

# Dreamforce Today: It's Day 3 — Get Ready to Learn

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## Speakers:

Speaker A - 8.85%

Speaker B - 13.39%

Speaker C - 10.66%

Speaker D - 5.84%

Speaker E - 18.29%

Speaker F - 15.37%

Speaker G - 15.72%

Speaker H - 5.93%

Speaker I - 5.95%

## Notes:

- Today, the learning continues how humans with agents drive customer success. Together you can build your own agents with Salesforce's new agentforce platform. Create, test and scale custom agents using our unique low code tools. The future of AI agent and app dev is in your hands.
- How does the human AI symbiosis across service channels drive customer satisfaction and operational efficiency? What AI lets you do is be present across channels and provide the same kind of intel across channels. I'm super excited with how we can do this for all of our clients.
- How can a cross functional approach that engages sales it and finance increased growth and efficiency? Complex steel pricing is a big deal, right? Especially when customers are moving from subscription model to consumption economies. AI can shine in bringing those nascent pieces together.
- Deepa Iyer: How can contextual personalization at scale help companies meet customer demand? She says without personalization, any communication with the customer is spam today. "It really empowers our sales and marketing agents to be hyper relevant to our customers"
- Harnessing AI's power can usher in a golden age. It can free us, fuel our creativity. Improve our lives, and bestow upon us the capability to surmount the monumental challenges ahead. What do you think AI can switch on for you? M?
- 72% of service and support teams in the Fins in the financial services industry cite the ineffective or inefficient processes as a challenge. What does Salesforce try to do most of all, eliminate those operational challenges? Customer 360. Now it is time to see the Finns keynote.

## **Speaker A**

**00:00:07**

Today, the learning continues how humans with agents drive customer success. Right here. This is Dreamforce today and you could say we saved the best for last. There's big news, big industry solutions and more big moments coming your way today here at Dreamforce. The headline agent force humans with agents drive customer success. Together you can build your own agents with Salesforce's new agentforce platform. Create, test and scale custom agents using our unique low code tools deeply integrated on the salesforce platform. The future of AI agent and app dev is in your hands. My girls, Carolyn Bathauer, Jillian Bruce are here and my buddy Carrie Chow, we're all going to break it down now. This is the major headline, Agent Force. Why is it so big, Carrie?

## **Speaker B**

**00:01:11**

Well, I think agent force represents such a leap in technology in such a short time. So this whole conference and what you'll be seeing, bringing everything to life on Salesforce plus in the coming weeks is all about getting hands on and ensuring that our customers see

and experience the technology to get super comfortable. That's made a world of difference. There's been a thousands of agents built just on this campground and that's here at Dreamforce. Just here at Dreamforce. Awesome.

**Speaker C**

**00:01:37**

Yeah.

**Speaker D**

**00:01:37**

In the trailblazer forest, I think over 2000 people have actually sat down and built an agent. With agent builder getting hands on our developers, our admins really getting in there and understanding what it's like to build. And it doesn't take long. They're doing it in ten minutes or less.

**Speaker A**

**00:01:51**

Yeah, yeah. Okay, well, uh, we're bringing a hand mic in for you because we're having a slight audio problem with Jillian. But Carrie, let's move on to an announcement. Salesforce foundations, tell us what that is.

**Speaker E**

**00:02:02**

I want to ask y'all, when you go shopping, what's a word that just screams out to you like a neon bold sign that you just are attracted to immediately when you're shopping?

**Speaker A**

**00:02:12**

Sale.

**Speaker B**

**00:02:14**

There you go.

**Speaker E**

**00:02:15**

How about Salesforce? And I was thinking more free as in free upgrades. That's what Salesforce is doing. Carolyn, you just said trading. Uh, an easier entry to AI. Yes, that's what Salesforce is doing. With Salesforce foundations, we're bringing a free upgrade to every Salesforce enterprise edition, customer and above. And what this upgrade means, sales, cloud service, cloud marketing, cloud commerce, cloud data, cloud and agents, all to customers at no additional cost. To personalize customer experience is better, uh, create a better user interface. It's such an incredible offer that we're doing and I'm pretty stoked about it. And people at Dreamforce are talking about.

It, everybody's talking about it and even online. And the neatest thing is just go ask your AE, tell them Carolyn sent you, uh, and you just get started. And it's a great way to experience the technology that already has your data in your CRM and so then you can really see how it works. It's pretty incredible and it's never been done in the history of Salesforce so it's pretty exciting.

**Speaker A**

**00:03:15**

All right, well let's take a look at what's in store for today. We put AI to work for financial services as we learn about the AI financial enterprise. Make customer dreams a uh, reality. And then we have the manufacturing keynote, building a uh, connected industry 5.0 and later learn how to build lasting relationships in the marketing and commerce keynote. Then forge a path to success with Salesforce in the customer success keynote.

**Speaker B**

**00:03:42**

And for our trailblazers, today is your day. The can't miss true to the core session, get ready. Afterward we'll break it down with stories of Trailblazer success. And then speaking of success, we'll learn to succeed in the AI era. In the Salesforce admins keynote before learning about the well architected future and the developer keynote, build the future with the platform. You can see the whole agenda just below. Only on Salesforce plus.

**Speaker D**

**00:04:09**

Those are some of my favorite sessions and uh, you know Carolyn, Dreamforce is just the start to your learning journey. Over the next few days we're going to have more than 400 learning sessions, product keynotes, luminary conversations and stories of customer success. That will be your syllabus for how you're going to learn about this agent force and how it drives customer success together with AI. So next week we're going to have the first ever Dreamforce virtual hands on workshops. You will be able to virtually experience the latest data and AI innovations for free right here on Salesforce plus. And you'll be able to dive into Agentforce data cloud, promptbuilder and sessions offered twice a day. Each day features a new technology that.

**Speaker A**

**00:04:49**

Will transform your business hands on training from the comfort of your home or office. Or your home office. It doesn't get better than that. Why don't you tell us about our next guest.

**Speaker E**

**00:05:01**

Yeah. You know, trust is not only Salesforce's number one corporate value, it's also the underpinning of Agent force. And to learn more about how trust powers Salesforce, I sat down yesterday with Paula Goldman, Salesforce chief, ethical and humane use officer.

Take a look. Trust in AI is a cornerstone of Salesforce's approach to innovation, guiding technology to serve humanity responsibly. And today I'm joined by Paula Goldman, Salesforce's chief ethical and humane use officer. So thrilled to have you joining us, Paula. Um, you know, I want to explore how Salesforce is kind of leading the way when it comes to AI. And we've heard so much about how humans and AI drive customer success, but it seems like a logical, rational question, almost rhetorical. But why is it important that humans work in partnership with Aihdem?

**Speaker F**

**00:05:50**

Yeah, well to state the obvious, we talk about humans with AI, not humans versus AI. And the thing is artificial intelligence and people have different strengths, right? AI is really good at processing large volumes of data really, really quickly. People are really good at domain knowledge, situational judgment, relationships. Bring those things together and you turbocharge business.

**Speaker E**

**00:06:15**

I uh, love that. Exactly. Because there is so much information, right, like only so much that humans can take advantage of. What are some of the top concerns you've heard from customers regarding AI? And with the arrival of AI agents, how does that impact those customers?

**Speaker F**

**00:06:28**

Yeah, well, it's a really important moment, the introduction of agents. I will say one thing that's been constant is that our customers chief, chief concern, protecting the integrity of their data and you know, we've been doing this for 25 plus years at Salesforce. That's why we've got data access, permission controls, why we've got the trust layer and so on. Um, but with agents there's a new concern which is how do I make sure the agent doesn't go rogue? And that's why in our agent forest platform, amongst other protections we have topic classification which says hey, you're a service agent, process a return track and order. Anything else, escalate it. And that is really critical to the success of agents.

**Speaker E**

**00:07:09**

I love that example. I mean the office of ethical, uh, and Humane use has been thinking about trustworthy AI for years at Salesforce. And one, it's so cool to even have like that office at a company. Um, you just mentioned one, but what other actions, um, and examples has your office taken to ensure trustworthy AI?

**Speaker F**

**00:07:27**

Ah, you know it's funny because the specifics change, technology changes, but our North Star remains the same and that's making sure that trust keeps pace with technology. And

we do that. We have principles and we created a new set of principles for trustworthy generative AI last year, policies. So we have a standalone AI acceptable use policy, some guardrails for how customers use our products. And really important, we work directly with the product and engineering teams to like, really make sure that we've got these guardrails baked in. So, for example, we have for agent force and for all of our AI products, we have an audit trail, single pane of glass, where you can go and see what are every single interaction an AI agent might be having. Where is it going? Well, what is the human feedback? Single pane of glass. It's that kind of thing that's going to be incredibly important as AI becomes more and more powerful.

**Speaker E**

**00:08:23**

And I love the single pane of glass, just the concept of it, because you can visually see, like, hey, we're being transparent here with our AI. Um, what advice would you give to companies and employees looking to work with AI agents?

**Speaker F**

**00:08:35**

Yeah, you know, I guess if I had to zero in on the top ones, one, I would say, um, start with the data. You have good data. You have good AI. We make that really easy at Salesforce with retrieval augmented generation. So you can limit what data the AI is using to respond. Also, the data access permission controls built across the platform. So that's one. The second thing is intention matters, ethics matters, right? It's, for example, with an AI agent, people need to know they're interacting with AI and not a person. So we've got transparency built into the agent force platform. It's that kind of thing that I think really makes the difference for adoption writ large.

**Speaker E**

**00:09:12**

It's that transparency, I love that transparency, especially with some of our, uh, with our features, because it's clear, hey, I am m AI. We're not trying to trick anybody right there. Uh, can you give us an example of what a trusted AI human partnership can truly deliver? I mean, maybe something you even seen from a customer.

**Speaker F**

**00:09:30**

Yeah. AI, at its best unleashes human potential, human innovation, human creativity. And I see this across our customer base. It's the human service person that uses AI to get the customer's complaint specifics really quickly, knows what action they can take to resolve, and then has the energy to even go into sales and upsell and increase conversions. It's the salesperson, the human salesperson, that a competitor comes up in a conversation. They have the ready talking points, but then the human uses their judgment to read the room, understand what's going on, and make the best pitch. And again, it's that combination. When those things come together, that's where we'll see beautiful outcomes.

I love humans and AI, as you mentioned, I did have one last question for you, because we just talked about how quickly this technology is moving, right? It seemed like we're in the third stage of AI, it seemed like predictive than generative. Generative was just here. And here we are with autonomous. I mean, how do you foresee this evolution of AI?

**Speaker F**

**00:10:37**

Well, sometimes to look forward, we have to look backwards. And so I've been thinking about a lot of these examples. But for example, I got into an elevator this morning. I didn't think about it, go back 100 years, I don't know exactly how many years, but there were people that had to staff elevators. Now we don't think about it. Why? Because there are safety protocols. Because we all know how to use the machine, what it's good for, what it's not good for, and thus it becomes invisible in our lives. And I think we're at a similar moment with AI. Wherever the trust guardrails are going to be super important to adoption, super important to us all, trusting that AI is out to help us to increase our ability to excel. And with that, I think that's how we're going to unlock incredible outcomes.

**Speaker E**

**00:11:23**

I love that. It's almost like, is Salesforce like the elevator bellhop? I don't know what the official terminology is, but I love that. It's a perfect metaphor. Um, Paula Goldman, Salesforce's chief ethical and humane use officer. Thank you so much for joining us.

**Speaker F**

**00:11:35**

Paula, thanks for having me.

**Speaker E**

**00:11:52**

Now I'd like to thank our pioneer sponsor, PwC for their support of Dreamforce. And joining me now is Deepa Iyer, Salesforce AI leader at PWCUs. Deepa, thank you so much for joining us here at Dreamforce. I want to get right into it because I'm excited. How can supercharging your sales organization, organization with AI promote growth and revenue?

**Speaker C**

**00:12:13**

Yeah, I'm very excited to be in this Dreamforce because this Dreamforce is all about empowering the sales teams. And, uh, if you look at organizations today, they are constantly looking to reinvent their business models and look at how to really drive more sales and drive more top line growth. And a big part of it is to make sure that their sales teams are efficient doing it and adding more power to them. And that's what supercharged sales is, is all about. It's about unleashing the power of AI to drive increased sales power within the organization without really increasing your sales team.

Absolutely. So that leads perfectly to my next question is how does the human AI symbiosis across service channels drive customer satisfaction and operational efficiency?

**Speaker C**

**00:12:54**

Yeah, I think when you look at, uh, how do you really empower your workforce in the service line of the business? Uh, AIP is a very crucial role in doing that. It is all about personalizing and being relevant, uh, to the customer at the point of time and they reach out to you and really being hyper prescriptive about what you're telling them and contextual about what you're telling them. And uh, what AI lets you do is be present across channels and provide the same kind of intel across channels and the same kind of uh, information across channels. And that's a big power. And with agent force I'm super excited with how we can do this for all of our clients and make it relevant across channels and make those journeys relevant.

**Speaker E**

**00:13:32**

Love that. Uh, how can a cross functional approach, you mentioned all like the different channels, different departments, how can a cross functional approach that engages sales and finance increased growth and efficiency?

**Speaker C**

**00:13:44**

Yeah. When we look at really driving growth for customers today, it is all about driving it across the lines of business, right? And there's a big revenue unlock potential for all of our customers, right? Be it renewals, be it upsell, be it cross sell, uh, be it really looking at the end to end revenue finance cycle and looking at leakages there. Complex steel pricing is a big deal, right? Especially when customers are moving from subscription model to consumption economies. There's a big deal pricing uh, that's involved, that's complex to bring products together and sell them as a package. And that's where really uh, AI can shine in bringing those nascent pieces together and drive the bundling pricing discounting approaches and provide intelligence behind the revenue, uh, cycles to the sales team who sits in the front and is interacting with the customer and still make it all very, very personal and relevant.

**Speaker E**

**00:14:33**

Speaking of personal, how can contextual personalization at scale help companies meet that customer demand?

**Speaker C**

**00:14:40**

Yeah. So we really look at how do you infuse all of this as part of your marketing cycle, right? And without personalization, any communication with the customer is spam today, right? Especially in the world of AI, it is spam. So it is going to be about how at any point of



time when we reach back to customers and we tell this to our clients constantly, how they have to be hyper personalized. And look at um, bringing those nuggets, uh, of service and sales touch points and really adding moments, that's going to be, it matter to the customer the most, right? So that's what the contextual personalization offering is, right? It really empowers our sales and marketing agents to be hyper relevant to our customers.

**Speaker E**

**00:15:19**

I love how you put that because it almost does seem if it is not hyper personalized. It almost does seem like spam. That's an excellent point. Uh, Deepa Iyer, Salesforce AI leader at PwC us, thank you so much for joining us here at Dreamforce.

**Speaker C**

**00:15:32**

Thank you, guys. Thanks.

**Speaker B**

**00:15:38**

Harnessing AI's power can usher in a golden age.

**Speaker E**

**00:15:42**

It can free us, fuel our creativity.

**Speaker C**

**00:15:46**

Improve our lives, and bestow upon us the capability to surmount the monumental challenges ahead.

**Speaker B**

**00:15:52**

At PwC, we have focused on four challenges, supercharging our sales organizations to confirm they are transforming at speed and scale.

**Speaker C**

**00:16:06**

Delivering phygital service excellence by creating a.

**Speaker B**

**00:16:09**

Consistent experience across physical and digital channels, reimagining revenue operations to help make them.

**Speaker C**

**00:16:17**

Automated and frictionless wherever possible.

And finally, real time personalization that enables databases decisions. What do you think AI can switch on for you?

**Speaker G**

**00:16:33**

M?

**Speaker B**

**00:16:48**

And coming up in a little bit, hear how actor, director, producer, and activist Carrie Washington brings purpose to her work, connecting the realms of equality, human rights, and artistic expression. She's joined by Salesforce's chief equality officer, Allie Siegel. Earlier, our very own Gino Ramos talked to Allie about the power of equality and what it means to Salesforce. Take a look.

**Speaker H**

**00:17:15**

Equality is a core value here at Salesforce. It impacts our communities, our work, and our company. I'm Gino Ramos, the director of our equality groups and communities here at Salesforce. And I'm here with my boss, Allie Siegel, VP and chief equality officer. How's it going, Allie?

**Speaker G**

**00:17:28**

It's amazing. I feel so good to be here with you, Gino.

**Speaker H**

**00:17:31**

Me too. Me too. This is cool. Um, so let's start it right off. When it comes to the core value of equality, why does it matter?

**Speaker G**

**00:17:38**

Well, I believe that equality matters because every single person deserves to have access to opportunities and to feel like they belong in any space that they're in.

**Speaker H**

**00:17:47**

Simple and sweet, which I agree with 100%. And it's interesting because you and I had the honor of being some of the first employees for the office of equality here at Salesforce, uh, and is actually through our equality groups that kind of help push us through that space. Getting some leadership skills, uh, beginning with Boldforce for you, outforce for me. And can you share with us how employee resource groups can be incubators for leaders in the future for any company?

Yeah. It's so amazing to think about us at that time. It actually makes me a little emotional sometimes because I remember us as employees m just huddled in a conference. We didn't have big budgets. We didn't have an office of equality at the time. We really were just a group of passionate employees who cared about making the company and the industry and the world a better place. And when I think about that time as well, so many of those people that I met when I was an employee resource group leader are people who are still in my community today or my mentors, my sponsors, who I work with every day now. So it's incredible. And I also feel like you and I are living proof that employee resource groups are leadership incubators. If you think about it, those leaders are our most engaged employees in the company. They're spending free time that they don't have focused on improving the company. They also are managing global teams of volunteers, which is super hard. I don't know if you can manage volunteers, you can truly manage anyone. They are also managing global budgets, creating strategy pitching to executives. So we cannot underestimate how much you learn from being an employee resource group leader. And I believe that my accelerated career path, a lot of that is from being an employee resource group leader.

**Speaker H**

**00:19:26**

I second that. I can attest to that. You know that as well. And hopefully a lot of these other leaders that I've already seen grow up through the program keep on moving forward in their trajectory and hopefully inspiring more people in their own communities to become leaders.

**Speaker G**

**00:19:39**

Absolutely. They already are.

**Speaker H**

**00:19:40**

I agree with that. How has salesforce leveraged equality to prepare all communities for the future of AI? Because agent force is a big thing right now. So AI is going to be the future for these communities as well?

**Speaker G**

**00:19:51**

Absolutely. I mean, if anyone has been paying attention to Dreamforce or tuned into Dreamforce, we know that AI is at the center of everything and that the future of technology and the workforce is all centered around AI, which I think is actually very exciting. But we also know that in any technology shift, in any revolution that's related to innovation, there are communities that tend to get left behind. We also know that the bias that exists all around us in our society can unintentionally be reflected in our systems and our technology and in our workplaces. So we have to be incredibly intentional about what we do next. And I'm super proud that we have the office of ethical and Humane Youth. We

love them. They are truly trailblazers in this space. They are helping to define what are the guidelines, what are the principles to make sure that we're centering equality and trust and ethics in the AI that we're building. I also just love how we have our equality groups, our employee resource groups who are enrolled as trust testers in new AI technology in partnership with the responsible AI team because that's really centering diverse voices, underrepresented perspectives, those who don't usually get a seat at the table to make sure that we're truly building technology, that's for everyone.

**Speaker H**

**00:21:04**

Inclusivity by design.

**Speaker G**

**00:21:06**

Inclusivity by design. Yes, mic drop.

**Speaker H**

**00:21:09**

What goals are the office of Equality and Salesforce striving to meet around equality this coming year?

**Speaker G**

**00:21:14**

Well, when we think about the future of equality, we are in such a pivotal time, not just for our team or for our company, but also for the industry in the world. We know that everybody is looking to equality to see what happens next. And we also know that it's so important to center equality and make sure that we're building equality that lasts in order to future proof our companies, especially in the AI revolution. If we think about the technology that we're building, how much technology has actually left out important voices, and when we think about the people that we need to bring along, we need to upskill and reskill and empower, we have to do that with an inclusive mindset and by building companies that reflect the world around us. And so for us, we treat equality with the same rigor that we treat any other part of our business because we truly believe it's a business imperative. We have company wide goals. We have public goals. We measure and track them on, no surprise, our own product. Tableau. Shameless plug for tableau. It's amazing, but that helps us to be able to visualize our data, to share our data with our most senior leaders and to make sure that we're holding ourselves accountable.

**Speaker H**

**00:22:22**

One last thing. What are you excited about that's coming up for Dreamforce when it comes to equality?

**Speaker G**

**00:22:27**

Oh my gosh, I'm so excited about so much at Dreamforce. But I have to say that I'm especially excited for our session with Kerry Washington, one of my sheroes. And I'm also very excited. That same day we're having a great conversation on responsible AI, which is just in line with everything that we're talking about. Talking about. And then the fun doesn't stop there, Gino, because after Dreamforce, we have our first ever AI equality summit. So stay tuned. We have a lot of great content for everyone.

**Speaker H** **00:22:55**

I'm excited for that in November. Well, thank you so much, Allie. Appreciate the time and appreciate it all. Thank you for coming to Dreamforce.

**Speaker G** **00:23:02**

Thank you.

**Speaker B** **00:23:04**

Hi, it's Monica Bowie, director of product marketing at Salesforce. And I'm excited to be joined with Carlos Aragon, who is also a fellow product marketer, a senior director of product marketing at Vonage we have a great partnership. Welcome to sell. Welcome to Dreamforce.

**Speaker I** **00:23:18**

Thank you for having me. I'm super excited to be here.

**Speaker B** **00:23:20**

Awesome. So tell us, what is Vonage showcasing at Dreamforce this year?

**Speaker I** **00:23:23**

We're showing a lot of stuff, uh, particularly on service cloud voyage which we're a partner of Salesforce for a long time, um, thinks about how to handle the conversation end to end with AI from the self service part that we use with our Vonage AI studio virtual agent, then transfer those sessions to service cloud voice and have Einstein AI help the agents to help the customer achieve their goals and then wrap it up into our conversation analytics to get all of that journey from the customer into uh, the Einstein AI platform so that all of the data is stored within Salesforce.

**Speaker B** **00:23:52**

I love that. And you guys have an exciting announcement coming up. What is bring your own ccaas or contact center as a service and what are the benefits?

So that's a new framework that Salesforce is introducing this year that allows uh, vendors to bring their own digital channels into Salesforce, transparently integrated into the service cloud voice experience. So the value there is now you're going to be able to get channels from vendors like Vonage and provide a joint routing and capacity model so that when you're using digital channels or then you're using voice, your agents are seeing the same capacity. So if they're stuck with the digital channel, they're not going to be send a voice call. But it provides a much better customer engagement and a lot of flexibility to add new channels. Uh, for example, if RCI is now going to be a key channel that um, Apple is going to introduce, we will be able to support it quickly in the future.

**Speaker B**

**00:24:35**

Oh wow, that's exciting. And this your second year you said at Dreamforce. Tell me what you're excited about seeing this week.

**Speaker I**

**00:24:41**

Well, the agent force, that was amazing when I saw it in the keynote today. Anything related to AI, anything related to how you can use AI to empower your customer service initiatives, that's just fantastic. And I think there's going to be a lot to learn in here.

**Speaker D**

**00:24:53**

It will.

**Speaker B**

**00:24:53**

Thank you Carlos, and have a great week at Dreamforce. Thank you guys for tuning in.

**Speaker E**

**00:25:02**

Hello trioblazers, my name is Jonathan. I'm here with my friend Lauren. I have a few seconds to tell you about Vonage's bring your own channel to seacans. Built on and powered by Vonage. The idea is that a business can connect every channel on one platform. It unifies native and custom channels to deliver a seamless experience, giving customers their, uh, channel of choice and a channel agnostic experience.

**Speaker F**

**00:25:25**

Vonage has been in the salesforce ecosystem since 2015 and we pride ourselves on being a leading partner when it comes to all things communications inside of Salesforce. Vonage, as a part of Ericsson has the resources to manage your most complex call center service, cloud voice, unified communications, or API's challenges.

**Speaker B**

**00:25:42**

With almost a thousand reviews in the.

**Speaker F**

**00:25:43**

App exchange and a 4.9 out of five star rating, we help Salesforce customers drive better outcomes.

**Speaker B**

**00:25:49**

Learn more. Today.

**Speaker A**

**00:26:11**

We're about to hear how to make customers dreams a reality in the AI financial enterprise. Financial services has so many facets and agent force humans with agents can drive customer success across service, sales, marketing and so much more. Carolyn, what are we going to be listening for in the Finns keynote?

**Speaker B**

**00:26:30**

Yeah, so we're about to hear from financial services and the audience. Like you think about all these conversations, 83% of service and support teams say that the operational efficiency would enable them to do their jobs better. And we all know that because we've been on the other end of those conversations. And so according to that recent study, we now know Salesforce and agent force can actually help. And you've got it covered with both exciting innovations.

**Speaker A**

**00:26:57**

Jillian, what are we hearing from the community?

**Speaker D**

**00:26:59**

Uh, well, I mean, as we know, Dreamforce really is a family reunion for our entire extended trailblazer community. So it's not just from our traditional kind of salesforce trailblazers, but also the data fam is here from Tableau, the muley's are here from Mulesoft, and the slack community is here and showing up in force. In fact, it's the first time we have over half of the slack community leaders attending a Salesforce event. And so it's been really special to meet new people, to see people making new connections, especially across our product ecosystem. And just like there's so many opportunities and so many people thinking of new solutions and way to partner together and way to combine user group meetings, it's really special.

**Speaker B**

**00:27:36**

I love hearing them just have these natural, organic conversations and talking about all of

the amazing things that they build because that really is where that innovation company to company and that connection happens. I've seen some pretty, pretty neat conversations. It's so awesome to see. Yeah.

**Speaker A**

**00:27:52**

And people are really wanting to get hands on with the technology. So, you know, we have our virtual hands on workshops. So for people watching in our audience and people who maybe didn't get one on one with the technology, here at Dreamforce we have these virtual hands on workshops where they're going to get to try out agent force and promptbuilder and data cloud and actually get the tools into their hands.

**Speaker B**

**00:28:12**

Yeah, and that's awesome. And then with Salesforce foundations, that announcement is so big because any organization who is an enterprise edition or above customer now can add other features at no charge. So sales, cloud service, cloud commerce, cloud marketing, cloud data cloud and agents. So now you get to try all of this functionality that is already rooted in your own CRM data. So you can really see those use cases that try before you buy. Situation coming away.

**Speaker A**

**00:28:44**

And really quick, Carrie with the fins keynote coming up. I know that you worked with their content. What are some of the big headlines?

**Speaker E**

**00:28:51**

Excuse me. One of the big things that Carolyn just mentioned is statistically like we know how much of a difference these operational efficiencies can be. Let me, let me whip out another step for you. 72% of service and support teams in the Fins in the financial services industry cite the ineffective or inefficient processes as a challenge. And once again, what does Salesforce try to do most of all, eliminate those operational challenges? Customer 360 right. All these data silos put it all together, make it easy for everyone involved to have a hyper personalized experience. Really excited to hear what they're going.

**Speaker I**

**00:29:27**

To say at the Finns.

**Speaker A**

**00:29:28**

Awesome. Well we're looking forward to it. And now it is time to see the Finns keynote. The AI financial enterprise make customers dreams a uh, reality.