

Keynote: Humans with AI Agents Deliver Effortless Service

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Speakers:

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Speaker C - 22.49%

Speaker D - 19.7%

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Speaker F - 1.97%

Speaker G - 5.91%

Speaker H - 8.84%

Notes:

- VP in GM service cloud Salesforce, Kishin Chaitan. I took on the role as a GM of service cloud about a year ago. The pace of change, especially in AI in this year has been just

remarkable. Dreamforce is such a special event.

- Opentable is an amazing story, and we'll give you a round of applause. Here to take you through chapter two and chapter three. To creating effortless experiences our vp of marketing, Rekha Sri Watson.

- customer experience intelligence tool gives you real time insights of your customers. Because Einstein and AI is right in the flow of work, you can take actions fast. Here's a quick demo to show you all of this in action.

- Einstein and Data cloud are game changers for customer service teams. AI with powered by data cloud gives you proactively, step by step guidance on how to resolve your customer cases two x faster. It's a really cool demo and I can't wait to show you.

- Dreamforce is bringing humans and AI agents on one platform across every channel. New feature called Service Planner gives John step by step guidance on how to resolve a customer's case. We are able to bring commerce and service cloud on one platforms.

- Service blazor introduces agent for service flexibility plan. What it really means is you could redeploy some of your spend on service cloud licenses into agent force as your needs evolve. Visit the service campground. Join the service blazor community. And finally, thank you for your time and your attention.

Speaker A

00:00:00

VP in GM service cloud Salesforce, Kishin Chaitan.

Speaker B

00:00:08

Good morning everybody, and welcome to the service keynote. I'm thrilled to be here to share some of our latest innovations as well as some great service blazor stories. But before we got started, I wanted to take a moment to say thank you. Dreamforce is such a special event. We bring the entire community together and each and every one of you inspire Salesforce to learn, to innovate and to grow together. And I took on the role as a GM of service cloud about a year ago. And what a year it's been. The pace of change, especially in AI in this year has been just remarkable. Last year I came here in a ride share, this year in a driverless autonomous vehicle. But nowhere is this pace of change as profound as it is in customer service. It's truly a pivotal moment in customer service. And as customer service leaders, it's your moment to lead not only your organization, but your entire company. So what's actually driving this change? What's really driving this change is we've entered the third wave of AI, which has been powered by AI agents. So these AI agents are capable of reasoning and they're capable of orchestrating actions. So combining those two together creates this step change in automation. That's a game changer for customer service, and that is huge. But look, AI is not new in customer service. A lot of our customers, virtually all of you here, have deployed AI and seen good benefits. Ten to 20% improvement in customer deflection or resolution in a year. And that

translates into \$20 to \$40 million in savings for a large enterprise. But what if you could get more than that? And with AI agents, you absolutely can. As I said earlier, AI agents combine reasoning with the ability to take action. And our customers who've deployed AI agents are seeing significant benefits, 50% to 70% improvement and increase in deflection resolution in just three months. So let's put that into perspective. A, uh, five x increase in 75% less time. Now that is a game changer, and that is huge for customer service. So what's the right way to get all of these benefits? What's the right strategy? In order to understand that, let's take a look at how AI agents can help automate a whole set of service tasks. When AI agents are trained with the right data, grounded with the right data, that's structured, unstructured, and they're trained with the right topics, with the right policies, and have the right actions, they can do a whole bunch of automations. They can address technical support, they can answer general questions, they can even schedule appointments. But some of these need the right human nuance and judgment. For instance, if you had a complex case that needed engagement across entire teams and multiple teams, or if you had a really angry customer that you needed to deescalate, each of these needs the right human nuance and judgment. And finally, I don't think, uh, AI can go on site to a manufacturing facility and fix a broken machine. So what if you could seamlessly blend the nuance of humans with the scale that AI agents provide? And now you absolutely can. And I'm excited to introduce the complete AI agent service platform, which is service cloud. So service cloud brings together humans with AI agents to solve all types of service, from self service to field service to contact center, all on one platform across all channels, for every single industry. With AI agents, they are available 24 7365 days a year and are available across all channels and can do a whole bunch of automation and can seamlessly transfer to a human agent with the full context. And the human agents with the right AI in the flow of work are super productive and can drive higher customer satisfaction. And all of this is built on our customer 360 platform powered by data Cloud and Agent Force. So you might ask, what is Agent Force? You heard a lot about Agent force in Mark's keynote yesterday. Agent Force unifies data, has reasoning on it. You heard about the Atlas reasoning engine and combines that with the ability to take actions, and this creates this virtuous loop from data to action. That's a ah, game changer for customer service. And Agentforce is built on our platform with the right trust, the right security and data governance that each and every one of you in this room need. But we don't stop there. We are continuing to innovate, and these are just a few of our key innovations in service cloud, which are focused on helping you seize this current AI moment. And you'll see all of these in the presentation today. So today we'll walk through the whole thing in four steps. The first step is to deploy AI agents on channels. But before we do that, let's listen to this quick video.

Speaker C

00:06:23

Hello, welcome. I'm here to help you with your cat beam requests. How can I help you today? Uh, can I have a medium sized oat milk, sugar free vanilla latte? Thanks to it sounds

like you want oatmeal. I can't help with that. Would you like tea, coffee or hot chocolate?
No, no, no. A, uh, medium sized oat milk, sugar free vanilla latte. Okay. You'd like a coffee?
I can help with that. Would you like a small, medium, or large?

Speaker D 00:06:51

No.

Speaker C 00:06:52

A vanilla latte.

Speaker B 00:06:54

L a t t e. Okay.

Speaker D 00:06:57

Tea it is.

Speaker E 00:07:03

Forget it.

Speaker B 00:07:13

Nice.

Speaker C 00:07:15

Well, I hate to break it to you, I'm not a chatbot. My name is Julian Walker, and I'm a product marketer here at Salesforce. And me and my team have been working so hard to bring you a solution to that bot problem. Because, you see, bots are really great when it comes to these simple requests, but they often miss the mark when things go off script. Like prime example, my wife and I went on a fantastic trip to Spain this summer. I booked train tickets to Sevilla, but somehow we got seated on different train cars. So I reached out to a chatbot to figure out the issue, changed my seat, and I was a little bit disappointed in some of the responses. Like you see here, like, could you rephrase? Um, I don't quite understand. So after going that for a while, I did get my seat changed a day later with a human representative. Now, how many of you have had an experience like that where you're talking to a bot? Yeah, it can be tough. And that's because bots are really limited by the way that they are programmed. And that's why I am so excited to introduce you to a solution that's going to completely change the game. And that solution is Agent Force service agent. Now, let's get one thing straight. Let's get one thing straight. This is not a chatbot. You can go to the next slide. Yeah. So this is not a chatbot. This is a autonomous AI agent. This is a big deal. This is not only going to handle the simple request, it's going to

handle the complex request and do it all across channels with empathy and care. And unlike a chatbot, it can handle those twists and turns in a conversation. And it doesn't just understand text, it understands images and audio, too. And in a few months, we are not stopping there. We are adding two additional agents. The first, a scheduling agent for field service, and the second, an employee service agent for your HR teams. So who is ready to see agent for service agent in action? Yeah, everybody. But first, let's give a warm welcome to our demo drivers, John and Changdeh. Beautiful. So first, we're going to start in the agent builder, where we're going to build our agent in three simple steps. And the first step there is going to be assigning it a topic. And topics are essentially jobs to be done, like order management, like you see right here. The second thing that we're going to do is give it some instructions and a scope. Now, uh, we can do something really cool with our agent. Force agents. You can do all of this in natural, simple language like you see right here. Now I want you to think about something. Imagine you could actually pair your Salesforce admins with your best human service representatives. Those admins can learn how your reps do things and then they can teach your AI agents how to do that using the simple language that you see on the screen. And guess what? Those AI agents will be able to replicate that to any customer. That's pretty cool. Right? Now, the third step, we need to give our agent some actions. So we wanted to take action. We have uh, quite a few out of the box actions with this technology, but you can also create custom actions using existing salesforce objects, actually like apex flows and even prompts. But uh, did you notice one thing about this entire setup? We didn't use a single bot dialogue. That's pretty impressive. And just like that, our agent's ready to go and we can actually try it right now. So for this next part of the demo, I'm the customer and I am reaching out to alpine group which is a cable and Internet provider. So I want to go ahead and add more channels to my plan. And so I reach out to the same agent for service agent that we just built on my favorite channel, WhatsApp. So as soon as I reach out, I give it some criteria and based on that it's able to offer a custom package. But wait, hold on. How can it offer me a custom package? Well that's because it has the right data and the right actions. You see, agent for service agent is grounded in data and knowledge from datacloud and then it can use all that information to execute a custom package. Action. Pretty cool. And so when I accept that offer, I'm given a list of personalized recommendations. This is really, really, really cool. And we need to pause here because if this was a bot, I would just get a laundry list of information. But agent four, service agent, customizes this to me and only shows what's most relevant to me as a salesforce customer with the data that they have about me. Okay, now I think it's time to throw our agent a curveball. Give it a little bit of a context switch. So for this next piece, I'm really worried that all this streaming is going to eat into my data plan. Now in like a chatbot, you'll see the agent for a service agent doesn't get tripped up with this context switch. Now, I'm ready to go with my new movie package, but, you know, I just. I'm not sure where to go next. So you'll notice right here, I actually get a proactive upgrade recommendation. And it doesn't stop there. It even offers me a field service appointment. That is very cool and something that the bot does not do today. Now, as we move on forward, I'm ready to go with this new upgrade, but I cannot be late for my

customer meeting here at Dreamforce. So I've got to go. Now, this would normally be where the conversation ends, but not with agent for service agent. Now this is cool. This is the game changer. It can take this messaging conversation and seamlessly turn it to a voice conversation using the same generative AI so we can chat. We're on the go. And in a few moments, I'll get my incoming call.

Speaker F **00:13:45**

Hi, Julian. This is AI Pine. About your new router installation. When would be a good time to schedule an appointment?

Speaker C **00:13:52**

Yeah, how about Monday afternoon?

Speaker F **00:13:55**

Of course. Does Monday at 03:30 p.m. work for you?

Speaker C **00:13:58**

Yeah, that would be great.

Speaker F **00:14:00**

All right, you are all scheduled. Is there anything I can help you with?

Speaker C **00:14:04**

Yeah, actually I am a small business owner and I saw an ad for a small business bundle. Could you tell me more about that?

Speaker F **00:14:12**

The small business bundle includes high speed Internet, phone services and tailored tv channels. Would you like me to transfer you to a sales rep for more details right now?

Speaker C **00:14:21**

Yeah, that would be great.

Speaker F **00:14:23**

Transferring you now.

Speaker C **00:14:29**

Hello, Julian. Press one. No, I'm just kidding. Hi, Julian. I'm John with Alpine. Let's get you started on that small business bundle. Wow. All right. That was pretty incredible, right? Thank you, John. That was pretty incredible. Because agent four, service agent, didn't just understand my question, it was able to seamlessly hand me off to a human sales representative. So it turned this service interaction into a revenue driving opportunity. So you just saw how agent for service agent can really make every customer experience more effortless. Now, I want you to think about this. Like, what if you could do a lot of this in your own business? Like, if you could scale this to thousands or maybe even millions of your own customers. That is a lot of cost savings. Now, we actually have, uh, quite a few customers using agent force today who are seeing some of these great results. And one of those customers is opentable. So let's go ahead and roll the opentable film.

Speaker E

00:15:42

We service the hospitality industry. We've got a lot of people to help. 60,000 restaurants, 1.7 billion seats filled a year. There's a lot to do. Challenge there is that we are delighting both restaurants and diners who have very high expectations. That's really the bottom line. People don't want to wait to get their questions answered. What would happen if the diners aren't getting what they need now? They're angry. Hey, you sloughed me off to a bot. It didn't answer me, and I'm grumpy. And so now when you have that interaction with the human agent, we have to dig ourselves out of a hole. Maybe we answer the question very quickly, but they're always going to remember, hey, that didn't work out well the first time. The dream that I have is that agent force answers more questions more quickly. Success with Agent Force is deflecting the questions that our customers have. So if you were things get escalated to a human, the diners are getting their questions answered quickly and we're able to take care of it without a, uh, human resource. At the same time, we're looking to let restaurants do what they do best and be the ultimate restaurant platform. Agent Force allows our agents to effortlessly deliver fantastic service to our restaurants and diners. Everything's right there for them. So if a customer goes to our website needing help and they can start a chat, they'll get our agent for service.

Speaker C

00:17:03

Agent.

Speaker F

00:17:04

A diner might ask, how do I search for an italian restaurant for two on Friday night?

Speaker C

00:17:08

So we see this great response personalized.

Speaker E

00:17:11

To their question about Italian food with agent force. It is a natural language interaction. So the diner or the restaurant says something and they get an answer to their question, not an article to go read. So it's hooked up to our knowledge base in Salesforce. We can tell it what information to show, what not to show.

Speaker F

00:17:28

It seems so seamless to set up. You don't even need to know how to input code or anything.

Speaker C

00:17:32

Just simple prompts can get us all the way here.

Speaker F

00:17:34

Agentforce can also summarize case history, contact history, get m all of the customer data right at their fingertips. The ability to tailor customers experience without giving agent force specific instructions is going to save our operations team so much time.

Speaker E

00:17:50

Agent Force can answer a thousand questions all at once. And so that's something that no amount of humans can do. They can do more than just answer questions. They can take action and get things done. Having agent force take on more and more responsibility, getting to some more complex questions with both diners and restaurants, it helps us be better if today we are talking to restaurants for ten minutes at a time, cutting that by two minutes is huge for us. Any m minute saved is another bit of time that I have for my agents to have a more meaningful conversation with Agent force. It's about, uh, empowering our team members to effortlessly deliver fantastic service to our restaurants and diners and make sure that they are getting the most out of open table. That's what success is for us.

Speaker C

00:18:38

All right, it's a great film. Welcome, everybody. Give a, um, warm welcome to George Picorni. Hello, George. Uh, is the SVP of customer success at Opentable. And George, we are so happy to have you here. Welcome to Dreamforce.

Speaker G

00:18:53

Thank you very much, Julian.

Speaker D

00:18:54

Great to be here.

I just want to ask you a couple questions because you all have been doing a lot of great things with Agent force. And the first thing I have to ask is, well, one, I want to make a statement. You all have a big task, uh, at hand because you are serving the hospitality industry. So the bar for service is way up here. So how are you tackling those challenges? What challenges were you facing? And ultimately, why was Salesforce and Agent force the solution?

Speaker B

00:19:18

Yeah.

Speaker G

00:19:19

Thank you, Julian. Um, opentable is always looking to improve our service, right? So for years now, we've employed AI to help people, both our restaurants and our diners. Uh, but we really need to take it to the next level. And agent force allows us to do that.

Speaker D

00:19:32

Right.

Speaker G

00:19:32

Instead of just offering information like, uh, here's a couple of PDF's to go read, it actually will answer their question. So when people say, uh, tell me about points, how many points am I going to get to this next reservation? It will know that somebody's from America and therefore they're going to get this many points. Answer that question.

Speaker C

00:19:48

Wow, that's cool. That's very cool. So it's like it's giving the information and taking action and all of that. It's like that's the power of the agent force platform.

Speaker G

00:19:55

Exactly.

Speaker C

00:19:56

And then when you think about success, if you hinted on it a little bit in the film, like it's shaving minutes off of every case, saving your human agents time. But let's probe into that a little bit more. Like what does success really look like for you at Opentable? And what are your hopes for agent force?

Speaker G

00:20:12

Well, for us and really for anybody, excellent service is about anticipating customer needs. Right? So one of the measures of success for us, uh, with agent force is to be able to allow our human agents to deliver more value to our restaurants and diners. Right? So this can take the form of pretty, uh, simple things a restaurant might call in and say, I'm interested in changing my profile photo. Right. Uh, agent Forest will give the agent, human agent, a prompt about new year's Eve. And so we can take that conversation in a different direction. We can say, hey, have you thought about new year's Eve yet? New year's Eve is a big deal in the restaurant industry, and we want to make sure that restaurants are ready for it. And so the agent can say, hey, you did 800 covers last year. Was that a good night for you? Can I help you improve on that? Uh, and then that allows you to take action and deliver value, something, uh, that the restaurant didn't know they needed, but we've anticipated it for them. And agent force allows our human agents to do that.

Speaker C

00:21:05

Amazing. So it's like giving them a bit of that proactive level of service and assistance to help the humans ultimately perform even more effectively than they were before.

Speaker G

00:21:13

Yes, exactly. And that's what it's all about. Letting our agents, our human agents have richer interactions.

Speaker C

00:21:18

Love that. And then, okay, I know everyone out here. They always want a little bit of tips and advice for what they can do at their business. So for anybody looking to roll out agent for service, agent to their business, what are some tips that you have for them?

Speaker G

00:21:31

First of all, what you want to do is look at your support journey and find things that are repetitive. Right. At opentable, initially, that meant a lot of our diner questions, a lot of, uh, repetitive things, a lot of relatively simple solutions, um, and also high volume. That's where we started. Another good place are things that are not necessarily high volume, but, uh, are very discreet. So we also work on data requests. So don't, uh, tell my data or whatever it may be. These are very, uh, low ambiguity questions from our diners and restaurants with also very simple, uh, tasks, uh, to perform them. And so, uh, agent force can help on both sides, or AI can help on both sides on answering that question, but also completing that task.

Speaker C

00:22:10

Amazing. So start small and then roll it out from there. Absolutely. Okay. I think that's simple enough, right? Everyone can do that. Sure. All right, well, let's. George, thank you

for being here with us. We love having you. Opentable is an amazing story, and we'll give you a round of applause. You're amazing. Thank you, Julie. All right, I just love that opentable story. And we're going to hear even more from our customers. And I'd like to welcome up someone who's going to walk you through our next chapter. To creating effortless experiences our vp of marketing, Rekha Sri Watson.

Speaker D

00:22:45

Thank you, George. And thank you. Let me get up there, give you a big hug. Thank you, Julian. That was an incredible open table story, and I'm so excited. Here to take you through chapter two and chapter three. Look, I'm an engineer turned marketer, which means I love, love, love data, and I also love to take insights from data. So that's exactly what I'm going to show you today for all of your service leaders on how you can transform insights into action. Look, I get it. Service leaders are under tremendous pressure. Just to get a basic glimpse of your business, you have to toggle between so many apps, uh, so many tools, so many different data points, and it's still not there. And to top that, about 85% of the decision makers say that service has to now contribute to a larger share of revenue. You heard Kishan say that this is your moment, and I'm telling you, it's a tough moment. So let me show you what we can do there. Imagine this, a world where all service leaders have access to all kinds of data from your operations, your troubleshooting issues, and even your customer sentiment. Wouldn't that be so cool? More than cool. Wouldn't that be so valuable for you for this moment? Yes. And that's exactly what you can do with our customer experience intelligence tool. This tool is really cool because it gives you real time insights of your customers, your life, sentiment of your customers. And, uh, because Einstein and AI is right in the flow of work, you can take actions fast, you can make decisions fast, and, dare I say, lightning fast. So let's do a quick demo to show you all of this in action. And to do that, please welcome back our incredible demo team, John and Changdeh. So this screen is what we call our omni channel supervisor wallboard. This is where the supervisors get access to all of their customer conversations between customers and human agents, customers and AI agents as well. All right, here. So let's click into some in flight conversations that we have. You'll quickly see that there are a few conversations with negative sentiment, and they all happen to be around the same topic. Warranty claim. That's interesting. Let's click into one such conversation. So you'll see here that this particular customer, or this conversation is happening between an AI agent and a customer. I take it back. It's happening real time between an AI agent and a customer. No other product can give you this level of visibility into a real time conversation. You'll see here that there is a particular warranty. Uh, claim change that has happened, that's causing the frustration with the customers. We are service leaders. What do we do? We problem solve. And to do that, let's get into our uh, CX intelligence dashboard. This is where you get to see all of your sentiment metrics organized by topic, by geos, by channels. All right, here we see here that there is one particular topic, warranty issue that's also related, correlated with a uh, lower CSAT. We don't want that. To fix that. What do we

do? We call agent force. Of course. So agent force, can you tell me the top three reasons why warranty and low CSAT are associated? Because Agent Force has access to conversation mining data. Very quickly you can see your three step, uh, three reasons on why this is happening. And Agent Force is also able to quickly draft a note that we can send to customers and letting them know of this change and also giving them a 10% discount for future purchases. You can also edit, refine this draft and take it to Slack where work happens, where you get to collaborate with the warranty claims department team. All within slack. What you just saw uh, was a very standard customer case that just turned into a huge revenue generation opportunity for customers. That is customer experience intelligence tool in action. Was that pretty cool? And that wraps up our step number two. So let's get to step number three which is how we get to elevate our service teams into trusted advisors. Look, we have seen a lot today about how agent force, service agent is truly revolutionizing service teams. All your mundane, your routine tasks are getting updated with agent four, service agent. But the challenge is that the service teams are already overwhelmed and how do we expect them to be ten x more efficient, ten x more productive to go have more meaningful, high stakes customer conversations. See the challenge? Let's solve that with Einstein and data cloud. Einstein and Data cloud, the dynamic duo, the absolute game changers for customer service teams. And I'm not talking about any AI. I'm talking about AI that's in the flow of work. I'm talking about AI that's grounded in your company's trusted knowledge. And I'm talking about AI with powered by data cloud that gives you proactively, step by step guidance on how to resolve your customer cases two x faster. It's a really cool demo and I can't wait to show you. Let's bring back alpine group again. So Alpine group does this real time monitoring across all of their devices just to make sure they're all working well. They noticed that there is this one particular customer Emily's main control panel, that's not working well. No problem, because agent for service agent can quickly send her a note through the app, lets her know of the issue, and gives her step by step guidance to troubleshoot that. But Emily does not want to do any of that. She just wants to return the item. No problem. Because agent four, service agent, gives her a compliant response and lets her know that her panel is unfortunately backordered for three to six months. I think we're all with Emily here. She's really, really frustrated about this. Okay, but pause right here because this conversation that you're just seeing is a very standard conversation between an AI agent and a customer. But this is Dreamforce, and this is agent for service agent. So what happens next is really cool. So watch this. This is where agent force, service agent realizes that we need to now escalate it to a human agent and does that in an incredibly seamless way. So let's check in with our human agent, John. So this screen is a brand new slick UI. And this is home base, or the service console for John. This is where he gets to see all of his customer conversations across all of his channels right here. And once he accepts Emily's case, you'll see this is Emily's unified profile powered by data cloud with all her details, her name, her email, and even her customer sentiment, thanks to CX intelligence. And on the right side, you have agent force right there in action. And this is a brand new feature called Service Planner. This is probably my second favorite after agent for service agent, because

service planner is giving John step by step guidance on how to resolve Emily's case. Step one is to just verify her issue and make sure that we have the right details. You're able to do that. John has access to refining editing right here, and that's humans in the loop in action. And because service planner has unified knowledge, we quickly realized that there is another panel that's available right here for Emily. Emily is absolutely thrilled. And you can finish up the order right here. It does not stop because service planner is recommending we give her a complimentary security camera that's actually in her cart. And Emily is so thrilled by it. And we are able to bring in commerce and service cloud on one platform to complete that order right here. And the last step, um, is to get a quick case summary and we can see what happened, what was the issue, what was the outcome, and with one click, you can create a knowledge article for future issues on the same topic to resolve. Very, very seamless. I'm going to pause here because this is pretty cool. What just happened was Emily not knowing that she had an issue, we proactively told her that she had an issue. We proactively gave her options that she could pick on what she wanted to do for her panel. And number three, we even gave her a complimentary security camera that was in her cart. That would have been a disastrous customer experience, and it just turned, uh, into a delightful customer experience. And to think about John, his agent productivity just went up ten x because service planner was right there, giving him exact personalized steps to take in this particular case. Now, that is the power of service cloud, bringing humans and AI agents on one platform across every channel. It does not stop here because we have to take all of this goodness to the field. And to do that, please welcome our EVP and GM Taxina Imano.

Speaker A

00:32:41

Thanks, Rekha. Uh, all right, so that's right. Step four is we equip our field teams to be proactive. And I know there are autonomous robots out there starting to perform tasks like the one here. But largely, we still depend on our field workforce. And for some of your organizations, they're the only face to face that you have with your customer in the field. Now, I want you to think about your last onsite visit. Was it easy to schedule? Was it on time? Did it happen and complete in one go? Unfortunately, so many of these jobs are completely inefficient, and it's still riddled with a lot of inefficiencies. And we hear this time and time again, our people are also burnt out and they're spending a lot of time on admin tasks. We have so much information to inform a better experience, so much data. And in this moment, that data can be coupled and used by AI to reason and act like never before. And that's why I'm excited. We've been busy building innovation for field service. Here are my top three. So our dispatchers are getting agent force to really help them scale take control of that schedule all from one place. With asset service prediction, we're now able to anticipate that upcoming work so that your customers have uptime all the time. And then with multimodal troubleshooting. This is all about having our technicians, not only with text, helping them with voice and image out in the field so they can get those answers quickly. Let's go see it in action. We have, um, the dispatcher for Alpine, and this is the

dispatch console within field service. It's the one place you see all of your resources now these schedules, they were optimized overnight. But hang on. You see those gaps there? We don't want that. That makes our um, it creates inefficiency right in our teams. So we need to go figure out what happened. So let's go down and let's speak to Agentforce. Let's find out what's going on. Agent force is giving us a summary of those insights. And in fact there are a few jobs that look like they were cancelled, some appointments canceled. So we need an answer quick. Agent Force is going to help us. He's going to recommend some um, opportunities for us to extend work on the jobs we already have. You know how, because it's using asset service prediction. What that means is it's looking for upcoming jobs of uh, upcoming maintenance or additional work on the jobs we already have. So does anyone know what that means? That means no more truck rolls. We're preventing that future truck roll. We're extending the life of that asset and we're ensuring a better customer experience. That's the power. Look at that. Voila. Now that's a good looking schedule. So let's go ahead and look at the mobile application. This is for the technician. They're going to be able to get a real time notification on the go and they can tap, she can tap that. She's on her way. But now she can also listen to an AI generated pre work brief that's going to tell her what's going on with the job and how she needs to get that work done. Think about that productivity boost for your team. They can listen on their way. So as she works through all the work plans and she's going through the jobs, she gets to testing and now the asset is connected via data cloud you can use and go in to see the asset health score that's unlocking all of that tracked IoT data that's in your systems and it's making it visible out in the field. That's incredibly helpful. As she begins going through all the different tasks, completing the work, she gets to the last step and she encounters an error. Now what happens when an error normally happens? You struggle. You've got to look for information. You might even incomplete the job, which we don't want that. But don't worry, because AI is in the palm of her hands. She can now go in and look at Agentforce and either speak and now she's going to take a picture of that error code and she's going to get back an answer to the results of that error code and what is it going to do? It's going to give her the resolution steps. But hang on because I want to unpack this a little bit. This is really powerful. We just took a picture and that picture knew Agent force was able to interpret the model number, the asset, the work order history and all the job related article, the related knowledge articles and bring back a precise knowledge article and the steps that are needed. This is what we mean when we ground in your company data. And not only that, because they know too that the job, they don't have the parts that they need. Agent Force can order a delivery from someone nearby. This is now AI, not just assisting, but also acting on our behalf. It's helping that technician out in the field. Now, when you want to get the job done, what else do you need to do? You need to complete the work. And AI is great at this. It's a quick summary of the job when you start to look at this and what I'm hearing from customers is it's really hard to get that institutional knowledge from the field. Being able to create a summary that's concise, consistent and also can be used in the future for grounding and troubleshooting, that's powerful. And this is what we mean when we are coupling humans and our AI out in the

field together, working to deliver customer success. All right, let's bring up a customer who is innovating. They're a pioneer in both their products and also their service experience. Give a warm welcome for a chief digital officer of Fisher and Paykel, Rudy Khouryd. Hey, Rudy.

Speaker B

00:39:28

Hello.

Speaker A

00:39:29

Um, I just love that we have two Aussies on the stage.

Speaker H

00:39:32

Pretty cool, isn't it?

Speaker A

00:39:33

So you are known for your wonderful home appliances. Tell us a little bit about your global footprint and your service delivery model.

Speaker H

00:39:43

Absolutely. So we operate in lots of countries around the world, Australia and New Zealand, of course, US, Canada, Singapore, the UK and many, many other countries around the world. That comes with huge complexity, languages and regional compliance and all that sort of thing. And then on top of that, we're a b, two b company, we're a b, two b, two c company and in some places a b, two c company. So running a full omni channel business comes with huge complexity. And then we look after service end to end because customer experiences, super important for us, it's number one. And that means, um, from having a global contact centre back in Auckland and New Zealand through to having field technicians going to the home all across the.

Speaker A

00:40:28

World and we've been working together for a while and like you're at that contact center to the field. You've been building those end to end experiences.

Speaker H

00:40:38

Absolutely.

Speaker A

00:40:39

What is data and AI in this moment fueled like for your business?

Well, data is data fuels customer experience and fuels customer service and it's becoming a game changer. And I'll give you a couple of examples. Start off with a really simple one. Being a product company with lots of products in lots of regions, think about how hard it is to get product knowledge to your agents and help them find the right solutions. And AI is helping. Absolutely. With that. Um, contact centers processing lots of calls and information. How do you know which of the calls that you need to go and review and which agents you need to help? And generative AI helps in that area too. And most recently, um, one that we're really excited about that we're working on is using the data in Salesforce, using data cloud to be able to differentiate service for our most high value customers. Now, being a b, two b and B two b, two c company, sometimes you don't always know who that end customer is. And using data cloud to build a picture up of that customer and then being able to provide a differentiated service for those high value ones, that means routing technicians differently, it might mean routing calls differently, it might be how you handle chats and cases differently.

Speaker A

00:42:00

And that routing um, differently is a little bit of what I think we've been talking about today around AI and humans working together. So there's a change in your business, I would expect of like how your service and your service agents, your field techs are really, the role is changing.

Speaker H

00:42:18

Absolutely. It's changing a lot and it has changed a lot even before AI with just digital transformation, um, the more we automate, the more we digitize and our customers experience and customers expect it as just a given. Now the nature of the work is changing. Now we strive to be the most human centered appliance company in the world. And so our people interacting with our customers is really important. And actually it was said earlier in the keynote, we um, want our people to spend their time having meaningful conversations with our customers or helping them solve those really complex things that maybe digitisation can't deal with right now and today.

Speaker A

00:43:03

Um, and you shared this with me as we were talking before this, that uh, your business has grown significantly. What about your service organization?

Speaker H

00:43:12

Well, you're right. So I mean we've had significant growth, growth over the last decade, but our service organizations largely remain the same size over the last ten years because of the amount of digitization we've done. Uh, I shared a stat with you earlier. I mean, something like 45, 50% of our, uh, service bookings are done digitally through various

different channels. Um, yes, it makes us more efficient, but actually, our customers love it, in some cases, not convenient to talk to a person. And they love that digital touchpoint.

Speaker A

00:43:45

Yeah, I mean, that's just the stat, isn't it? Like, your business has grown in the last ten years, and realistically, your service organization hasn't needed to grow at the same pace because you're leveraging these. Um, you have been adopting a lot of technologies, and I think that the adoption is really important that you've had adoption. Um, how do you share that? Some advice for this audience?

Speaker H

00:44:06

I think the way adoption is the most important thing, because if it's not embedded, it doesn't survive beyond maybe the digital transformation project and the way that we approach it. Um, and it doesn't always work perfectly, but here's an approach to take away. Um, what's the job the customer needs to get done? How do you need to organize your people? How do you need to arrange the business process to support that? And then you can overlay the technology to make that really, really efficient, either for the customer or for the agent, or both, or for the technician as well, depending on the scenario. And I find that's the, the method that works the best is start with the customer and your employees first, your people first, and I think that's the.

Speaker A

00:44:52

Right way that drives the adoption. So start with them and what they need, and then that drives the adoption.

Speaker H

00:44:57

Absolutely, yeah.

Speaker A

00:44:58

Well, fantastic. Thank you, Rudy, for sharing your story up on stage. Everyone give Rudy a thank you. Thank you. All right. And with that, Keshan, please bring us home.

Speaker B

00:45:09

Excellent. Thank you, Dakshina. And a huge thanks to all of the presenters and the demo drivers. Look, you saw our vision and roadmap, the four steps to drive effortless service. We are excited to be your partners as you go through this journey. As we spoke to various customers, it became very clear to us that we needed to have a community for service leaders and service practitioners. So that's why we launched a service blazer community. And just in a short period of time, we have hundreds and thousands of service and field

service leaders and practitioners. But now we're excited to launch this on slack as well. So that's great. So, as, uh, you can easily go find other peers to collaborate with, you can find the latest product innovation. You can also understand what's the next step in your career journey. So, all exciting stuff now, I want to take the time to honor and recognize a truly special service blazer here in our midst. Ali Lawler is technical consulting lead at Cirrus Solutions. Ali is a triple star Ranger and has ten sales for certifications. You've been an ecosystem since 2016. That's awesome. And Ali's leadership goes well beyond her work. Diagnosed with autism and ADHD four years ago, Ali struggled to find resources, uh, that were affordable. And what did you do? She created a neurodivergent trailblazer community group, and that's a safe space for people like her. A big hand to Ali. Thank you for everything that you do. We are really excited to present you with the golden hoodie.

Speaker C

00:47:06

Thank you.

Speaker H

00:47:13

Guys.

Speaker B

00:47:14

That's awesome. But we also have a little bit more. We have two tickets, vip tickets, to see Dreamfest today, to see pink and imagine dragons. Ali, thank you so much. You are such an inspiration to all of us. Thank you. Thank you so much. Awesome. So glad to have you here today. Look, I wanted to thank each and every one of you in this audience. It's because of service blazers like you that service cloud is what it is. So we have something for you, as well as a token of appreciation. Five of you also have two tickets each to go to the concert today. Check under your seats. If you have a golden ticket, you're a winner. Does anybody have it? Oh, that's one. Anybody else? Well. Oh, that's where somebody else found it. Find some of those other empty seats, maybe. All right, great. Once you finish, found your tickets, congratulations to all the winners. Please come over to the stage right after the presentation, and you can go pick up. Find somebody in a pink wig, and they'll get you squared away. One of the things we heard as we kind of walked through your AI journey and speaking to several customers, what was clear to us is everybody has a different objective and a different timeline for their AI journey. And, uh, even if you lay out your plans, things could change because of changing business needs. And that's why we're excited to introduce the agent for service flexibility plan. What it really means is you could redeploy some of your spend on service cloud licenses into agent force as your needs evolve. Just work with your account team. You'll get the right information on this. And we have a lot of other stuff to get you deeper into service cloud. Visit the service campground. Join the service blazor community. You saw it's now on Slack, as well, and you can watch a lot more sessions. We have the field service session later today. We have

our roadmap session for service cloud. And finally, thank you for your time and your attention. I hope to see you all at Dreamfest later today. Thank you.