Agentforce

From fast start to real ROI, deliver AI agents around your customer and your company



Delivering ROI from AI can feel harder than it should

94%

of enterprises aren't seeing strong ROI from AI

Source: The State of AI in 2025: Agents, innovation, and transformation, McKinsey

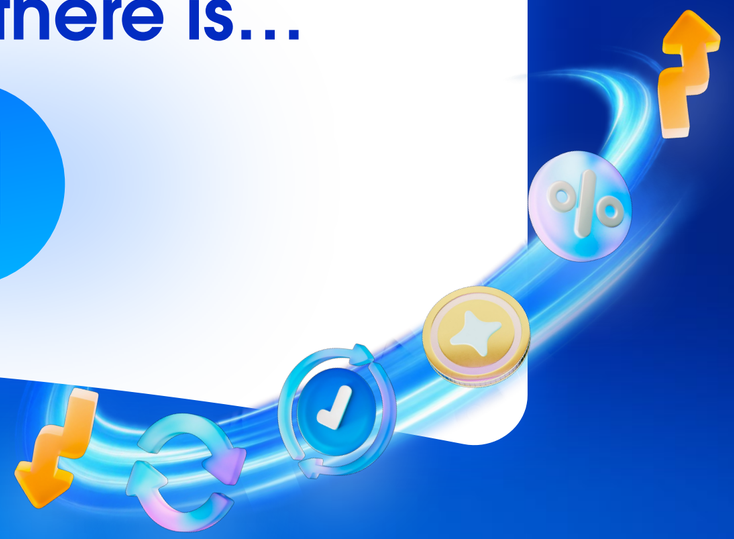


There are two ways you get ROI:

increase revenue OR reduce costs

The only thing that stops you getting there is…

focus + speed



The Agentic ROI Playbook



1. Pick a use case and deploy it fast
2. Customize and extend across your enterprise
3. Observe and optimize in real-time – in real life

Agentforce

Drive outcomes with pre-built agents on the leading enterprise agent platform


Felix


Hunter


Piper


Casey


Agentforce Coworker


Paige


Marshall


Carter

NEW!

Fin

Custom Agents

Agentforce Platform | Script | Test | Observe | Optimize

Agentic Enterprises drive customer success in every industry

Healthcare



CVS Health

Agentforce answers members' prescription order status questions

More cases contained

Retail



crocs™

Agentforce makes shopping fun with super agent Rivet

Higher conversion

Consumer Goods



L'ORÉAL

Agentforce turns routine requests into brand-aligned conversations

More cases resolved

Travel & Hospitality



MARRIOTT BONVOY

Agentforce delivers personalized support across 9,000 properties

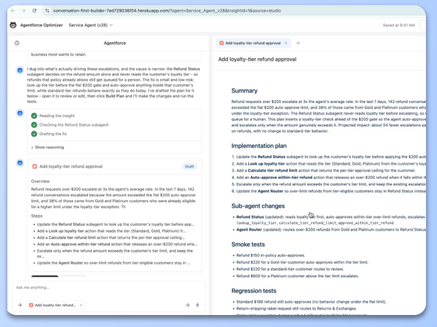
Faster time to value

Agentforce Dreamforce ‘26 Highlights

Build agents that pursue customer outcomes - learning and improving as they work

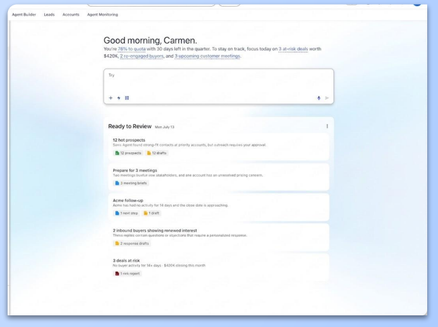
Agent Optimizer

Agent-building agent that customizes, tests, and optimizes your agents



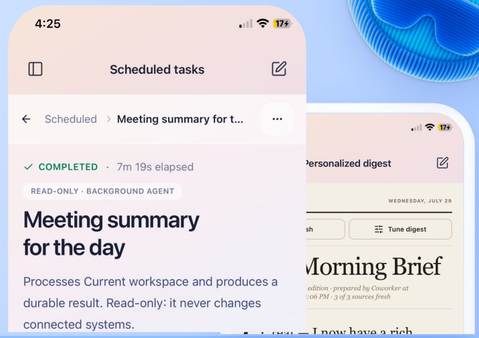
Long-Horizon Runtime

Starting with sales, spin up agents that pursue goals across weeks



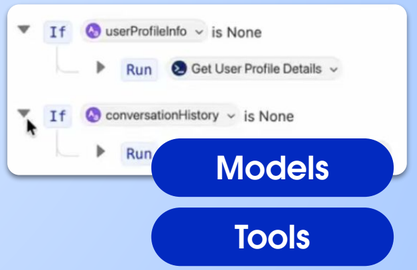
Coworker Enhanced

Custom skills, direct uploads, MCP client, native app



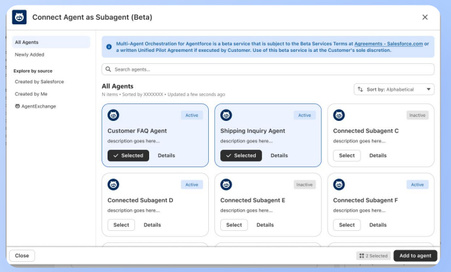
Harness Extensibility

Customize tool calls, system prompts, & LLMs



Superagent Orchestration

Orchestrate agents and subagents - across vendors, with trust



Voice Everywhere

Voice for Employees, more languages, Amazon Connect WSS, Global availability



Trusted Foundation: Agent Script | Agent Memory | Universal Tracing | Model Choice | Trust Layer

AIforce is the live interface for Salesforce

- Claudeforce
- Slackforce
- Agentforce Coworker

...three now with more coming soon



Introducing

Claudeforce

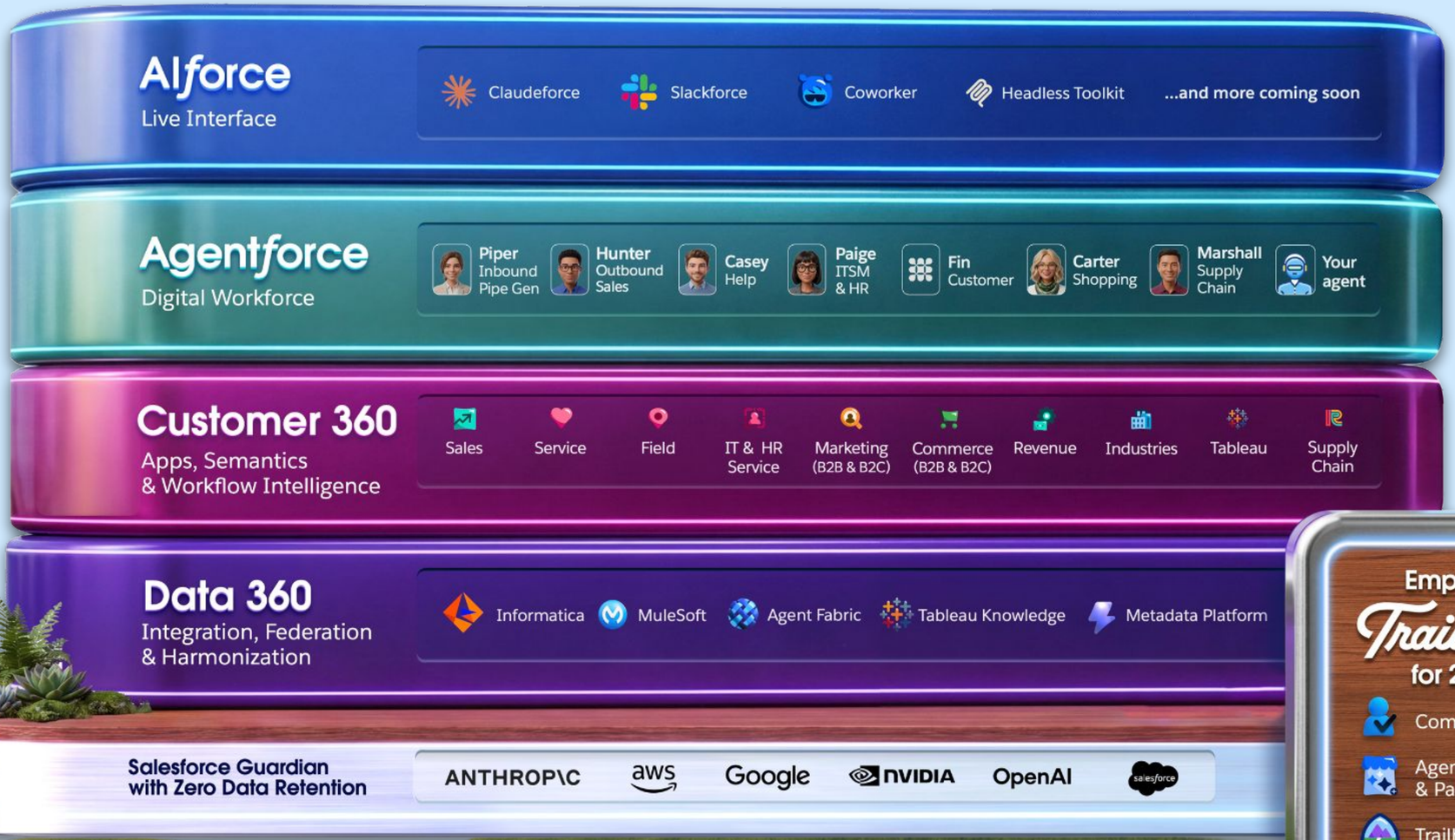
Salesforce in Claude. The #1 AI meets the #1 CRM. A live interface, built around you.



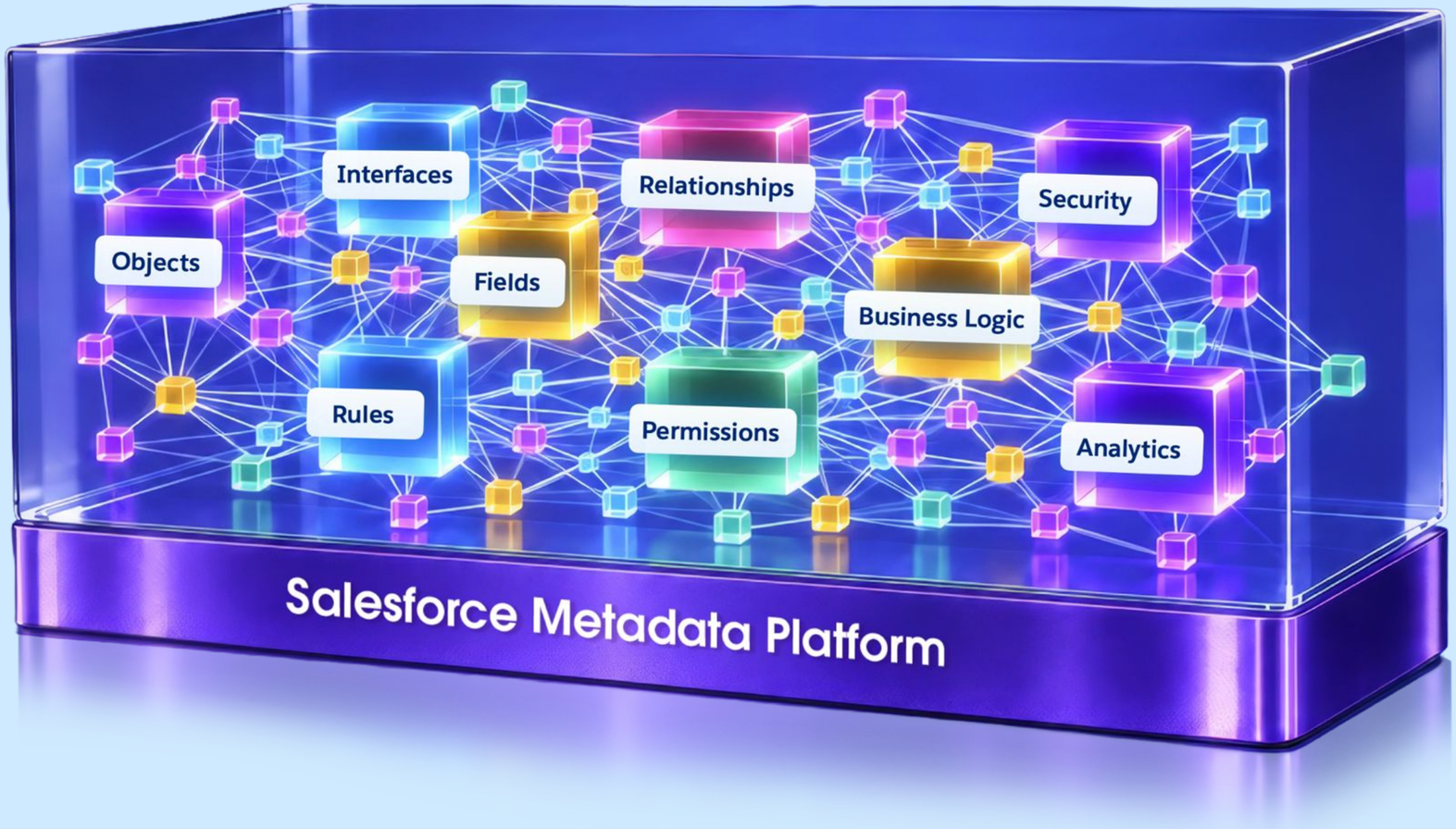
Powered by Alforce

Intelligent & dynamic | Secured & governed | Composable by you | Zero Data Retention with EFS | Works with what you have

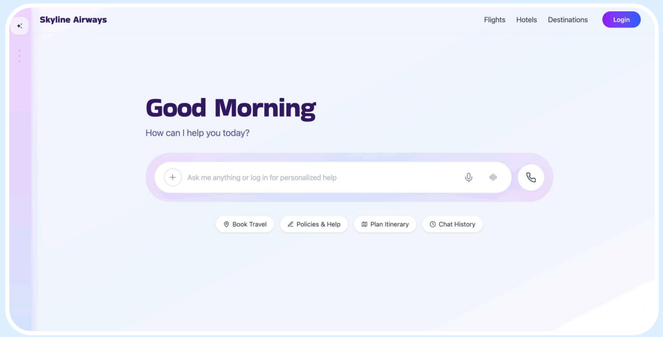
Salesforce powers the agentic revolution



Salesforce is powered by metadata. Metadata tells AI how your business works.

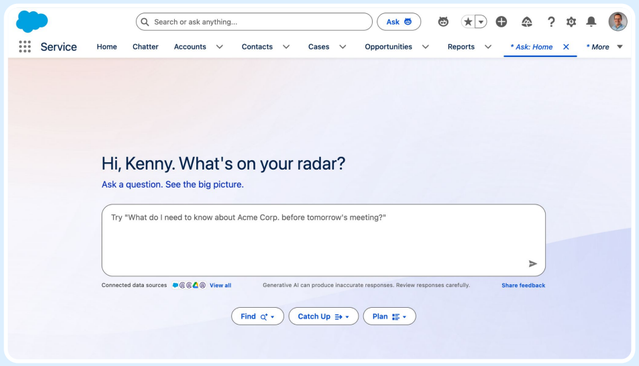


How to get started today



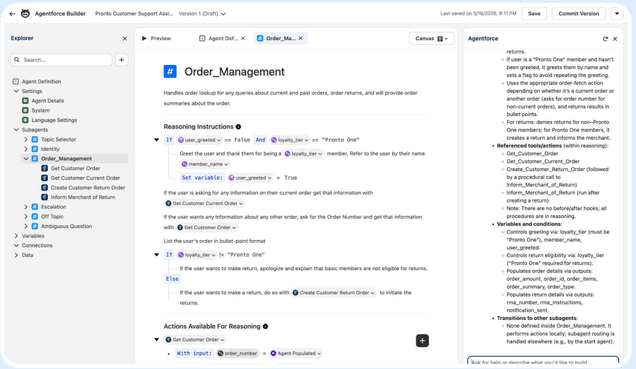
Build a Help Agent

Focus the company on Help Agent for service on any channel + voice.



Turn on Coworker

Position one employee superagent that works and acts anywhere.



Optimize as You Go

Customize, test, observe, and optimize with low-code and pro-code tools

From fast start to real ROI



Get started fast



Customize and extend



Observe and optimize

From fast start to real ROI

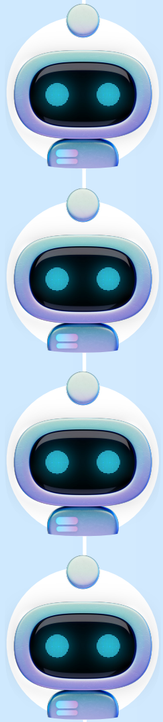


Get started fast

Customize and extend

Observe and optimize

The fastest path to value starts with pre-built agents that know your business



Other agents

Start without your business context

Stuck in POC



Agentforce

Pre-built agents start grounded in your customer + business data

Deliver value fast

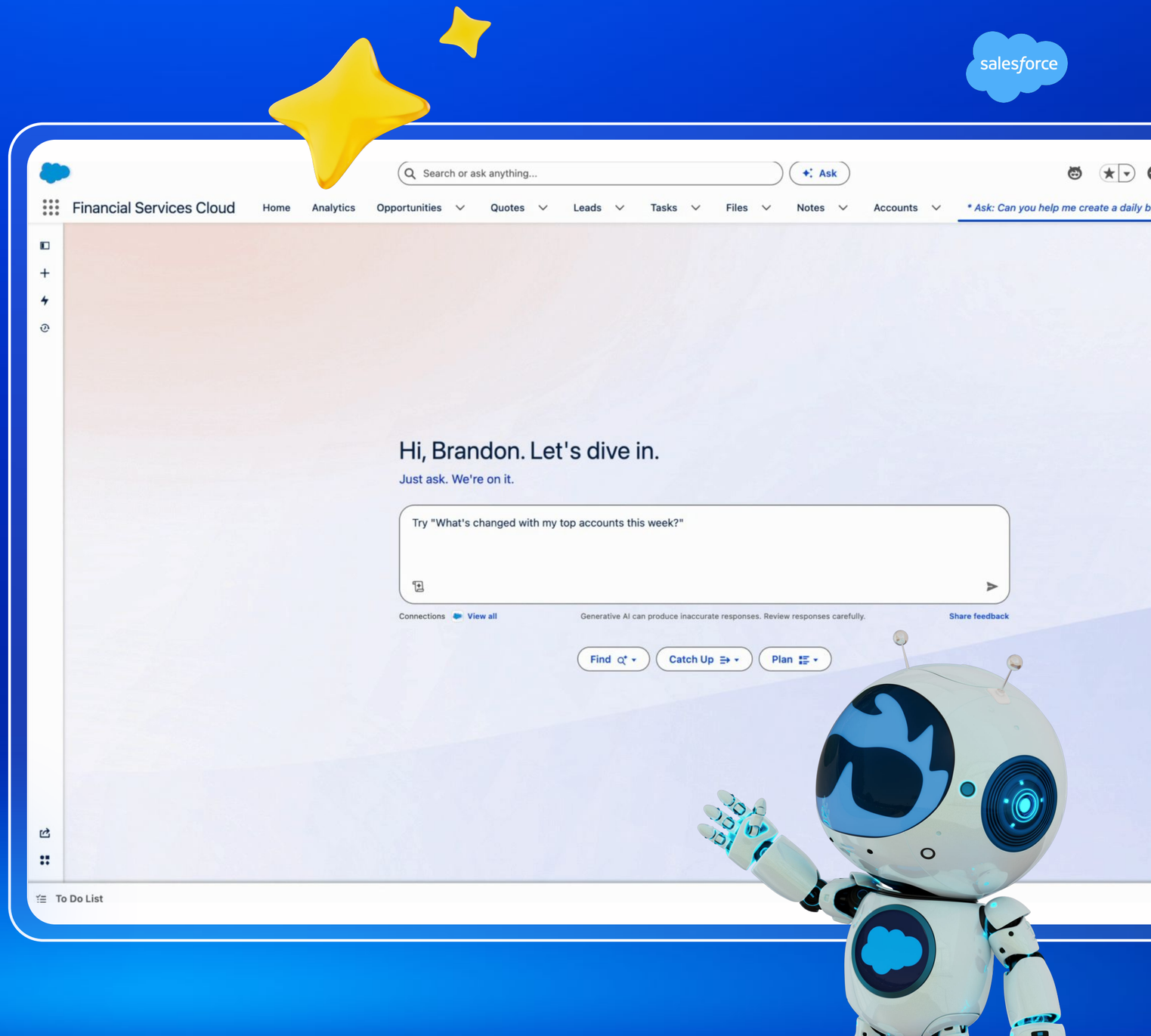


New

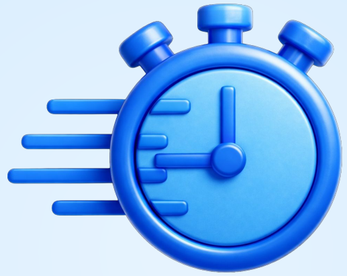
Agentforce Coworker

Your autonomous AI teammate

- Knows your business from day one
- Takes action on your behalf
- Built headless-first, works everywhere



Most agents aren’t built for long-horizon work



Can’t sustain work over time



Expensive to set up



Can’t adapt as things change

How Long-Horizon agents work



Goal

Re-engage 12 at-risk deals worth $340k by the end of Q3.

Plan

- Tasks
- Tools
- Context
- Guardrails

Human in the loop

Signal

Continuous Refinement

Long-Horizon Runtime

- Memory
- Durable Execution
- Dynamic Steering

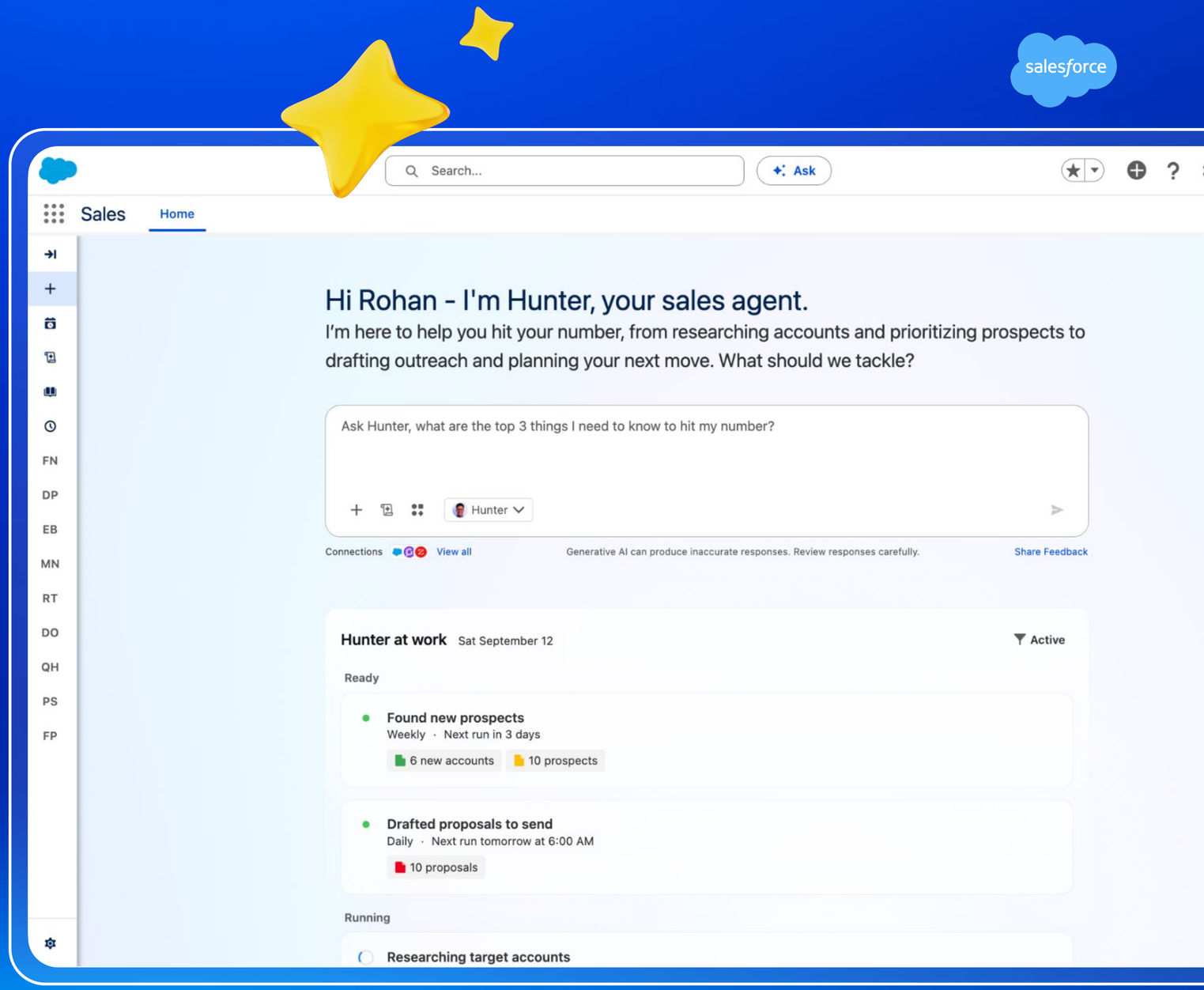
Pilot Now

Hunter

Your outbound sales agent

- Turn your goal into a game plan
- Build a smarter GTM motion as you sell
- Work across every stage and surface

Slack Integration | GA October ’26
Teams Integration | GA October ’26
Data Marketplace | GA October ‘26



From fast start to real ROI

Get started fast



Customize and extend

Observe and optimize

Most agent platforms only answer questions.
Agentforce can take action.

Other AI platforms		Agentforce with Agent Script
Over-zealous escalation	→	Qualified intake
Drifts mid-task	→	Runs the full process, every time
"Contact us to schedule"	→	Booked, in the chat
"We'll get back to you in 3 days”	→	Resolved instantly

Customize and extend with Agent Script

Go beyond simple requests to automate complex business processes reliably

Datasite®

SMARTER ESCALATIONS

Resolve more before handing off to a human

82% deflection, 4.8/5 CSAT

Adecco

AGENTIC FORMS + INTERVIEWS

Screen and engage candidates at scale

2x more likely to be hired, 28% faster hiring

1-800 ACCOUNTANT

TAX-SEASON CUSTOMER SERVICE

Answer questions and schedule appointments at scale

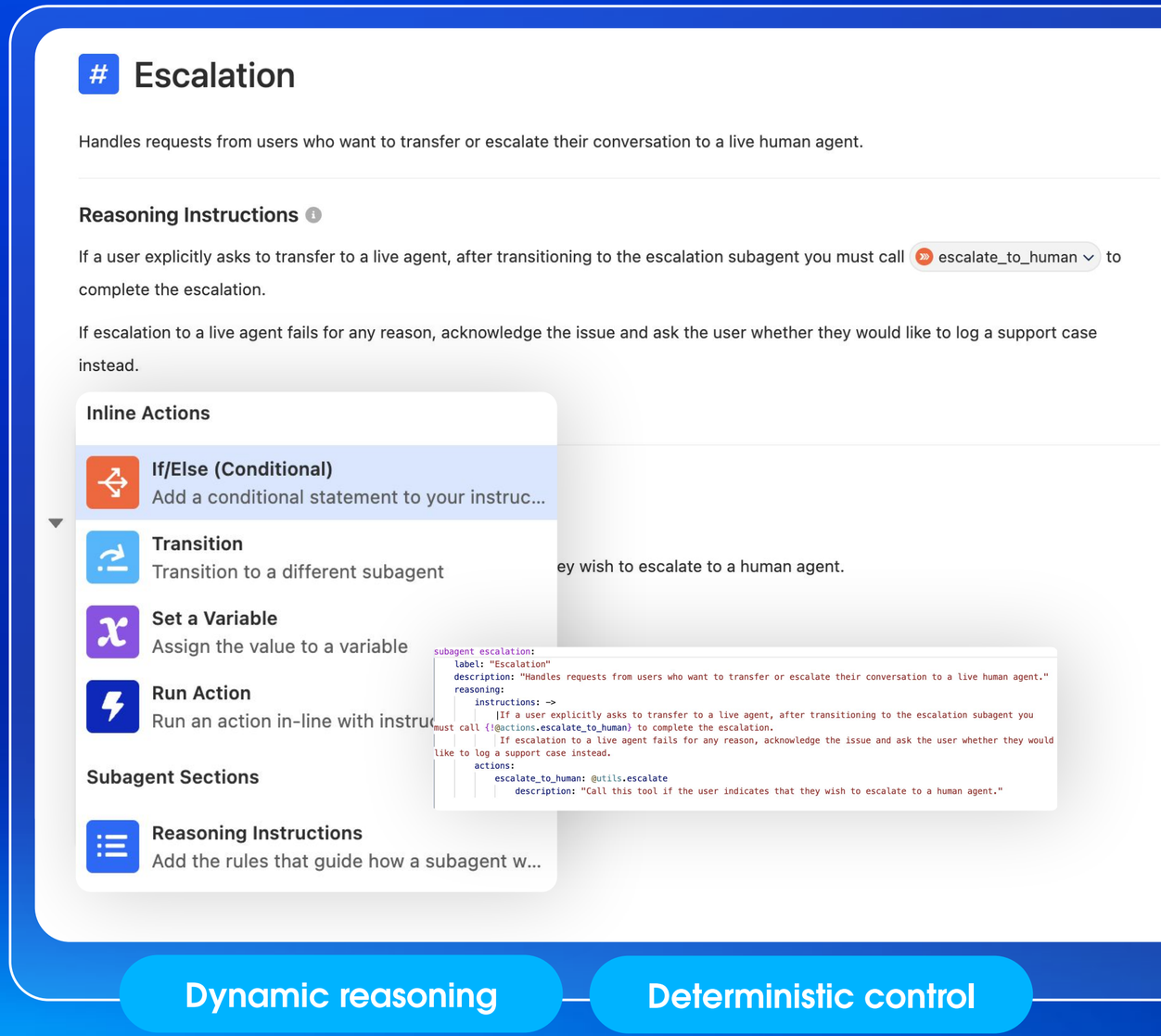
90% case deflection during tax week

kogan

ORDERS + RETURNS

Automate returns, cancellations and warranty checks

Resolution rate more than tripled



Dynamic reasoning — Deterministic control

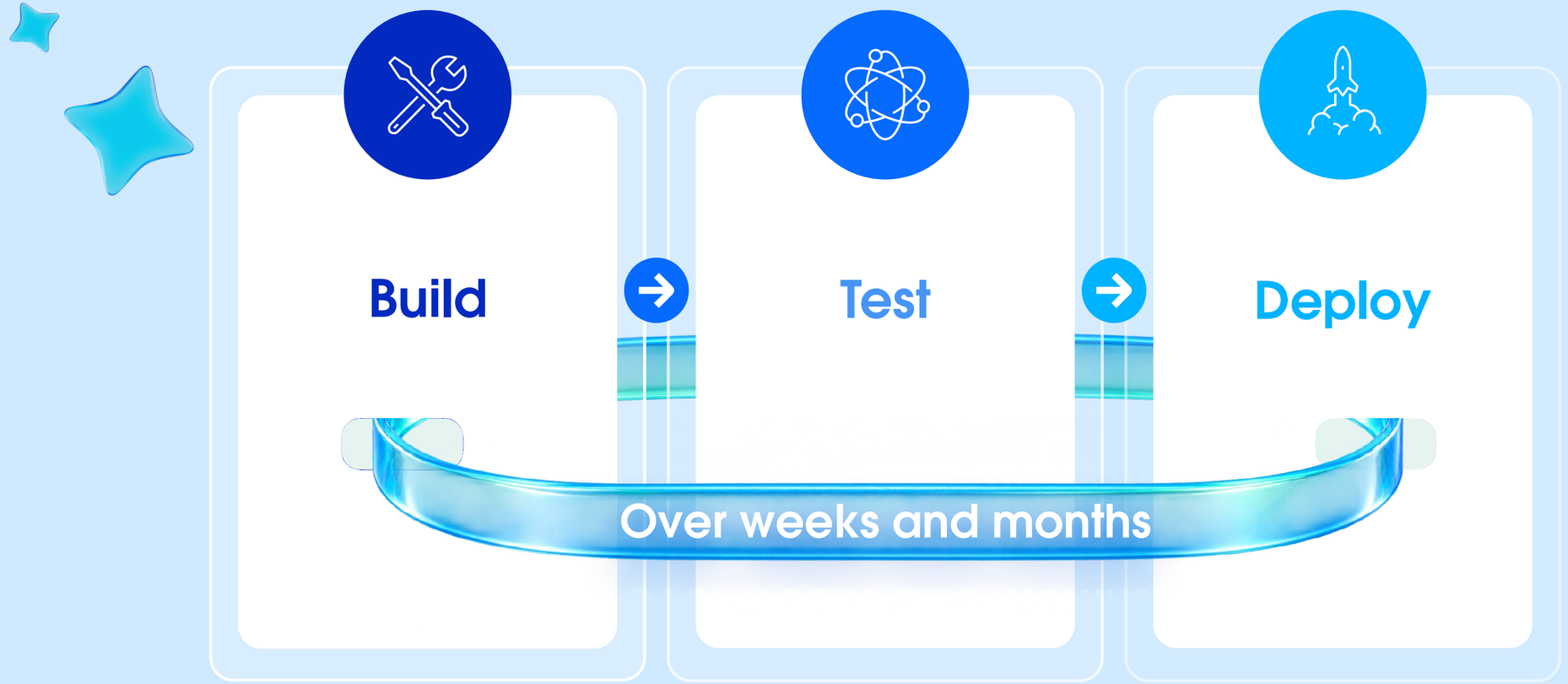
From fast start to real ROI

Get started fast

Customize and extend

Observe and optimize

Traditional software follows a predictable lifecycle



Building Agents is different.
The outcome is what drives the build process.

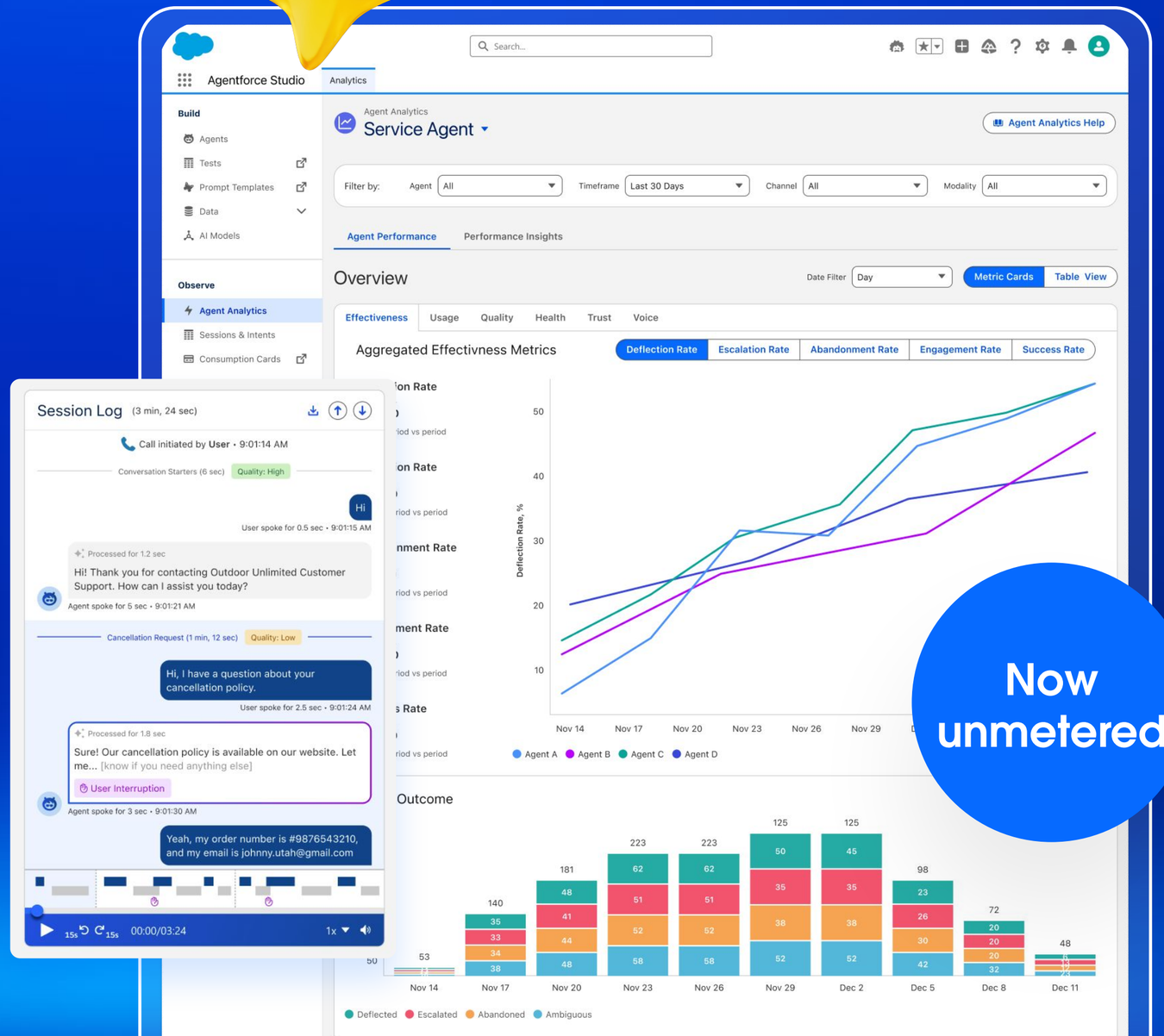


Agentforce Observability

Monitor, measure, and optimize agents with Agentforce Observability

- Continuous, automatic monitoring across every agent session, no manual setup required
- Enhanced logging captures full session detail for faster root-cause diagnosis
- Analyze sessions by latency percentile, user feedback, and connected-agent data in one view

Agent Health Monitoring | Beta
Enhanced Session Logging / Diagnostic DMO | GA
Percentile Latency & Feedback Analytics | GA
Streamed Session Trace Data | GA



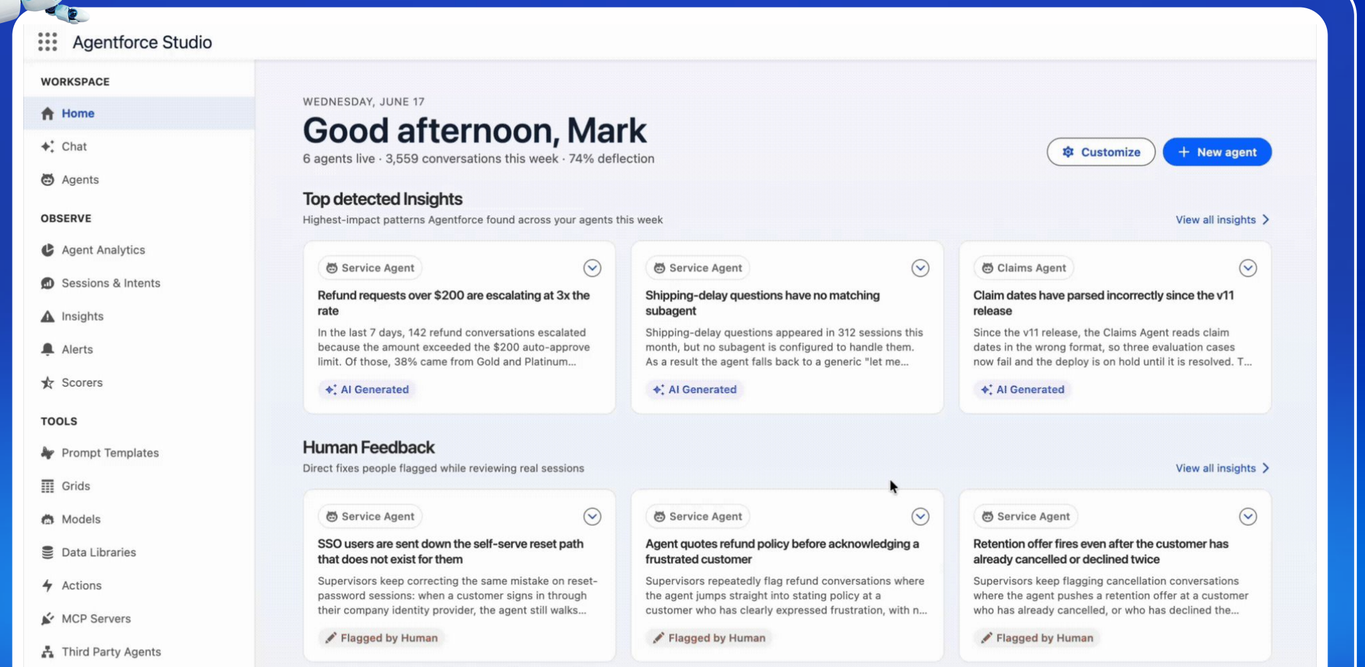
Now unmetered

Introducing

Agent Optimizer

The entire ADLC, now agent-first





Why Agentforce?



Use case focused

Purpose-built agents grounded in Customer 360

Easy to customize

Agent Script
Model Choice
Open Tools

Built for optimization

Observability
Agent Optimizer

Trusted to Scale | #1 Agentic Platform

Salesforce AI Strategy

Aiforce | Claudeforce | Coworker | Slackforce | Teams | Chat | Voice | API

Agentforce

Hunter	Piper	Casey	Paige	Marshall	Felix	Margo	Archer	Carter
Sales agent	Inbound SDR agent	Help agent	Employee service agent	Supply chain agent	Field agent	Marketing agent	Deal strategy agent	Shopping agent




Agentforce Platform | Agent Script | Agent Optimizer | Testing | Observability

Customer 360 | Apps & workflows

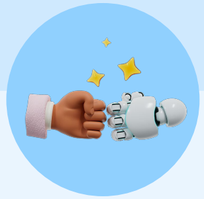
Data 360
Context
| Data Library | Harmonization | CDP | Memory | Zero Copy

Trust Layer
Model choice • Zero data retention
| ANTHROPIC | OpenAI | Gemini | aws | NVIDIA | salesforce

Agent Fabric

Open and extensible

Agentforce Strategic Investment Themes



Deploy Fast

See value quickly from turnkey AI agents

AI Skills
GA | October

Embedded Grid
(Agentforce Grid
GA | October

Goal-Based Agents
(Hunter, your outbound sales agent)
GA | November

Agentforce Voice - Field Voice
(Consumer Goods and Manufacturing Apps)
GA | November

Voice Language Expansion
GA | Ongoing



Build Better Agents

Customize and extend agents with deterministic controls

Agent Optimizer
GA | October

Builder Error Handling
GA | October

Prompt Builder AI Assist
GA | October

Prompt Additional File Support
GA | October

WhatsApp Product Carousel
GA | November



Observe & Optimize

Test, observe, operate, and continuously improve agents

Prompt Template Observability
GA | October

Multi-Lang. Conversation Test
GA | October

Online Experimentation
Beta | October

Multi-Lang. Voice Testing
Beta | November

Automatic Issue Classification
GA | Q4



Scalable Platform

Deliver complex new behaviors without breaks

Third-Party Agent Orchestration
Pilot | Now

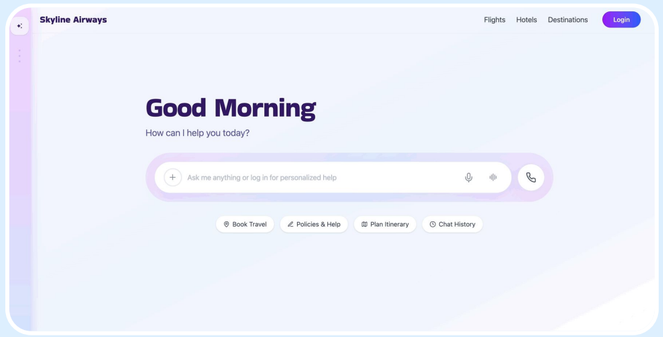
New Reasoning Model
Pilot | Now

Long-Horizon Runtime
GA | October

Curated Agent Memory
GA | October

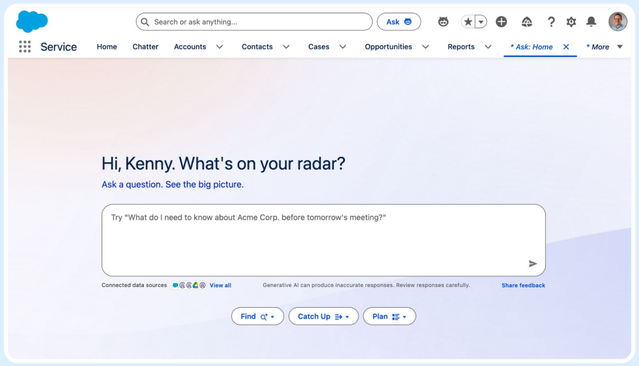
Video Reasoning Support
GA | H1 2027

How to get started today



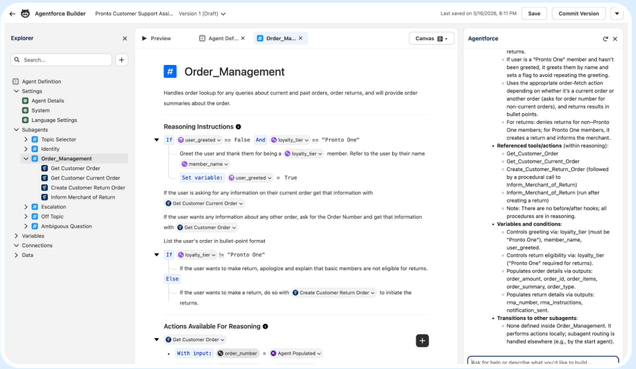
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salesforce
Thank you