# Agentforce Pricing, Variants, and Licensing – Detailed Guide

Below is a comprehensive guide addressing each of Hari’s questions about Salesforce Agentforce, including functionality differences, credit usage, licensing, and pricing models, complete with detailed references for accuracy and clarity.

## 1. Functional Differences Between Agentforce Variants

**Agentforce adapts its capabilities based on the Salesforce Cloud it’s integrated with, each variant focusing on cloud-specific workflows:**

* **Service Cloud (Agentforce Service Agents):** Autonomously handles customer support tasks across channels, using CRM data to quickly resolve issues and escalate when needed. These agents provide 24/7 support by answering common inquiries and routing complex issues to human reps[[1]](https://www.ranosys.com/blog/insights/what-is-salesforce-agentforce/#:~:text=1,Service%20Agents). Example actions include identifying a customer, retrieving all related cases, adding case comments, and summarizing or closing cases[[2]](https://www.salesforce.com/agentforce/pricing/#:~:text=Case%20Management%20,60)[[3]](https://www.salesforce.com/agentforce/pricing/#:~:text=In%20this%20example%2C%20a%20Salesforce,add%20comments%20to%20the%20case).
* **Sales Cloud (Agentforce Sales/SDR Agents):** Acts as extra digital sales reps to nurture leads and assist sales teams. They can qualify leads, answer product questions, book meetings, send follow-ups, and even hand off hot leads to humans at the right time[[4]](https://www.cxtoday.com/crm/what-is-agentforce-and-how-does-it-work-the-ultimate-guide/#:~:text=scale.%20,also%20offer%20immediate%20feedback%20on)[[5]](https://www.ranosys.com/blog/insights/what-is-salesforce-agentforce/#:~:text=2,Agentforce%20Sales%20Agents). These agents also update opportunities or pipeline records, and provide real-time coaching or feedback to sales reps (e.g. via “Sales Coach” agents for training)[[6]](https://www.cxtoday.com/crm/what-is-agentforce-and-how-does-it-work-the-ultimate-guide/#:~:text=channels%20,can%20help%20customers%20find%20relevant).
* **Marketing Cloud (Agentforce Campaign Agents):** Focuses on campaign creation and optimization for marketers. These agents can generate campaign briefs, segment target audiences, create personalized content (emails, landing pages), and even build customer journeys using Salesforce Flows[[7]](https://www.cxtoday.com/crm/what-is-agentforce-and-how-does-it-work-the-ultimate-guide/#:~:text=products%20for%20their%20needs%2C%20deliver,critical%20KPIs%2C%20recommending%20proactive%20improvements). They continuously analyze campaign performance against key KPIs and recommend improvements (e.g. adjusting subject lines or send times to boost engagement)[[7]](https://www.cxtoday.com/crm/what-is-agentforce-and-how-does-it-work-the-ultimate-guide/#:~:text=products%20for%20their%20needs%2C%20deliver,critical%20KPIs%2C%20recommending%20proactive%20improvements).
* **Field Service:** Agentforce for Field Service helps schedule appointments and manage work orders. For example, a Field Service agent can identify a customer and fetch available service time slots or work types to automatically schedule an appointment[[8]](https://www.salesforce.com/agentforce/pricing/#:~:text=Field%20Service%20Appt.%20Scheduling%20,10)[[9]](https://www.salesforce.com/agentforce/pricing/#:~:text=Example%202%3A%20Field%20Service%20Appointment,Scheduling). They assist dispatchers by optimizing schedules and ensuring technicians have the information they need.
* **Industry-Specific Variants:** Salesforce also offers tailored Agentforce agents for various industries (e.g. healthcare, retail, banking, life sciences). These come with specialized actions relevant to that domain. For instance, in healthcare, agents can schedule patient appointments, answer FAQs, or update patient records[[10]](https://www.ranosys.com/blog/insights/what-is-salesforce-agentforce/#:~:text=2); in retail, they can manage inventory inquiries, provide personalized product recommendations, and handle order tracking/returns[[11]](https://www.ranosys.com/blog/insights/what-is-salesforce-agentforce/#:~:text=4,experience%20with%20Commerce%20Agents); in financial services, they might handle routine banking inquiries or assist with loan pre-approvals. The underlying Agentforce platform is the same, but agents are pre-configured with industry-specific knowledge and workflows[[12]](https://www.ranosys.com/blog/insights/what-is-salesforce-agentforce/#:~:text=Salesforce%20Agentforce%20allows%20you%20to,driven%20tasks).

**Summary:** Each Agentforce variant leverages the core platform (Atlas AI engine, Agent Builder, etc.) but is pre-tuned for the needs of Sales, Service, Marketing, Field Service, or specific industries. Service Agents focus on case resolution and omnichannel support, Sales Agents on lead and opportunity management, Marketing Agents on campaign and content automation, Field Service on scheduling optimization, and industry agents on domain-specific tasks. All are customizable, meaning you can extend any agent with custom actions or data sources as needed to fit your unique business processes[[13]](https://www.ranosys.com/blog/insights/what-is-salesforce-agentforce/#:~:text=Apart%20from%20creating%20AI%20agents,goals%20and%20make%20operations%20smoother).

## 2. Understanding Agentforce Credits

Agentforce uses a **consumption-based pricing model** powered by “Flex Credits.” Here’s what that means and answers to common questions about credits:

* **What Are Flex Credits?**  
  Flex Credits are a new unit of payment that align cost with the work AI agents perform[[14]](https://www.salesforce.com/news/press-releases/2025/05/15/agentforce-flexible-pricing-news/#:~:text=Credits%2C%20offering%20customers%20unprecedented%20flexibility,driven%20results)[[15]](https://www.salesforce.com/agentforce/pricing/#:~:text=What%20are%20Flex%20Credits%20and,how%20are%20they%20used). Instead of paying a flat fee for unlimited use, you purchase credits and each **action** an AI agent completes will consume some credits. **Each discrete Agentforce action costs 20 Flex Credits, equivalent to $0.10 USD**[[16]](https://www.salesforce.com/news/press-releases/2025/05/15/agentforce-flexible-pricing-news/#:~:text=for%20the%20exact%20actions%20Agentforce,driven%20results). An *“action”* is a specific task the agent does – for example updating a record, answering a question from knowledge base, summarizing a case, or executing a custom flow/prompt[[17]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=Under%20the%20new%20Agentforce%20pricing,instead%20of%20%242%20per%20conversation)[[18]](https://www.salesforce.com/agentforce/pricing/#:~:text=Each%20Action%20%E2%80%94%20a%20specific,a%20pool%20of%20Flex%20Credits). Credits are deducted only when the action is successfully completed. (Sandbox or testing environments even use slightly reduced credits per action for cost efficiency during development[[19]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=,10).)
* **How Are Credits Purchased and Tracked?**  
  Credits can be purchased in packs (e.g. **100,000 credits for $500 USD**) and added to your organization’s pool[[20]](https://www.salesforce.com/news/press-releases/2025/05/15/agentforce-flexible-pricing-news/#:~:text=Flex%20Credits%2C%20available%20in%20packs,of%20credits%20as%20new%20agents). Salesforce provides a **Digital Wallet** interface to track credit usage in real-time[[21]](https://www.salesforce.com/news/press-releases/2025/05/15/agentforce-flexible-pricing-news/#:~:text=scale%20and%20manage%20AI%20investments,launch%20and%20AI%20adoption%20expands)[[22]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=Salesforce%20Digital%20Wallet%20for%20Credit,Management). The Digital Wallet gives detailed insights into where credits are going – with dashboards for usage trends, the ability to set threshold alerts when you’re running low, and breakdowns by agent or department[[23]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=Key%20Features%20of%20the%20Salesforce,Digital%20Wallet). This helps you monitor consumption and forecast needs, ensuring the cost stays aligned with the value you’re getting from the AI agents.
* **Are Credits Tied to Specific Cloud Licenses or Users?**  
  No – Flex Credits are **organization-level** usage credits, not tied to any single user or specific Salesforce Cloud license[[24]](https://www.eesel.ai/blog/understanding-salesforce-agentic-ai-pricing-a-clear-breakdown#:~:text=Right%20now%2C%20Salesforce%20mostly%20offers,CRM%20or%20Service%20Cloud%20licenses). Think of Flex Credits as fuel for any Agentforce-powered action across your Salesforce org. They sit on top of your existing Salesforce licenses (Sales Cloud, Service Cloud, etc.)[[25]](https://www.eesel.ai/blog/understanding-salesforce-agentic-ai-pricing-a-clear-breakdown#:~:text=on%20Conversations%20or%20using%20Flex,CRM%20or%20Service%20Cloud%20licenses). You do need an underlying Salesforce edition (generally Enterprise or above) to use Agentforce, but the credits themselves are consumed by any agent action across any department. This means you can flexibly apply them to customer-facing use cases (like Service bots or web chatbots) or internal agents (like an AI sales assistant), as needed[[26]](https://www.eesel.ai/blog/understanding-salesforce-agentic-ai-pricing-a-clear-breakdown#:~:text=want%20to%20do%20is%20pretty,CRM%20or%20Service%20Cloud%20licenses). The **same credits power both standard pre-built agents and any custom agents or actions** you develop – there’s no separate “quota” for custom development. If you build custom Agentforce Actions (using Apex, Flows, or Prompt Templates), whenever those actions execute, they simply draw from the same credit pool[[18]](https://www.salesforce.com/agentforce/pricing/#:~:text=Each%20Action%20%E2%80%94%20a%20specific,a%20pool%20of%20Flex%20Credits).
* **Do Customers Get a Fixed Number of Credits per Month?**  
  Not by default – Agentforce is pay-as-you-go, so you use credits as actions occur. There isn’t a fixed monthly allotment unless negotiated or included via a special license. However, Salesforce has introduced new bundles and **editions that include credits**. For example, the premium **Agentforce 1 Edition** (an all-in-one package for enterprise AI usage) includes *1 million Flex Credits per org per year* as part of the annual license[[27]](https://www.salesforce.com/agentforce/pricing/#:~:text=from%20%24550). In general, you purchase a bucket of credits and draw down as used; if you approach depletion, you top-up as needed via the Digital Wallet. Some customers with **pre-commit contracts** might have an annual block of credits at a discount, whereas others might be purely pay-as-you-go monthly[[28]](https://www.salesforce.com/agentforce/pricing/#:~:text=Pre)[[29]](https://www.salesforce.com/agentforce/pricing/#:~:text=,scale%20directly%20with%20your%20needs). It’s flexible: you can pre-pay for a large volume if you predict usage or simply pay in arrears for what you consumed (Salesforce offers both modes)[[30]](https://www.salesforce.com/agentforce/pricing/#:~:text=,drawing%20down%20from%20your%20balance)[[29]](https://www.salesforce.com/agentforce/pricing/#:~:text=,scale%20directly%20with%20your%20needs).
* **What Happens When Credits Run Out?**  
  If you exhaust your available credits, your Agentforce agents won’t just shut off immediately – Salesforce’s policy allows for continuity of service with some safeguards. In a pay-as-you-go scenario, **Agentforce will continue to function and simply bill additional usage as overage** (often at a higher per-credit rate if you go beyond your contracted amount)[[31]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=%2A%20,run%20out%20of%20Flex%20Credits). In practice, your Digital Wallet will warn you as you get low, so you can purchase more before hitting zero. If you had a prepaid allotment and hit the limit without an auto-renew, additional actions would likely incur overage charges by default, or you could temporarily pause non-critical agents. It’s important to monitor the wallet to avoid surprise overage fees. Essentially, running out of credits doesn’t break existing bots mid-task, but it does mean **subsequent agent actions will incur extra costs until you add more credits or a new agreement**[[31]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=%2A%20,run%20out%20of%20Flex%20Credits). Salesforce sales representatives can also set up an arrangement so that you automatically purchase an extra block when you fall below a threshold, ensuring uninterrupted service.
* **Can Credits Be Used for Custom Agent Development and All Agent Types?**  
  **Yes.** Flex Credits are a unified currency for all agent actions. This means whether you’re using Salesforce’s out-of-the-box agents (like the standard Service or Sales agents) or ones you’ve custom-built for your business, each action they perform costs the same credits. If a custom agent triggers a Salesforce Flow or an Apex routine as part of fulfilling a request, that counts as an action and deducts 20 credits just like a standard action[[18]](https://www.salesforce.com/agentforce/pricing/#:~:text=Each%20Action%20%E2%80%94%20a%20specific,a%20pool%20of%20Flex%20Credits). There’s no separate “developer credit” – everything is metered uniformly in 20-credit increments per action, keeping pricing consistent and predictable regardless of how simple or complex your agents are. This actually encourages innovation: you can build bespoke agents and know the cost per action remains $0.10, allowing you to estimate ROI easily (for instance, an agent completing 1000 custom tasks would cost ~$100 in credits).
* **Flex Agreement (New in 2025) – Converting Licenses to Credits:**  
  A recent innovation is the **Flex Agreement**, which introduces unprecedented flexibility in how you allocate your investment between traditional user licenses and AI usage credits. Salesforce now allows customers to **convert unused Salesforce user licenses into Flex Credits, and vice-versa**[[32]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=1,%E2%86%94%20Flex%20Credits). This means if you bought too many support agent seats, you could convert some into AI credits to let digital agents handle more cases, or if you over-allocated credits, you could convert back into human licenses. This is particularly useful for businesses with seasonal swings. *Example:* During a holiday peak, a retailer can convert some sales rep licenses into extra credits to handle the surge in AI-driven customer inquiries; after the peak, those credits can be turned back into human licenses for new hires or other needs[[33]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=During%20the%20holiday%20quarter%20,more%20money%2C%20a%20company%20can)[[34]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=Once%20the%20holiday%20rush%20ends%2C,The%20same%20company%20can%20then). **The Flex Agreement essentially lets you dynamically shift budget between “digital labor” and human labor** as your needs evolve, ensuring you get maximum value from what you’ve already paid. It underscores that Salesforce views AI agents and human users under one flexible pool of resources now.
* **Pricing of Credits Recap:** Each credit is effectively worth $0.005 (half a penny), since 20 credits = $0.10 per action[[17]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=Under%20the%20new%20Agentforce%20pricing,instead%20of%20%242%20per%20conversation). Buying in bulk doesn’t change the rate (Salesforce currently sets the price fixed at $500 per 100k credits)[[20]](https://www.salesforce.com/news/press-releases/2025/05/15/agentforce-flexible-pricing-news/#:~:text=Flex%20Credits%2C%20available%20in%20packs,of%20credits%20as%20new%20agents), though very large customers might negotiate volume discounts. It’s straightforward to calculate costs: e.g., 10,000 agent actions = 200,000 credits ≈ $1,000. Unused credits typically roll over for the term of your contract (check your agreement for expiration), and you can always purchase more on demand. Salesforce often gives **100,000 free credits** to Enterprise Edition customers as a trial to get started[[35]](https://www.salesforce.com/news/press-releases/2025/05/15/agentforce-flexible-pricing-news/#:~:text=Flex%20Credits%2C%20available%20in%20packs,500%29%2C%20empower%20companies%20to), which is a nice way to experiment with Agentforce at no cost initially.

## 3. Licensing and Packaging of Agentforce

Agentforce’s functionality is delivered as an add-on to the Salesforce platform. Understanding what you need to buy (and what you get) is crucial:

* **What Do You “Buy” to Get Agentforce?**  
  Agentforce is not a standalone product but an extension of the Salesforce ecosystem. To use it, a customer must have a Salesforce org (generally Enterprise, Unlimited, or a qualifying edition of a cloud like Sales or Service Cloud). On top of that, you purchase an **Agentforce add-on or consumption plan**. At a base level, enabling Agentforce means getting access to the **Agentforce platform tools** (Agent Builder studio, Agent Wizard, Prompt Builder, etc.) and then **paying for agent usage via either credits or a user-license model**. When you first purchase Agentforce (for example, by buying a pack of Flex Credits or a conversations package), you gain the ability to create and deploy AI agents in your org. All the building blocks – templates, pre-built agent prototypes, the studio interface for customizing agents, and admin controls – become available once you’ve opted in with an Agentforce contract[[36]](https://www.zenml.io/blog/agentforce-pricing#:~:text=match%20at%20L298%20Buying%20Flex,unlocks%20the%20entire%20Agentforce%20toolset). In other words, **purchasing any amount of Agentforce capacity unlocks the full Agentforce feature set in your Salesforce instance**[[37]](https://www.zenml.io/blog/agentforce-pricing#:~:text=Buying%20Flex%20Credits%20automatically%20unlocks,the%20entire%20Agentforce%20toolset) (there’s no “light” vs “pro” feature differentiation; it’s generally all functionality available, and you pay for how much you use it).
* **Included Tools and Features:**  
  All Agentforce-enabled customers get access to:
* **Agent Wizard** (for quick out-of-the-box agent setup)[[37]](https://www.zenml.io/blog/agentforce-pricing#:~:text=Buying%20Flex%20Credits%20automatically%20unlocks,the%20entire%20Agentforce%20toolset),
* **Agent Builder** (a low-code tool to customize agent logic and actions)[[37]](https://www.zenml.io/blog/agentforce-pricing#:~:text=Buying%20Flex%20Credits%20automatically%20unlocks,the%20entire%20Agentforce%20toolset),
* **Prompt Builder** (to create and optimize prompts the agents use)[[37]](https://www.zenml.io/blog/agentforce-pricing#:~:text=Buying%20Flex%20Credits%20automatically%20unlocks,the%20entire%20Agentforce%20toolset),
* A library of **100+ pre-built agent templates** (covering common use cases in sales, service, marketing, etc., which you can deploy or tweak)[[38]](https://www.cxtoday.com/crm/what-is-agentforce-and-how-does-it-work-the-ultimate-guide/#:~:text=Introduced%20in%20October%202024%2C%20Agentforce,businesses%20to%20build%20their%20own)[[39]](https://www.cxtoday.com/crm/what-is-agentforce-and-how-does-it-work-the-ultimate-guide/#:~:text=The%20Preconfigured%20Agentforce%20Agents),
* **Standard Topics & Actions** (predefined actions like “Create Case” or “Find Contact” that agents can use out-of-the-box),
* **Einstein Trust Layer security** (ensuring data stays within compliance guardrails when used by AI),
* **Digital Wallet** for monitoring usage (as mentioned, to track credit consumption in real time)[[22]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=Salesforce%20Digital%20Wallet%20for%20Credit,Management),
* **Agentforce APIs and Dev Tools** if you want to extend agent capabilities via code (for example, calling external APIs via MuleSoft or custom Apex as part of an agent action).

These features are *included* once you have any Agentforce pricing plan in place – you don’t pay extra for the tools themselves beyond your normal Salesforce subscription[[24]](https://www.eesel.ai/blog/understanding-salesforce-agentic-ai-pricing-a-clear-breakdown#:~:text=Right%20now%2C%20Salesforce%20mostly%20offers,CRM%20or%20Service%20Cloud%20licenses). **The costs come from the usage (credits or conversations) or per-user fees, not from the software tools**. This is important: enabling Agentforce doesn’t necessarily mean a huge upfront license cost; you can start small (Salesforce often seeds some free credits as noted) and then scale up usage as needed[[40]](https://www.salesforce.com/news/press-releases/2025/05/15/agentforce-flexible-pricing-news/#:~:text=Credits%2C%20offering%20customers%20unprecedented%20flexibility,driven%20results)[[41]](https://www.salesforce.com/news/press-releases/2025/05/15/agentforce-flexible-pricing-news/#:~:text=Flex%20Credits%20%E2%80%94%20Pay%20per,as%20you%20scale%20with%20Agentforce).

* **Licensing Options:**  
  Salesforce offers multiple ways to license Agentforce capabilities:
* **Flex Credits (Consumption Model):** This is not a “license” per user, but rather buying credits as described. It’s very flexible and works across all agents and users. Many customers will simply start here by purchasing a block of credits which any agent usage will draw from. It’s an organizational pay-per-use model.
* **Conversation-Based Pricing:** An older model (still available) where you pay a fixed $2 per conversation the AI handles[[42]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=Each%20conversation%20was%20priced%20at,conversation%2C%20triggering%20another%20%242%20charge). This model treats an entire 24-hour interaction session as one billable unit, regardless of how many actions happen in that session. It’s simpler to budget if you primarily deploy chatbots to customers (each chat = $2) and don’t want to count every action. However, due to unpredictability and potential higher costs for multi-step interactions, Salesforce introduced Flex Credits to replace or supplement this model[[43]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=To%20solve%20the%20challenges%20of,based%20pricing%20structure). Now conversation-based pricing is generally recommended only for straightforward external chat use cases.
* **Per-User Agentforce Licenses (New in 2025):** Salesforce is introducing **Agentforce add-on licenses** that are **per user per month**, providing unlimited agent usage for that user[[44]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=2). This model is like a traditional software license – for a flat fee (e.g. $125 a month), an individual employee can use Agentforce-powered assistants as much as they want without consuming credits. It’s designed for *internal, employee-facing scenarios* where a support agent or sales rep might rely on an AI assistant constantly throughout their day. Instead of metering each action, you just pay a predictable fee for those power-users. These licenses come in variants for different clouds:
  + **Agentforce for Sales/Service Cloud add-on:** ~$125 per user/month for unlimited usage within Sales or Service Cloud contexts[[45]](https://www.zenml.io/blog/agentforce-pricing#:~:text=Agentforce%20Add,per%20user%20per%20month).
  + **Agentforce for Industries add-on:** ~$150 per user/month for unlimited usage in Industry Clouds (like Financial Services Cloud, Health Cloud) with industry-specific AI capabilities[[46]](https://www.zenml.io/blog/agentforce-pricing#:~:text=,Service%2C%20or%20Field%20Service%20Cloud).
  + **Agentforce 1 Edition:** a higher-tier bundle (around $550 per user/month) that includes the unlimited usage plus a large annual pool of credits (1M Flex Credits/year) and Data Cloud credits for any additional AI workloads[[47]](https://www.zenml.io/blog/agentforce-pricing#:~:text=,for%20regulated%20environments). This is targeted at enterprises that want an all-inclusive package covering both internal unlimited use and external usage in one plan[[48]](https://www.zenml.io/blog/agentforce-pricing#:~:text=Agentforce%201%20Edition%20From%20%24550,per%20user%20per%20month)[[49]](https://www.zenml.io/blog/agentforce-pricing#:~:text=).

In summary, you can either **pay per use** (by credits or conversations) or **pay per user** (for unlimited internal use). Many organizations might use a mix – e.g., buy per-user licenses for their 50 support agents to use AI copilot, but use Flex credits for unpredictable customer chats or for any overflows[[50]](https://www.zenml.io/blog/agentforce-pricing#:~:text=What%E2%80%99s%20more%2C%20Agentforce%20allows%20a,on)[[51]](https://www.zenml.io/blog/agentforce-pricing#:~:text=%2A%20Usage,needed%20without%20tallying%20each%20action). All these options still require that you have the base Salesforce platform (Agentforce isn’t standalone; it’s an add-on to your CRM/Service Cloud).

* **Is Agentforce a Separate Product or Part of Salesforce?**  
  It’s part of the Salesforce platform. You won’t “see” Agentforce as a separate app; instead, it appears as new capabilities within your existing Salesforce apps (and in Slack, if you integrate there). For example, in Service Cloud, Agentforce might surface as a panel or component where the AI agent suggests or automates actions in case records. Administrators get new setup pages to configure Agents and Topics. So when you purchase Agentforce, you’re essentially enhancing your current Salesforce org with AI agent functionality. The packaging can be a bit confusing because of the multiple pricing models – but think of it this way: **you need two things to fully use Agentforce**: (1) the *entitlement* to use the feature (granted by either buying credits, conversation pack, or licenses), and (2) the *consumption currency* (credits or a license) to pay for what the agents do. Bundled offerings like the Agentforce 1 Edition conveniently include both (entitlement + a chunk of credits) in one price.
* **Do Bundled Credits in Licenses Differ from Purchased Credits?**  
  No – a credit is a credit. If you have an Agentforce 1 Edition that includes a yearly allotment of Flex Credits, those credits work exactly the same as ones you’d buy separately in the Digital Wallet[[52]](https://www.zenml.io/blog/agentforce-pricing#:~:text=Agentforce%201%20Edition%20From%20%24550,per%20user%20per%20month). The bundle just saves you from purchasing them piecemeal. Once in your pool, all credits are fungible and can be spent on any agent actions. If you run out of the included credits, you’d purchase additional credits as overage. Conversely, if you have plenty of credits from a purchase and then you later add per-user licenses, the credits can still be used for any overage beyond what those users do internally (for example, credits could cover customer-facing bot interactions while your users have unlimited internal use). **There’s no difference in capability or cost per action between bundled vs separately purchased credits** – the distinction is only how you acquire them.
* **How Does Agentforce Integrate with Existing Licenses?**  
  Remember that Agentforce doesn’t replace your need for Salesforce CRM licenses. If you want an AI Sales Agent to automatically log activities or create opportunities, you still need a Sales Cloud license for the objects and data it accesses. Agentforce add-ons are exactly that – *add-ons*. They augment licensed users or your org with AI. Salesforce requires at least Enterprise Edition as a prerequisite to use Agentforce features[[53]](https://www.zenml.io/blog/agentforce-pricing#:~:text=Agentforce%20sits%20on%20top%20of,increase%20for%20these%20base%20editions) (and starting in 2024, they raised base edition prices by ~6% which some attribute to the added value of AI features[[53]](https://www.zenml.io/blog/agentforce-pricing#:~:text=Agentforce%20sits%20on%20top%20of,increase%20for%20these%20base%20editions)). So, a customer should plan for maintaining their standard Salesforce environment and then layer Agentforce costs on top.

**In summary**, when a customer buys Agentforce, they get the platform capabilities to deploy AI agents *and* a chosen method of paying for their usage (credits, conversations, or user-based pricing). The new licensing options (per-user unlimited use) are great for heavy internal use, whereas credits give fine-grained control for varied use cases. All of it ties back into one core Agentforce technology in your org.

## 4. Differences Between Agentforce Product Options

Salesforce now provides several **Agentforce product options** and choosing between them depends on a few key factors. The underlying technology is the same, but the **packaging/pricing models differ**. Here’s how to think about the differences:

* **Usage-Based vs. User-Based:** The first big distinction is whether you pay per AI usage or per user. **Usage-based (credits or conversations)** means you pay for each action or conversation, which is ideal if your volume is unpredictable or you only need AI occasionally[[51]](https://www.zenml.io/blog/agentforce-pricing#:~:text=%2A%20Usage,needed%20without%20tallying%20each%20action). **User-based (license add-on)** means a flat fee for unlimited usage by that user, which is best if certain employees will heavily use AI daily[[54]](https://www.zenml.io/blog/agentforce-pricing#:~:text=,needed%20without%20tallying%20each%20action). If you have a small team or want to experiment, usage-based is low commitment; if you have a large support center where every agent will use AI constantly, per-user might be more cost-effective in the long run.
* **External (Customer-Facing) vs. Internal (Employee-Facing) Use:** If your primary goal is to deploy AI agents to engage with customers (for example, an AI chatbot on your website or an autonomous service agent handling customer emails), you may lean towards **Flex Credits or conversation pricing** because those interactions can scale unpredictably. For instance, one day you might have 1000 chats, another day 100 – usage-based pricing handles that variability well[[55]](https://www.modelit.com/blogs/salesforce-agentforce-pricing-explained#:~:text=Conversations%3A%20Pay%20per%20interaction)[[56]](https://www.modelit.com/blogs/salesforce-agentforce-pricing-explained#:~:text=Why%20choose%20the%20Conversations%20model%3F). On the other hand, if your goal is to give every **employee** (like sales reps or support agents) an AI assistant to help with their work, the **per-user unlimited model** is simpler – you know exactly what you pay per month no matter how often they use it[[44]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=2). In practice, many customers will do both: a customer-facing bot (paid per action) and internal agents for staff (paid per user) simultaneously.
* **Scale and Predictability of Usage:** For lower or irregular volumes, the credit model is cost-efficient and you only pay for what you use. As AI adoption matures and usage becomes consistently high, at some point a **flat per-user fee** could be cheaper and certainly more predictable for budgeting[[51]](https://www.zenml.io/blog/agentforce-pricing#:~:text=%2A%20Usage,needed%20without%20tallying%20each%20action). Salesforce’s introduction of convertible credits/licences (Flex Agreement) means you’re not stuck with one model – you can start with consumption pricing and later convert to user licenses if that makes sense as usage grows[[57]](https://www.zenml.io/blog/agentforce-pricing#:~:text=What%E2%80%99s%20more%2C%20Agentforce%20allows%20a,on). So the “differences” aren’t permanent: you could begin with $0.10/actions and then decide to get the $125/user unlimited option for certain teams once you hit a usage threshold.
* **Cloud/Functional Differences:** There is no difference in core Agentforce capabilities by cloud *except* where the use-case is different. For example, the **Agentforce add-on for Service Cloud vs. Sales Cloud** – both cost $125/user and both allow unlimited usage[[45]](https://www.zenml.io/blog/agentforce-pricing#:~:text=Agentforce%20Add,per%20user%20per%20month), but one is meant for a Service user (support agent handling cases) and the other for a Sales user (sales rep managing leads/opportunities). The difference might come down to the included pre-built agents or prompts tailored to those roles. Similarly, the **Industries add-on** ($150/user) is basically the same unlimited usage model but intended for Industry Clouds where compliance and specialized functions are needed[[46]](https://www.zenml.io/blog/agentforce-pricing#:~:text=,Service%2C%20or%20Field%20Service%20Cloud) – the higher price reflects that specialized content and any additional guardrails for regulated industries. **In terms of technology, all these add-ons unlock the same Agentforce platform**; it’s more about aligning with the products the customer already has. If a customer uses Field Service, there is an Agentforce for Field Service add-on (which is the same $125 user license, typically), ensuring the AI can interact with work orders and scheduling objects.
* **Included Credits vs. Pay-as-you-go:** Agentforce 1 Edition stands out as it *includes* a large block of credits annually[[48]](https://www.zenml.io/blog/agentforce-pricing#:~:text=Agentforce%201%20Edition%20From%20%24550,per%20user%20per%20month). This effectively hybridizes the models: you pay a high per-user price but you get both unlimited internal use for those users and a pool of credits that can cover a lot of external or additional actions. The difference here is if you want an **“all-in-one” bundle** (with built-in usage headroom) versus buying a la carte. Some customers like bundles for simplicity (fewer procurement cycles), while others prefer granular control (only buy what you need month-to-month).
* **Industry Solutions vs. Standard:** As noted, Salesforce has pre-built many agents for industries (like financial services, healthcare, retail). The **Industries add-on license** includes those specialized agents and is priced a bit higher[[46]](https://www.zenml.io/blog/agentforce-pricing#:~:text=,Service%2C%20or%20Field%20Service%20Cloud), but fundamentally an action taken by an industry agent still costs 20 credits like any other. So the difference is not in how you pay for actions, but in what you get out-of-the-box and compliance support (e.g. an AI patient assistant might need stricter data handling, which Salesforce provides through templates and the trust layer).

When guiding a customer, emphasize that **all Agentforce products leverage the same core engine and have the same goal – autonomous AI assistance – but the way you pay and deploy can be tailored to the customer’s needs.** The key is to find the right balance of cost predictability, flexibility, and included value (like free credits or specialized agents) for their situation.

## 5. Guiding Customers by Cloud Implementation

To successfully position the right Agentforce approach for a customer, consider these steps and tips:

* **Understand Their Primary Use Cases (by Cloud):** Start by identifying where the customer wants to apply AI agents. Is it in **Service Cloud** for customer support cases, in **Sales Cloud** for lead generation, in **Marketing Cloud** for campaign automation, or a mix? The focus area will determine which pre-built agents and templates are most relevant and could highlight whether an industry-specific solution is needed. For example, if the customer is a retail company heavily focused on e-commerce support, Agentforce Service and Commerce agents would be the discussion (maybe they don’t need Marketing agents initially)[[11]](https://www.ranosys.com/blog/insights/what-is-salesforce-agentforce/#:~:text=4,experience%20with%20Commerce%20Agents). Tailor your conversation to their world: *“Which processes are you looking to automate or enhance with AI?”* If they say customer service, hone in on Service Agents; if it’s sales productivity, discuss SDR and sales coaching agents.
* **Determine the Expected Volume and Usage Pattern:** Ask how frequently they anticipate the AI will be used. Is it thousands of customer inquiries a day (high volume), or a handful of internal queries per week (low volume)? Is usage steady or seasonal? If the company expects heavy daily use by a set team, a **per-user unlimited plan** might save money and provide simplicity (no counting every action)[[54]](https://www.zenml.io/blog/agentforce-pricing#:~:text=,needed%20without%20tallying%20each%20action). If usage is experimental or fluctuates, **Flex Credits (pay per action)** keep costs aligned to actual usage and can scale up or down easily[[56]](https://www.modelit.com/blogs/salesforce-agentforce-pricing-explained#:~:text=Why%20choose%20the%20Conversations%20model%3F)[[51]](https://www.zenml.io/blog/agentforce-pricing#:~:text=%2A%20Usage,needed%20without%20tallying%20each%20action). For seasonal spikes, also explain the Flex Agreement option to alleviate concerns about overbuying or underutilizing capacity[[33]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=During%20the%20holiday%20quarter%20,more%20money%2C%20a%20company%20can)[[34]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=Once%20the%20holiday%20rush%20ends%2C,The%20same%20company%20can%20then). The goal is to match their cost model to their usage pattern for cost-efficiency.
* **Explain the Credit Monitoring and Refill Process:** Assure customers that Salesforce provides tools to manage usage. The **Digital Wallet** will let them track consumption by agent and department, so they’ll have transparency into how credits are spent[[23]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=Key%20Features%20of%20the%20Salesforce,Digital%20Wallet). They can set up alerts (for example, at 80% credit consumption) to proactively purchase more. This alleviates fear that they’ll suddenly run out and be caught off guard. Emphasize that budgeting for Agentforce can be an ongoing process – start with a small package, see the ROI, then scale. Because credits are consumption-based, they won’t pay for what they don’t use, and they can always buy more if usage and value are higher than expected.
* **Combine Models if Needed:** Guide them that it’s not an all-or-nothing choice. For instance, a customer could use conversation-based pricing for their public customer chatbot (easy to forecast by number of chats) and simultaneously use Flex Credits for an internal agent that has unpredictable usage. Or use per-user for their core team and credits for everything else. Salesforce’s approach is modular – highlight that they can mix and match to find the optimal cost structure[[57]](https://www.zenml.io/blog/agentforce-pricing#:~:text=What%E2%80%99s%20more%2C%20Agentforce%20allows%20a,on)[[51]](https://www.zenml.io/blog/agentforce-pricing#:~:text=%2A%20Usage,needed%20without%20tallying%20each%20action). One practical approach is to start with credits (since it has low commitment), and once the customer sees high consistent usage in a particular team, consider shifting those users to a flat license. The Flex Agreement makes this transition smooth by converting credits to licenses seamlessly[[32]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=1,%E2%86%94%20Flex%20Credits)[[58]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=,Credits%20back%20into%20user%20licenses).
* **Address ROI and Value Upfront:** Many customers will be thinking “is this worth it?” Be ready to discuss how a $0.10 action might replace a task that takes a human 5-10 minutes, or how a $2 conversation might resolve an issue that would cost far more if a support rep handled it entirely. Salesforce provides an ROI estimator tool, and you can share examples like *“identifying a customer and pulling up all their cases costs $0.30 in credits, which is negligible compared to the time a support agent would spend doing it manually”*[[2]](https://www.salesforce.com/agentforce/pricing/#:~:text=Case%20Management%20,60)[[59]](https://www.salesforce.com/agentforce/pricing/#:~:text=For%20this%20example%2C%20the%20customer,for%2020%20days%20a%20month). If they worry about overpaying, remind them that they can start small with perhaps the free credits or a minimal package (Salesforce often grants 100k credits free for new Enterprise orgs)[[60]](https://www.salesforce.com/news/press-releases/2025/05/15/agentforce-flexible-pricing-news/#:~:text=match%20at%20L141%20,for%20%240%20with%20Salesforce%20Foundations). By monitoring results, they can ensure that as they invest more, it’s driven by real value (more cases solved, more leads generated, faster campaigns, etc.).
* **Licensing Technicalities:** Ensure they know that to use Agentforce, they should be on an appropriate Salesforce edition (Enterprise+). If they are not, an upgrade might be needed[[53]](https://www.zenml.io/blog/agentforce-pricing#:~:text=Agentforce%20sits%20on%20top%20of,increase%20for%20these%20base%20editions). Also clarify that Agentforce doesn’t necessarily require every end-user to have it – for example, if they only want a website chatbot, they might just buy credits and not need any internal user licenses at first. Conversely, if they want every support agent to have an AI helper, they’ll need to license each of those either via credits or per-user. It’s about aligning with their current Salesforce license footprint.
* **Offer Enablement and Support:** Finally, position your team or Salesforce’s services to help them get started. Sometimes pricing confusion is tied to uncertainty on implementation. Let them know there are quickstart packages and that with a pilot they can measure usage before committing bigger budgets. Many customers appreciate that they can try Agentforce in a limited capacity (e.g. one agent or one department) and then expand; the pricing model supports this kind of land-and-expand approach well[[61]](https://www.salesforce.com/news/press-releases/2025/05/15/agentforce-flexible-pricing-news/#:~:text=1,directly%20tying%20your)[[40]](https://www.salesforce.com/news/press-releases/2025/05/15/agentforce-flexible-pricing-news/#:~:text=Credits%2C%20offering%20customers%20unprecedented%20flexibility,driven%20results).

By guiding the customer through these considerations, you help them choose the **right Agentforce product (or combination)** for their specific scenario – whether that’s a pay-per-action plan for a small deployment or an unlimited enterprise plan for widespread AI adoption.

## 6. Summary Table: Agentforce Pricing Models

To consolidate the information, here’s a summary of the key Agentforce pricing models and their characteristics:

| Pricing Model | How You Pay | Best For | Typical Cost | Notes and Considerations |
| --- | --- | --- | --- | --- |
| **Conversation-Based** | Per conversation (flat fee per 24-hour AI session)[[62]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=Each%20conversation%20was%20priced%20at,conversation%2C%20triggering%20another%20%242%20charge) | Customer-facing chat or messaging bots with distinct sessions and predictable volumes. | **$2 per conversation**[[62]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=Each%20conversation%20was%20priced%20at,conversation%2C%20triggering%20another%20%242%20charge) | *Simple to understand:* one price per chat interaction (no matter how many questions asked in that session). Good if each “issue” is usually resolved within one conversation. However, can be **costly for multi-step issues** or long-running cases, and costs reset after 24 hours of inactivity[[63]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=Initially%2C%20Salesforce%20introduced%20Agentforce%20with,quickly%20drew%20attention%20and%20criticism)[[64]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=24). Limited flexibility (same cost for a quick FAQ vs a complex request). Largely superseded by Flex Credits for most use cases, but still an option for quick budgeting. |
| **Flex Credits (Action-Based)** | Per action (purchase credits and spend 20 credits per action)[[17]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=Under%20the%20new%20Agentforce%20pricing,instead%20of%20%242%20per%20conversation) | Any use case – internal or external – especially when usage volume is variable or you want cost tied to actual work done. | **$0.10 per action** (20 credits)[[17]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=Under%20the%20new%20Agentforce%20pricing,instead%20of%20%242%20per%20conversation)<br>($500 for 100k credits)[[20]](https://www.salesforce.com/news/press-releases/2025/05/15/agentforce-flexible-pricing-news/#:~:text=Flex%20Credits%2C%20available%20in%20packs,of%20credits%20as%20new%20agents) | *Granular and flexible:* you pay exactly for what the AI does. **Highly scalable** – great for starting small and growing. Costs scale linearly with usage (e.g. 10 actions = $1). Requires monitoring of credit balance, but Digital Wallet tools make that manageable[[23]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=Key%20Features%20of%20the%20Salesforce,Digital%20Wallet). All Agentforce features (Agent Builder, etc.) are included once you have credits[[37]](https://www.zenml.io/blog/agentforce-pricing#:~:text=Buying%20Flex%20Credits%20automatically%20unlocks,the%20entire%20Agentforce%20toolset). **Recommended for pilots, diverse workloads, or uncertain volumes.** Can be combined with user licenses later[[57]](https://www.zenml.io/blog/agentforce-pricing#:~:text=What%E2%80%99s%20more%2C%20Agentforce%20allows%20a,on). |
| **Dedicated Per-User License** (Agentforce Add-On) | Per user, per month (unlimited agent usage for that user)[[44]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=2) | High-frequency internal users of AI (e.g. support agents or sales reps who use AI in nearly every workflow). | **$125 per user/month** for Sales/Service/Field users[[45]](https://www.zenml.io/blog/agentforce-pricing#:~:text=Agentforce%20Add,per%20user%20per%20month); **$150 per user/month** for Industry Cloud users[[46]](https://www.zenml.io/blog/agentforce-pricing#:~:text=,Service%2C%20or%20Field%20Service%20Cloud) (regulated industries). | *Unlimited usage:* no need to count actions for licensed users – they can use their AI assistant as often as needed without incurring credit costs[[44]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=2). Provides cost certainty for those users. Often **most cost-effective when a user does >1,250 actions per month** (since 1,250 actions × $0.10 = $125). Industry variant costs more due to specialized compliance features[[46]](https://www.zenml.io/blog/agentforce-pricing#:~:text=,Service%2C%20or%20Field%20Service%20Cloud). Note: This covers internal use; if those agents also operate customer-facing bots, that external activity might still use credits unless covered by included credits (see Agentforce 1). |
| **Agentforce 1 Edition** (Enterprise Bundle) | Per user, per month (premium license) + includes large pooled credits | Organizations seeking an all-in-one package for widespread AI, combining internal unlimited use with external usage credits. | **~$550 per user/month**[[47]](https://www.zenml.io/blog/agentforce-pricing#:~:text=,for%20regulated%20environments) (varies by edition) | *All-inclusive*: Each license includes the Agentforce add-on *plus* a yearly org-wide allotment of **1,000,000 Flex Credits** and **2.5M Data Cloud credits** for AI data processing[[47]](https://www.zenml.io/blog/agentforce-pricing#:~:text=,for%20regulated%20environments). Essentially pre-pays for a ton of usage. Best for large enterprises that plan to heavily use AI both internally and in customer interactions – it ensures you won’t be nickeled-and-dimed for every action. High cost means it’s only justified if you indeed leverage those included credits (or need the unlimited scale). It simplifies procurement (one line item covers users and usage). Often paired with top-tier Salesforce editions and Premier support. |

**Notes:** All prices above are list prices (in USD) and subject to change or volume discounts. Also, **Salesforce Foundations** offers some free credits for qualifying customers (often 100k credits free for new orgs)[[60]](https://www.salesforce.com/news/press-releases/2025/05/15/agentforce-flexible-pricing-news/#:~:text=match%20at%20L141%20,for%20%240%20with%20Salesforce%20Foundations), and there’s a one-time $1,000 free usage allowance for initial conversations in some cases[[65]](https://www.zenml.io/blog/agentforce-pricing#:~:text=On%20the%20other%20hand%2C%20Agentforce,prohibitive%20if) – these promotions can help new users try Agentforce at low risk. Always check the latest Salesforce pricing page for up-to-date figures, as AI pricing is evolving rapidly.

## 7. Scenario Example: Choosing Agentforce for Service Cloud

**Scenario:** *“I have Salesforce Service Cloud. I want to use Agentforce to improve my customer support operations. What specific Agentforce product should I purchase? What exactly will I get with it? And what happens if I run out of the included credits?”*

Let’s break this down for Service Cloud:

* **Which Agentforce Product to Buy:** For Service Cloud, you have two main options:
* **Agentforce Service Add-On License (Per User):** If you want each of your support agents to have unlimited use of AI, you could buy the Agentforce for Service Cloud user licenses. For example, if you have 50 support agents, and you want each to use AI to help with cases (suggesting answers, auto-summarizing after calls, etc.), you could get 50 × $125/user/month licenses[[45]](https://www.zenml.io/blog/agentforce-pricing#:~:text=Agentforce%20Add,per%20user%20per%20month). This would allow all their Agentforce Service Agent actions (like looking up customer info, drafting responses, categorizing cases) to be unlimited for those users, with no credits required for their internal usage.
* **Flex Credits (Pay per Action):** Alternatively, you can purchase a pool of Flex Credits (say you start with 100,000 credits for $500) and enable Agentforce on your Service Cloud that way[[20]](https://www.salesforce.com/news/press-releases/2025/05/15/agentforce-flexible-pricing-news/#:~:text=Flex%20Credits%2C%20available%20in%20packs,of%20credits%20as%20new%20agents). The Service agents (AI) will consume 20 credits for each action they perform, such as creating a case, updating a field, or sending an email on a customer’s behalf[[17]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=Under%20the%20new%20Agentforce%20pricing,instead%20of%20%242%20per%20conversation). This might be preferable if you have a smaller team or you’re not sure how heavily they will use the AI initially.

Many customers with Service Cloud start with some credits to deploy an **AI-powered chatbot or email virtual agent** to handle common customer inquiries. For instance, you could deploy a Service Agent that automatically answers routine support questions from your help center knowledge base – each answer it provides costs 20 credits ($0.10)[[66]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=Examples%20of%20Common%20Actions%20and,Their%20Credit%20Usage). Credits would also be used if the agent performs actions like logging a case or escalating to a human.

* **What You Get with the Purchase:** Regardless of which route you choose, by purchasing Agentforce capabilities, you gain **access to the full Agentforce platform within Service Cloud**. Concretely:
* You’ll see the **Agentforce setup** in your Salesforce org, allowing you to configure Service AI agents (either use Salesforce’s pre-built Service Agent template or customize your own)[[38]](https://www.cxtoday.com/crm/what-is-agentforce-and-how-does-it-work-the-ultimate-guide/#:~:text=Introduced%20in%20October%202024%2C%20Agentforce,businesses%20to%20build%20their%20own)[[39]](https://www.cxtoday.com/crm/what-is-agentforce-and-how-does-it-work-the-ultimate-guide/#:~:text=The%20Preconfigured%20Agentforce%20Agents).
* You’ll have the **Agent Builder** interface to define what your Service agent should do – for example, “if customer asks about order status, perform these steps…” – all integrated in the Service Console.
* **Out-of-the-box Service actions and topics** will be available. Salesforce provides standard actions like “Identify Customer by Email,” “Get All Cases for Contact,” “Add Case Comment,” “Search Knowledge Articles,” etc., which are very relevant to support scenarios[[2]](https://www.salesforce.com/agentforce/pricing/#:~:text=Case%20Management%20,60). Your agent can use these immediately. (These standard actions save a ton of setup time and each still costs 20 credits when executed, except in sandbox).
* If you have **Omni-Channel** or messaging set up in Service Cloud, the Agentforce Service Agent can plug into those channels (e.g., a chat window on your site, or responding to emails).
* **Analytics and monitoring**: You’ll get usage reports for how many cases the AI is handling, success rates, etc., through the Agentforce dashboard and digital wallet.
* **The Digital Wallet** feature will be enabled so you can see how your credits are being spent on these service use cases in real time[[22]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=Salesforce%20Digital%20Wallet%20for%20Credit,Management).

In summary, you’re getting the AI brain *and* its toolbox integrated into your Service Cloud. Think of it as hiring a digital support rep that can work alongside your human team – the purchase enables that rep and gives it a “salary budget” in the form of credits or a fixed cost.

* **When You Run Out of Credits:** If you went with the credit model and your support AI starts handling so many actions that you exhaust your initial credit pack, what happens? **Your AI Service Agent will continue to operate** (it won’t stop mid-case), and Salesforce will treat the additional actions as an overage, billing you for the excess usage according to your agreement[[31]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=%2A%20,run%20out%20of%20Flex%20Credits). Typically, you’d be charged at the same 20 credits/action rate but possibly at a higher per-credit price if you didn’t pre-pay them (for example, it might charge pay-as-you-go rate which could be slightly more than $0.10/action depending on contract). It’s always best to top-up credits before fully running out to get the best rate. The Digital Wallet’s alerts can notify you when you’re, say, down to 10% of your credits, so you could quickly purchase another pack via the Salesforce storefront or your account executive.

If you have auto-renew set, Salesforce might automatically add (and bill) another block of credits once you hit zero – ensuring seamless operation. If not, and if you neither top-up nor allow overage billing, the worst-case scenario is the agent’s ability to perform new actions would pause until credits are added. But in practice, Salesforce doesn’t want your customer service to grind to a halt, so they provide those mechanisms to keep it running. It’s important to note: with the **user license model**, running out isn’t an issue for those users (since it’s unlimited). Credits only factor in if you also had some processes using credits (for example, a customer web chatbot). In our scenario, if you had both internal support agents on unlimited licenses *and* a customer-facing chatbot on credits, you’d only need to worry about the chatbot’s credits running out.

**Scenario Conclusion:** For a Service Cloud customer, a safe recommendation might be: *Start with a package of Flex Credits to deploy a customer-facing support agent for common issues, and consider a few Agentforce user licenses for your busiest human support agents to help them with AI-driven suggestions and automation.* This way, you cover both fronts. You’ll get all the Agentforce goodies in Service Cloud right away. Monitor the impact – if the AI agent is closing, say, 500 cases a week at $0.10 each (that’s $50/week), compare that to the cost of human time saved, and adjust your investment accordingly. If you see great value and increasing usage, you can either buy more credits or shift to an unlimited model for key users. And always keep an eye on the Digital Wallet so you’re never caught off guard on usage or spend[[23]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=Key%20Features%20of%20the%20Salesforce,Digital%20Wallet).

By using the above information, you can confidently guide customers and internal teams on how to position Salesforce Agentforce – from functional differences and pricing models to practical implementation considerations – ensuring successful adoption and value realization from this cutting-edge AI capability[[54]](https://www.zenml.io/blog/agentforce-pricing#:~:text=,needed%20without%20tallying%20each%20action)[[67]](https://www.concret.io/blog/new-agentforce-pricing-model#:~:text=To%20make%20it%20even%20easier,action%20billing%20for%20internal%20use).

[[1]](https://www.ranosys.com/blog/insights/what-is-salesforce-agentforce/#:~:text=1,Service%20Agents) [[5]](https://www.ranosys.com/blog/insights/what-is-salesforce-agentforce/#:~:text=2,Agentforce%20Sales%20Agents) [[10]](https://www.ranosys.com/blog/insights/what-is-salesforce-agentforce/#:~:text=2) [[11]](https://www.ranosys.com/blog/insights/what-is-salesforce-agentforce/#:~:text=4,experience%20with%20Commerce%20Agents) [[12]](https://www.ranosys.com/blog/insights/what-is-salesforce-agentforce/#:~:text=Salesforce%20Agentforce%20allows%20you%20to,driven%20tasks) [[13]](https://www.ranosys.com/blog/insights/what-is-salesforce-agentforce/#:~:text=Apart%20from%20creating%20AI%20agents,goals%20and%20make%20operations%20smoother) The ultimate guide to Salesforce Agentforce and its use cases for industries

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