

Marketing & Commerce Keynote: Build Lasting Relationships

Auto-transcribed by <https://aliceapp.ai> on Thursday, 19 Sep 2024.

Synced media and text playback available on this page:

<https://aliceapp.ai/recordings/tmCdvX8zGugwbTVfBrAEsp9xcq0FR4SK>.

Words	8,546
Duration	00:49:07
Recorded on	Unknown date
Uploaded on	2024-09-19 18:51:27 UTC
At	Unknown location
Using	Uploaded to aliceapp.ai

Speakers:

Speaker A - 17.33%

Speaker B - 38.61%

Speaker C - 2.12%

Speaker D - 3.87%

Speaker E - 7.97%

Speaker F - 29.03%

Speaker G - 1.06%

Notes:

- Please welcome EVP and GM Marketing cloud salesforce, Steve Hammond. Good morning everybody, and welcome to the marketing and commerce keynote. An incredible event. So much networking, so much learning, so many great things happening.

- Thank you and thank you so much for taking the time both to prepare for this and to be up here on stage with me. We're going to go straight into data here, unlocking your data. Kelly Eliahu who leads our product marketing will take us through data cloud.
- Data cloud is a hyperscale data engine built into Salesforce that powers the entire customer lifecycle. Data cloud allows you to harmonize all of that data into one metadata model and unified customer profiles. All of this data and metadata is what makes AI effective in the business context.
- Einstein marketing intelligence gives marketers one place to prove marketing ROI and impact. Imagine a marketing manager at Elektra who is struggling to hit a revenue target. His agent recommends a 20% off snow tire promotion to help him get back on track. Michael Afrancy: How power of data AI and humans together to grow revenue.
- I'm very excited to be here and to be sharing the stage with my incredible colleagues from the marketing cloud team. For years we've been working to blend the lines between the clouds and I can think of no two clouds that belong better together than marketing and commerce. We have so much more to do together now that we're on the Einstein one platform.
- Salesforce's Einstein personalization for web makes personalization possible from marketing to commerce. Only Salesforce can connect every department and every interaction across the entire customer lifecycle. Use the QR code up on the screen to share your feedback on today's keynote.

Speaker A

00:00:48

Please welcome EVP and GM Marketing cloud salesforce, Steve Hammond.

Speaker B

00:01:00

Good morning everybody, and welcome to the marketing and commerce keynote. And congratulations to making it through this week. I hope it's been amazing for you. How many of you went to the concert last night. An incredible event. So much networking, so much learning, so many great things happening. So thank you so much for being here with us. And I do want to say thanks because we can't do this without you. You're part of the community. You help push us to make sure we're building the right products. You help us have the right conversations. Thank you so much. I also want to say thank you for the production crew that puts us together. This is amazing, isn't it? Such a great venue. And to our product teams and marketing teams and everybody who makes this possible, thank you so very much. Now, when we look at the marketplace today, there's a lot going on this week. I had the opportunity to sit down with many of you and also be part of uh, a CMO conversation on Tuesday. And the feeling that I had in the room was that everybody, and I think this is true for anybody in this room. You're all trying to understand how do I use AI? How do I tie this back into my business? How do I connect the dots between what

Salesforce does and what I have in my existing stacks? How do I make sure that I'm creating the best possible experience for my customers? These are the right questions to ask and we hope we have all the right answers for you as well. Because the key thing that we know all of you are trying to deliver and the key thing that we know makes the biggest difference in the industry is going beyond the top of the funnel and really creating a full relationship with your customers. Making sure that your marketing doesn't start and stop at the top of the funnel. In fact, this has been one of the challenges we've seen over the years is that many brands continue to look at driving ads, clicks, click throughs, landing pages, and then doing what? Handing it off to the next team to take it forward. From a customer's perspective, there's a problem there. And that problem is customers feel that disconnection. They feel like they've been handed off. And that's not a great experience. It's actually the number one reason that customers become dissatisfied with a brand. And the challenge that we are all looking to solve for this is kind of the ideal state that instead of dropping our customers off to the next channel in our cycle, we don't ship our, to our customers, we create a full end to end marketing relationship with them. We allow our customers to share with us how they want to engage with our brand and then we make sure that every touch point that we have with them is the most meaningful. And this can mean that they might walk into a store and start that relationship. At that point it might mean that they actually call into a call center. It might be a service engagement that they start with as well. There can be so many different touch points, but every single one of them is an opportunity to connect the dots. And this is what we want to share with you today. We're excited to share with you how we can help you deliver this together. And it's one of the advantages that we've been working on to deliver to help enable you with. So you can see here, this is the stack, the technology with Salesforce platform at the bottom. This gives you the 25 plus year heritage of building a uh, constant and a deep understanding of your customers. And make sure that that is available to your teams to use effectively. Data cloud allows you to be able to connect the dots, bring in multiple sources of data, make sense of it and make it actionable, which is absolutely critical. You see the trust layer there as well. And then we have our applications. Everything that we've been building is tied together to give you this complete view of your customer, to allow you to turn this into action. I hear so often from so many of you that one of the biggest challenges you have is that you have data. You have a complete view of the customer in five or ten different systems. Um, but that's not actionable. You struggle to get that data out and use it effectively. It can take hours, days, sometimes weeks to turn around a campaign or an idea. And that's what we're helping you to solve is to make that all easier. So what does this mean for you and for the products you're working with? We have been uh, working really hard. Can we just advance the slide? We've been working really hard to apply this across marketing, commerce as well. You heard earlier this week mark talk about some of the changes to bring marketing and commerce onto what he calls core or what we call the Salesforce platform. Everything we just talked about, all these systems working together is what we're delivering with these technologies and making sure that you have the ability to go beyond your structure and to deliver a meaningful experience to

your customers no matter how you engage them. So for marketing and commerce, what this means is that you have now the ability to be able to start engaging your customers with things like making sure that when you connect with them, even anonymously with an ad up front, that when they come through and they go into a commerce situation that you have a continuation for full recommendations. You have the ability even after the purchase to be able to have an agent or one of your service representatives initiate from a service call a return on product or even initiate uh, a, uh, better marketing experience for them once they go back to the website because your teams have full visibility into the customer profile no matter where they are. Now let's talk for a second about some of the big things that we're making possible with these changes we're making across Salesforce. Earlier this year we announced something we call marketing cloud growth. Marketing cloud growth is the first version of our products that brings together b, two c and b, two b in one environment, pulls together personalization, messaging, everything together on top of data cloud. Now it's not for all of you right now. Marketing cloud growth was launched in February and it was really tailored at the SMB space. But it was a way for us to put to market something that allowed us to start initiating and bringing all these technologies together. That gives you the ability to connect the dots across marketing, commerce, service and sales and break down that barrier for your customers. We're thrilled to announce this week marketing cloud advance. This takes it to the next level. It allows us to do more than 15 million messages per hour on top of this system. It allows you to be able to start engaging your customers in a direct way across all these different environments. And for those of you who are continuing to use the great products you've been using for years, you're going to see all these products you're using. Marketing cloud engagement, marketing cloud account engagement, personalization, marketing cloud intelligence. All these products continue to move closer and closer and connecting these dots across Salesforce technologies, giving that full view of the customer and enabling you to be able to do your business and engage your customers in the most effective way with the lowest total cost of ownership. So we're really excited about that. On the commerce cloud, we're introducing unified commerce, same opportunity, same strategy, bringing all these technologies together on top of the Salesforce platform, giving you the full visibility of your customer, again with seamless handoffs from the marketing cycle into commerce and then into service and into sales. This allows your sales teams even to spin up new storefronts that are customized for customers. It allows your service representatives to be able to initiate returns directly from the service console inside of service cloud. That is absolutely powerful and the combination of these products allow your teams to build again, use the data to drive the most effective conversations that you've ever seen before. And we're going to get a chance to see all that here in just a minute. So in order to kind of help share this story and help bring it to life, we have an amazing customer, Fisher and Paykel, um, a New Zealand based company. And you can see up here in the front, we have our demo team here. They're wearing white jackets. These are kind of chef outfits. Because Fisher and Paykel is an appliance company that helps make your kitchen and your home the best possible experience it can be with the best possible products. And they've

been working on making sure they can deliver a consistent and known experience for their customers that spans across sometimes 612, 18 months lifecycle in terms of a sales process. But then it goes beyond that to continue to reengage them, no matter how far into that use of the application. That customer is even connecting the devices themselves. So let's take a look at what they're doing and we'll talk more about this and see the demos here in just a minute. But let's go ahead and roll the film.

Speaker C

00:09:44

Five years ago, our customer data was fragmented. We're a company whose vision is to be the world's most human centered appliance brand and not really be able to understand who our customers are. Really, uh, didn't sit well for us.

Speaker D

00:10:06

Before. Systems and teams that were siloed. Now we bring everything together in one place. The salesforce platform has really enabled us to have one place where all our data, uh, is coming back to. Creating a 360 degree view of our customer. Unifying our data means that we can do genuine personalization at scale. Agentforce provided us that platform to build on our customer data to start enriching what we already had. With data cloud we're able to get a unified view of our customers. We're able to understand who they are, what they're interested in and how they've interacted with us. Data cloud isn't just a place where we view customer records. We can actually activate it out at the back of it. With marketing cloud we're also able to use real language to build and define a segment that we may want to target. We want to find customers that are interested in our boffy minimal kitchen. So let's create an Instagram ad.

Speaker C

00:11:00

We use commerce cloud across our website. Understanding our uh, customers journeys on the website Commerce cloud enables checkout really efficiently.

Speaker D

00:11:11

We can trigger different communications based on using data cloud and our IoT data, we're able to understand this customer hasn't connected their fridge yet. Let's send them an email saying, hey, your fridge is connectable. Customer data and trust go hand in hand. I really see AI and our human interactions with our business as symbiotic. I see agentforce really working with and enhancing what we can do.

Speaker C

00:11:36

We're using marketing cloud, commerce cloud data cloud. What that's enabled us to do is expedite the customer journey throughout the purchase cycle. It's allowed us to do cross sell and upsell opportunities. So that's been a great sales revenue driver. Uh, commerce

cloud order management saved 30 minutes of um, manual handling for every single order. We were able to get a return on investment in just six months.

Speaker D

00:12:03

By using the marketing cloud, we increased our premium rate by 206% by sending an email when it resonated with the customer, tailoring their email content based off of what they're doing, we saw the conversion rates jump up 112%. In terms of click through. I see agent force really helping us lift productivity of our people, not only delivering better experiences but doing them more efficiently.

Speaker C

00:12:24

Being a luxury premium brand, our customers have very high expectations. If we didn't have these personalised journeys in place, we wouldn't be meeting customer expectations. We want to separate ourselves from our competitors and the only way to be able to do that is through our Salesforce platform.

Speaker D

00:12:41

We're always evolving, we're always trying to really lace those customer journeys together. What the customers are doing from the data, we have to really enrich our customer experiences.

Speaker B

00:12:59

Okay, all the way from New Zealand, please give a warm hand to Sarah Lucan. Sarah. Sarah, thank you so much for joining us here. I know it's a long journey for you. I hope this has been an incredible week for you.

Speaker E

00:13:16

Yeah, I'm absolutely exhausted, I have to admit, but it's been fantastic and I've learned a lot.

Speaker B

00:13:21

That's a sign of success. If you're exhausted, it means you've had a great time, I hope. Uh, wonderful. So thank you again for helping share your story with us. I know one of the key things you have in your company is an absolute focus on making sure that you have a complete understanding of your customer. Because having that understanding the customer and then also making it actionable across your organization helps your sales teams, your commerce teams, your marketing teams, your service teams, everybody connect the dots. Can you share with us how data cloud is helping you to be able to do that? And by the way, as an audience we're going to be seeing the demo appear on the

screens as well. But please, Sarah.

Speaker F

00:13:56

Sara.

Speaker E

00:13:56

Yes, I'd love to. Um, so data cloud has really helped us to better understand our customers and what it's enabled us to do is bring in all of our, uh, customer data. So that's our sales data, our marketing data, our commerce cloud data and our service data. But for us, what's even more exciting is that it's also allowed us to bring in external data sources. So here on the demo, you can see, um, AWS and Azure. Now that's our IoT sensor data that's actually sitting in our appliances. So it means that we can connect the lifestyle of our customers with how they use our appliances, with, um, the comms that we can send to them in their journey. So having that overall view of the customer is incredible for us. An example of how we would use the data like this is so say your refrigerator needs, um, its water filter replacing needs that every six months, by the way. Um, it sends an automated, um, trigger email and we send a conversion email to the customer telling them they need to replace that. And then on here on this unified customer, um, profile, you can see that our different departments all have access to this information. So our commerce team, they can see what's happening with the delivery. They can do cross sell and upsell opportunities. And then really exciting to bring in another team. Here we've got our service team, our customer service reps, they're looking at this and they can help solve any technical installation issues, if there are any.

Speaker B

00:15:23

Wonderful. So you're getting the full stream of data coming from your devices, from the interactions with the customer. And uh, then the same stream is available through the service console, through the sales console and in marketing. Absolutely. To be able to help you power these experiences, that's incredible. I love seeing that. Thank you for sharing that with us. Uh, now to the audience, uh, there are a lot of tools that you've been using over the years from Salesforce to help make sure you can take this kind of data and make it actionable. And one of those is journey builder. Journey Builder is an absolutely amazing tool that, uh, I think many of you love. Is that right? Yes. Okay. We're continuing to make it better. So one of the things with Journeybuilder is it's really isolated down to kind of marketing scenarios. We're expanding that. We're allowing you to be able to start connecting journey builder and our flow engine together, to be able to connect back into service cloud, sales cloud, and all the way through data cloud so all the data that we just saw becomes actionable for orchestration, for triggers, and for really creating the best possible experience for your customer. So that's really powerful. And you've been using this and continuing to explore how you'll use it in the future as well. Can you share with us

what you're doing with the new flow engine and connecting the dots?

Speaker E

00:16:37

Yeah, so this has been really exciting for us, actually, because obviously it sits on data cloud. It's not just about segments anymore for us, it's about a much deeper personalization and more complex decisioning. And that's what we're able to do with the data graphs on flow connected to data cloud. And so an example of this is, look, we've got all of these, um, data extensions on the right hand side of the screen here. So my team used to have to go out and spend, you know, too much time trying to bring in all of these extensions, and now they're available in this one customer record. And an example of us maybe using some, um, advanced personalization here, as if, um, so say, Steve, you live near one of our, um, beautiful experience centers.

Speaker B

00:17:22

Which I want to do sometimes.

Speaker E

00:17:24

I want you to do that too. Um, and so we see that and we send you an automated email inviting you to a person cooking experience. By the way, the nearest one to here is in Costa Mesa, and there's also one in New York.

Speaker B

00:17:38

We should all take advantage of those. That's amazing. So you've got the data here, it's helping you to orchestrate, and then there are events and triggers that you can use to drive actions. How are you using actions within this environment?

Speaker E

00:17:49

Yes, so this is another, um, exciting efficiency for us. You can see all of those native actions on the side there. So just imagine, um, a sales rep doing an automated task here, or being able to, um, do a CRM lead really efficiently. And the team are particularly excited because no custom code required here, so it is actually much easier to get up and running.

Speaker B

00:18:10

Wonderful. So this is helping you to have a complete view of the customer, orchestrate the experience through triggers. It's also connecting back to agent force, which we've seen through the week, that really enables these agents to be able to use this information to drive automation. Um, but another big step in your journey is to make sure that your customers have ease of use of transactions and buying and engaging with your brand through digital channels. And you're using commerce cloud. Can you share with us some

of the new advancements that you're seeing in commerce cloud and how you want to be using those as you look forward?

Speaker E

00:18:40

Sure. Uh, as a global brand, we obviously have to scale up international websites quite easily. Um, and those can often be multilingual or need um, specialized localization requirements. And so what we're finding with um, unified commerce is that we have much um, greater um, enhancements on that which are enabling us to really increase our international expansion. Plus we've got that um, option of the b two b store and the DTC store and being able to share our product skus across those stores.

Speaker B

00:19:12

And you do have a lot of products and you have an international audience that can use a good description in their language. How are you using Genitiv to apply to your product descriptions and so forth?

Speaker E

00:19:24

Well look, a really good specific example is around our uh, SEO for product description. So obviously we want to have SEO friendly, um, um, content and this is enabling us to really scale that up, uh, quickly and across our international markets and in different languages as well. So it's been hugely efficient for us.

Speaker B

00:19:42

Uh, incredible. Thank you and thank you so much for taking the time both to prepare for this and to be up here on stage with me. I know the audience loves hearing from customers and you have an amazing story. Thank you so much for sharing that.

Speaker E

00:19:53

Thank you.

Speaker B

00:19:53

Please give Sarah a nice hand. I do absolutely want to say thank you to Fisher and M. Pikel and to Sarah for that. Uh, I know so many of you have incredible stories and thank you for continuing to engage with us and share your stories. They're not only important for us to be able to make sure that we understand how to communicate this, but also they drive our product strategy. So thank you for continuing to help us with that as well. Now, we've gone through, and I've shared some high level messaging here that shares with you some of the innovations and big strategies we have. But I know you want to go a level deeper because that's what you're here for. You want to see how these products work, you want

to understand how you can use them in your environments. And that's what we're going to do next. So we're going to go straight into data here, unlocking your data. And we have an expert who's going to help us with this today. It's Kelly Eliahu who leads our product marketing. Kelly, please join us on stage and take us through data cloud.

Speaker A

00:20:48

Thank you, Steve. It's an honor to be here today, everyone. So as Steve mentioned earlier, the key to delivering customer driven relationships is really in the accessibility and the actionability of your data by the entire organization. So sales, service, marketing, commerce, loyalty. As a marketer myself, I know that in order to deliver truly connected, personalized, delightful experiences, all of these teams need to work together. And this is exactly why, uh, we built data cloud. Data cloud is more than just a customer data platform, it's a company data platform. It's a hyperscale data engine built into Salesforce that powers the entire customer lifecycle. It allows you to unlock data from any source and activate it across any channel so you can do things like bring in inventory data so you can better understand what type of promotion you should run or bring in web data into your CRM. So sales knows when a prospect is maybe browsing a, uh, pricing page. And we're continually making data cloud better today, I'm so excited to share with you four new innovations that we have. First, intelligence for commerce. This gives merchants the inventory segment and product insights they need to grow revenue. Next, we've got comscapping. This is pretty much exactly what it sounds like. It gives marketers the ability to limit the frequency of communications so they avoid oversaturation. Then sub second real time personalization. This is a new end to end data layer in data cloud that allows you to power use cases like real time content personalization. And then finally, Metaconversions API. This allows marketers the ability to safely share first party data with meta so they can better understand if their ads, um, are converting. So that's a little bit about what's new with data cloud, but I want to take it a step deeper and unpack how data cloud works. So data cloud connects data through connectors and this covers everything from Salesforce apps to third party data lakes, all without data duping. And this is thanks to xerocopy. And this all includes unstructured, um, data as well. So think maybe an email or a knowledge article. And data cloud allows you to then harmonize all of that data into one metadata model and unified customer profiles. These can then be activated anywhere, across apps, um, across agents, across insights. No one else in the industry can do this the way we do. And that's because Salesforce is built on metadata. Now metadata may sound like a complex term, but it's really quite simple. Metadata is just context about data. It's what gives it meaning. If I were to show you five random numbers, you wouldn't know without the right context if I was talking about a price or something else. Computers are the same. They don't know unless we tell them. We need computers to tell the metadata that these numbers actually represent a zip code. Now, metadata, really, in its most simple terms, just translates that raw data into contextual information that can be used anywhere inside of Salesforce. Now, all of this data and metadata is what makes AI

effective in the business context. If you were to ask chat GPT about your campaign performance, let's say you probably won't get a very good answer. That's because Consumer AI doesn't know anything about your campaign performance, or at least we hope not. With Salesforce, you can safely insert important business data in context into every prompt you create. And you can do this through a technique called retrieval augmented generation, or rag for short. Essentially, this is just data added to a prompt to give the AI hints. And don't worry, when you send that prompt to a large language model, we ensure that none of your data is retained or stolen by that model. It remains your data. Okay, so that's why we built data cloud, how it works, how it makes AI more effective. But there's one more thing. Data also makes analytics better. So I am so excited to announce Einstein marketing intelligence. This gives marketers one place where they can go to optimize, spend, or improve campaign performance. And thanks to the power of data in AI, it automates the preparation of all of their data and analytics. And this will go in February. All right, so enough of me talking about what's new. Who's ready to see a demo? Yeah. So I am joined today by Andrew and Cassandra, our amazing demo drivers. Let's give them a hand, everyone. And for this demo, imagine I am a marketing manager at Elektra, which is a fictional automotive company. If the vroom didn't give it away. Are you guys ready to roll? Awesome. Okay, so what you're seeing here is Einstein marketing intelligence, which I just announced. Now, what makes this so cool is that it gives me one place where I can go to solve one of my top challenges, which is proving marketing ROI and impact. And if I want to go in here and, you know, add, um, or change a KPI, I can do that in just a few clicks. So here, I'm actually going to edit the revenue target that I have for my quarter. All right. Now, if I want to see how my overall campaigns are performing or not performing, I can simply go into the intelligence home screen. It's a good thing I did, too, because it looks like I'm not quite on track to hit that revenue target that I just updated. Thankfully, you guys, I am no longer in this loan. I have now got agent force campaigns, and my agent is recommending a way to get back on track by targeting high lifetime value customers with a promotion for snow tires. This sounds like a great idea to me because it's going to help me drive those installation appointments. So let's go ahead and click over to the marketing home screen to kick off this campaign. Now, first things first, marketers know we need a campaign brief. I can use natural language prompts to describe exactly what I want here, give my goals, give my guidance, and my agent is going to ground that prompt in data from data cloud to create that brief. And just like that, I have got everything from a target segue to key messages. This is amazing. I can continue to edit or modify this if I want, but for this case, it's looking great. So let's just hit confirm. Now, I want to create that segment that was recommended in that brief. So again, I can just use natural language prompts to describe the target audience I want, and my agent is going to translate that into the appropriate segment attributes. This is awesome for marketers like me who don't know SQL. Not to mention it's a huge time savings. Okay, I've got my target audience. Now I want to turn my attention to the content. So here, my merchant agent trying to help me hit that revenue target, remember that I said in the beginning, has analyzed all the data in data cloud and is recommending a, uh, 20% off

promotion to help me drive conversions for this snow tire campaign. This seems like a no brainer. I mean, who doesn't love a good promotion, right? So let's go ahead, hit confirm and then activate. Now, final step here. I want to click into that draft email that was automatically created based on that campaign brief. So clicking in here, this is looking pretty good, but I want to make it maybe a little easier for marketers to quickly understand the benefits of these snow tires. So I'm going to describe what I want. I think maybe let's add like three columns, make it a little easier to read a lot of block text there. Let's give our agent a second to think. Boom. This is incredible. You guys together, me, you agents, we have created an entire end to end campaign in just a few minutes. But before I get too excited here, I need to do my last final step and send this over to my team here for their final approval and sign off. Um, do you guys mind taking a look at what I just sent you? Well, I just watched you do it.

Speaker F

00:29:56

Live in real time and it looks good to me. So I'll go ahead and hit approve.

Speaker A

00:29:59

Awesome. Ah, thanks, guys. What you just saw here is the power of data AI and humans working together to grow relationships and revenue. Now to tell us more about agents and how data power's personalized activations anywhere, I'd like to hand it over to SVP and GM of commerce cloud, the king of commerce himself, Michael Afrancy.

Speaker F

00:30:25

All right, coming over for the high five. Kelly, great job. How are you guys doing? All right. I am apparently the king of commerce. Uh, I found that out this morning. So, um, nice to see you guys. I'm very excited to be here and to be sharing the stage with my incredible colleagues from the marketing cloud team because for years we've been working to blend the lines between the clouds and I can think of no two clouds that belong better together than marketing and commerce. Steve and I like to joke that, uh, inside Salesforce, they're the peanut butter and jelly of the C 360 portfolio. And I really believe that because we have so much more that we're going to be able to do together now that we're on the Einstein one platform. Okay, I am very excited to introduce you to our agents built on the agent Forest platform. First up, from marketing cloud, we have our new campaign agent. This helps you build, define and automatically optimize your campaigns as they're running. It's an incredible experience that builds on everything Kelly showed you to help make marketing even more useful and productive for your users. Our personalization agent, launching next summer is going to enable real time personalization on every channel that you operate on in real time. And this is a service that every salesforce application will be able to use and it's really, really powerful. Next, we've got some agents for commerce. First is our merchant agent. This helps you use a conversational interface to set up your stores,

manage your product descriptions. Like Sarah was telling you, optimize your SEO. It's truly the merchant assistant we've always dreamed of. Now on the buyer side, we've worked with customers in both the B two B and B two C space to build our new buyer agent. The buyer agent helps our B two B customers do things like use photos and text messages to reorder their b two b products without having to call an agent or even send an email or a fax. In some cases, our personal shopper is really, really cool. This is something that mimics the best in store associate that you've ever worked with and brings it to the digital channel directly online. It's truly an incredible experience to interact with one of these and we've been co building them with customers like Saks that you saw in the main keynote. Now, all of these agents are an incredible way to augment and extend the capabilities of our marketing and commerce cloud platforms. Now, agents can seem pretty futuristic. I know you've heard a lot about it this week, so similar to what Kelly did with data cloud, I want to unpack a little bit of how agents work, because when you look underneath the covers, it's really interesting about how they think, because that's what they do, they think. So when your customer has a question, like from an electra perspective, will this new fifth generation car charger work for my car? That's a pretty common question. So they ask the chat, the agents kick in, and it notices that it needs to go gather some data. So it goes and uses data cloud and our rag system and all of our ability to retrieve data from across your ecosystem to pull things like your purchase history, your customer profile, different discounts that are available for those products, and even whether or not there are knowledge articles that it can pull content from. So once it assembles all that content, it begins to develop an action plan. And those actions could be determining the correct part to tell the customer whether or not they're eligible for any promotions or whether or not maybe they get free shipping. Now, like any proper business, we have to go through some guardrails before we can just start answering our customer. And the guardrails process is critically important to our principle of trust, because it's where as a business, you can encode logic like no customer, regardless of loyalty tier, can get more than two promotions and free shipping at once, right? Common patterns that we think about to maximize margin and revenue. So once it goes through the guardrails process, it delivers an answer, which is to the customer. In this case, yes, the fifth generation car charger will work for your car. And here's free shipping. It's pretty cool, right? You can see how it actually starts to think using the data within your organization and really accelerate the ways your customers get the answers that they need. Now, the reason I think agent force is really cool is because what it does to personalization, now, I think personalization is important to pretty much everyone in this room, right? Or else you wouldn't be in this keynote, is that right? And the reason agent force is transformative personalization is because it takes the work of personalization out of the edge, as we call it, where disconnected systems are having to deliver personalization in the channel they're servicing versus what agent force does, is it brings that personalization logic into salesforce, even deeper into our core, right next to your unified customer profile and inside of the c 360 applications like marketing and commerce, meaning that personalization can happen on every channel in real time. It's really incredible to watch. Now to take advantage of this.

We've been working on some really cool technology inside the marketing and commerce clouds to take the best use of our new agentforce platform. The first is unified conversations for SMS. This is a big one and I know there's a lot of people who have been working on it really, really hard. And this allows any one way promotion coming out of marketing cloud on an SMS number to turn into a two way conversation with your customer. All they have to do is respond back and ask a question. This is super powerful because it enables you to start having that conversation without having to say here's a response, click this link, start up another chat. You guys know how broken those flows can feel when you're interacting with a customer. Now the other technology we've been building that helps make agent force even more powerful is Salesforce checkout from commerce cloud. This is a brand new checkout experience that we've built that powers our b, two b and d, two c storefronts. But we've also built into the Salesforce platform. So if you have any salesforce code running anywhere and you want to take payments, you can now embed the checkout module and take those payments directly from your customer. We've got built in one click checkout partnerships with Amazon and Stripe link and the ability to bring your own provider from both stripe. And starting this week again, it actually helps increase our customers conversion by up to 20%. Now what I'd love to do for you guys is show you this in a demo. Is that cool? We're going to bring all this stuff together. All right? And I'm actually going to. There we go. I have to say, this is just me getting personal for a second. This is probably the agent force technology and over the 23 years I've been building software, I'm not that old, I promise. It's probably the coolest technology that I've ever worked on. So I asked the team if I could demo today to all of you guys, the tech and we're going to do that together.

Speaker B

00:36:59

Sound good?

Speaker F

00:37:00

All right, here we go. So let's put our electra headspace back on and I'm going to pretend to be a valued electra customer and I've got one of their Electra 500 vehicles. Now what we're looking at first is flow and this is a flow that Electra uses to make sure that customers like me are reminded of something very important in owning a car, which is when you have a service appointment coming up. Right? So if you look up here, it's actually detecting when the service appointment is going to be happening. It starts an sms message and it begins to wait for that response. So now let's go take a look at what my experience is going to be as an Electra 500 customer. All right, here is my phone. I've got that sms that just came out telling me I've got this appointment reminder. It's done a really cool thing. It's pre holding a spot for me. I checked my calendar and that actually works. So I'm going to say confirm. Okay, step one complete. I've got my service appointment booked. Now watch this. I'm about to turn this into a two way conversation because the flow is asking me, is there anything else I can help with? And there actually is.

I live in New York City. The winters are pretty terrible on my car and last season beat them up pretty bad. So I want to get some new tires to help make sure I survive winter in Queens. Now, the issue is I don't really know anything about tires, so I'm going to take it up on its question and ask for some help. Let's get some new tires for driving in the snow. Now the agent first turned that into a two way conversation and then noticed that I asked a question that had something to do with buying a new product. So the shopper agent kicks in and it pulls directly from the commerce database. The fact that these new all terrain snow tires would work great for my car and because it doesn't want to make me have to switch screens, it pulls the product image directly out of the product database. It pulls a really rich product description and even the fact that I have a four pack promotional offer there. Some customers don't like to buy one shot promotion. So there's a link that takes me to a personalized microsite where I can go look at alternative tires that also work with my car. Now also, check this out. If you notice, it's not asking me for a payment method because Salesforce checkout has a wallet built into it that Elektra is taking advantage of. So all of my save payment methods are already in my electra account and I'm simply going to say yes. I like those snow tires. They work great. Okay. They're going to arrive on September 25. Okay. Now, because I'm a platinum customer of electrum, Elektra wants to make sure that whenever they have an interaction with me that goes positively, they can follow it up with a really personal touch. And in this case, it's a real live agent. Okay, so it's asking me, do I want to be transferred? And I'm going to say, yeah, so far, things are going well. Let's do that. So now I want to show you something that's been happening on the back end. Here we go. Everything that I've been doing, every click inside that SMS conversation, the fact that I confirmed buying the tires that were suggested to me by the agent, that I didn't look at the alternatives, and the fact that I took the promotional offer is all tracked inside of data cloud. What's more, this data cloud profile, as Kelly talked to you about, is available to everyone inside Elektra, including the real life service agent played by my good friend, Cassandra, who's going to help me out with this response as part of.

Speaker G

00:40:16

Elektra's platinum service team. M. I'm delighted to help you out today, Michael. Here in the service console, I can have a complete history of your view with Elektra. Not only do I know that you are a loyal platinum member, but I can also see your history and that agent conversation earlier. I also know that you've shown interest in ski racks. And because you're that special loyalty member, let's offer Michael a ski rack promotion. So, Michael, would you like to. How do you feel about that special promotion?

Speaker F

00:40:51

I think that sounds good. I actually am tired of sticking my skis in the back of my car. So let's get that ski rack. That would be great. And just like that, the order link that Cassandra was talking about from the Einstein recommendation is sent directly into the text

message. So now let's slide back over to my phone and show you guys that that conversation continued. I had that great interaction with Cassandra, and I just got that order confirmation. And most importantly, I never had to read any payment information because it was simply added to my existing order. And if I click on this order confirmation link, I'm going to see that I have a great personalized confirmation email. I can track my shipment, and I see both the ski rack and my new awesome winter tires. Isn't that cool? All right, the last thing I want to show you guys is a little more flow. Oh, wait a minute. We have the fastest shipping known on the planet. This is great. There we go.

Speaker B

00:41:51

Thank you, guys.

Speaker F

00:41:52

I really appreciate it. If you could mount them up, that would be great. Thank you very much. Some really nice tires, actually.

Speaker B

00:42:00

That's cool.

Speaker F

00:42:01

All right, the last piece I want to show you, if we go back to flow, is the fact that everything that we just did is running inside of Elektra's flow and allows yem to personalize every part of that interaction, which is a really critical part of the entire experience. All right, so now that we've seen how unified SMS, our agent force, and our salesforce checkout come together. Steve, where are you?

Speaker B

00:42:23

Right here. There you go.

Speaker F

00:42:25

All right.

Speaker B

00:42:26

Yeah. So, actually, I think what we've just seen is incredible, but I think we can go one step further with this. All right, let's do it. Um, one of the things I hope you're all seeing is that the lines have now blurred. This is allowing you to be able to not ship your to the customer, but to create a relationship with your customer that goes across any of the organizational structures you have and to make sure you're giving them the best possible experience, no matter how they engage. So I'd like to ask the help of our trailblazer

community here. Where are you at? Hear it. All right. Okay, great. So, trailblazer community, these guys are out helping us every day, making sure that we get feedback on products and helping all of you to be able to engage with our products as well. So thank you. And I'd like to ask for some special help here from Tasha. So Tasha was one of our, um, one of our team members last year who helped. Look at this golden hoodie here. Um, she was awarded the golden hoodie for the great works that she's been doing in the community. And what Michael just showed us, we want to do live right here. So actually, everybody in the trailblazer community, if you want to take your phones out as well, you're all engaged in this. And Tasha, if we can get, uh, David with a steadycam here to look over the shoulder here. Tasha, uh, is getting the message that, uh, is coming from the system, and it's asking, what was your favorite thing here in the keynote? So how did you respond? I responded, Fisher and Paykel. Fisher and Paykel. Awesome. So you got a chance to see the message there, and how has it responded to you? So it says, thank you for sharing. If you're interested in learning more about Fisher and Paykel story, you can catch it on Salesforce plus. Sorry we didn't have the microphone up here. My apologies. But we got a chance to see the response back here as well. Now, let's go to the screen for a second here, because what's happening behind the scenes is that this interaction, it was sent out as a marketing message, and it's not done by a whole bunch of if then statements. This isn't a typical chatbot. Look at the screen up here. All these instructions are just simple guides for the agent. The agent is referencing the history that Tasha has with this brand. The agent is looking at the guidelines here, and it is literally just taking these guidelines, these instructions, and having a conversation with Tasha here. Now, even cooler, if Tasha responds back with something that it can't do, it's going to respond back with something that will guide back to a service agent that can help take that to the next level. So this, I hope you've all seen, is live. It's real, it's exciting, and it blurs the lines across the entire customer experience. So thank you, Tasha, for helping us out with this, and thank you, everybody. Appreciate that. Okay, we're gonna. Well, first, before we jump in the wrap up here, I also would just want to say thanks again to our trailblazer community. You all do so much for us and for the community. Thank you so very much. Okay, Michael, let's wrap this up.

Speaker F

00:45:17

Sounds good.

Speaker B

00:45:18

Keep the audience going here and wrap it all up.

Speaker F

00:45:21

All right. Well, uh, Steve, we talked about a lot of cool stuff today. I know there was more than enough that we could fit inside the presentation today. So I'm gonna ask you, what's

your favorite thing that we didn't talk about that you want to share with the team?

Speaker B

00:45:32

Yeah. I loved everything we did there. The one right in the middle, Einstein personalization for web. We launched this in June, and this is a technology that makes personalization possible from marketing to commerce. Exactly the same system to service to sales, the same system all connected back through data cloud. So I'm really excited about that.

Speaker F

00:45:52

I love that.

Speaker B

00:45:52

How about you?

Speaker F

00:45:53

What's your favorite man? I was back and forth up until, like, five minutes ago. So I'm going to go with our new commerce business manager UI for all of our b two C enterprise customers. This has been a long ask for voice of customer request. We have completely redesigned the interface. It's faster, easier to use, inline search. Our customers are already loving it. So this has been a really big boon for us this year.

Speaker B

00:46:12

It's an incredible array of innovations. Um, takeaways. What do we want the audience to walk away with today?

Speaker F

00:46:18

Oh, it's a really good question. We've got three big takeaways for everyone to take with them on their journey for the rest of the week. First, marketing and commerce, as we both showed, are made better by data cloud personalization activation. Every experience being unified. Number two, agent force scales teams automates your personalization and helps you increase revenue. Right. And number three, only Salesforce can connect every department and every interaction across the entire customer lifecycle. It truly is the perfect union of marketing, commerce and data cloud. What everyone just saw. Isn't that exciting?

Speaker B

00:46:51

Absolutely. And we hope you all remember these things. And as you walk out, we'll go to last screen here. Please take a moment, use the QR code up on the screen. Um, and give us some responses back here. Tell us how this worked for you. If you want us to do

different things in the future and on us, get a coffee for filling out the survey as well. And thank you to all of you for being here. We hope you have an amazing rest of the day. And thank you for being at Dreamforce.

Speaker F

00:47:14

Thanks guys.

Speaker B

00:47:20

Hey trailblazers, thanks for joining us. We'd love your feedback on today's keynote.

Speaker A

00:47:26

Use this QR code.