

salesforce

2026

Salesforce Customer Success Awards Yearbook



Welcome to the 2026 Salesforce Customer Success Awards Yearbook

Now in its second year, the Salesforce Customer Success Awards celebrate the visionaries, builders, and operators turning intelligent workflows into measurable business impact. This year's program culminated in a showcase of top innovators on the global stage at Dreamforce – and to mark the occasion, we're proud to introduce something new: our first-ever yearbook.

Inside, you'll meet the customers driving real results with Agentforce and the teams reimagining what's possible with agents – the stories behind this year's "Best of the Best".

What are the Salesforce Customer Success Awards?

These awards honor teams that have moved past early experimentation to scale Agentforce across their organizations, defining what great looks like. This year, Salesforce recognized standout success stories across the three core pillars of the Salesforce Agentic Enterprise Architecture.

Who is eligible to participate?

To be nominated, customers need to meet the following criteria:

- Be a current Salesforce customer live in production with Agentforce.
- Demonstrate impact with tangible metrics and evidence of measurable outcomes (e.g., ROI, hours saved, or CSR improvement).
- Be open to partnership and visibility – willing to participate in high-visibility co-marketing like keynotes, web stories, and press.



Commercial financial services company
headquartered in West Des Moines, Iowa.

2,600 employees



Message from the Agent

Policy questions, case status, Required Minimum Distribution amounts—I handle them all, securely and in natural conversation. One hundred calls in the first ten days outside business hours. Keep empowering futures, Sammons Financial Group!



*Most Likely to Be
There When Customers
Need Them Most*

The agent is available even when the office isn't, handling calls on evenings and weekends so members get answers when they need them.



16,000+

calls handled
since launch



60%

of calls fully resolved



100%

of all calls now covered
by quality assurance



The Opportunity

Sammons Financial Group receives over 800,000 inquiries every year, with significant spikes during tax season. With 30% of calls covering simple questions like policy values and address updates, they saw an opportunity to handle those interactions faster and free their team for more complex client needs.



The Journey

Sammons partnered with Salesforce Professional Services and the Signature Success Plan to launch an Agentforce Voice Agent on March 11, 2026. This was the first Agentforce Voice Agent to go live in the Financial Services industry. It handles policy questions, case status, and Required Minimum Distribution amounts through secure authentication and real-time data.



The Outcome

The Agent has handled more than 16,000 calls since launch, with 60% of callers getting everything they needed from the Agent alone. 100 calls were handled outside business hours in just the first 10 days. Quality assurance coverage expanded from 3% to 100% of all calls. The agent can report out 28 different policy values in natural, conversational language, setting it apart from a traditional IVR.



Family-owned and operated home services company headquartered in Perth, Western Australia.

180 employees



Most Likely to Triple
Dispatcher Productivity
Without Slowing
Anyone Down

Same team, same dedication,
three times the output.



Message from the Agents

Scheduling, quoting, leads, technician
prep—all handled. The team focuses on
the customers. Keep filling in the gaps,
The Grout Guy!



1:25+ dispatcher
to tech ratio

50% reduction in average
case closure time

20+ hours

saved per week on data entry

The Opportunity

The Grout Guy had big ambitions for their company's growth. They needed their team focused on customers - not on administrative tasks that could be handled automatically.



The Journey

Working with partner Servly, The Grout Guy launched Agentforce to handle scheduling, quoting, lead management, and technician preparation—freeing up the team to focus on delivering great service.



The Outcome

Dispatcher to tech ratio increased to 1.25+. Groutie's lead conversion rate jumped to 80%. 20+ hours saved per week on data entry. The team now spends more time on customers and less time on paperwork.



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Enterprise professional football club headquartered in London, UK. 4.6 million fan accounts. One of the Premier League's most technologically advanced clubs.

~647 employees



Message from Ask Spurs:

Tickets, memberships, stadium questions—I know every Spurs fan and I'm ready for whatever they need. Come on you Spurs!



38,623

Ask Spurs sessions since launch



Most Likely to Unify 30 Systems and Still Know Every Fan by Name.

Five channels, seven languages, and every fan fully known. Tottenham Hotspur built something worthy of their fanbase.

90.8%

task resolution rate



4.6 million

fan accounts unified



The Opportunity

Tottenham Hotspur had 4.6 million fans and a supporter journey spread across the website, app, ticketing, retail, hospitality, and marketing—each in a separate system. Customer Support navigated 30 of them per interaction. It was time to bring it all together.

The Journey

Tottenham Hotspur worked with Salesforce Professional Services to consolidate 30 separate systems onto Salesforce in approximately 12 months, placing Data 360 at the center as a unified fan record. Their Agentforce agent, Ask Spurs, then went live across five channels in seven auto-detected languages.

The Outcome

38,623 Ask Spurs sessions since launch. 31,000+ fan interactions handled without human escalation. 90.8% task resolution rate. 4.57 out of 5 average quality score. Customer Support went from navigating 30 systems per fan to one. Their premium revenue flows through the unified platform.



Commercial workers' compensation insurer headquartered in Buenos Aires, Argentina. Protects over 260,000 workers across Argentina.

~610 employees



*Most likely to Get Help
There Before You Even
Hang Up the Phone*

From case intake to ambulance dispatch, fully autonomous and faster than anyone thought possible.

95%

faster case resolution



85%

of cases resolved autonomously



500,000+

Agentforce actions and counting



Message from the agent

Twenty-three hours down to eight minutes. I handle medical transport coordination for injured workers around the clock, every day, no days off. It is an honor to do work that matters this much. Keep up the life-changing work, Andina ART!



The Opportunity

Andina ART saw a chance to completely transform how injured workers get help. Medical transport (traslados) coordination was ready for a new approach, and they were ready to move fast.

The Journey

Working with Nespon Solutions LATAM, Andina ART deployed an Agentforce agent on WhatsApp, available 24/7. The agent handles everything from case intake to transport coordination to status updates, fully autonomously.

The Outcome

Case resolution time dropped from 23 hours to 8 minutes. 85% of cases are now resolved without any human involvement. Andina ART ranked number one in LATAM Financial Services by Agentforce consumption and sits in the top 15 Agentforce accounts worldwide.



Enterprise athletic apparel and footwear brand headquartered in Japan.

~10,000 employees



Most Likely to Go the Distance

From hackathon ideas to full European deployment, Akira 2.0 proves that ASICS builds more than great shoes. They build momentum.



65%

of chat cases resolved autonomously



20 points

improvement over previous solution



Message from Akira 2.0

Started as a hackathon idea. Now handling 200,000 cases a year across Europe. Not bad for a debut season. Keep running, ASICS!



200,000 cases

handled autonomously per year



The Opportunity

ASICS had a fast-growing European e-commerce channel and a vision to match. They wanted to give customers faster, smarter service online and saw AI as the way to get there.

The Journey

ASICS and Nextview Consulting built and deployed Akira 2.0, an Agentforce AI Service Agent, starting from a hackathon concept all the way to full European production. Akira handles returns, shipping questions, order status, and FAQs, escalating only the most complex cases to human agents.

The Outcome

Akira 2.0 now autonomously resolves 65% of chat cases – a 20-point jump from the previous solution – and handles around 200,000 cases a year. The agent supports both ASICS.com and incoming e-mails in Europe, with that capability expanding globally in September 2026 as ASICS looks ahead to the US, APAC, and beyond.



A Workforce Orchestration company that helps organizations bring their people, AI, and software together in one unified hybrid workforce based in Austin, TX

~158 employees



13 million

forecasted productivity impact this year



400%

in lead nurture speed



60%

of total workforce is digital



Winner

of a Dreamforce 2025 Customer Success Award



Message from Finn, Teddy, and the Slackbot:

Digital workers are helping with lead qualification, personalize outreach, booking meetings, and account briefings all before one of their people joins the conversation. Let's keep building the workforce of tomorrow, Asymbi!



The Opportunity



The Journey



The Outcome

Asymbi was simultaneously launching new products, completing a full rebrand, and building their sales function from scratch. A small team couldn't manually nurture every inbound lead at the speed and personalization required. They also needed to prove that AI should be treated as a teammate, not just a tool.

Asymbi built a full multi-agent lead flow on Agentforce. Finn engages and qualifies inbound website prospects. Teddy, their SDR Agent, nurtures high-intent leads through a dedicated email account, personalizing outreach and booking meetings directly on the human representative's calendar. A Slackbot then briefs each rep with full lead context before every meeting.

Since winning the 2025 Salesforce Customer Success Award, Asymbi has digitized 60% of its total workforce and is on track for \$13 million in productivity impact this year. Its sales team now saves 40+ hours a week on lead follow-up and meeting prep.





Commercial financial institution headquartered in Vernon Hills, IL. \$6 billion financial institution.

770+ employees



Most Likely to Meet Every Member Exactly Where They Are

Online, on the phone, or in the branch—BCU has an agent ready.



Message from Freeda and the team:

Web, phone, branch—wherever a BCU member needs help, one of us is there. Keep building a stronger financial future for your members, BCU!



3.3x

ROI target within 3 years



15%

projected lift in digitally resolved member cases



10

agents across member, employee, and SDR use cases



The Opportunity

BCU wanted to reduce service costs without reducing service quality, and grow their membership without growing their team. With a multi-channel member experience spanning online, phone, and branch, they needed AI working at every point of contact.



The Journey

BCU built four Agentforce agents covering every channel their members use: Freeda, a member-facing agent on BCU.org; a contact center agent supporting human agents in real time; a branch agent for in-branch interactions; and a Lead Nurturing agent proactively engaging prospective members for loan origination.



The Outcome

Approximately 10 agents in production across member-facing, employee, and SDR use cases. 15% lift in digitally resolved member cases projected. 3.3x return on investment targeted within three years.

FISHER & PAYKEL

Enterprise premium appliance brand
headquartered in Auckland, New Zealand.
Part of the Haier Group.

~2,000 employees

Most Likely to Have an Agent for Every Situation

Customer service, contact center
intelligence, field tech guidance across six
countries. Fisher & Paykel didn't just
deploy agents, they built an ecosystem.



"Having the guidance
and support of the
Customer Success
Manager has given us
more confidence to push
the limits of what
Salesforce can do."

—Rudi Khoury,
CTO

95%
data
retrieval accuracy



Message from the agents

I handle the customer inquiries. I
support the contact center team. I
guide the technicians in the field. I
speak 3 languages, English,
Canadian French, and Spanish.
Together, across six countries and
50,000 service manuals, we've got
every situation covered. Keep
innovating, Fisher & Paykel!



48,111

agent actions in
30 days

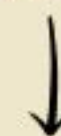


6

countries served by
the customer-
facing agent

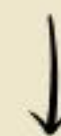
The Opportunity

Fisher & Paykel wanted to deliver the same
premium experience online that customers
expect from their products. With high
volumes of consumer inquiries, field
technicians needing better information in
the field, and contact center reps lacking a
unified view customer and product
information, they had a clear opportunity to
build something exceptional.



The Journey

Fisher & Paykel deployed three Agentforce
agents: a customer-facing Service Agent
handling appointments, FAQs, spare parts,
and escalations across four countries; a
Contact Center Employee Agent providing
reps with real-time customer insights and
sentiment prediction; and a Field Service
Technician Agent delivering daily
schedules, spare parts prediction, and
guided troubleshooting from 50,000+
service manuals.



The Outcome

48,111 agent actions in 30 days, growing
31% week on week. Data retrieval accuracy
improved from 50% to 95%. Named New
Zealand Agentblazer of the Year 2025.

LY Corporation

Enterprise technology company headquartered in Tokyo, Japan. Japan's largest Media, Commerce, Messenger/ Social Media platform serving 107 million active users.

~27,000 employees



Most Likely to Handle the Demands of a National Platform and Still Make Every Interaction Feel Personal

LY Corporation serves Japan the way a utility serves a city, and now Agentforce does too.



Message from the agents

72 hours down to near-instant. 40,000 spam emails removed before any human saw them. 73,000 real questions answered every month. Keep connecting Japan, LY Corporation!



73,000

autonomous resolutions per month

99.9%

spam removal rate

\$740,000

projected annual savings



The Opportunity

LY Corporation processes 3.3 million annual inquiries with 700 contact support representatives. Forty thousand monthly emails were spam, Inquiries came in through a wide variety of channels, and handling them all manually sometimes meant resolution times stretched up to 72 hours. Following the LINE and Yahoo! JAPAN merger, more than 700 business systems and 100+ service datasets became disconnected overnight.

The Journey

LY Corporation launched three Agentforce use cases in parallel – chat agents for Yahoo! JAPAN ID and LYP Premium, and an Email Auto-Reply agent – with plans to expand to 10+ services by September. Operating within a complex business environment spanning 100+ services and 700+ systems, the agents draw on customer data integrated via MuleSoft and correctly judge across 500+ pieces of knowledge to guide each inquiry to resolution, acting as capably as a human – all while meeting Japan's strictest privacy requirements through data non-retention and dynamic masking.

The Outcome

73,000 autonomous resolutions per month, including 25,000 through chat and 48,000 through email. Email response time improved from 72 hours to near-instant. 99.9% spam removal rate, eliminating 40,000 cases per month. 55% of email resolved agentically, and a target of auto-resolving 80% (2.6M) of annual inquiries. Approximately \$740,000 in projected annual savings. Featured on the Salesforce Q1 FY27 Earnings Call.

~9,350 employees

 *Most Likely to Log a CRM Update on the Commute Home*
NTT DOCOMO BUSINESS, Inc. representatives now capture activity notes by voice on their phone, and the agent does the rest.

Message from the agent

Meeting finished. Notes dictated. Activity logged, CRM updated, and the strategy deck for next week's first meeting is already drafted. Keep making every sales conversation count, NTT DOCOMO BUSINESS, Inc.!



83% reduction in activity input time

84.6% of users actively on the platform

 **15%** increase in activity registration count



The Opportunity

NTT DOCOMO BUSINESS, Inc. sales representatives were spending significant time on non-selling tasks including meeting notes, CRM logging, and activity entry. This left limited time for new business development and created inconsistent sales quality across the team.



The Journey

NTT DOCOMO BUSINESS, Inc. launched Agentforce for Sales to give their representatives more time for actual selling. The agent captures meeting notes automatically from Microsoft Teams, lets representatives log activity by voice during their commutes, suggests opportunity updates based on what happened during meetings, and generates strategy presentations before first customer meetings.



The Outcome

83% reduction in activity input time, from 30 minutes to 5 minutes per entry. Increase in activity registration count by 15%. 84.6% of users actively engaging with the platform.



Global learning company providing lifelong learning programs for K12 schools, Higher Ed and Work.

~17,000 employees

Most Likely to Teach Learners and Save Time at the Same Time

Pearson built agents for both UK Schools and US Higher Education – and 225,000 questions answered means learners are getting faster answers every day.

Message from the agents

UK Schools or US Higher Ed—wherever learners and educators need answers, we're there. Day or night, peak exam season or the first day of term. Keep opening doors, Pearson!



225,000

questions answered by the agents

70%

of UK Schools questions resolved autonomously

56%

of US Higher Ed questions resolved autonomously

The Opportunity

Pearson wanted to make it easier for learners and educators to find answers on their own, reducing support volume and improving the overall experience for their global customer base.

The Journey

Working with Salesforce Professional Services and Forward Deployed Engineers, Pearson deployed two Agentforce agents—one for UK Schools and one for US Higher Education—as part of a multi-pilot program focused on self-service and autonomous resolution.

The Outcome

225,000 learner and educator questions answered by the agents. Approximately \$928,000 in savings since August 2025. The UK Schools Agent resolves 70% of questions autonomously and the US Higher Ed Agent resolves 56%.



Enterprise financial institution headquartered in McLean, VA. Serves 2.8 million members.

~2,300-3,000 employees

Most Likely to Turn Every Metric into a Milestone

PenFed realized \$3 million in savings, 30,000 minutes per day, 500 employee hours freed. That's the kind of story that gets noticed at the top.



Message from the agent team

Penny resets your password. Wingman helps your Member Service Rep find exactly what they need. And ACE is almost ready to join us. Together, we're making every interaction faster and every member experience better. Keep serving, PenFed!



\$3 million
in annual labor savings

30,000
minutes saved every day

500
employee hours saved daily

The Opportunity



The Journey



The Outcome

PenFed wanted to serve 2.8 million members with the speed and intelligence of a major bank, while keeping the personal touch of a credit union. With hundreds of disconnected tools and high volumes of routine requests, they saw a clear opportunity to unify everything and put AI to work.

PenFed consolidated their entire technology setup onto Agentforce 360 and deployed four agents: Penny handles IT service requests, Wingman assists Member Service Representatives, and ACE is in testing for member-facing digital banking support. MuleSoft connects all core systems in real time and Data 360 unifies profiles for all 2.8 million members.

\$3 million in annual labor savings from automated call summaries alone. 30,000 minutes saved every day. 75% of IT requests resolved by Penny. 500 employee hours saved daily. Featured on the Salesforce Q3 earnings call.

Snap Inc.

Enterprise social media and advertising technology company headquartered in Santa Monica, CA.

~5,000 employees

Message from the agents

Six of us, working across ads, sales, marketing, and operations. Between us, we've saved thousands of hours, eliminated manual work, and helped Snap do more with a leaner team. The best content is still ahead, Snap!

*Most Likely to Save
27,000 Hours a Week and
Still Build More Agents*

Six agents and a framework that's becoming a model for enterprises everywhere.



6 
agents live in
production

45 mins

saved per week on
territory reporting

151 hours

of manual work eliminated
per person per year



The Opportunity



The Journey



The Outcome

Snap wanted to make their advertising operations faster and smarter. With manual workflows consuming enormous amounts of time across multiple teams, they saw an opportunity to put AI to work across their entire business.

Along the way, Snap launched six Agentforce agents across sales, service, marketing and ops, including: a case escalation agent that catches duplicates and routes real bugs to engineering, Pulse for unified pipeline and account insights, a real-time translation agent for live multilingual support, an article recommendation agent that surfaces help content instantly, an AI commentary agent that auto-drafts account insights, and a conversational SDR agent that qualifies inbound leads.

These agents have created a powerful impact. The Ads Creative Agent eliminated 151 days of manual work per person per year, and the Sales Rep Summaries Agent saves 27,000 hours weekly across sales – now joined by the Commentary Agent, saving ~1,200 AEs 45 minutes a week each, and the Advertiser Health Agent, which tripled health-check coverage from 20% to 60% in a week. Tableau load times are down 95%. Six agents are live, with more on the way, and Agentforce is now Snap's first choice for scaling AI.



Enterprise insurance and financial services company headquartered in Toronto.

~37,000 employees



Most Likely to Surface the Answer Before Anyone Has to Ask

The Manulife agent parses case attachments, builds a historical summary, and recommends next steps—all before the advisor has to go searching.



Message from agent

Case history searched. Date range filtered. Summary generated. Next best action recommended. All before the advisor has to ask. Keep giving people peace of mind, Manulife!



Faster

average call handle time



Better

client and advisor experience



Fewer

repeat calls to the contact center

The Opportunity

The Manulife service team was spending significant time manually searching through case attachments and history to find the information they needed for each client interaction. They saw an opportunity to make that process faster and more accurate.



The Journey

Manulife launched an Agentforce agent with the ability to search and retrieve both structured and unstructured case history, filter by date range, generate historical summaries, and recommend next best actions based on past interactions.



The Outcome

Decreased average call handle time, improved client and advisor experience, and fewer repeat calls. Specific metrics are on the way.



Global leader in authoritative content and research intelligence for the advancement of scientific discovery, innovation, and learning headquartered in Hoboken, NJ. One of the first global Agentforce customers.

~4,500 employees



Most Likely to Have Been Doing This Longest and Still Leading

One of the first global Agentforce customers, Wiley has 10 agents in production and a more than 200% ROI. First in – and still ahead.



Message from the agents

Student self-service, research intelligence, email parsing, case summaries—between the four of us, Wiley's support operation runs smoother every semester. Keep publishing great knowledge, Wiley!



60%
case resolution



\$300,000+
in annual savings



The Opportunity

Seasonality across Wiley's business drove the need for more impactful technology solutions. Legacy automation tools were less impactful and more challenging to manage, creating pressure on agents to resolve cases quickly while maintaining accuracy and scale.



The Journey

Wiley was one of the first global customers to launch on Agentforce and now has 10 agents in production. In addition to customer-facing agents, they are using Agentforce to enhance customer experience and speed of resolution while augmenting agent efficiency.



The Outcome

Wiley achieved a 20% increase in efficiency in agent-facing support, 60% case resolution, and \$300,000+ in annual savings with Agentforce. By connecting multiple knowledge sources, Wiley leveraged its Salesforce investment and enhanced technology – improving speed, accuracy, and scale.

The Salesforce logo, consisting of the word "salesforce" in white lowercase letters inside a blue cloud shape.

Ready to write your own success story?

Every result in this book started the same way – with the right value, the right foundation, and the right people behind it. Here are some tools that this year's winners used to get there, and how you can use them too.



Success Plans

Innovative tools, guidance, and customer support help your business achieve your ambitious goals.

[Explore Success Plans](#)



Professional Services

Pairing AI-native delivery and trusted experts, turning ideas into real solutions fast.

[Explore Professional Services](#)



Partner Ecosystem

Connect specialized data, apps, workflows, actions, and expertise to extend AIforce and drive outcomes.

[Explore the Partner Ecosystem](#)