

# Salesforce Agentforce Licensing and Industry Comparison

## Salesforce Editions and Agentforce Compatibility

Salesforce **Enterprise Edition or higher** (Enterprise, Performance, Unlimited, and new Einstein 1 / Agentforce 1 Editions) supports Agentforce. **Professional/Starter editions** do *not* have Agentforce access <sup>1</sup>. All Enterprise+ customers get a **Salesforce Foundations** add-on (\$0 SKU) that unlocks Agentforce with a free starter allocation (e.g. 100,000 Flex Credits or 1,000 conversations) <sup>2</sup> <sup>3</sup>. Developer orgs can enable Agentforce for testing (e.g. “Agent Versions” feature is visible in Enterprise, Performance, Unlimited, and Developer orgs) <sup>4</sup>. The table below summarizes Agentforce availability by org type:

Salesforce Edition	Agentforce Availability	Notes on Licensing & Features
<b>Professional / Starter</b>	<b>Not supported</b>	Cannot enable Agentforce in these editions <sup>1</sup> . Upgrade or use Foundations trial needed for AI features.
<b>Enterprise Edition</b>	<b>Supported</b> (Incl. free credits)	Qualifies for 100k free Flex Credits via Foundations <sup>5</sup> . Can purchase conversation or Flex licenses. Add-on or 1 Edition available.
<b>Unlimited (Performance)</b>	<b>Supported</b> (Incl. free credits)	Same as Enterprise; Unlimited’s price was increased in mid-2025 to push new Agentforce 1 Edition adoption <sup>6</sup> <sup>7</sup> .
<b>Einstein 1 / Agentforce 1</b>	<b>Natively includes Agentforce</b>	New top-tier edition (\$550/user/month) bundling Agentforce usage and extras (details below) <sup>8</sup> .
<b>Developer Edition</b>	<b>Supported (for development)</b>	For testing only; not a commercial license (Agentforce features visible in Setup for dev orgs) <sup>4</sup> .

## Agentforce License Models per Edition

Depending on the org type, customers can choose among several Agentforce licensing models. **Enterprise and Unlimited orgs** can opt for consumption-based pricing (Flex Credits or legacy conversation-based) or new user-based licenses, while lower editions have no access <sup>1</sup>. Key Agentforce license types and their purchase bundles are:

- **Conversation-Based Pricing:** The original model (\$2 per agent **conversation**) <sup>9</sup>. Each 24-hour user session with an AI agent (customer or employee) counts as one conversation <sup>10</sup>. This flat-rate model is **optimized for external-facing customer bots** (single-use case scenarios) <sup>11</sup>. *Availability:* Offered to Enterprise+ customers prior to Flex Credits. Cannot be mixed with Flex in the same org

<sup>12</sup> . Typically purchased as an add-on SKU, billed per conversation usage (Salesforce may negotiate discounts for high volume) <sup>13</sup> .

- **Flex Credits (Consumption Pricing):** Introduced mid-2025, Flex Credits let you **pay per action** instead of per conversation <sup>9</sup> . Each Agentforce action (a discrete task like updating a record or answering a query) consumes 20 credits (=\$0.10) <sup>14</sup> . Sold in **packs of 100,000 credits for \$500** <sup>14</sup> . Flex Credits can cover *both* internal and external agent use cases concurrently, providing more scalability than per-conversation pricing <sup>15</sup> <sup>16</sup> . *Availability:* Any Enterprise+ org can purchase Flex Credits (Salesforce even grants the first 100k credits free via Foundations) <sup>5</sup> . Customers can buy credits upfront or use new **Flex payment models** (commit or pay-as-you-go options launching Fall 2025) <sup>17</sup> <sup>18</sup> . *Purchase model:* Flex Credits can be pre-paid for a term (with discounts) or billed monthly in arrears for actual usage <sup>19</sup> . **Unused credits do not roll over** at end of term <sup>20</sup> .
- **Agentforce User Add-On:** A **per-user, per-month license** that includes **unmetered agent usage** for that user. Announced for Summer 2025 GA, the add-on is priced around **\$125 USD per user/month** <sup>21</sup> . It grants an employee unlimited interactions with Agentforce (no action or conversation counting) and includes extra tools like pre-built role-based templates, Prompt Builder, and Tableau Next analytics <sup>21</sup> . *Availability:* Intended for internal/employee-facing use cases ("Agentforce for employees"), this add-on would attach to a user who already has a Sales/Service Cloud license. It removes usage caps for that user <sup>22</sup> . (This addresses customers who were wary of pure consumption pricing for internal use <sup>23</sup> .) *Purchase:* Add-ons are contracted per named user on Enterprise+ orgs (not available on Flex pay-go models) <sup>24</sup> .
- **Agentforce 1 Edition:** A new **all-in-one edition** that bundles Salesforce cloud licenses with Agentforce. Priced at **\$550 per user/month**, it is "the most robust edition" for Sales, Service, Field Service, or Industry Cloud users <sup>8</sup> . *What's included:* Everything in the Agentforce Add-On (unlimited AI usage, templates, etc.) **plus** core product entitlements. Notably, each Agentforce 1 user license includes **1 million Flex Credits per org per year** (≈50,000 AI actions/year) <sup>25</sup> , **swap rights** (allows converting unused user seats to extra Flex credits or vice versa) <sup>26</sup> , **Salesforce Data Cloud** usage (2.5M data credits/year) <sup>27</sup> , and **Slack Enterprise+** integration <sup>27</sup> . It also bundles certain cloud add-ons (e.g. for Sales or Service Cloud) to justify the higher cost <sup>8</sup> . *Availability:* Generally available from Summer 2025 for Enterprise+ customers, positioned above Unlimited Edition <sup>6</sup> <sup>8</sup> . This edition effectively replaces the need to buy separate licenses – it's a combined CRM + Agentforce super-license.

**Which models each org can use:** Enterprise and Unlimited orgs may choose either **Conversation** or **Flex** consumption models (but **not both at once** in one org) <sup>12</sup> . They can also upgrade to the **user-based** licenses if appropriate: e.g. add specific Agentforce user add-ons for internal teams, or migrate fully to Agentforce 1 Edition instead of Unlimited at renewal <sup>6</sup> <sup>28</sup> . In practice, many customers start with either the free Foundations credits or the \$2 conversations, and later transition to Flex Credits for broader use cases <sup>29</sup> . By late 2025, Salesforce's strategy is to offer maximum flexibility – smaller teams can stick to pay-per-use (credits), whereas large enterprises can opt for unlimited use via user licensing <sup>30</sup> <sup>31</sup> .

## Flex Credit Depletion and the Flex Agreement

When using Flex Credits, running out of credits does **not** cause agents to shut down mid-term. There are **no hard caps or penalties** for overuse: if you exceed your purchased credit allotment, Salesforce will simply

bill the excess consumption **monthly in arrears at the same contracted rate** <sup>32</sup>. In other words, Agentforce continues operating and additional actions are billed at \$0.10 each (or your discounted rate) even beyond your initial pack. Salesforce provides tools like the **Digital Wallet** to track usage and set alerts as you approach your credit limit <sup>33</sup> <sup>34</sup>, so you can top-up proactively. Unused Flex credits expire at the end of the subscription term (no rollover) <sup>20</sup>, encouraging customers to size commitments appropriately.

Salesforce introduced the **Flex Agreement** to add further safety and flexibility. This is a contract framework that lets customers **shift investments between human licenses and digital credits** as needs change <sup>35</sup> <sup>36</sup>. For example, if you overestimated user licenses but underestimated agent usage, the Flex Agreement allows you to *convert unused user licenses into additional Flex Credits*, fueling your AI agents instead <sup>35</sup>. Conversely, if you have excess credits, you could convert them into user licenses or other products. This swap can typically be done at certain intervals without penalty, enabling a form of “license insurance.” The goal is to **provide a fallback**: no value is lost if you chose the wrong mix of seats vs. credits – you can rebalance under the same agreement <sup>35</sup> <sup>37</sup>. In practice, if Flex Credits are depleted faster than expected, a customer could either: (a) pay for overages (as mentioned, billed in arrears), **and/or** (b) invoke the Flex Agreement to shift budget from elsewhere (e.g. trade some traditional licenses for a larger credit bucket) <sup>35</sup>. This ensures continuity – agents won’t pause for lack of credits, and financially the customer isn’t locked into one allocation. **No automatic punitive overage fees** apply beyond the regular rate <sup>32</sup>. Instead, Salesforce’s approach is to allow elastic use and then work with the account team on true-ups or conversions if usage consistently surpasses the commit.

In summary, **depleting Flex Credits does not halt Agentforce** – you keep getting AI assistance and simply pay for the extra actions. The **Flex Agreement** provides a structured way to adjust your license/credit mix, so you can fall back on alternative resources (e.g. converting seats to credits) to cover new workloads without renegotiating a whole new deal <sup>38</sup> <sup>39</sup>. This dynamic model is meant to give customers confidence to experiment with AI agents, knowing they can flex their investment as outcomes dictate.

## Industry-Specific Agentforce Usage and Templates

Salesforce has developed **industry-tailored Agentforce solutions** for many sectors in 2024–2025. These come with pre-built agent templates (“skills” and actions) designed for common processes in that industry, accelerating time-to-value. Below is a detailed comparison across the listed industries, covering which Agentforce license packs or editions are used, the typical AI agents deployed, and the existence of industry-specific templates:

### Automotive

**Agentforce for Automotive** is available as part of Automotive Cloud (industry add-on for Sales/Service Cloud). It provides trusted, pre-built AI agents for automotive use cases <sup>40</sup> <sup>41</sup>. Common license model: Enterprise or Unlimited with Agentforce (often via Flex Credits or included in Industry Cloud bundles). **Pre-built templates/skills:**

- *Proactive Maintenance* – an agent monitors vehicle info to identify issues, schedule service appointments, and send maintenance reminders proactively <sup>42</sup> <sup>43</sup>.
- *Customer Summary* – an AI assistant that instantly summarizes a customer’s profile (vehicle, purchase history, cases) for sales or service reps <sup>42</sup> <sup>44</sup>.
- *Service Processes* – agents that guide service reps through warranty claims, rebate processing, and service task automation <sup>41</sup> <sup>45</sup>. This reduces admin work in service centers.

- *Inventory Management* – AI agent for inventory search and coordination across dealerships/locations <sup>42</sup> <sup>46</sup> . Reps can use natural language to find vehicles or parts in stock, check availability across lots, etc., improving sales and parts operations.

**Agent types deployed:** Automotive companies typically use a mix of **customer-facing bots** (e.g. a dealer website chatbot to answer buyer questions, book test drives) and **employee-facing agents** (e.g. a service advisor's co-pilot in the CRM). The pre-built skills reflect this: one set boosts **customer service** (maintenance scheduling, issue resolution) and another boosts **sales & operations** (inventory lookup, customer 360 summaries). All these are deeply integrated with Automotive Cloud data models for vehicles, service history, etc. <sup>47</sup> <sup>48</sup> . *Industry templates:* Yes – Salesforce provides out-of-the-box automotive agents (the four skills above) that are “AI prebuilt for the automotive industry” so you don’t have to start from scratch <sup>49</sup> . These can be customized via the Agent Builder for any auto-specific workflow.

## Communications (Telecom)

**Agentforce for Communications** is tailored to telco and media service providers (often used with Communications Cloud). It’s sold as an industry AI solution for telecom, likely as part of an Industry Cloud add-on. **Pre-built templates/skills:**

- *Billing Resolution Agent* – helps customer service instantly address billing inquiries <sup>50</sup> <sup>51</sup> . This agent can pull up a customer’s billing details, explain charges, apply credits or fix errors, all in natural language. It reduces wait times for customers who have billing questions.

- *Quoting & Ordering Agent* – assists sales reps or customers in configuring new service orders or quotes <sup>50</sup> <sup>52</sup> . For example, an agent can walk an employee through creating a quote for a new mobile plan or bundle, check availability, and even take an order from a customer chat. This speeds up sales cycles by automating the quote-to-order steps.

**Agent types deployed:** Telcos use Agentforce both in **customer support** (e.g. AI chat that answers tech support queries, or helps customers troubleshoot devices) and in **sales operations** (e.g. an internal agent that helps reps generate offers, or a bot that advises customers on the best plan). The *Communications* pack’s pre-built actions focus on those two high-impact areas: **service agents** for billing and account issues, and **sales agents** for service orders <sup>53</sup> <sup>52</sup> . Industry data models (for subscriber accounts, contracts, etc.) are leveraged so the agents have context <sup>54</sup> . *Industry templates:* Yes – delivered via Communications Cloud integration. The “Billing Resolution” and “Quoting & Ordering” skills come ready-made <sup>53</sup> <sup>52</sup> , and companies like One NZ have deployed these telco-specific agents to enhance service <sup>55</sup> .

## Construction & Real Estate

Salesforce has not (as of 2025) announced a dedicated “Agentforce for Construction/Real Estate” product, but many use cases are addressed via existing clouds (e.g. CRM for Real Estate or Field Service). **Typical usage:** Real estate firms and construction companies leverage Agentforce to automate lead management, client inquiries, and project coordination. For example, in **Real Estate** sales, an AI agent can engage with property buyers 24/7 on websites, answering questions about listings and scheduling showings, freeing agents to focus on closing deals <sup>56</sup> <sup>57</sup> . Internal agents can help realtors by pulling up property comps, client preferences, or even drafting emails. In **Construction/Engineering**, Agentforce often assists with project management tasks: an agent might help file site reports, check inventory of materials, or ensure safety compliance forms are completed via conversational prompts. A key use case is **Field Service** –

dispatching and scheduling crews. An Agentforce field scheduler can optimize routes and timetables for field technicians, a scenario very relevant to construction and engineering services <sup>58</sup> .

**Agent types deployed:** These industries deploy **customer-facing bots** (for prospective buyers/tenants or construction clients to get info) and **employee-facing assistants** (for project managers, site supervisors, etc.). For instance, a construction firm could use an agent to log daily progress reports or query a project knowledge base using natural language. A commercial real estate brokerage might have an agent comb through thousands of property records to find those matching a client's criteria. *Industry templates:* There aren't official Salesforce-out-of-box agents specific to Construction, but partners offer quick-start packs (e.g. Ascendix's "Agentforce Quick Start for CRE") <sup>59</sup> <sup>60</sup> . These include templates for common real estate tasks like **Prospect follow-up** and **Property research**. In nonprofit housing or community development (related sector), Agentforce has been piloted to streamline application processing and FAQs. Overall, this sector's Agentforce adoption often relies on the core Field Service and CRM templates, configured for construction/real estate contexts rather than entirely new industry-specific actions.

## Consumer Goods

Salesforce launched **Agentforce for Consumer Goods** in April 2025, extending its industry AI lineup to CPG manufacturers and brands <sup>61</sup> <sup>62</sup> . This offering is typically an add-on for Consumer Goods Cloud (which covers retail execution and account management for consumer goods companies). **Pre-built agent templates:** It includes AI agents tailored to four core areas of consumer goods operations <sup>61</sup> :

- *Sales Agent:* helps automate routine tasks for field sales or account executives – e.g. checking inventory levels, suggesting orders, or capturing notes from store visits.
- *Key Account Management:* an agent that can prepare account briefs, summarize retailer performance, and even draft QBR (quarterly business review) decks using data, thus reducing admin work for KAMs <sup>61</sup> .
- *Retail Execution:* AI agents assist with retail field activities – for instance, analyzing photos from store shelves (to check planogram compliance), or logging a merchandising visit report via voice conversation. This improves efficiency for reps visiting grocery or retail outlets.
- *Customer Service:* similar to other industries, consumer goods firms use agents to handle customer or distributor inquiries about orders, deliveries, or product info autonomously <sup>61</sup> . For example, an agent can answer a distributor's question about a missing shipment or help a consumer register a product complaint.

**Agent types deployed:** Consumer goods brands deploy **internal agents** heavily – to augment their sales reps, merchandisers, and supply chain teams. A notable template from Salesforce is an agent that automates **product recommendations and trade promotion tasks** without human oversight <sup>63</sup> <sup>64</sup> . For instance, AI can suggest optimal product orders for a store based on historical data, or auto-generate a promotion plan. Many CPG firms also use **partner-facing or retailer-facing bots**, such as an agent embedded in a B2B order portal that helps retail buyers order stock via chat. *Industry templates:* Yes – Salesforce provided a library of pre-configured agents for CG. Achyut Jajoo (SVP at Salesforce) noted that **brands like SharkNinja and RND**C are already using these specialized agents to boost productivity across route-to-market processes <sup>65</sup> <sup>64</sup> . The templates cover common tasks in sales, retail execution, etc., and are built on the Consumer Goods data model (accounts, store visits, promotions) for context.

## Education

**Agentforce for Education** is offered as an AI layer for Education Cloud (used by universities and schools). It helps institutions deploy agents across the student lifecycle <sup>66</sup> . **Pre-built templates/skills:** Salesforce

provides three major use-case agents in this domain <sup>67</sup> :

- *Recruitment and Admissions Agent* – engages prospective students 24/7. For example, an AI chatbot on a university site can answer questions about programs, deadlines, and campus life, or even capture lead info from interested students <sup>68</sup> . This agent leverages knowledge articles and university data to provide instant, personalized responses, reducing the load on admissions staff <sup>69</sup> .
- *Student Success (Advising) Agent* – assists academic advisors and support staff. It can compile a comprehensive student summary (courses, grades, support tickets) to help an advisor prepare for a meeting <sup>70</sup> <sup>71</sup> . It might also guide students through routine processes (course registration questions, financial aid FAQs) so advisors can focus on high-impact mentoring.
- *Advancement (Alumni & Donor) Agent* – supports fundraising and alumni relations by automating tasks like donor prospect research and outreach. For instance, the agent can scan databases for alumni with certain profiles (donation history, interests) – acting as a “*Prospect Research Agent*” – and even draft personalized outreach emails to engage them <sup>72</sup> . It also helps manage donor inquiries or event FAQs.

**Agent types deployed:** Educational institutions use **student-facing bots** (for inquiries, recruiting, tech support) and **staff-facing assistants**. A notable use is AI-powered student services: some universities let students chat with an agent to get instant answers about their financial aid or to schedule advising appointments. Meanwhile, staff like recruiters and development officers use Agentforce as a personal assistant – e.g. to **auto-generate a list of top donor prospects** or to get an AI-written summary of an applicant’s file. *Industry templates:* Yes – **purpose-built education agents** come out-of-box <sup>73</sup> <sup>74</sup> . Salesforce emphasizes these are grounded in education data and roles (recruiter, advisor, etc.), which accelerates deployment. (Example: Unity Environmental University plans to use Agentforce to scale enrollment by 4x with these AI agents in recruiting and advising <sup>75</sup> .) Even in K-12, schools are exploring agents for parent FAQs and IT helpdesk. The Education pack ensures compliance with student data privacy while offering these specialized skills.

## Energy & Utilities

While Salesforce hasn’t released a dedicated “Agentforce for Energy” package, many Energy/Utilities companies are using Agentforce via products like Energy & Utilities Cloud, Field Service, and Net Zero Cloud.

### Typical usage:

- **Field Service Automation:** Utilities deploy AI agents to assist dispatchers and technicians. An agent can handle outage reports by guiding customers through troubleshooting or automatically creating cases for outages. Internally, an agent can recommend optimal field technician assignments (filling gaps in schedules, as seen with Agentforce Field Service features) <sup>76</sup> <sup>77</sup> . This improves response times for repairs.
- **Customer Self-Service:** Utility providers use chatbots (Agentforce-based) on their websites or IVR to let customers get billing info, report service issues, or schedule service calls without human agents. These are similar to the Communications billing agent but tailored to utilities (e.g. “Why is my power bill high?”).
- **Sustainability & Usage Insights:** With **Net Zero Cloud integration**, energy companies leverage Agentforce to analyze consumption data. For example, an AI agent can answer “Which grid sector had the highest loss last quarter?” or help corporate energy managers identify inefficiencies. (Salesforce’s Agentforce for Net Zero Cloud, introduced June 2025, directly addresses such sustainability analytics with natural language queries <sup>78</sup> <sup>79</sup> .) This is useful for Energy & Utilities companies under pressure to optimize and meet regulatory reporting.

**Agent types deployed:** Primarily **customer-facing agents** (for consumer utilities support) and **operational assistants**. A power company might have a **Virtual Agent** that handles routine customer requests (start/

stop service, bill explanations) – reducing call center volume. On the operations side, **grid operations teams** might have an internal Agentforce assistant that monitors IoT sensor data and alerts them of anomalies via conversational updates. *Industry templates:* Some exist indirectly – e.g. **Net Zero Cloud agents** for sustainability (applicable to utilities for emissions reporting) have pre-built actions <sup>80</sup> <sup>81</sup> . Also, the general Field Service agent templates (appointment scheduling, etc.) are very relevant here. There isn't a named "Utilities Agent" from Salesforce yet, but partners often configure **compliance check agents** (for safety inspections) and **outage triage bots** for this industry. Expect Salesforce to extend more Agentforce templates here as AI adoption grows in utilities.

## Financial Services (Banking, Insurance, Wealth)

**Agentforce for Financial Services** launched in 2025, providing role-based AI agents for banks, insurers, and wealth management firms <sup>82</sup> <sup>83</sup> . It's often sold as part of Financial Services Cloud enhancements.

**Pre-built templates/skills:** Salesforce includes multiple starter agents for front-office finance tasks <sup>84</sup> <sup>85</sup> :

- *Banking Service Assistant* – an agent that can instantly handle routine retail banking inquiries (e.g. checking an account balance, reversing an overdraft fee) via chat or voice <sup>85</sup> <sup>86</sup> . It pulls from core banking data to answer questions and even execute simple transactions, reducing call center load.

- *Insurance Service Assistant* – similar, but focused on insurance customer service (e.g. policy info, claims FAQs). It can guide a customer through filing a claim or checking claim status, and help agents by summarizing policy details <sup>87</sup> <sup>88</sup> .

- *Banking Relationship Agent* – assists relationship managers by aggregating customer financial data. For example, before a client meeting, the agent can produce a one-page AI-generated brief of that client's portfolios, recent life events (from CRM notes), and product opportunities. This saves bankers prep time and ensures personalized advice.

- *Financial Advisor Assistant* – helps wealth management advisors analyze portfolios, market data, or even draft client communications. An advisor can ask the agent to "summarize portfolio performance vs S&P this quarter" and get a quick, compliant answer.

- *Collections Agent* – automates collections outreach and case handling. It might recommend the best time to contact a delinquent borrower, generate an appropriate message, or even negotiate a payment plan via an AI chat interface with the customer <sup>85</sup> <sup>86</sup> .

**Agent types deployed:** **Customer-facing virtual agents** are big in banking – e.g. AI chatbots on bank websites or mobile apps answering everyday questions ("How do I reset my card PIN?"). These improve self-service. Additionally, **employee-facing agents** for advisors, loan officers, and agents are deployed to cut down research and paperwork. For instance, HSBC might use an Agentforce bot to automatically complete portions of a loan application based on conversation, or an insurance company might have an AI assistant to guide agents on cross-sell opportunities during a call (surfacing relevant policy info). *Industry templates:* Yes – Salesforce packaged multiple **role-specific templates** with Financial Services Cloud integration <sup>89</sup> <sup>83</sup> . These come with relevant data model context (households, policy, accounts) and compliance guardrails. Early adopters in finance appreciate that Agentforce can streamline compliance tasks as well (e.g., generating audit logs and ensuring only approved info is used). In summary, FS firms use Agentforce to automate "low value, repetitive" work in customer service and advisory, letting human bankers focus on complex, high-value interactions <sup>63</sup> <sup>90</sup> .

## Healthcare & Life Sciences

**Agentforce for Healthcare** (and Life Sciences) was introduced to augment Health Cloud and related systems <sup>91</sup>. It provides AI agents for providers, payers (insurance), and pharma/medtech. **Pre-built templates/skills:** Key use cases packaged by Salesforce <sup>92</sup> <sup>93</sup>:

- *Patient Access & Services Agent* – functions as a virtual patient service rep. It can answer patient questions 24/7 (e.g. “What’s the status of my referral?”), check insurance eligibility, schedule appointments or refill requests, etc., all through a conversational interface <sup>93</sup> <sup>94</sup>. This improves patient access to information and frees up front-desk staff.

- *Home Health Agent* – supports home care coordination. It can interact with patients or caregivers to suggest appropriate home care services, generate a quote based on insurance coverage, and even obtain approvals digitally <sup>93</sup> <sup>95</sup>. This reduces the burden on care coordinators scheduling home visits or medical equipment delivery.

- *Disease Surveillance Agent* – an AI agent that helps public health officials and providers track and respond to disease outbreaks <sup>93</sup> <sup>96</sup>. It might analyze incoming case data, flag anomalies, and answer queries like “show new flu cases by region this week.” This was likely inspired by pandemic use-cases and is relevant to government health agencies and large hospital networks.

(*Life Sciences side*) – Though not explicitly in the snippet above, Salesforce has hinted at agents for pharma/medtech too, such as automating clinical trial FAQs, assisting medical device sales reps with product info, or transcribing physician visit notes (a Penrod consulting example mentions automated transcriptions and analyzing medical images via Agentforce) <sup>97</sup>.

**Agent types deployed:** **Patient-facing bots** are used for healthcare providers (to handle appointment scheduling, symptom checks, etc. via websites or patient portals). **Member-facing agents** are used by insurers – for instance, an insurance company’s AI chat can answer benefit coverage questions or help find in-network providers, improving customer experience. **Clinician-facing agents** help doctors and nurses by retrieving patient info quickly (“Agentforce, show me this patient’s last lab results”) or assisting with charting. For Life Sciences (pharma), **rep-facing agents** might summarize a doctor’s prescribing history before a sales call, etc. *Industry templates:* Yes – the **Healthcare agent pack** has built-in knowledge of health data models (like patient, care plan, claims) and comes with those three core skills out-of-box <sup>98</sup> <sup>99</sup>. Salesforce touts that it addresses everyday challenges of providers, payers, and public health in a compliant, secure way <sup>100</sup> <sup>98</sup>. (Notably, Agentforce adheres to the Salesforce Trust Layer to keep PHI secure, with features like zero data retention and toxicity filters, which is crucial in healthcare deployments <sup>101</sup> <sup>102</sup>.)

## Manufacturing

Manufacturing firms utilize Agentforce primarily via the templates in **Agentforce for Manufacturing & Automotive** (Salesforce often grouped these). This means manufacturers get similar benefits to automotive (since both involve complex products and after-sales service). **Common use cases:**

- **Field Service & Maintenance** – AI agents help schedule preventive maintenance on machinery, or assist field technicians in troubleshooting equipment. For example, an agent can pull up a machine’s repair history and suggest the next step to a technician in real-time. (This is analogous to the Field Service appointment scheduling Agentforce example, which showed AI handling multi-step scheduling logic in seconds <sup>103</sup> <sup>104</sup>.)

- **Inventory & Supply Chain** – an agent that monitors supply levels and reorders parts automatically or answers staff questions like “When will raw material X be restocked?” using ERP data.



- **Production Line QA** – some manufacturers experiment with agents that analyze sensor data or logs to predict quality issues. An agentforce AI could alert a line manager, “There’s a 90% chance of a fault in Line 3’s output – here’s the likely cause,” using integrated data.

**Agent types deployed: Operational assistants** are key – manufacturing companies deploy Agentforce for internal users: plant managers, supply chain planners, customer service reps handling orders, etc. For instance, an inside sales rep at a manufacturing company might use an AI agent to quickly quote a custom product configuration (the agent gathers all required specs/pricing rules via conversation). Some also have **customer self-service** bots for their distributors or clients (e.g. a bot that a dealer can ask about product availability or order status). *Industry templates:* Partially – Salesforce’s Automotive & Manufacturing team provided pre-built “domain-specific” actions that apply to manufacturing (like inventory search, service case creation) <sup>47</sup> <sup>105</sup>. Additionally, **Agentforce for Field Service** (introduced earlier) covers many manufacturing use-cases (since manufacturers often maintain equipment). In one example, a manufacturer’s field dispatcher can use an Agentforce action “*Get Appointments to Fill Gaps*” to optimize tech schedules <sup>76</sup> <sup>77</sup>. While not branded solely for manufacturing, these AI capabilities are leveraged in that industry heavily. We can say manufacturing has benefitted from the **pre-built Field Service agent skills** and **inventory management skills** provided by Salesforce (as evidenced by demos at Connections 2025 focusing on manufacturing scenarios) <sup>106</sup> <sup>107</sup>.

## Media & Entertainment

**Agentforce for Media and Entertainment** was launched to help media companies (broadcast, streaming, publishing, etc.) automate sales and service workflows <sup>108</sup> <sup>109</sup>. It’s often paired with Media Cloud. **Pre-built templates/skills:** A key pre-built agent skill is:

- *Advertising Proposal Generation* – an agent that dramatically speeds up creating ad sales proposals <sup>110</sup> <sup>111</sup>. For a media company (e.g. a TV network or digital publisher), this agent can gather an advertiser’s requirements via chat and then produce a proposal or insertion order, pulling in available inventory and rates. It automates what was a manual, time-consuming process for ad sales teams, boosting sales velocity <sup>111</sup>.

Additionally, Salesforce noted Agentforce can transform **subscription management and support** in media <sup>112</sup>. Likely templates include:

- *Subscriber Self-Service Agent*: to handle customer requests for a media service (change plan, troubleshoot streaming issues, answer content questions).  
- *Content or Campaign Management Agent*: to assist internal marketing teams in scheduling and analyzing content campaigns (e.g. an agent that composes a summary of how a particular show or article is performing across channels).

**Agent types deployed: Sales-focused agents** are prominent – e.g. the Advertising Sales AI that helps account executives manage leads and craft pitches (Nexstar Media Group is implementing Agentforce to augment its ad sales team, indicating the importance of this use-case <sup>113</sup> <sup>109</sup>). **Customer support bots** are also used for direct-to-consumer media (think of an agent on a streaming service support page answering “How do I download videos for offline?”). Also, **analytics agents** might help media executives by pulling audience data on demand (as hinted by the “boost efficiency and personalize experiences for subscribers, fans, and advertisers” promise <sup>114</sup> <sup>112</sup>). *Industry templates:* Yes – Agentforce for Media comes with a “growing library” of pre-built skills. Confirmed is the **Advertising Proposal** skill <sup>111</sup>. Spanish-language press noted it automates **sales proposals, campaign execution, and customer service** in media <sup>115</sup>. This

implies templates exist for those domains (e.g. an agent to summarize campaign results for advertisers, an agent to handle subscriber FAQs). The solution leverages Media Cloud data models (for ads, subscriptions, etc.) so the agents have industry context <sup>112</sup> <sup>116</sup> .

## Nonprofit

Agentforce for Nonprofit (often tied to Nonprofit Cloud) helps NGOs and charities leverage AI to maximize their impact. **Common use cases:**

- *Donor Engagement Agent* – acts like a 24/7 development assistant. It can answer donor inquiries online (“How do I get a donation receipt?”), recommend giving options, or even reach out to lapsed donors with personalized messages <sup>72</sup> . This maintains supporter relationships at scale.
- *Prospect Research Agent* – an AI that scans databases and public info to identify high-potential donors or grants. It might compile a profile: “This foundation just funded X in our area, consider approaching them.” Salesforce has a “Prospect Research Agent” reference in its Nonprofit materials <sup>117</sup> . This saves nonprofit staff countless hours in manual research.
- *Program Service Agent* – for service delivery, nonprofits can use agents to guide clients or beneficiaries. For example, a food bank could have an SMS chatbot (powered by Agentforce) that helps individuals find the nearest pantry or determine eligibility for assistance. Similarly, a community center could use an agent to register people for events or classes.

**Agent types deployed:** Nonprofits utilize **externally-facing agents** to handle common questions from donors, volunteers, and clients, given they often have small staff. They also use **internal agents** to support staff/volunteers – e.g. an agent that helps caseworkers by summarizing client data or helps grant writers by pulling impact stats needed for a proposal. Many nonprofits are resource-constrained, so the appeal of Agentforce is to act as a “digital workforce” that amplifies the team <sup>72</sup> . *Industry templates:* Emerging – Salesforce did mention “Agentforce for Nonprofit” with some out-of-box use cases (prospect research, donor FAQs) <sup>117</sup> . The Spring ’25 release notes indicated Agentforce being embedded in Nonprofit Cloud to provide smarter help inside Salesforce for nonprofit users <sup>118</sup> . Partners also highlight that it streamlines **fundraising and program tracking** by integrating with nonprofit data (donations, constituents, program outcomes) <sup>119</sup> <sup>120</sup> . So while not as formalized as some industries, nonprofits do have template agents available and a high interest in leveraging AI for repetitive tasks (since that means more time to focus on the mission).

## Professional Services

In professional services (consulting firms, agencies, etc.), Agentforce is used to automate project admin and knowledge tasks. **Typical use cases:**

- *Scheduling & Resource Management Agent* – an AI that optimizes consultant schedules and routes. For example, V2Force described an “AI-Powered Scheduling and Route Optimization for field teams” which is essentially an Agentforce application for professional services field ops <sup>58</sup> . This agent can take project requirements and suggest the best consultant (with the right skills and availability), schedule the meeting, and map out travel – saving project managers time.
- *Expertise Finder/Knowledge Agent* – large consultancies deploy internal agents that act as an always-on “expert finder.” A consultant could ask, “Has our firm done a Salesforce CPQ implementation in finance before?” and the agent will search internal knowledge bases, past project docs, and resumes to find relevant experience and documents. This speeds up proposal creation and solution delivery.
- *Client Service Bot* – some client-facing use too: for instance, an IT managed services firm might give clients

a chatbot to report issues or request support (Agentforce triages these, maybe even resolves tier-1 issues autonomously by referencing known fixes). This improves response time and frees consultants for complex work.

**Agent types deployed:** Mostly **internal agents** supporting consultants, project managers, and sales teams in PS organizations. They act as virtual PMOs or research assistants – automating reports, timesheet reminders, pulling data for client updates, etc. For example, an agent could compile weekly project status updates by extracting info from multiple systems and formatting a draft report. **External** client-facing agents are used in support contexts (as described) or as value-add portals for clients (e.g. a marketing agency might offer an AI portal where clients can ask about campaign metrics anytime). *Industry templates:* There is no dedicated Salesforce industry cloud for Professional Services, but common components are Field Service and CRM, which Agentforce can sit on. Partners have built solutions (like **Royal Cyber’s pre-built Agentforce for Insurance & Finance** and others also mentions “for Professional Services” indirectly). We infer templates revolve around **project scheduling** and **knowledge management**, as those are pain points. In sum, professional services firms use Agentforce to **increase billable time** (less admin) and deliver faster insights to clients. For instance, IBM Consulting has been working with Salesforce to scale adoption of agents in the enterprise services context, indicating the PS sector sees these AI “co-pilots” as transformational for productivity <sup>121</sup> <sup>122</sup> .

## Public Sector (Government)

Salesforce launched **Agentforce for Public Sector** in August 2025, explicitly targeting government use cases <sup>123</sup> <sup>124</sup> . It’s offered with Public Sector Solutions (Government Cloud) and includes many specialized templates. **Pre-built templates/skills:** Salesforce provided a rich set of actions for government agencies <sup>125</sup> <sup>126</sup> :

- *Compliance Management Agent* – assists code enforcement officers by recommending likely regulatory violations based on case details, calculating fees, and auto-generating documentation for citations <sup>127</sup> <sup>128</sup> . This helps, for example, a city inspector process code enforcement cases faster and with fewer errors.
- *Complaint Management Agent* – analyzes citizen complaints, groups similar issues, and suggests next steps or responses <sup>129</sup> <sup>130</sup> . For instance, if many residents report potholes, the agent groups them and alerts public works, or if a recurring noise complaint appears, it surfaces related past cases to inform the response. This agent provides insights to spot trends and improve policy by highlighting frequent pain points.
- *Recruitment Management Agent* – speeds up government hiring by matching resumes to job requirements and automating candidate outreach <sup>131</sup> <sup>126</sup> . For HR departments, the agent can shortlist applicants who meet criteria, draft emails to candidates, and even schedule interviews, reducing administrative burden in the public sector hiring process.
- *Job Recommendation Agent* – helps citizens (job seekers using government employment services) find suitable positions <sup>132</sup> <sup>133</sup> . By conversing with an applicant about their skills and using labor data, the agent can suggest relevant government job openings, improving applicant experience and reducing search time.
- *Benefits Eligibility Agent* – allows constituents to **apply for benefits** or get information through a conversational interface <sup>134</sup> <sup>135</sup> . This agent can answer “Do I qualify for Program X?” in multiple languages and guide users through the application, thereby accelerating benefit delivery and reducing errors.
- *Complaints Filing Agent* – guides citizens in filing formal complaints or service requests correctly <sup>136</sup> <sup>137</sup> . It ensures they provide necessary info and follow regulations, which streamlines the intake and resolution process for agencies.

**Agent types deployed: Constituent-facing agents** are a major focus – these AI agents essentially act as digital civil servants handling routine inquiries, forms, and support for the public <sup>123</sup> <sup>138</sup>. For example, a city might have “Kyle” (from City of Kyle’s case) – an AI assistant to report issues, ask about city services, or track a permit application status <sup>139</sup> <sup>140</sup>. On the backend, **employee-facing agents** help government staff manage heavy caseloads. A permit officer might use an agent to auto-check an application for completeness and compliance. Or a social worker might rely on an agent to summarize a client’s case history from multiple systems before a home visit. Security and trust are crucial here, so Salesforce built these on Government Cloud with FedRAMP High compliance and data residency options <sup>141</sup> <sup>142</sup>. *Industry templates:* Yes, very much so – **Public Sector agents come with many out-of-box actions** as listed above, and more are on the roadmap (Salesforce staggered some releases of these actions into October 2025) <sup>143</sup> <sup>144</sup>. Governments can deploy these in “weeks, not months” using the templates and then customize them with the low-code Agent Builder <sup>145</sup> <sup>146</sup>. The public sector launch also involved partners (e.g. IBM, AWS) to extend these solutions quickly <sup>147</sup> <sup>121</sup>. The result is an expectation that AI agents will help government agencies drastically improve efficiency and constituent satisfaction by taking on time-consuming tasks <sup>148</sup> <sup>124</sup>.

## Retail

**Agentforce for Retail** was one of the earliest industry solutions (announced January 2025) and coincided with Salesforce’s new Retail Cloud POS launch <sup>149</sup>. It is aimed at retailers (both e-commerce and brick-and-mortar) to unify commerce experiences with AI. **Pre-built templates/skills:** Agentforce for Retail includes a **library of skills** to automate retail workflows <sup>150</sup> <sup>151</sup>, notably:

- *Order Management Agent* – handles post-purchase servicing. It enables **self-service order modifications** for customers <sup>152</sup> <sup>153</sup>. For example, via an AI chat a customer can update a shipping address, initiate a return or exchange (including “uneven exchanges” with price differences), or check order status, all without human intervention <sup>154</sup> <sup>153</sup>. This lowers cost-to-serve and improves loyalty by providing instant service.
- *Guided Shopping Concierge* – an AI personal shopper for online customers <sup>154</sup> <sup>155</sup>. Customers can ask the agent for product recommendations (“I need a gift for a 5-year-old under \$50”) and the agent, using product and inventory data, will suggest items. It can even add items to cart and assist through checkout conversationally <sup>155</sup>. This mimics an in-store associate experience at scale online.
- *Appointment Scheduling (Field Service) Agent* – helps schedule retail-related appointments (e.g. in-store personal shopping sessions, installation or delivery appointments for large items) <sup>156</sup> <sup>157</sup>. The agent can coordinate times based on real-time availability and book or change appointments via AI, sparing customers from phone calls and reducing no-shows.
- *Loyalty Promotion Creation (Marketing)* – an agent for marketers/merchandisers that generates and adjusts loyalty offers <sup>156</sup> <sup>158</sup>. By giving the agent high-level input (“create a summer loyalty promo for lapsed customers”), it will produce a draft campaign – suggesting personalized coupon details or email content grounded in customer data. This accelerates marketing execution with AI creativity and data-driven insights.

**Agent types deployed: Customer-facing agents** are front and center – e.g. chatbots on retail websites or messaging apps that handle order tracking, returns, product Q&A, etc. Many retailers implemented these AI bots to handle the surge of digital customer service queries. Additionally, **in-store associate support** is emerging: an in-store staff might query an Agentforce app on their device for inventory (“Do we have this shoe in size 8 in nearby stores?”) and get an instant answer, improving shopper experience. **Corporate users** like marketers and merchandisers also use Agentforce (as in the loyalty promo example) – essentially making complex data-driven decisions faster with AI assistance <sup>159</sup> <sup>160</sup>. *Industry templates:* Yes – Retail was

a pioneer in agent templates. The out-of-box skills included Order Service, Guided Selling, Appointment booking, and Marketing promotions as listed <sup>154</sup> <sup>161</sup>. Salesforce noted these new retail AI skills complement existing ones for **merchandisers, marketers, and service reps** <sup>159</sup> <sup>160</sup>. Combined with the Retail Cloud data (unified shopper profile, inventory), these agents operate with a full view of customer and product info, enabling omnichannel experiences. Many retailers have seen improved conversion and lower service costs as a result <sup>162</sup> <sup>163</sup>.

## Technology (High-Tech Industry)

The “Technology” sector (software, hardware, and high-tech companies) doesn’t have a separate Salesforce industry cloud, but this sector has been an early adopter of Agentforce across various departments. **Typical usage:**

- **Developer and IT Assistants:** Tech companies often use Agentforce for internal productivity. For example, developers leverage **Agentforce DX** tools – AI agents integrated with DevOps (Salesforce showcased pro-code tools to build and test agents via IDE) to assist in code generation or troubleshooting common coding tasks <sup>164</sup>. An internal agent might answer, “How do I optimize this Apex function?” by searching internal code repositories or documentation.

- **Customer Support Bots:** High-tech firms (SaaS providers, etc.) deploy AI support agents to handle Tier-1 support. These agents can resolve common issues (password resets, basic troubleshooting) for customers using the software/hardware, deflecting a significant volume of tickets. Given tech customers often expect quick, 24/7 support, an Agentforce bot integrated with the company’s knowledge base is invaluable.

- **Sales and Marketing AI:** Tech companies heavily use CRM, so they add Agentforce to assist sales reps in tasks like quote configuration, or to help marketing by summarizing huge amounts of user data. For instance, a cloud software company might use an agent to analyze product usage data and alert the sales team about which accounts are likely ripe for an upsell, thereby increasing efficiency. Salesforce’s own marketing content mentioned tech marketers unifying customer data and using Agentforce to drive personalized journeys <sup>165</sup> <sup>166</sup> – indicating how tech firms marry Data Cloud with Agentforce to maximize personalization at scale.

**Agent types deployed:** A mix of **internal-facing** (engineering, IT, sales enablement) and **customer-facing** (support, customer success) agents. Tech companies often turn their AI inward to improve agility – e.g. an **AI assistant for product managers** to fetch analytics or an **onboarding agent** that helps new hires navigate internal systems. Many high-tech companies also serve as design partners for Salesforce’s AI (e.g., early Agentforce adopters in the tech industry contributed to improvements <sup>167</sup> <sup>168</sup>). **Industry templates:** Not specific to “tech industry” in the way of others, but high-tech firms leverage the core Agentforce capabilities extensively. There are default agents like *Sales GPT* and *Service GPT* (from Salesforce Einstein prior to Agentforce) that tech companies have used – now evolved into Agentforce Sales and Service Agents with no code needed. Essentially, the tech sector combines various generic templates (sales assistant, support bot, dev helper) and often pushes the envelope on custom Agentforce development. As evidence of impact, by mid-2025 Salesforce had **8,000+ Agentforce deals** in the pipeline largely driven by companies (many in tech) exploring these AI solutions <sup>169</sup> <sup>170</sup>. High-tech firms value that Agentforce can integrate with their existing tools (Slack, IDEs, etc.) to keep their workforce efficient and innovative <sup>22</sup> <sup>171</sup>.

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