal and HR Service Console are generally available. An Agentforce Employee Service Agent and a template for swarming on employee cases in Slack are among a variety of roadmap items for 2025.

What do our metrics say?

As of year-end 2023, 45.7% of the 499 companies studied in Metrigy's global [Employee Experience: 2023-24](#) research were using or planning to use AI—machine learning or generative—for employee experience use cases. Nearly two thirds more had planned to begin using AI for employee experience purposes in 2024 (19.2%) or were evaluating doing so (12.0%). Of the remainder, 17.8% had no plans in place to use AI for EX and 5.2% were unsure at the time.



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What's Metrigy's take?

Employee service management is a natural fit for Salesforce, built on the premise that employees are essentially a company's own customers. Companies using Salesforce for customer service management should find an equally compelling use case in employee service management, built on the same Salesforce platform, along with the trusted data layer, integrations, and Agentforce AI. While employees and HR teams alike will immediately benefit from the introduction of AI and automation into their tasks and processes, next year's inclusion of Agentforce Employee Service Agent should add even more appeal as companies tap the power of agentic AI to further automate work processes, better resolve employee queries, and optimize the employee experience. In terms of the roadmap for Employee Service, we'll be particularly watching how Salesforce's multifaceted plans for bringing the product into Slack plays out (in line with Slack's continued evolution from team collaboration app to a fully connected, collaborative workspace).

What does Metrigy recommend?

Salesforce customers and other companies looking to imbue their employee services offerings with AI and automation should take a look at Employee Service, exploring the deliverables for both employees and HR teams. Consider the potential of using Agentforce agents in the future to ramp up automation and further enhance employee service.

Beth Schultz
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