

# Salesforce AI product updates

## Artificial Intelligence - Powerful AI Solutions

<https://www.salesforce.com/artificial-intelligence/>

- **Product Updates:** Salesforce has expanded its AI capabilities across multiple sectors, enhancing product functionalities like Sales AI for real-time predictions and automated sales processes, Customer Service AI for personalized support experiences and case resolution summaries, and Marketing AI to drive personalization and scalability. Additionally, Commerce AI provides tools for personalized ecommerce experiences, including automatic product descriptions and recommendations.
- **Business Moves:** Salesforce is heavily investing in expanding its AI-driven platform, notably integrating Einstein's generative and predictive capabilities across their ecosystem. These include new features like the Agent Builder for workflow automation and the Prompt Builder to enhance task completion, showcasing a commitment to deeper integration of AI within their core services.
- **Partnerships and Case Studies:** Salesforce highlights collaborations with major companies such as RBC US Wealth, General Mills, Uber Eats, and Schneider Electric, illustrating how their AI solutions are tailored to tackle specific industry challenges and enhance operational efficiency across diverse fields.

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## Artificial Intelligence Archives

<https://www.salesforce.com/news/topics/artificial-intelligence/>

- **Product Development:** Salesforce has introduced new flexible pricing for its Agentforce platform to support the digital labor revolution, enabling businesses to scale across evolving use cases and AI strategies.
- **Acquisition:** Salesforce has signed a definitive agreement to acquire Convergence.ai, indicating a strategic move to bolster its AI capabilities and integrate advanced AI solutions into its offerings.

- **Research and Focus Areas:** Salesforce emphasizes the importance of a strong data foundation and governance capabilities as essential elements for businesses securely implementing Agentic AI, highlighting its focus on trust, security, and governance in AI development.

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## Salesforce Introduces New Flexible Agentforce Pricing

<https://www.salesforce.com/news/press-releases/2025/05/15/agentforce-flexible-pricing-news/>

- **Introduction of Flex Credits:** Salesforce has launched Flex Credits, a new consumption-based pricing model for Agentforce, allowing organizations to pay for specific actions rather than per conversation. This model ties costs directly to business outcomes, enhancing flexibility and scalability of AI investments.
- **Flex Agreement for Investment Shifts:** The Flex Agreement provides customers with the ability to convert between user licenses and Flex Credits, enabling greater adaptability in managing both human and digital labor resources. This strategic flexibility supports evolving business priorities and expenditure efficiency.
- **Agentforce User Licenses and Add-ons:** Salesforce introduced new Agentforce user licenses and add-ons with a per user per month pricing approach. These offerings are designed to facilitate the widespread use of AI agents across departments, promoting unlimited agent usage and integration with platforms like Salesforce and Slack.

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## Release Updates

<https://help.salesforce.com/s/articleView?id=release-notes.rnru.htm&language=enUS&release=244&type=5>

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## Einstein Generative AI Features

<https://help.salesforce.com/s/articleView?id=release-notes.generativeaifeatureoverview.htm&language=enUS&release=246&type=5>

- **Product Update: Enhanced Scheduling Capabilities**

Salesforce has introduced several updates to the Salesforce Scheduler, including improved lobby management for in-person appointments and tools to manage recurring shifts more effectively. These enhancements aim to streamline customer engagement and operational efficiency.

- **User Experience Enhancements**

The Winter '24 release includes general UI improvements such as better color contrast in user interface elements and the ability to disable keyboard shortcuts. These changes are designed to provide a more accessible and customizable user experience.

- **Security and Access Control**

The release notes signal continued enforcement of Multi-Factor Authentication (MFA) to enhance security. It also introduces new features like setting a password or expiration date on public links to Salesforce files, showing a strong focus on strengthening data security and access control measures.