Dreamforce Live: Trailblazers Drive Customer Success

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Speakers:

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Speaker E - 4.59%

Speaker F - 4.01%

Speaker G - 5.03%

Speaker H - 27.4%

Speaker I - 5.01%

Notes:

- Trailblazers with agents drive customer success. Agent Studio lets you build, manage, deploy, and measure the efficacy of all the agents you have within your business. The best way for Trailblazer community to learn more is to connect with other trailblazerers.

- Salesforce president and chief product officer David Schmeier talks about the company's new agent force platform and AI agents. Schmeier: What customers want is to have magical customer experiences. He says companies want trusted AI that they know they can trust.

- My opinion is the world's never going to be the same. We are in a new asian AI world that's happening. You're going to see agents coming to you through our customers. Progress is inevitable. Nice to talk to you as always.

- Macy Wolbank, Salesforce alliance marketing consultant with digital, Deloitte Digital. Tell us how they're helping customers innovate with data and AI at Dreamforce. Play to win with trusted data andAI.

- When harnessed and personalized through AIH, data becomes a critical enabler of growth. With a 175 year legacy of working with leaders, Deloitte Digital can advise, implement and operate your data and AI strategy with trust. Right now is an exciting time to be a salesforce developer.

- Developers should start thinking about if they want to scale up for building with agents. Only thing that they need to understand is learning how to write natural language instructions. There are so many resources for developers to get started.

Speaker A   00:00:00

Trailblazers with agents drive customer success. Let's go. This is not live or we're going. Hey, this is Dreamforce Live. I'm Diane Mizotta, and I'm joined by two incredible colleagues to break down the learning so far and preview even more learning to come. For the Trailblazer community, it's like a mini Trailblazer DX right here at Dreamforce. Welcome Gillian Bruce, director of developer marketing at Slack, and Jaylena Lomenick, manager of Trailblazer, uh, engagement programs. Now, you guys, the headline agent force agents can be customized within the agent studio, where you build, manage, deploy, and measure the efficacy of all the agents you have within your business. Agent Studio has a powerful set of tools that can invoke various platform elements you have already built, including prompts, workflows, and Apex. So, Jillian, what does this mean for our trailblazers?

Speaker B   00:01:08

Well, this means trailblazers are actually going to be building agents, and you don't have to know code in order to do it. It's all using natural language. It's using the familiar tools that they already know, like app builder and flow builder. It's a similar UI, and it really puts them in the power seat when it figures out when they are the ones determining how

agents will appear, what agents will do, setting those rules, and setting those guardrails.

Speaker A   00:01:31

So, Jaleen, I'm a trailblazer. I want to get started. Where can I go to learn more?

Speaker B   00:01:35

Absolutely.

Speaker C   00:01:35

The best way for trailblazers to learn more is to connect with other trailblazers. And we have so many community groups, groups for every single role, whether it be an admin role, sales role, marketing role, architect role. And these are trailblazers who are sharing their best practices, getting hands on in the product, and really learning how to use our technology.

Speaker A   00:02:00

So really be learning together because it is so brand new. But the people who are getting hands on first are going to come back and share absolutely what they've learned.

Speaker C   00:02:07

Absolutely.

Speaker A   00:02:08

Now, Jillian, we just saw, true to the core, what stood out.

Speaker B   00:02:13

A, uh, lot of things stood out. I mean, the biggest thing, I think, that was at the top of the presentation was the idea of sharing roadmap and having an interactive roadmap exchange. That has been something the community has been calling for for a very, very long time. More visibility into how we're planning our products, what's going in there, how are we prioritizing and sharing that with the community in a real way? Also, I love when, uh, Kush shared that we actually have really focused on improving performance. Lightning is 26% faster than it has been previously, which is a huge improvement. If you have a winter that you've already been testing in, you will notice that improvement right there. And also really focusing on improving that setup experience. We had a couple more call outs about that. We had some really good answers about how teams are focusing on that. And I mean, night mode kind of won the moment there. It's been something again the community has been asking for forever and it really puts our UI on a level that is more akin to other enterprise applications. And so it's really nice to have that. It's good for

accessibility, it's good for just general preferences. People want to have a dark mode. Everything I have on my laptop is dark mode, but same here.

Speaker C   00:03:15

Love it.

Speaker D   00:03:16

Yes.

Speaker A   00:03:16

All right. Well, really quick, Jaylena, what excites you most about today?

Speaker C   00:03:19

Honestly, Diane, I'm really excited about what happens after Dreamforce. After Dreamforce is when we have so many dreaming conferences where the learning continues.

Speaker B   00:03:29

Fantastic.

Speaker C   00:03:30

Uh, these are conferences that are hosted across the world. Up next is mule dreaming, which is taking place in India in October.

Speaker A   00:03:38

We'll have our trailblazers look out for more in the community. Um, now trailblazers, here's what's in store for you today. In just a few minutes, we're going to hear some big news for the developer community. And then coming up, our admin keynote. Succeed in the AI era. The architect keynote. The future is well architected. And last but not least, the developer keynote. Build the future with the platform Dreamforce. The event is just the start to your learning journey. Over the next few days, more than 400 learning sessions, product keynotes, luminary conversations and customer stories will be the cornerstone for you to learn more about how humans with agents drive customer success together. Next week, the first ever Dreamforce virtual hands on workshops. You can experience the latest data and AI innovations for free right here on Salesforce. Plus, dive into Agentforce data cloud and promptbuilder. In sessions offered twice daily, each day features a new technology that will transform your business.

I'm Jenna Hanshord, product UX marketing lead. I'm joined here with Katerina Hobka, who is the global Salesforce partner lead at Capgemini. Thank you so much for joining us.

Speaker F   **00:04:47**

Hello, Jima.

Speaker C   **00:04:47**

Thank you.

Speaker F   **00:04:48**

Thanks for having me.

Speaker C   **00:04:49**

All right, so we're here at Dreamforce.

Speaker E   **00:04:51**

What are you looking forward to? What is Capgemini looking forward to here at Dreamforce?

Speaker F   **00:04:54**

We are really excited with the new approach this year. We have, uh, booked, um, San Francisco Museum of Modern Art, the atrium as our Capgemini headquarters and we are hoping to host all of our clients there.

Speaker E   **00:05:08**

That's so awesome. Okay, what can audiences and visitors expect.

Speaker C   **00:05:11**

To see and hear from Capgemini this year?

Speaker F   **00:05:14**

Well, they will hear a lot. We have a series of about 22 presentations on Dreamforce floor and eight presentation at MoMA. We're going to be touching all industries, all solutions, all Salesforce products you can think of. So I'm very excited to share that, um, as we are also, um, one of the top gsis that were announced on stage by Mark Benjoff to partner with you on Agent Force. So we're going to be touching all of that.

00:05:43

That's a big deal. All right, last question. What sets Capgemini apart as a global salesforce partner?

Speaker F   **00:05:50**

I think we are in a very good position to work with you on Agentforce because recently we were announced as one of the top leaders, um, by, uh, Forrester wave on AI services as one of the leaders in AI. So I think we're extremely well positioned to be your top partner on agent force.

Speaker E   **00:06:09**

Thank you so much for joining us.

Speaker C   **00:06:10**

Thank you.

Speaker E   **00:06:11**

All right, thank you.

Speaker D   **00:06:28**

M.

Speaker B   **00:07:24**

Salesforce never stops innovating and the pace of innovation is moving fast. Dreamforce is a testament to the never ending work of our product and engineering teams to forever change how you serve your customers by empowering you with technologies to drive productivity and your business forward. Earlier, Salesforce president and chief product officer David Schmeier sat down with Soledad O'Brien to talk about the pace of innovation, the power of agents and the future of technology. Take a look.

Speaker G   **00:07:53**

I am very pleased to welcome Salesforce president and chief product officer David Schmeier to Salesforce plus, it's so nice to have you. Thanks for being here.

Speaker H   **00:08:02**

Thank you very much for having me.

Speaker G   **00:08:03**

You bet. Let's hop right into it. When you're chatting with other leaders in the AI space,

what are the things that they're most focused on?

Speaker H   **00:08:12**

Well, the CEO for every single company is trying to figure out how do I apply aih, uh, for competitive advantage. So some of our best customers are companies like Amazon and Uber. They've completely changed the game and their industries and everybody wants to do what they did in their own respective industries, so they look for Salesforce to be their trusted partner.

Speaker G   **00:08:34**

So what are they telling you they're excited about and what are they saying they're concerned about?

Speaker H   **00:08:39**

Sure. What they're excited about is AI opens up incredible new opportunities. It can, uh, know every single one of your products. It speaks every language. These AI agents are available 24 by seven. So it provides incredible leaps in productivity. This is sort of the dream of business software that we've all been thinking about for decades now. It's actually here. And what customers want is to have magical customer experiences. I think you saw the keynote today, you saw at Saks.

Speaker G   **00:09:10**

I thought that was a great, um, sort of walkthrough of how it works at Saks.

Speaker H   **00:09:13**

Yeah. Sophie, the intelligent agent, like we showed before and after we showed the, like, horrible, like, phone tree that you get into, we all have experienced, and people.

Speaker G   **00:09:23**

Are yelling, I want a person.

Speaker H   **00:09:25**

And everyone groans when they see that. And then we saw it was kind of like right out of the movie. Her Sophie, like, really knew everything about the customer, was very intelligent, it was very conversational and human and natural and got to the answer and read like that. So, I mean, who wouldn't want that?

Speaker G   **00:09:41**

Yeah, so that's what everybody wants. But what are they worried about? Are they having conversations with you about, like, hey, data, it's mine, I need to protect it?

Speaker H   **00:09:50**

Well, first of all, our core value, we have five of them, but our most important is trust. So that's been true for 25 years. So they want trusted AI, uh, enterprise AI that they know they can trust. So they know that it's not going to hallucinate, that they know that it's accurate, that they know it's not going to show bias, uh, or say the wrong thing. And so that's why our agent force platform, which is the biggest reveal here at Dreamforce, is really a complete game changer. What companies have been doing is trying to build AI themselves by assembling a bunch of piece parts. And what we figured out, and this is something we're very good at, Salesforce is how to make it easy, that you can literally turn on, um, an agent in your Salesforce instance in an hour and be up and running like the Saks demo we show. We brought them live in seven days.

Speaker G   **00:10:41**

Oh, amazing. Step back for me and explain to folks. So what exactly is the agent force platform and AI agents specifically?

Speaker H   **00:10:51**

Sure. Agent Force is the brand new extension of the Salesforce platform that we announced here at Dreamforce. It culminates 25 years of progress from the cloud to mobile, to social, to democratizing all your data and integrating and harmonizing, unifying all the data. We've been using AI for ten years. We were one of the very first software companies to build AI into the software. But now with generative AI, when chat GPT came out, everybody said, hey, there's a whole new category of AI that can do incredible things. So agent force allows you to like unleash the power of sales agents, service agents, marketing agents, commerce agents, to really like give customers what they want. Immediate answers, intelligent responses, immediate service. And the uh, results from the early customers like Opentable and Disney and ADP and Royal bank.

Speaker C   **00:11:48**

Yeah.

Speaker G   **00:11:48**

What are they saying? What's their feedback?

Speaker H   **00:11:49**

They're just completely loving it. Like we talked, Mark talked today in the keynote about

Wiley, the textbook company. So this is like their Super bowl at uh, back to school season. And they used to hire all these contract seasonal workers and now they don't have to do that, they use agent force. And they found that the customer satisfaction scores were off the charts and they found that they didn't have to hire any of those seasonal workers at all because they did it all through agents.

Speaker G   00:12:16

What separates agent force from other autonomous agents?

Speaker H   00:12:20

Sure, a couple of things. One is most of the industry has been doing do it yourself AI diy AI diy AI. You too can be a computer hobbyist and you take what's called the large language model from OpenAI which makes jet, CPT or others, and then you take a uh, data platform and you take uh, a bunch of techniques once called Rag and there's what we call ensemble, they're higher order techniques and there's a whole bunch of other capabilities, uh, like a vector database which allows you to look for similar answers to uh, certain problems. And companies are assembling all this. Uh, one bank is a great case study. They told us, the CEO of the bank said, we spent 18 months assembling all these piece parts and the results are like 50% accuracy. And then they worked with uh, agent force for two weeks and they got over 90% accuracy. Wow. So I think that says it all.

Speaker G   00:13:19

So the key is that the platform brings it all together and makes it just more accurate. You don't have to do the work yourself.

Speaker H   00:13:24

It's a completely integrated platform from the trust layer to the data cloud which harmonizes all your data to the applications for what we call the customer 360. So we unite all channels of communication across a company, uh, both across sales, marketing, service and commerce, or text, SMS, WhatsApp, web, mobile, social, we can kind of integrate it all. That's sort of what we're known for. That's what Salesforce is the number one and what they call CRM. Well now we've added agent force to that. So 200,000 companies or more that use Salesforce, now they can just turn on Agentforce and they can get agents up and running. Um, in literally an hour, like during Mark's keynote, we turned on 125 customers on Agentforce during like the first hour of the keynote. That's how easy it is.

Speaker G   00:14:13

That's crazy.

Astonishing.

Speaker G   00:14:14

Where are you seeing improvements on your own teams?

Speaker H   00:14:18

We're seeing incredible improvements. So we use Agent force internally. We use it for our salespeople to guide them through intelligent next steps. We use it to answer customer questions. We get hundreds of millions of people to our website and we can respond instantaneously to them. We're going live imminently in our customer support operation where we already do a lot of automation in answering, uh, questions, uh, or resolving problems. But now we're going to do it all through Agent force because it's sort of a next level. And you know, what's amazing about these agent force agents is, you know, they don't get tired, they work 25, they.

Speaker G   00:14:57

Don'T need two education.

Speaker H   00:14:58

They know every single one of our products. They speak every single language. It's really a revolution.

Speaker G   00:15:04

What's the biggest takeaway, do you think, from today, the keynote and what everybody's learning about Agent force?

Speaker H   00:15:08

My opinion is the world's never going to be the same. So we are in a new asian AI world that's like, what's happening. And so I would have not believed that you asked me that someone could have, uh, disintermediated the taxicab industry. But then Uber did it. And then today I took a Waymo to get here. So they're trying to Waymo Uber. And so what's happening is this is the future. Progress is inevitable. And by the way, the way mo experience was amazing. Like, it was autonomous, it was easy, it was frictionless. And so I think this is the way of the future. And you're going to see agents coming to you through our customers like Opentable, uh, which has 150 million diners to ADP, which processes 40 million people's, uh, payroll through Disney, which has 170 million people across Disney plus in their parks. So agent forces here, it's alive as well and it's coming to you shortly.

Speaker G   00:16:05

David Schmeier. Nice to talk to you as always.

Speaker H   **00:16:07**

My pleasure.

Speaker G   **00:16:07**

Thanks.

Speaker C   **00:16:09**

Um, hi, I'm Monica Bowie, director of product marketing at Salesforce. And I'm here with Macy Wolbank, Salesforce alliance marketing consultant with digital, Deloitte Digital. Excited to be here with you. We want to talk about the activations you guys have on site. Tell us how they're helping customers innovate with data and AI.

Speaker I   **00:16:26**

Yeah, absolutely. So, uh, Deloitte's theme at Dreamforce this year is go for gold. Play to win with trusted data and AI. We have a mini golf experience here on Howard street. We're super excited about it. We're really wanting to install our clients that, uh, with a trusted coach like Delete digital, we can help you really enhance your AI and data journey. Um, at our mini golf experience, we're showcasing our, yes, San Francisco challenge. So these top innovators are coming up with these technology solutions and sustainability solutions that are meant to revitalize downtown San Francisco. So you can see some of those solutions featured in the iconic San Francisco sites here at our mini camp.

Speaker C   **00:17:06**

I love that. That's exciting. And you guys are doing a ton this week as well at Dreamforce. So tell us just a couple of things we can look forward to with Deloitte Digital at Dreamforce this week.

Speaker I   **00:17:14**

Yeah, absolutely. So we have plenty of great stories prepared to share with you all. We have our keynote with the IOC, uh, where we'll discuss how we ignited their fan engagement at the Olympic Games Paris in 2024.

Speaker C   **00:17:26**

Wow.

Speaker I   **00:17:27**

We also have our data cloud keynote with Salesforce and Deloitte Digital. And Salesforce collaborated to really improve their marketing operations and master data management using data cloud. And Salesforce is a customer of delete digital. But Deloitte Digital is also a customer of Salesforce using data cloud and other products to unify 50 plus data points and leverage AI driven insights to revolutionize the sales process.

Speaker C   00:17:52

I love that. Uh, we are so excited to continue to be a partner with Deloitte Digital. Thank you for your time. Macy, thank you having a great, amazing rest of your week at Dreamforce and thank you guys for tuning in.

Speaker E   00:18:06

In the vast digital universe, data is the golden thread that weaves the fabric of the future of enterprise. It holds the power to unlock insights, drive innovation and transform possibilities into realities. When harnessed and personalized through AIH, data becomes a critical enabler of growth, propelling your business forward with agility and resilience. Embedded with trust, data and AI enable more meaningful and effective connections, turning customers, employees and channel partners into loyal advocates. With a 175 year legacy of working with leaders, Deloitte Digital can advise, implement and operate your data and AI strategy with trust. Together, let's enhance sales, service and marketing and create a future where technology truly innovates the work we do. Deloitte Digital empowering trusted data and Aihdenhe.

Speaker D   00:19:10

M.

Speaker B   00:19:29

Right now is an exciting time to be a salesforce developer. With huge advances in data, AI and agents, the way we build applications is changing and the Salesforce platform provides developers with so much opportunity. In meet the developers and the developer keynote you'll get a view into the new paradigms for developers and how you can build the future. Now I am joined right now by the amazing Mo Mo, Mohit Srivasra. Hello.

Speaker D   00:19:54

Thank you, Jillian. Thank you for having me here.

Speaker B   00:19:56

So you are a principal developer advocate at Salesforce?

Yes.

Speaker B   **00:19:59**
Long time friend.

Speaker D   **00:20:00**
Yes.

Speaker B   **00:20:01**
Good to have you here.

Speaker D   **00:20:02**
Thank you so much for having me here.

Speaker B   **00:20:03**
Let's talk about what's going on at Dreamforce for developers.

Speaker D   **00:20:06**
Yeah, you can see at Dreamforce we have all of these tools in display here and I've seen developers actually learning them, going to this camp trailhead ground, trying all these things and building stuff. And that is amazing because you know, it's not just about, you know, you're talking through all these things, you're actually able to get hands on and, you know, build things.

Speaker B   **00:20:30**
I saw there was some stat like almost 2000 people have already built agents using Agent Forest so far.

Speaker D   **00:20:36**
That's right. Because it's so simple. We make it so easy for people to get stuck, to get started. It's, yeah, you know, you can easily build and it's just enabling them to be more creative. Like you just have to understand your business problem and then uh, you know, use these tools that we have here at Dreamforce. Uh, so let's talk a little bit.

Speaker B   **00:20:57**
About some of those tools. What exactly are some of these new capabilities and tools specifically for developers when it comes to Agentforce?

Yeah, absolutely. Now before I get into these agents, let's talk about, you know, what are some of the ingredients for them, right. Ingredients for building these agents. Right. It all starts with large language model. You need a large language model. I think at Salesforce we have done very good job by not only just building our own models, also being open, they can bring in all these models and build these applications. Um, but more than model, these agents are going to need knowledge, which is the data and that's what I'm going to talk about. One of the tools that we have for that is data cloud. Uh, we had a theater here, intro to data cloud and uh, every time it was packed. So you can see everybody wants to build that data foundation. And if you are a developer, that is where you need to invest your energy on. Understand what are the features of this data cloud, how you can connect Salesforce and other systems with it, ah, how you can customize it, customize to your need. So that's about data foundation. Right there. Uh, and then we have all the interesting stuff, which is how can you bring AI capabilities into your application? And that's where we have prompt builder. Um, a lot of developers have experienced prompt builder. Now, because we launched at TDX, we're adding a lot of new capabilities. Uh, and with prompt builders, you can build these prompt, bring that generative AI capabilities that you want into your application using both the low code and the pro code tools that we have. Um, and here, creativity is only your, uh, limit with promptbuilder, actually, because I've seen some interesting lightning components that's just gone to make your, uh, users more productive. And then finally, agent force, build all these agents.

Speaker B   00:22:47

All right, so let's talk about agents. Uh, let's talk a little bit about how developers are going to really harness the power of agent force and start building. What do you envision? What are some of the things that they're going to start doing?

Speaker D   00:22:58

Yes, so, uh, let's understand agent force. So agent Force, or agents are, uh, next generation systems, which can take, uh, basically do all these tasks autonomously, of course, with human intervention and human, uh, in the loop as well. Um, but if you look at Agent force, we need to understand what it takes for developers to build. If you're doing your own diY, as Mark said in his keynote, it's a lot of work, a lot of work, and we make it really super easy for you with Agent Force. With agents, you're bridging that humans with software. So you as developers, you have already built apex flows. And again, with promptbuilder, you can build these prompt templates, too. So all you're doing is writing natural language instructions on top of it so you can invoke these right things. So you're already building that software stuff, and all that is going to be reusable. But with large language models, we'll give you that capability. And now with Agent force, you write instructions, um, just in natural language and make your thing happen. I mean, it's just the large language model doing the reasoning for you, but the actual software. Again, you as a developer are building your software system. So it's exciting.

Yeah, I mean, it's like everyone has already been building the building blocks with which then you will assemble to create an agent.

Speaker D   00:24:26

Yes.

Speaker B   00:24:26

Right. I think that's a really helpful yes.

Speaker D   00:24:29

And previously we had to assemble it as a developer. Like, I had to go as a developer and say, if this, then do this, then, and then add these branches and logics. Right. Uh, now, large language model can do it. If we can describe it in large, you know, describe it in natural language.

Speaker B   00:24:46

Yeah. You can type a sentence.

Speaker D   00:24:48

Yes.

Speaker B   00:24:48

You can build an agent.

Speaker D   00:24:49

Yes. That's how easy it is.

Speaker B   00:24:52

I love that. Okay, so let's talk a little bit about some use cases. Do you have specific use cases that you've seen people already think about when they're using agent four?

Speaker D   00:24:59

Yeah, absolutely. So one of the use cases, very common. And we have this in our trailhead module as well as service agents. Absolutely. Uh, and we showed this at keynote also, like, if you're reaching out to your customer support today, you don't want to be waiting. Uh, and even as a human, the service agent is actually looking at the knowledge base, looking at the company policies, and responding to you. And these agents are working in the same way. So that's a very good use case. Again, we give out of box template, and you as a

developer can understand your business, use case, your processes that you need, use flows and apex to build them. And then just use our, uh, agent builder so, you know, write natural language instructions so all, you know, and then expose it in various channels, like experience cloud site that we are showing in that trailhead module. But it could be, you know, in your Apple messaging, it could be any channel that you can imagine. Slack. Yes. I know you love slack. And, um.

Speaker B   00:26:00

Yes, sure do.

Speaker D   00:26:01

Yeah, on slack too. Expose all these agents and deploy them.

Speaker B   00:26:04

That's great. Okay, so we are, um, wrapping up here, but just one quick note. What is one thing that developers should really start thinking about if they want to scale up for building with agents?

Speaker D   00:26:14

Yes. So only thing that they need to understand in my, uh, experience is learning, uh, how to write natural language instructions, because that's a new skill. Prompt engineering is what we call them. So understanding that and, ah, little bit of understanding your domain, like you're working for these customers, understand their business needs because that's what you'll be focusing on.

Speaker B   00:26:35

I love that. All right. Learn how to write sentences instead of code. I love it. Thank you so much, mo, for joining us. Really appreciate you. There are so many resources for developers to get started. You can scan the QR code on your screen to learn more about how to build the future. And have some fun while you're doing it. Take the developer Dreamforcequest. That link is Sforce Co. DF 24 DevQuest. Thank you so much for watching.