Dreamforce Live: Catch Up on Customer Success

Words	2,783
Duration	00:15:11
Recorded on	Unknown date
Uploaded on	2024-09-18 22:59:38 UTC
At	Unknown location
Using	Uploaded to aliceapp.ai

Speakers:

Speaker A - 3.27%

Speaker B - 6.83%

Speaker C - 50.2%

Speaker D - 12.86%

Speaker E - 9.67%

Speaker F - 6.58%

Speaker G - 10.6%

Notes:

- Pooja Kamath is manager of Trailblazer engagement programs at Salesforce. How do you see the benefits of AI from Mulesoft developers and architects? You can have all these advanced AI capabilities integrated right into your enterprise.

- What exactly is Agent force and how does it work? It gives us an ability to go do those jobs in an autonomous way. It really all starts with data. Salesforce has already built that kind of complete system.

- There's some things that humans are very good at that AI is not. As humans, we're really good at creative thinking. On the other hand, humans are bad at looking at lots and lots of data and synthesizing that data. If we can find the right optimization of the tasks that should go to the humans and the AI, you suddenly have a much more optimized system.

- Coming up is the platform keynote. Build and govern custom AI apps and agents with low code. First ever Dreamforce virtual hands on workshops virtually experience the latest data and AI innovations for free. More than 400 learning sessions over the next few days.

- IBM has had some exciting collaborations with Salesforce lately. What you're seeing is actually being used by the us open and wimbledon. All the sensors and the AI is in the paddles. People gotta come to this booth and try it out for themselves.

- There it is. Perfect. Thank you so much, Corinne. Have a great dreamforce again.

Speaker A **00:00:00**

Lomenik, manager of Trailblazer engagement programs here at Salesforce. I am here with Trailblazer. Pooja Kamath. Uh, welcome, Pooja, how are you today?

Speaker B **00:00:09**

Thank you, Jalina. I'm wonderful. How are you?

Speaker C **00:00:12**

I'm well.

Speaker A **00:00:12**

Thank you so much for being with us. Uh, Pooja, how do you see the benefits of AI from Mulesoft developers and architects, especially from the context of automation and integration?

Speaker B **00:00:25**

I think it turns us into wizards, you know, like we can take the one and switch around and we have excellent APIs. But, you know, um, in all seriousness, yes, we have excellent products now, especially with Mulesoft AI chain that has come into the picture. You can have all these advanced AI capabilities integrated right into your enterprise, which I think is excellent. Um, for developers, this is it, right? You want a partner for development, the work that you really don't want to do, but you have to do. You want AI to support you in that so you can free up your bandwidth to focus on things that really matter, like

innovation.

Speaker A **00:01:09**
Speaking of innovation, how do you think, in what ways do you think AI, automation and integration can work together?

Speaker B **00:01:16**
I think it's a, uh, dynamic trio. That's what I like to call them, you know, a dynamic trio that will help you leap into this new digital age by turning all your hurdles into stepping stones. That's how I see it. And the companies that really will leverage will go forward, you know, if they try to leverage these, um, three technologies.

Speaker A **00:01:37**
The dynamic trio. Uh, I love it. Thank you so much for being with us today, Pooja.

Speaker B **00:01:41**
Uh, thank you.

Speaker D **00:02:33**
We've covered so much ground so far at Dreamforce, learning how humans with agents drive customer success and how you can build your own agents. With Salesforce's new Agentforce platform. We met Agent Astro and Cody and heard incredible stories of customer success. But there is so much more to come. Our platform keynote, build and govern AI agents and apps. And later today, Mark Benioff sits down with two innovative CEO's AMD's Lisa Su and a conversation with Marcus Limonis who will be joined by will I am to learn about their work transforming their companies. The innovations and technology are moving fast. Salesforce is the number one AI CRM and puts trusted AI into everything we do. To learn more about how AI and trust power our innovation, Soledad O'Brien sat down with the one and only Patrick Stokes, Salesforce EVP of product and industries marketing. Take a look.

Speaker E **00:03:31**
Agent Force is the culmination of Salesforce innovations from workforce automation to data and AI. It comes in the middle of a technological shift as more and more companies employ AI to help their workforce create a better customer experience. To hear how Agent force can help you, I'm very excited to be joined by Patrick Stokes. He's Salesforce EvP of product and industries marketing. It's so nice to see you. I liked your presentation during the keynote earlier today. So let's back up and do like a agent force 101. We started with uh, generative AI. We're now in autonomous. Aih. What exactly is Agent force and how

does it work? Starting with the hard questions first, the.

Speaker C **00:04:16**

All inclusive one first. So I mean look, we all have, we were talking about this before we started. We all have jobs that we're trying to do in our life or uh, certain tasks. And within that there's probably a lot of stuff that we don't really like doing or things that we're not particularly good at or that are hard for us as humans or just for our own personality. And what agent force does, it gives us an ability to go do those jobs in an autonomous way. Uh, now that sounds a little bit crazy. It sounds a little bit like science fiction, but it's really not. Uh, the simple way to think about this is it's just kind of like a, so imagine a little piece of software, but imagine if that software could think, um, and imagine if it could go out and get the data that it needs to help answer a question. Imagine if it could even look at the question and try to understand does the question even make sense in the first place? Right. And then it can go out and think and grab the data and then ultimately come up with an answer. And maybe in some cases the answer to the question you asked for is actually a plan or a uh, series of actions or tasks that it needs to go do. Um, and then imagine if it could do those tasks and then come back and think about the question again. So it's just a piece of software that can do all of that. And when you put that all together, what you get is this idea of something that is effectively autonomous. You give it a role, you give it the data that you want, you kind of describe the environment that you live in or that it lives in and then you say go. And it goes and does stuff.

Speaker E **00:05:40**

How is Agent force different from other autonomous agents?

Speaker C **00:05:45**

So the way to think about Agent force here is there's going to be many other autonomous kind of agents that pop up. But what's so incredible about Salesforce is to get those autonomous agents to work. It really all starts with data. You need two things. You need data, and then you need action. So the workflows or the business processes on the other side. But without data, you're not doing anything right. Uh, it's similar to, uh, bringing a new human being into your organization. You're not just going to say, go. You're going to sit them down and say, we're going to have an onboarding. Let me teach you about the company. Let me teach you about the way we do things. Here's where you find this information. Here's where you find that information. Uh, that's the way to think about, uh, getting these agents to work. And what makes our agents or agent force so powerful is Salesforce has already built that kind of complete system. So it's not just about the AI. We spent the last year talking about. Oh, what model is it? How big are the models? How many parameters do the models have? It's really not just about the models. It's about bringing the data, connecting it to the models, uh, and then ultimately connecting that to some

form of action. And what Salesforce has done is wired up that complete system.

Speaker E **00:06:52**
So when Mark talks about, don't diyeong your AI, it's because you actually have a system in place and you don't have to kind of do it separately.

Speaker C **00:06:59**
That's right. That's exactly right. Another way to think about it is, you know, a car is a system. An automobile is a system. Sure, it has an engine, and some engines are faster than others. Some are, some are really fast. But at the end of the day, your car needs a steering wheel and some wheels. You know, it's a complete system. And then you're going to need to optimize that system as well. You can have the fastest engine in the world, but if your car weighs 20,000 pounds, it's not going to accelerate very fast. Right. So you want to have that fully optimized system.

Speaker E **00:07:25**
Last year we were talking about copilot.

Speaker C **00:07:27**
Yeah.

Speaker E **00:07:28**
This year we're talking about, uh, agent, uh, force and AI. Um, I guess. What's the difference? What's the difference? How are they very different?

Speaker C **00:07:40**
Yeah.

Speaker E **00:07:40**
So I think, is it the autonomous part of it?

Speaker C **00:07:42**
It's largely the autonomous part, but, uh, it's also connected to that broader system that I'm describing. Uh, we and many others, everybody kind of rushed to this when we saw these LLMs come out. We looked at them as humans, as people, and we were like, oh, my God, these things are amazing. We can ask questions. It understands me. I don't have to frame my question in any particular way, I can just kind of talk to it naturally and it answers me. I can brainstorm with it, it can help me write doc, things like that. And so we

all rushed to kind of, uh, to be plain spoken for a bit. Just like jam those LLMs into the right rail of our applications, right. We wanted to put them there to make it easier to not have to leave the application we were in open up a new tab and open up chat GPT. We just wanted it right there in our application. But what everyone discovered really quickly is, well, this thing doesn't really know anything about my business, so I'm asking it questions, but I have to continuously give it all of this context in order to get. And that's fairly tedious to type in all that context. Then we learned, well, if we wanted to do something, it can't really do it. It might tell me how to do it, but I'm still the one clicking the buttons. And so what makes agents so much different is it's the combination of that complete system. It's brought the data, it evaluates all of that data, uh, and then it's able to go out and actually perform actions in an autonomous way, but not always autonomously. In some cases, it might be reactively or assistively to what a user on the other side is asking.

Speaker E **00:09:13**

Well, let's talk about that, because I know there's been a big focus of humans, along with agents, been underscored a lot today. How will they work together?

Speaker C **00:09:21**

Yeah, so, I mean, there's a lot of things that, uh, humans are very good at. There's some things that humans are not very good at. There's some things that AI is very good at that humans are not very good at. The simple, uh, example here is, as humans, we're really good at creative thinking. Uh, we're really good at, uh, coming, uh, up with ideas, uh, creatively. AI is not so good at that. Um, it's not very creative. Set it out on a task, but it's going to kind of follow the description of the task you asked for very directly. It's not very good at just randomly taking inspiration from the world and coming up with a different way to do that. On the other hand, humans are very, very bad at, uh, looking at lots and lots of data and synthesizing that data. So you might have, ah, a rise in call center volume, for example. A lot more customers are calling in than usual. And you may ask someone on your team, hey, go figure out why. Well, that human, that's probably a few week long process. They've got to get the transcripts from all the calls, they've got to comb through them, read them, figure out what the patterns are in those conversations. That's a tedious conversation, but an AI can do that in an instant. Creativity. Humans, uh, data analysis, synthesis, AI. If we can find the right optimization of the tasks that should go to the humans and the tasks that should go to the AI, or in some cases the tasks that should intercept both, you suddenly have a much more optimized system.

Speaker E **00:10:49**

I only have about 20 seconds left for your answer, but I'm curious. Mark started his keynote with core value of trust. How do you make sure that people have trust in this system?

Well, so from the foundation, uh, when we talk about bringing data, so all of your data, if it's already sitting in the salesforce platform, it already has all of the permission models and sharing privileges on top. So that gets you a long way. But we also need to be able to observe, we need to be able to kind of, uh, supervise these agents as we roll them out. We need to know when they're hallucinating. We need those triggers so that we can go back and start to optimize. So this is what we mean by that full end to end system. It's all built there. You're not building all of this from service.

Speaker E **00:11:25**
Really fascinating. Patrick Stokes. Nice to talk to you.

Speaker D **00:11:27**
Thank you.

Speaker C **00:11:27**
Very nice to talk to you. Thank you.

Speaker D **00:11:32**
Coming up is the platform keynote. Build and govern custom AI apps and agents with low code. You'll learn how to use your AI and low code innovations like agent Builder and data cloud in sandboxes. And our new security tools like Salesforce archive to build and secure your enterprise fast. There's much more to come later today, including Mark Benioff in conversation with AMD CEO Lisa Hsu and later, camping World CEO Marcus Lemonis. And will I am. But you know, Dreamforce is the event. It is just the start of your learning journey though. So over the next few days, more than 400 learning sessions, product keynotes, luminary conversations and stories of customer success will be the cornerstone of learning how humans and agents drive customer success together. And next week, the first ever Dreamforce virtual hands on workshops virtually experience the latest data and AI innovations for free right here on Salesforce. Plus, dive into agent force, data cloud and prop builder in sessions offered two times a day. Each day features a new technology that will transform your business hands on training from the comfort of your own home or office or home office. It doesn't get any better than that.

Speaker F **00:12:50**
I'm Gina Ramos, director of our quality groups and communities at Salesforce and I'm here with Corinne Sklar, vice president and managing director of Salesforce at IBM. Thank you so much for joining us today.

Speaker G **00:13:00**

Awesome to be here.

Speaker F **00:13:01**

Yeah. Ah, well, awesome booth. I mean, IBM has had some exciting collaborations with Salesforce lately. And can you tell us more about someone who's going to visit your booth, especially this thing that's going on behind you with their table tennis? What will they see and learn about IBM and Salesforce and how are they advancing adoption of generative AI?

Speaker G **00:13:17**

Well, everything right now is about AI as we all know. And what you're actually seeing right now and live is AI in action. What you're seeing is actually being used by the us open and wimbledon. So this is real technology being used at all the tennis games. And so it's tracking things like ball speed, it's tracking things like backhands and it's all in those paddles actually. So all the sensors and the AI is in the paddles. And so not only are you gonna see all the motion track, everything, but when you go over here you can actually get in natural language processing real commentary like of your game. So it's pretty amazing. The technology that AI is bringing and IBM is bringing with Salesforce, that's amazing.

Speaker F **00:14:00**

And people gotta come to this booth and try it out and try it out for themselves. So there's another thing that's really great. Every year that you all do 13th edition of the State of Salesforce Report, what are some of the things we can expect to see in terms of the findings and where can people go to learn more?

Speaker G **00:14:13**

I mean, the incredible announcement around agent force. I think all of us really feel here in the Salesforce ecosystem something happening. And the reality is customers are struggling with how to move forward, how to take that AI journey to the next step. And so a lot of what you're going to read in the state of Salesforce this year is what are Salesforce customers struggling with and what is some of the advice to really get you started? So everything around data dominance, around how you can use AI's differentiation and honestly about the ecosystem here we're at Dreamforce. No one is going to get AI to full deployment without leveraging this incredible ecosystem. So it's an incredible report, you know, many years of doing it. It's a labor of love. We had interviewed over 1300 Salesforce customers, so very excited about some of the report findings we have this year for.

Speaker F **00:15:02**

Customers and they can find it at.

Uh, on IBM.com dot.

Speaker F **00:15:05**

There it is. Perfect. Thank you so much, Corinne. Appreciate it. Have a great dreamforce again.

Speaker G **00:15:08**

Thank you.

Speaker F **00:15:08**

Thank you.