

Future-Ready AI on Salesforce Data 360 + Agentforce

- *Real-time intelligence*
- *Personalized engagement*
- *Autonomous processes*

Birlasoft's dedicated Agentforce CoE blends deep Salesforce Data 360 and Agentforce expertise to build POCs and production solutions for real-time intelligence, personalized engagement, and autonomous business processes — across Manufacturing, BFSI, Life Sciences, Energy & Utilities, Media, and Hi-Tech.

100+ Salesforce Certified
Agentforce Specialists

40+ Salesforce Certified
AI Associates

80+ Salesforce Certified
Data 360 Consultants

Data 360 Expertise

- » Data 360 implementations across Media, Financial Services, and Manufacturing
- » Zero-copy data unification powering Sales, Service & Agentforce on one profile
- » Merchant performance & GMV growth tracking on unified Data 360 analytics
- » Customer 360 view & real-time segmentation for targeted campaigns

Agentforce Expertise

- » AI-powered assistants for Sales, Service, and Partner channels
- » Implementations in Manufacturing, Television Broadcasting, Medtech, and BFSI
- » Drives growth, enhances customer experience, and improves partner engagement
- » Production rollouts plus rapid PoC delivery

Innovation Spotlight: Agentforce Use Case Challenge

An internal initiative inviting our Salesforce Practice to design next-gen Agentforce solutions across Life Sciences, Manufacturing, BFSI, and Energy & Utilities — strengthening Agentforce skills and surfacing AI-driven ideas for real business problems.



MEDIA

Leading Broadcasting Network

Challenge

Sales teams relied on fragmented data and manual analysis to understand accounts, opportunities and campaign performance, thus slowing decision-making.

Solution

Implemented Agentforce with:

- Customer - 360 Pulse Button for one-click AI summaries
- ALF Insights Agent for 3rd-party data and conversational AI
- Einstein Next Best Actions for meetings, tasks, and follow-ups

Impact

- Faster decisions with real-time insights
- Less manual effort & analysis
- Unified AI experience inside Salesforce



HI-TECH

Global Hi-Tech Company

Challenge

Sales teams lacked pipeline visibility due to inconsistent CRM data, and customer insights were scattered across Teams, Slack and Salesforce.

Solution

Agentforce-powered sales assistant for:

- Pipeline inspection, record summaries, and opportunity prioritization
- Auto-capture of meetings from MS Teams & Slack
- Guided knowledge access with market and product intelligence

Impact

- Improved forecast accuracy by 20%
- Faster follow-ups
- Higher win potential



FINANCIAL SERVICES

Financing, Leasing & Insurance Provider

Challenge

Customer service relied heavily on manual processes, which resulted in long turnaround, high effort, and inconsistent UX.

Solution

Agentforce assistant integrated with core financial systems for:

- Account access and document generation
- Self-service actions and FAQ handling
- Intelligent escalation

Impact

- Reduced case resolution time by ~40%
- Reduced manual workload
- Conversational self-service



RETAIL FINANCE

Leading Retail Finance Company

Challenge

Partner Onboarding relied on lengthy forms and manual processes, leading to drop-offs, slower conversion, and limited scalability, and lacked.

Solution

Implemented conversational AI agent to:

- Streamline partner onboarding and qualify leads
- Recommend relevant products and offers
- Capture partner insights for sales teams, and 24x7 partner support

Impact

- Simplified onboarding & accelerated lead capture
- Shorter sales cycles
- Higher cross-sell and productivity

Partner with Birlasoft

Build your next Agentforce solution - from PoC to production - with our certified CoE.

Birlasoft | Salesforce Practice | Agentforce Center of Excellence

Powering Progress

Birlasoft combines the power of domain, enterprise, and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design-thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion-dollar diversified CKA Birla Group, Birlasoft with its 11,500+ professionals, is committed to continuing the Group's 170-year heritage of building sustainable communities.

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RESOURCES