myridius

Revolutionizing Customer Experience with Salesforce Agentforce & AI Assist
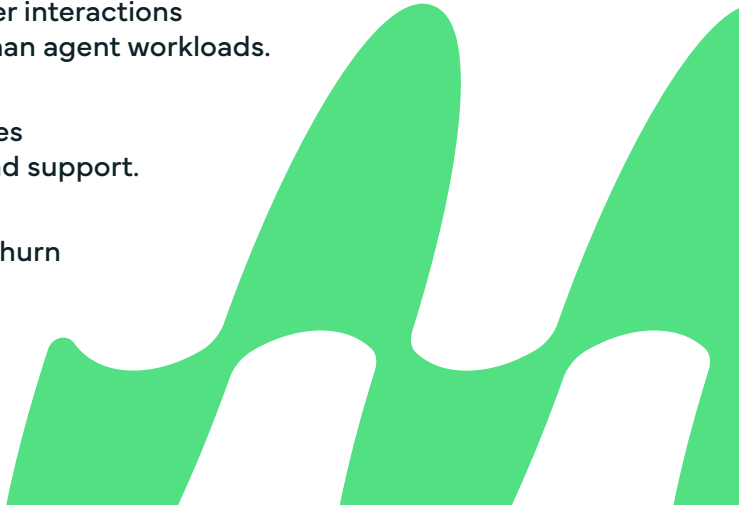
1. Introduction

As businesses navigate an increasingly digital landscape, Agentic AI is redefining the customer experience (CX). Unlike traditional AI, Agentic AI can autonomously execute tasks, adapt in real time, and optimize interactions across multiple touchpoints. This shift is not just about automation—it's about creating frictionless, hyper-personalized, and proactive customer journeys.

Salesforce Agentforce is at the forefront of this transformation—bringing together AI, Ddata, and CRM to create hyper-personalized, proactive, and scalable customer engagement strategies. By embedding Agentic AI into Salesforce's Customer 360 platform, organizations can unlock new levels of efficiency, personalization, and customer satisfaction.

This white paper explores how Agentforce enhances the customer experience and introduces Myridius AI Assist— – a concierge that helps firms get the best out of Agentforce.

2. The Rise of Agentic AI in Customer Experience

With 70% of businesses investing in AI, organizations are moving beyond simple chatbots to AI-driven, intelligent customer engagement. Agentic AI acts as an intelligent co-pilot, making real-time decisions, anticipating needs, and enhancing efficiency.

- **AI-Powered Assistance**
  Virtual agents are projected to handle 95% of customer interactions by 2025,—resolving routine queries and reducing human agent workloads.

- **Contextual Personalization**
  AI-powered insights boost customer satisfaction scores (CSAT) by 25%, ensuring tailored recommendations and support.

- **Proactive Engagement**
  Predictive AI anticipates customer issues and lowers churn rates by up to 15%, strengthening brand loyalty.

3. Agentforce | Your Trusted AI Agent

Powered by Salesforce, Agentforce leverages AI to transform customer engagement—making service, sales, and marketing more intuitive, predictive, and fully automated. Built on Salesforce AI, Data, and CRM, it integrates seamlessly with existing customer data, enabling businesses to:

- **Predict & Personalize**
  Use real-time AI insights to anticipate customer needs and offer tailored solutions.

- **Automate & Accelerate**
  Reduce manual effort by automating workflows, case resolution, and personalized outreach.

- **Empower Agents & Customers**
  Equip customer service teams with AI-driven recommendations while enabling self-service capabilities for customers.

- **Seamless Omni-Channel Engagement**
  Provide consistent and intelligent experiences across chat, voice, email, and social platforms.

By embedding Agentic AI into Salesforce's ecosystem, Agentforce ensures that AI is not just an add-on,—but a deeply integrated, business-driving force.

4. From Chatbots to Agentforce | The Next Step in AI Evolution

As customer expectations evolve, businesses need more than just rule-based chatbots to provide seamless, intelligent, and proactive support. Agentforce represents the next generation of customer experience, going beyond scripted conversations and static screens to anticipate, act, and optimize interactions autonomously.

FEATURES	TRADITIONAL CHATBOT	AGENTIC AI FOR CUSTOMER EXPERIENCE
Customer Interaction	Follows predefined scripts, handles FAQs	Engages in natural, adaptive conversations with real-time learning
Personalization	Generic responses based on static rules	AI-driven, hyper-personalized recommendations based on customer history and preferences
Proactivity	Responds when prompted	Predicts customer needs and initiates helpful interactions
Multi-Channel Support	Limited to a few platforms	Seamless, AI-driven engagement across voice, chat, email, and social
Task Execution	Limited to answering questions	Automates entire workflows—resolving support tickets, processing refunds, and updating customer data
Integration with CRM & Data	Basic CRM lookups	Deeply integrates with Salesforce, leveraging Data Cloud and Einstein AI for a unified 360° view
Escalation to Human Agents	Requires manual handover	Smart escalation with full context, reducing agent workload
Handling Complex Workflows	Cannot execute multi-step processes; relies on human intervention	Automates entire workflows—from support ticket resolution to order modifications, refunds, and case escalations

Agentforce delivers a next-gen customer experience,— far beyond what traditional chatbots offer.

5. Introducing AI Assist – Your Concierge for Seamless Experience

Powered by Salesforce, Myridius AI Assist platform is designed to supercharge customer engagement, streamline operations, and drive intelligent automation across industries. Whether you're in Financial Services, Manufacturing, Travel, Healthcare, or Hi-Tech, AI Assist provides the tools, intelligence, and automation needed to deliver next-gen customer experiences.

AI Assist Platform Capabilities

- **Industry-Specific AI Agents**
  Supporting industries like Financial Services, Manufacturing, Travel, and Healthcare.

- **Extensive AI Use Cases**
  Covering client onboarding, travel assistance, dealer onboarding, service inquiries, and smart technician support.

- **Seamless Salesforce Integration**
  A perfect fit for Salesforce customers looking to jumpstart their Agentforce journey.

Key Features of AI Assist

1. **Comprehensive AI Hub**
   A unified platform with 12 intelligent agents.

2. **Extensive Use Case Library**
   50+ pre-built Agentforce use cases for rapid deployment.

3. **Multi-Cloud Compatibility**
   Supports 15+ clouds, including Industry Clouds.

4. **Industry-Specific Expertise**
   Designed for five key industry domains.

5. **Fast Deployment**
   Get started with AI Assist in just one week.

6. Agentforce AI Assist Industry Impact Matrix

The Agentforce AI Assist Industry Impact Matrix highlights how AI-driven interactions, intelligent insights, and seamless collaboration transform key industries. By integrating Salesforce AI, Data and CRM, Agentforce optimizes client experiences, enhances service efficiency, and drives data-powered decision-making across Financial Services, Manufacturing, Travel, Hi-Tech, and Healthcare.

Industry	Client Experience (Marketin+ Sales Cloud + Experience Cloud)	Service (Service Cloud + Field Service)	Collaboration (Slack + Experience Cloud & MuleSoft)	Insights (Data Cloud + Einstein AI + Agentforce AI Concierge)
Financial Services (FSC, MuleSoft)	Agentforce AI Advisors deliver hyper-personalized investment strategies and next-best actions	Agentforce AI Bankers automate loan approvals, KYC verifications, and customer onboarding	AI-powered financial concierge via Slack & and self-service client portals	AI-driven fraud detection, credit scoring, and wealth prediction models
Manufacturing	Agentforce AI Sales optimizes dealer engagement, pricing, and demand forecasting	Smart technician AI assists in predictive maintenance & and automated service scheduling	Real-time supply chain collaboration via Slack & and digital experience portals	AI-driven production planning, inventory forecasting, and supply chain risk mitigation
Travel & Hospitality	AI-powered concierge delivers real-time travel updates, and itinerary recommendations	Automated booking modifications, cancellations, and customer service	Seamless guest experience via Slack-integrated AI chatbots, and self-service portals	Personalized upselling recommendations, and predictive customer sentiment analysis
Hi-Tech	Agentforce AI Partners optimize B2B sales, subscription renewals, and account-based marketing	Automated technical support, product troubleshooting, and AI-powered self-service	Collaboration hubs for developers and partners with Slack and MuleSoft integrations	AI-driven product analytics, usage insights, and customer health scoring
Healthcare	AI-driven patient engagement tools for personalized health recommendations	AI-assisted claims processing, appointment scheduling, and insurance verifications	Integrated patient-provider collaboration via AI-enabled Slack workspaces	Predictive analytics for patient health, early diagnosis, and hospital resource optimization

7. Conclusion | Elevate Your Customer Experience with Agentforce + AI Assist

To stay ahead in an AI-driven world, businesses must move beyond traditional customer engagement and embrace intelligent, proactive, and hyper-personalized AI solutions.

Salesforce Agentforce delivers predictive, automated, and omnichannel customer engagement, seamlessly integrating with Salesforce AI, Data, and CRM.

Myridius AI Assist enhances this transformation by providing a ready-to-use platform with pre-built AI agents, industry-specific use cases, and rapid deployment capabilities.

With AI Assist, businesses can:

- **Accelerate AI adoption** with 50+ pre-built Agentforce use cases
- **Achieve faster ROI** by implementing AI-driven solutions within just one week
- **Leverage deep industry expertise** to enhance CX across Financial Services, Manufacturing, Travel, Healthcare, and more

Now is the time to revolutionize customer experience with AI Assist and Agentforce.

Ready to get started?

Let's explore how AI Assist can power your Agentforce journey.