

Dreamforce Live: Get the Latest on Agentforce

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Speakers:

Speaker A - 22.61%

Speaker B - 17.57%

Speaker C - 20.27%

Speaker D - 39.55%

Notes:

- Agent Force helps you build and customize autonomous AI agents to help with those jobs. Over the next few days, more than 400 learning sessions, product keynotes, luminary conversations will be the cornerstone of learning how humans and agents drive customer success together.

- Deloitte Digital's theme is go for gold. Deloitte believes that trust is the fundamental blocker to effective implementation of Aih. Only through the implementation of trust will ultimately drive the take up and pickup of AI.

- Deloitte is implementing agents at Salesforce as we speak. Find a trusted advisor that can

guide you to the processes that have the greatest upside. What's been some of the most exciting things that you've heard or seen?

- Deloitte announced Greenlight, powered by Salesforce, which is a sustainability solution. Also working with Salesforce extensively on verticalizing solutions. Always nice to see you from Deloitte. Appreciate it.

Speaker A

00:00:01

And there you have it, Agent Force is here. Coming up, we're going to hear a lot more about humans and agents driving customer success, including how digital agents are shaping the future of sales and service. Diane Mazzotta tells us about what's coming up.

Speaker B

00:00:16

All right, well, later today in the service and sales keynotes, you're going to see exactly how this technology is deployed. In the service keynote, you're going to learn about Agent forest service, agent service planner and employee service. And then in the sales keynote, you're going to see the sales development rep in action. Now this is really cool. It can qualify leads and then hand them off to you as a sales rep, taking a lot of that manual legwork out of the way. You'll also see sales coach, which is a great way to streamline onboarding ways to practice your pitching, practice interacting with customers through AI and getting feedback. So the buzz here is that everyone wants to know how to build their own agents. And the one on one learning appointments here work completely booked so far. No surprise, no surprise. So don't worry if you missed anything. Your Dreamforce journey continues right here on Salesforce plus. 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.

Speaker C

00:01:22

Every company has more jobs to be done than resources available to do those jobs, and agent force helps you build and customize autonomous AI agents to help with those jobs. Like an AI service agent that deflects incoming support cases by responding intuitively and conversationally to resolve customer inquiries that a chatbot never could. Or an AI sales development agent that proactively works leads by contacting customers, responding to their questions and scheduling meetings. Or an AI sales coach agent, uh, trained on your best practices, that attends calls with your new sales reps and provides helpful real time tips and objection handling. These are just a few of the standard agents included with agent force, but you can also create your own custom AI agents, which you'll do by describing a natural language, the jobs you want those agents to do, and then equipping those agents to do those jobs with the workflows and actions you've already built. In Salesforce, your agents will then work inside the guardrails you've established to do these

jobs, reasoning intuitively, to respond reliably to complex requests, and refusing to be lured outside those guardrails, or respond to requests that might be inappropriate or even dangerous, which gives your company the confidence to deploy autonomous AI agents that can reliably do the jobs they're assigned. Thanks for watching.

Speaker A **00:02:50**

Big thank you to pioneer sponsor Deloitte for their support of Dreamforce. Joining me now, Deloitte's Maximilian Schruck. He's the principal and chief commercial, commercial officer for Salesforce, Deloitte Global. It's so nice to see you again.

Speaker D **00:03:03**

Nice to see you again.

Speaker A **00:03:03**

All right, let's start by talking about your clients. What are the biggest issues that you're.

Speaker D **00:03:07**

Hearing from them as it relates to AI? It's all about business value. I think clients have spent a lot of time trying and testing, uh, AI. Uh, I think right now the question is really not proof of concept, but proof of value.

Speaker A **00:03:22**

And when they're asking questions about value, what are you able to tell them about Aih?

Speaker D **00:03:27**

Our focus is very much creating value within the workflows that are relevant within client relationship management. And so we talked to them about how they can create value around sales agents, service agents, and, uh, a variety of other Personas, how that impacts the business in terms of efficiency and growth potential.

Speaker A **00:03:46**

Deloitte Digital's theme is go for gold. What does that mean?

Speaker D **00:03:50**

Yes. Yes. So, uh, Deloitte is a top sponsor of the Olympic games. I had the great pleasure to be in Paris. Uh, Deloitte is actually operating a good part of the Olympic games. Phenomenal experience. And we decided to make the Olympic theme the theme for our presence here at Dreamforce.

I like it. Obviously, for Deloitte, trust undergirds everything. It's something you've talked about for a very, very, very long time. How do you ensure for clients and for partners that when it comes to AI, trust is something they're not going to have to worry about.

Speaker D

00:04:23

So, uh, I will humbly submit that Deloitte is the trust company we have been around for 180 years and always treated our clients with the type of trust and respect, uh, they expect us to treat the entire topic of AI in the same way. Uh, we actually had trademarked, uh, uh, trustworthy. I, four or five years ago, have published on the topic repeatedly. And we believe that trust is the fundamental blocker to effective implementation of Aih. And that only through the implementation of trust, both at a technology plane as well as a broader human experience plane, will ultimately drive the take up and pickup of, uh, AI.

Speaker A

00:05:06

What's the biggest advice you're giving a company that's just at the start of their AI journey?

Speaker D

00:05:11

Find a trusted advisor that can guide you and can guide you to the processes that have the greatest upside and the greatest benefit to be enabled by Aih.

Speaker A

00:05:18

Uh, there's a lot happening today. What's been some of the most exciting things that you've heard or seen?

Speaker D

00:05:24

Well, obviously Mark's keynote is always a highlight in every dreamforce. I think the agent force story is very, very powerful. Deloitte is, uh, all in. We are one of the launch partners. We in fact are implementing agents at Salesforce as we speak. So we're a trusted advisor to Salesforce to enable their own operation.

Speaker A

00:05:45

You have a couple other issues that you thought have been really interesting coming out. Not really around AI, but certainly, um, that you're dealing with the green light project.

Speaker D

00:05:54

Yeah. So the relationship we have with Salesforce is very multifaceted. We call it a 360 relationship. And so just today we announced Greenlight, powered by Salesforce, uh, which is a sustainability solution which we're deploying globally. Um, very powerful

platform, uh, that we bring in from Salesforce and a lot of ip that comes from Deloitte. And equally we're working with Salesforce extensively on verticalizing solutions. So we have a, uh, design lounge for life sciences which we stood up here at Dreamforce as well.

Speaker A

00:06:25

It's amazing. Maximilian shook. Always nice to see you from Deloitte. Appreciate it.

Speaker D

00:06:29

Thank you.