How Autonomous AI Agents and Slack Support Your Employees and Customers 24/7

Liesel Klokkers
Senior Director, Solution Engineering
lklokkers@salesforce.com

Patrick Cölle
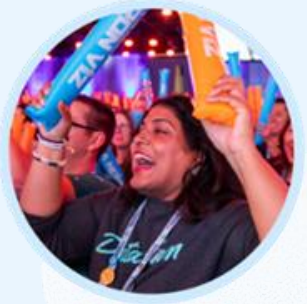Account Executive
pcoelle@salesforce.com

Forward Looking Statements

This presentation contains forward-looking statements about, among other things, trend analyses and statements regarding future events, anticipated growth and industry prospects, and our strategies, expectation or plans regarding product releases and enhancements. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, results or outcomes could differ materially from those expressed or implied by these forward-looking statements. The risks and uncertainties referred to above include those factors discussed in Salesforce's reports filed from time to time with the Securities and Exchange Commission, including, but not limited to: our ability to meet the expectations of our customers; uncertainties regarding AI technologies and its integration into our product offerings; the effect of evolving domestic and foreign government regulations; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features; our ability to execute our business plans; the pace of change and innovation in enterprise cloud computing services; and our ability to maintain and enhance our brands.

Last updated: April 25, 2024

Thank you

The 3rd wave of AI is raising the stakes

Wave 1
Predictive

Wave 2
Generative

Wave 3
AI Agents

Wave 4
World/Sensory

Wave 5
Artificial General Intelligence

AI has helped service leaders **scale** in the past few years

10 to 20%
average customer deflection

in 1 year

$20 to 40M
average cost savings

AI agents unlock unprecedented scale in extraordinary time

50 to 70%
average customer deflection

in 3 months

$100 to 120M
average cost savings

AI agents are ready to **solve** your top customer service requests
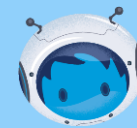
Technical Support

Appointment Scheduling

General Questions

Cross-Sell Upsell

Billing Inquiries

Returns & Exchanges

Some situations demand the depth of human cognition

Address unknown complexity

Appointment Scheduling

General Questions

Cross-Sell Upsell

Billing Inquiries

De-escalate tough conversations

Humans with Agentforce Deliver Effortless Experiences on Service Cloud

salesforce

Humans with Agentforce

Agentforce

Voice

Service Console

Digital Channels

Analytics

Portals & Search

Field Operations

Salesforce Platform   Agentforce + Customer 360 + Data Cloud

Service Cloud Powers Every Industry
14 industry solutions

Financial Services

PENFED CREDIT UNION

60% case deflection

Comms

telecom

40% agent training time reduction

Manufacturing

GE APPLIANCES

15% truck roll deflection

Life Sciences

Simplyhealth

90% Reduction in email response time

Public Sector

STATE OF CALIFORNIA
DMV
Department of Motor Vehicles

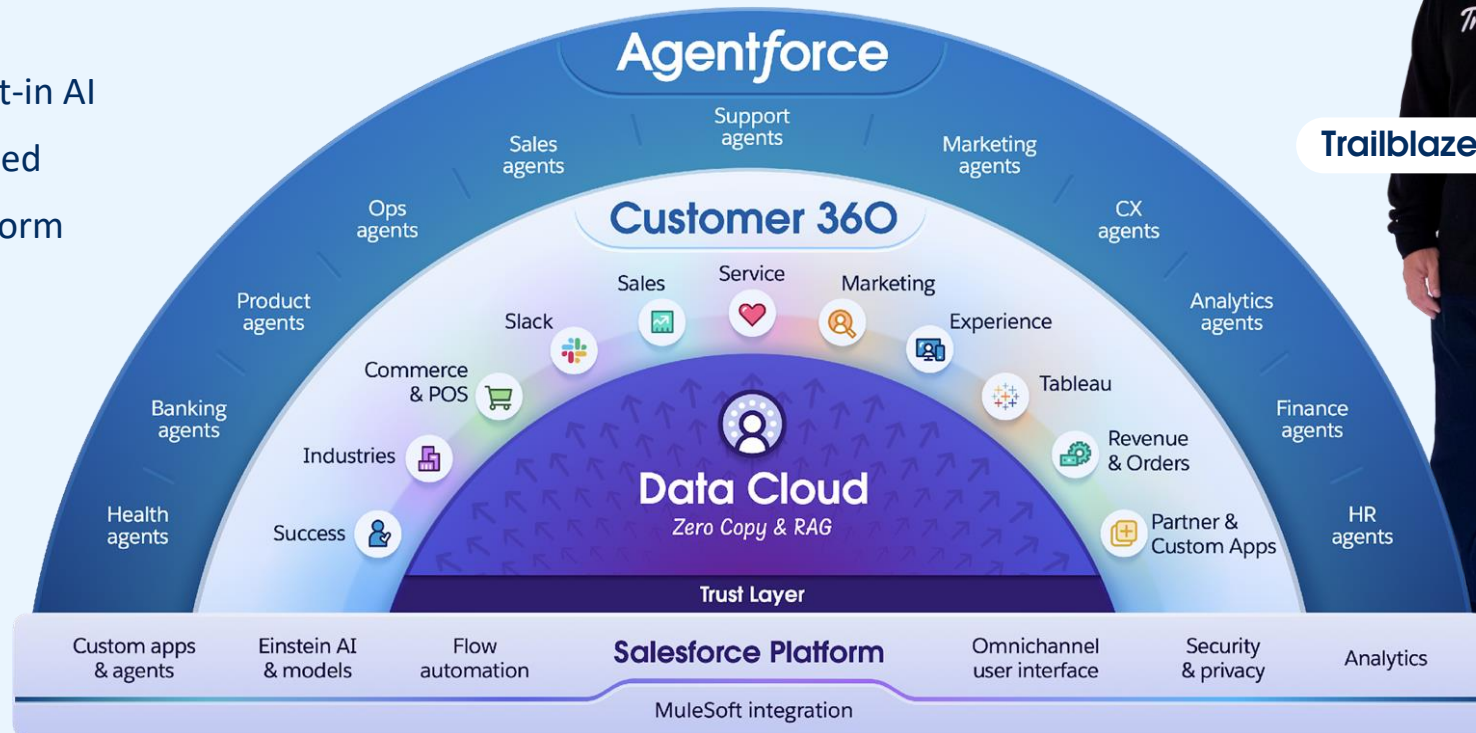**55%** cases resolved with automation

Consumer Goods

L'ORÉAL

70% agent satisfaction increase

Agentforce

Humans with Agents drive customer success together on the Salesforce Platform

Trusted and secure

Scalable and accurate

Easy to customize, built-in AI

Customer 36O integrated

Unified metadata platform

Open ecosystem

Trailblazers

Customers

Innovation, industry solutions & global community

Agentforce

Support agents

Sales agents

Marketing agents

Ops agents

CX agents

Customer 36O

Product agents

Analytics agents

Slack

Sales

Service

Marketing

Experience

Commerce & POS

Tableau

Banking agents

Industries

Revenue & Orders

Finance agents

Data Cloud
Zero Copy & RAG

Health agents

Success

Partner & Custom Apps

HR agents

Trust Layer

Custom apps & agents

Einstein AI & models

Flow automation

Salesforce Platform

Omnichannel user interface

Security & privacy

Analytics

MuleSoft integration

slack

Patrick Cölle
Account Executive
pcoelle@salesforce.com

Slack is the operating system for work

from **slack**
from Salesforce

Work OS

Humans

Data

Workflows & Apps

Einstein & Agents

9:41

Acme Inc

Catch Up
3 new

Unread DMs

Zoe

Mentions

fee
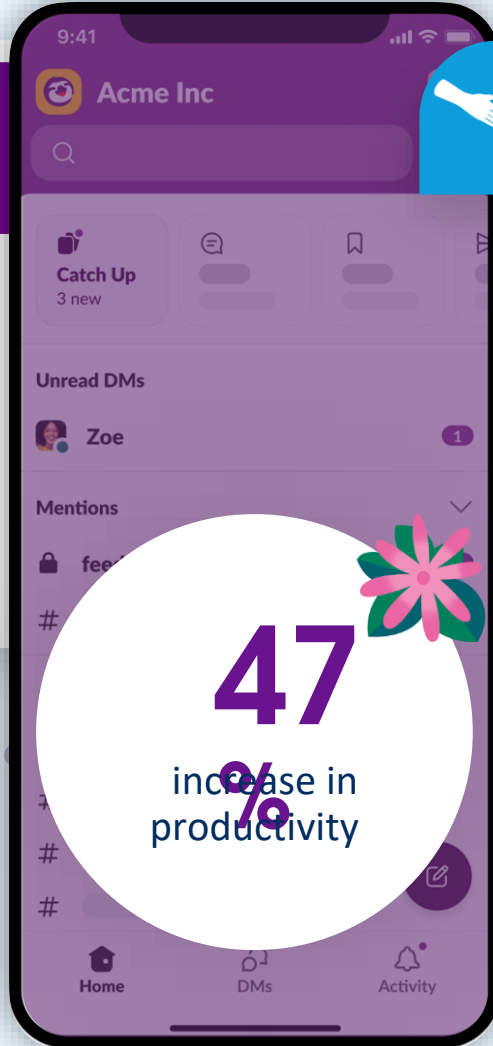
47%
increase in productivity

Home   DMs   Activity

700 M
Daily messages sent

6.4 M
Salesforce records shared into Slack monthly

3M
Workflows used daily in Slack

13K
AI powered apps built and deployed in Slack

Customer Experience Challenge

How do you create an exceptional customer experience that is personalized, connected, data-driven and fueled by intelligence that creates seamless interactions and drives loyalty?

How do you balance incorporating groundbreaking technologies with empowering your teams to do their best work?
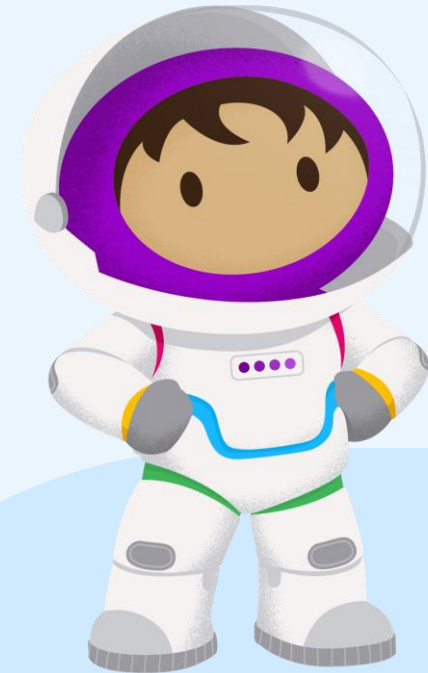
Say hello to Slack for Service

Helping you win and keep customers

slack
from Salesforce

What it is
An integration between Slack and Service Cloud with a complete view of your customers. Your support and technical teams can seamlessly swarm on customer issues, right where teams are already working.

Why it matters
- Resolve issues in real-time, from anywhere
- Drive efficiency with automation & AI
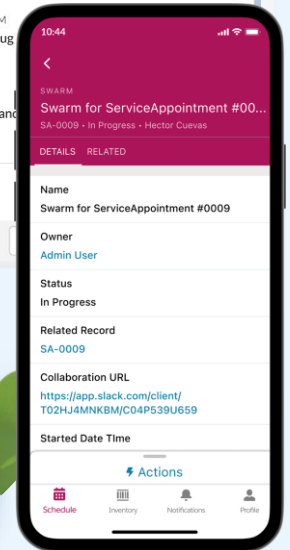- Streamline the agent experience
- Collaborate at scale across service teams

Why it's different
Slack brings together humans, AI, apps, automation, data and knowledge in the place where people love to work, with bidirectional communication with Service Cloud for seamless case resolution.
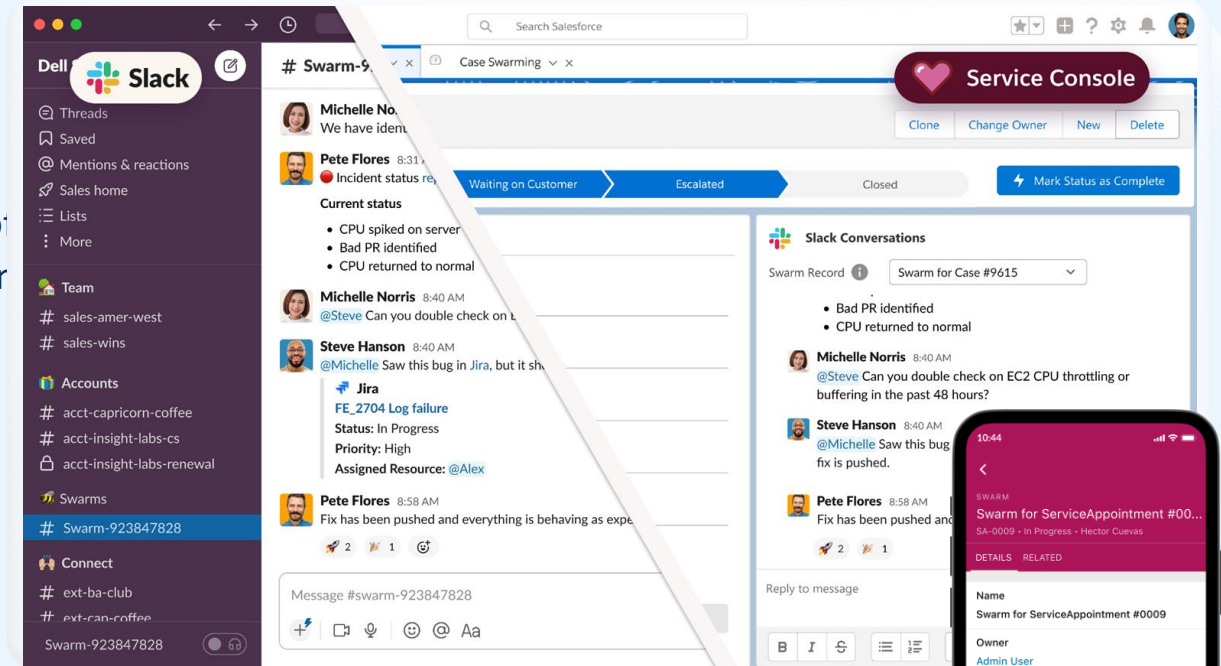
26% decrease in case resolution time

Swarm in Slack for Faster Resolution

Increase Customer Satisfaction

Drive down average handle time

Decrease time to resolution

Reduce case handoff and escalations

19%
Reduced mean time to resolve incident
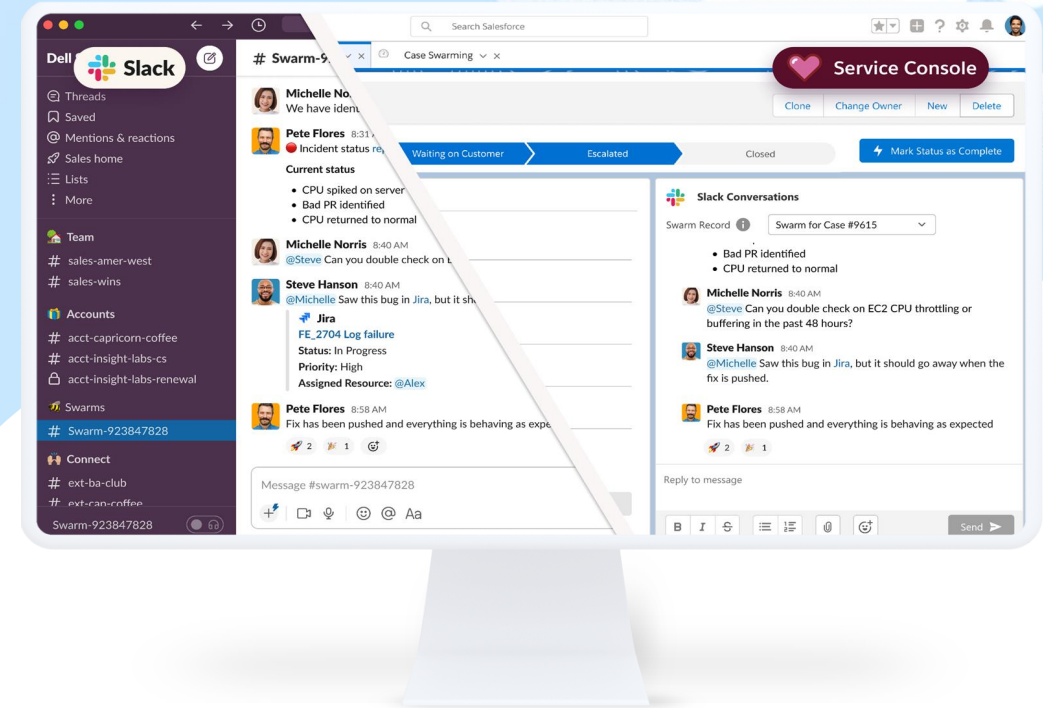
36%
Improvement in first contact resolution rate

Capabilities

Case Swarming

Case Management

Bi-directional Updates

Knowledge Sharing

*"With Slack, we're **solving complex cases faster than ever** because we're bringing the right experts into the case instead of passing the case to the experts."*
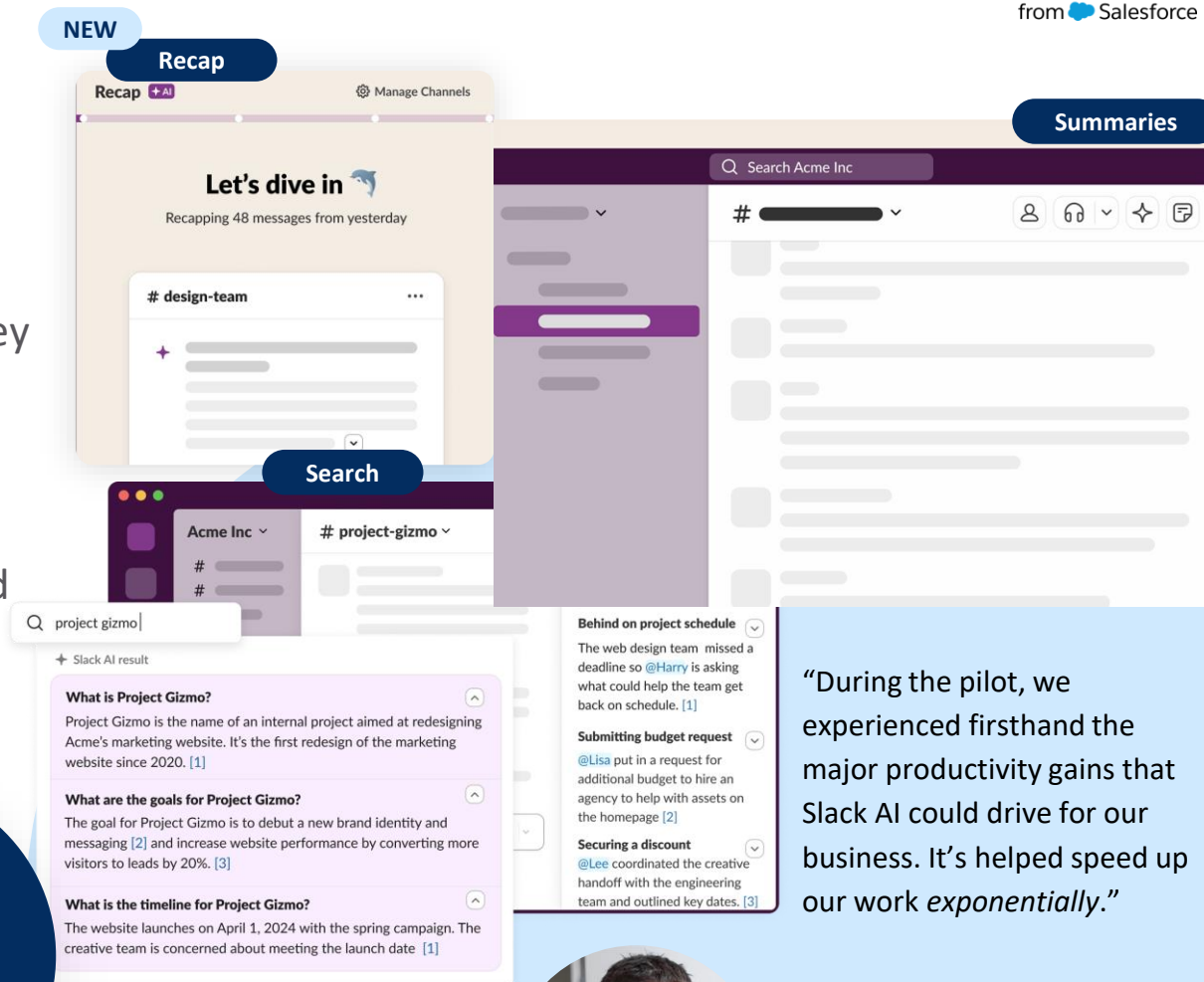
Jim Roth
Executive Vice President, Customer Support, Salesforce

Resolve cases faster with AI in Slack

Catch up on the latest reports or incidents with **AI recaps** of key channels

Get up to speed on any case faster with **AI summaries**

Make decisions using the right context by finding AI-generated responses for queries with **AI search**

Recaps	Available now
Summaries	Available now
AI Search	Available now

97
minutes/week
saved in pilot

"During the pilot, we experienced firsthand the major productivity gains that Slack AI could drive for our business. It's helped speed up our work *exponentially*."

Zachary Hyman, CEO

DEMO

SD Slack Demo 7015 ⌄

All workspaces ⌄

💬 Threads

⌄ Priority ⌄
case-resolutions
customer-case-swarms
incident-0046054

▸ Channels

⌄ Direct messages
Amir
Jay
Jessica
Kelly
Laney
Linda
Jennifer you
Browse all people

⌄ Apps
CRM Analytics
+ Add apps

🏠 Home
DMs
🔔 Activity
Sales
••• More

customer-case-swarms ⌄

👤 21

Canvas

+ Add a bookmark

Case | 00004549

Today ⌄

View Case **Reopen swarm**

Swarm Description: Android device, reported that the app crashes whenever they attempt to access the 'Profile' section. They've already tried reinstalling the app, but the issue persists. This issue is impacting their ability to update personal information and settings within the app.

When you are done collaborating, you can finish the Swarm and records will be updated in Salesforce.

👀 3   🟥 1   😀+

10 replies Last reply today at 2:29 PM

💜 **Service Cloud for Slack** APP 2:29 PM
Swarm request from @Jay

Case | 00004550

View Case **Finish Swarming**

Swarm Description: Customer unable to load any part of the app. They were booted around 1:25 PM and the home page is not responding.

When you are done collaborating, you can finish the Swarm and records will be updated in Salesforce.

😔 3   🏃 1   😀+

9 replies Last reply today at 2:29 PM

B I S̶ | 🔗 | ≔ ≔ ≔ | </> 🖼

Message #customer-case-swarms

+ Aa ☺ @ | 📹 🎤 | ▱   ➤ ⌄

Only Slack transforms how you work today to be ready for tomorrow

slack from Salesforce

Dramatically reduce friction for the entire team by providing a seamless link between the Case Agent and technical resolution team

Ensure knowledge and insight is always captured by creating an explicit link between the structured data in Service Cloud and the Channel in Slack

Leverage AI to provide crucial on-demand channel summaries and agentforce integration

2x

greater employee engagement compared to Teams*