

Dreamforce Tonight Recap and Highlights from Day 1

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Speakers:

Speaker A - 19.2%

Speaker B - 3.66%

Speaker C - 5.05%

Speaker D - 7.25%

Speaker E - 1.28%

Speaker F - 9.0%

Speaker G - 22.76%

Speaker H - 28.88%

Speaker I - 2.93%

Notes:

- Force is the hottest thing around humans and agents driving customer success together. Salesforce foundations was announced. Data cloud sees 130% year over year customer growth processes of more than 2 quadrillion records per core. We've got to get customers comfortable quickly.

- Tomorrow we see how digital agents are shaping the future of sales and service. Join us to see how Agent force agents are empowering employees and driving customer success. Dreamforce is just the start to your learning journey over the next few days.

- Zach Brown is the CEO of McLaren Racing. Formula one is one of the fastest growing sports globally and in the United States. Brown says the sport is very data centric. Women and youth are fastest growing new fans of the sport.

- How has salesforce specifically helped you grow that fan base? Engagement with our fans, understanding what our fans want from us so we can customize the experience. It felt like today's keynote was indicative of a big, giant step forward.

- When they talked about agent force, what did you take from that? What can agent force do for you, do you think? I think ultimately it's like having more people uh, on our racing team, so to speak. It's pace of integration and scaling.

- We're seeing tremendous interest in genaie. Customers use Genai to also answer customer questions directly. Customers love the fact that their pace of innovation is so high on Amazon Connect. It really does allow them to innovate on their customers behalf.

Speaker A

00:00:00

Force is the hottest thing around humans and agents driving customer success together. Okay, let's talk about, do I sound worn out from a busy day? Let's talk about the biggest takeaway, the most exciting thing that's happened today. Uh, Carolyn, why don't you start us off?

Speaker B

00:00:16

So I was excited about agent force, but our customers are really excited. Thousands of people have signed up to get hands on on the campground. And I think that is a true testament to how excited everybody is about this technology and that you've can build it here in a day.

Speaker A

00:00:34

I was told that more than 100 people during the keynote were actually, ah, crazy. Diane, how about for you?

Speaker C

00:00:41

Well, you know, I can't overlook that our mascots have gotten a little glow up. Their robot

costumes are so cute. Okay. People are really liking that. But of course, I think it's huge news that Salesforce foundations was announced. So sales and service cloud customers with enterprise edition are higher, now have access to sales service, marketing, commerce, data cloud enhanced UI. It's really great for those customers. So we're excited about that.

Speaker A 00:01:07

Carrie started the morning saying, data, data, data, are you still there?

Speaker D 00:01:11

I'm a straight up data nerd. Put it in writing.

Speaker C 00:01:15

Data fam.

Speaker D 00:01:16

Let me tell you about data. The fastest growing product in Salesforce history. I got a number for you. Data cloud sees 130% year over year customer growth processes of more than 2 quadrillion records per core. What's a quadrillion like? Data cloud is getting it done with customers and I'm just excited to see that data cloud is truly like the foundation of agent force and so much more opportunity that everyone's talking about here at Dreamforce.

Speaker A 00:01:40

I know year after year we talk about sort of the next thing, but this year really feels like kind of.

Speaker B 00:01:46

A leap and a fast leap. I think that that's where we are trying to make customers comfortable because the, just the acceleration of this technology over the past six months is fascinating. So we've got to get customers comfortable quickly and because it's built on the number one trusted platform, we're able to do that.

Speaker A 00:02:05

It seems like the fact that you're on this platform really is a big difference with, I mean, what do they say? Diy?

Speaker D 00:02:12

That's right. That's right.

Speaker A 00:02:13
AI, we're not doing it ourselves.

Speaker D 00:02:16
Absolutely. I think being that platform, that trusted platform truly makes such a difference. And we've talked about this before, Carolyn, our low code roots, making it easier for customers to really take advantage and create those AI agents and customize, um, so that people like, listen I'm going to say I'm not that technical.

Speaker A 00:02:39
Sad.

Speaker D 00:02:41
I'm not. But I can figure out AI agents because of our platform. That's what I love.

Speaker B 00:02:45
And the other thing is I see some of our super builders over there in the audience and we've got those pro code tools for them, uh, so they're able to actually take it to the next level when they need to. Everyone and how they're comfortable.

Speaker A 00:02:59
Let's take a, uh, look at some of the highlights from today.

Speaker E 00:03:06
Good morning, everybody.

Speaker A 00:03:10
It's now my pleasure to welcome you all to Dreamforce 2024. Welcome to Dreamforce.

Speaker E 00:03:18
This is the Dreamforce that we think is not only the most exciting, but most important dream force ever. Agent Force has to be the biggest breakthrough that, that we have ever had on technology. Here we are on the next wave of technology and you don't want to diy it.

00:03:35

What we're doing is bringing the power of AI to all of the trailblazers, all of the customers and partners here at Dreamforce.

Speaker A

00:03:42

This is a moment we are at an inflection point in the way that the world works.

Speaker G

00:03:52

It's taken me 16 years. Finally on the keynote stage at Dreamforce.

Speaker A

00:03:57

Congratulations. 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

00:04:18

Thank you very much for having me.

Speaker A

00:04:19

You bet. Let's hop right into it. When you're chatting with other leaders in the AI space, what are the, the things that they're most focused on?

Speaker H

00:04:28

Well, the CEO for every single company is trying to figure out how do I apply AI, uh, for competitive advantage. So some of our best customers are companies like Amazon and Uber. They 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 A

00:04:50

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

Speaker H

00:04:55

Sure. What they're excited about is AI opens up incredible new opportunities so 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.

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

Speaker H **00:05:29**

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

Speaker A **00:05:39**

And he start yelling, I want a person.

Speaker H **00:05:41**

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

Speaker A **00:05:57**

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 **00:06:06**

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, uh, 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 big reveal here at Dreamforce, it's 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 A **00:06:57**

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

Speaker H **00:07:07**

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, uh, the results from the early customers like Opentable and Disney and ADP and Royal bank.

Speaker A

00:08:04

Yeah. What are they saying? What's their feedback?

Speaker H

00:08:05

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 A

00:08:32

What separates agent force from other autonomous agents?

Speaker H

00:08:36

Sure, a couple of things. One is most of the industry has been doing do it yourself AI.

Speaker A

00:08:42

So diy AI, diy AI.

Speaker H

00:08:45

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, one's called rag and there's what we call ensemble, they're higher order techniques and there's a whole bunch of other uh, capabilities like a vector database which allows you to look for similar answers to 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.

Speaker H

00:09:33

So I think that says it all.

Speaker A

00:09:35

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

00:09:40

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 the 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 Agentforce 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 A

00:10:29

That's crazy.

Speaker H

00:10:30

Astonishing.

Speaker A

00:10:30

Where are you seeing improvements on your own teams?

Speaker H

00:10:34

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. Uh, 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 don't need two weeks vacation.

Speaker H

00:11:14

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

Speaker A

00:11:20

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

Speaker H

00:11:24

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 if you asked me that someone could have, uh, disintermediated the taxicab industry. But then Uber did it. And then today I took awaymo 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 Waymo experience was amazing. Like, it was autonomous, it was easy, it was frictionless. And, uh, 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, through ADP, which processes 40 million people's, uh, payroll, through Disney, which has 170 million people across Disney plus in their parks. So agent for us is here. It's alive as well, and it's coming to you shortly.

Speaker A

00:12:21

David Schmeier, nice to talk to you, as always.

Speaker H

00:12:23

My pleasure.

Speaker A

00:12:24

Thanks.

Speaker C

00:12:27

Tomorrow we see much more of agent force and learn how it works and how digital agents are shaping the future of sales and service. We start with the day two main event. Agent force keynote. Build the future with AI agents. Join us to see how Agent force agents are empowering employees and driving customer success. Hear the latest announcements and see how customers are building, testing, and supervising AI agency. AI agents easily. And we jump into the service. Keynote. Humans with AI agents deliver effortless service

and learn in agent for service. Agent, what is it and how does it work? We'll experience the new tableau and in the sales cloud keynote. Learn how to accelerate growth from pipeline to paycheck. And then we'll go beyond the hype to see autonomous sales agents in action.

Speaker D

00:13:20

That's right. And then learn about solutions built for industries in the tech and media. Keynote, we'll learn to drive revenue and efficiency with AI for nonprofits. Learn how to amplify your work and mission with AI. And in retail, grow revenue and relationships with data and AI. But Dreamforce, the event, it's just the start to your learning journey. 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 amp promptbuilder. In sessions offered twice a day, each day features a new technology that will transform business.

Speaker A

00:14:17

Welcome back to the Dreamforce broadcast. I am joined by the CEO of McLaren Racing, Zach Brown. It is always great to see you. Thanks for talking with me.

Speaker G

00:14:25

Absolutely. It's our annual chat.

Speaker A

00:14:27

It is our annual check in and chat. So f one, of course, is one of the fastest growing sports globally and in the United States. And your success record, really on and off the track, is grounded in data. So explain to me how you're leveraging your data to grow the organization and become more and more successful every year.

Speaker G

00:14:45

So we're, uh, very data centric, as you can imagine. The racing car, uh, has 300 sensors on it, pulls down one and a half terabytes a day to race weekend to run 50 million simulations on how should we run this race, how's the car working, et cetera. That's obviously on the technical, on track side. Equally as important, the data that we're using specifically with Salesforce around CRM is, is around our fan engagement. And, you know, we used to be a sport that just broadcasted out, and then you'd kind of hear at a later date through some research how you're doing. Uh, now in today's world, we can hear instantaneously how we're doing, uh, what our fans want to see, more of what they want to see, because we've got all these great fans, 500 million around the world, who digest and want to, uh, engage

with us in different ways. So much about the drivers, so much about the technology, so much about where we're racing, somewhat about the politics of the sport. And so we use all that data to make sure we have the fastest race car on the track, the best strategy on the track, and then when we're engaging with our great fans, we need to understand the data that's coming in so we can customize, on a one to one basis the 500 million fans, an experience that fits what their, uh, desires are.

Speaker A

00:15:57

Of that 500 million fans, what percentage is women? Because I have so many conversations about women who tell me they're f one racing fans, which I would not have guessed that.

Speaker G

00:16:08

Maybe that's my own bias, but it's been amazing. Women and youth are the fastest growing, uh, new fans of the sport. I can tell you more often than not when people are talking to me about their new fans of the sport, it's coming from women, it's coming from youth, it's coming from daughters, it's coming from wives. And if it's a gentleman that comes up to me, you're kind of expecting him to say it is. Actually, my daughter loves Formula one. She won't miss a race. So, uh, it's been absolutely amazing, the growth of the sport to a really important fan base, which is what we, what we needed.

Speaker A

00:16:41

How has salesforce specifically helped you grow that fan base?

Speaker G

00:16:45

Engagement with our fans, understanding our fans, understanding what our fans want from us so we can customize the experience. Obviously, AI is becoming critically important, something that we've been using for a while from a strategic manufacturing point of view, but now it's allowing us to have that customized one on one relationship with hundreds of millions of fans. And you have to rely on technology, and because people want different things, we're able to serve up offerings, if you'd like, on how to engage with us in a customized way.

Speaker A

00:17:15

It felt like today's keynote was indicative of a big, giant step forward. What did you think of the keynote and what did you think of what you've been hearing today?

Speaker G

00:17:24

I think it's been great. You know, we, um, we need partners like Salesforce. Of course,

there's an economic element to, you know, our sponsors, but what they now do for us when they're partners with us in our racing team is either help us go faster on track or have better engagement with our fans. And so we're fortunate to be working with the sales forces, the Googles, the workdays of the world, and working with best in class technology companies allow us to be best in class in sport.

Speaker A

00:17:52

Are there things that you've heard today that you think? Yes. That is the future of what we're doing at McLaren?

Speaker G

00:17:57

Yeah, I think speed, um, you know, we're an organization that enjoys the, the unknown. You know, it takes a certain, uh, type of individual and culture to embrace kind of what's coming tomorrow? Never being satisfied. So anytime you hear Mark M. Benioff speak, he's quite visionary. He's definitely looking down the road. So uh, a lot of things he said that were very relevant, but I'll take back to the factory and sit down with our marketing team or our technology team. Say, here's where Salesforce is going. Let's make sure we go with them.

Speaker A

00:18:28

When they talked about agent force, what did you take from that? What can agent force do for you, do you think?

Speaker G

00:18:34

I think ultimately it's like having more people uh, on our racing team, so to speak. Obviously it's technology driven but uh, you know, the way to have engagement with everyone within the organization, having Salesforce be a partner of ours and being an agent, uh, you know, representing our cause is critically important. So it's its early days in this new AI, uh, adventure and I think it is going to be an adventure and just looking forward to uh, learning more.

Speaker A

00:19:02

One of the things that Mark said in his keynote was um, you know, do it yourself DIY AI is not a good idea. And I was talking to some folks who gave me examples of how expensive it can be for an organization, how really ineffective it can be for an organization to sort of do it, uh, do yourself, you know, put it together when instead you can go to something like Salesforce and they say well here we'll put it together for you in, in two weeks and not 18 months.

I think it's pace of integration and scaling and when you have the amount of fans that we have and Formula One has and you know, integration can be quite disruptive and so you want to have quick integration and be able to scale up because technology helps you move at a much faster pace. And so uh, it's great that they're ah, great partners of ours. We're now three, four years into the partnership and have many more years ahead of us.

Speaker A **00:19:52**

Online the other day there was a picture of you as a kid, 13 years old maybe, and you had won.

Speaker G **00:19:58**

Um, teen week, wheel of Fortune.

Speaker A **00:20:00**

Wheel of Fortune teen week. And you put your, the money you.

Speaker G **00:20:02**

Won into, into buying uh, a cart. So back when I used to race, that's how I got started. You know, you either need to have some family resources or a sponsor or.

Speaker A **00:20:13**

Win or go on Wheel of Fortune.

Speaker G **00:20:15**

So I don't know of anyone else that's followed that career path, but Wheel of Fortune is still going strong so everyone should give it a go. Or maybe if you're smarter than me you go on jeopardy. Wheel of fortune. A little easier to figure out.

Speaker A **00:20:26**

Well, if you could think about back when you were 13, what you thought the future would look like in racing.

Speaker G **00:20:32**

I mean, it's amazing. And you know, I'm often asked, what's it going to look like in ten?

Speaker A **00:20:37**

Well, that was my next question. What is it going to look like in ten?

I don't know. I know the cars will be faster, uh, safer, uh, there will be more data, there'll be even better ways to engage with our fans. But uh, I'm excited to see what that journey looks like.

Speaker A

00:20:51

It's always nice to see you. Thanks for talking with me, I really appreciate it. Zach Brown is the CEO of McLaren Racing.

Speaker I

00:20:58

I'm Gino Ramos, director of equality groups here at Salesforce and I'm here with Pasquale Demayo, vice president of Amazon Connect. Thank you for joining us today.

Speaker F

00:21:05

Thank you so much for having me.

Speaker I

00:21:06

Yeah, no problem. Salesforce and AWS have a longstanding partnership. Can you tell me more about how this partnership is helping your customers in the contact center?

Speaker F

00:21:13

Absolutely. It's true. AWS and Salesforce have a great partnership and Connect's integration with Salesforce has been uh, a really great, shining example of that from day one. Salesforce was a launch partner for Connect almost eight years ago and customers still find us to be the leading provider of contact center capabilities where you have the great CRM experience that Salesforce brings with the scalability, the AI capabilities and all the great tools that connect brings to the contact center. So it is a really wonderful example of that partnership.

Speaker I

00:21:38

Nice. And speaking of AI, where uh, do you think the opportunities are for improving customer experience with generative AI and are customers using it today?

Speaker F

00:21:46

Yeah, we're seeing tremendous interest in GenAI. Obviously it is a really hot topic and we immediately looked at GenAI when it first became available as a viable technology and began to integrate that into connect because Connect had AI from day one as one of its key capabilities. And so for example, we had summaries in connect using more legacy AI capabilities. And when they became moved to GenAI, we actually were able to have much better, uh, generative summaries that were short, concise and really saved agents a ton of

time. Now we're starting to see customers use Genai to also answer customer questions directly. And so we take someone like DoorDash, one of our great connect customers, and they actually have their dashers getting help from gene, which means that they can get back on the road and delivering all that great food for their customers and delighting their customers versus waiting for answers.

Speaker I

00:22:29

I mean, I'm one of those customers. So, uh, when it comes to customers, what are they telling you about their experience? Excited about when it comes to Amazon Connect?

Speaker G

00:22:37

Yeah.

Speaker F

00:22:37

Customers love the fact that their pace of innovation is so high on Amazon Connect because we keep delivering new features for them every day. Um, for example, with Genai stuff, it's just often a few clicks for them to turn that on or it just starts working automatically for them. Then they are able to then use all the capabilities of connect to reach their customers on the channels they prefer. So meet your customers where they are with all these amazing innovations. It really does allow them to innovate on their customers behalf.

Speaker H

00:22:59

Awesome.

Speaker I

00:23:00

Uh, thank you so much today. Have a great dream for us today. Pasquale.

Speaker F

00:23:02

I am. Thank you so much. Thank you.