

Contact Center Operations in Salesforce using Agentforce: Advancing the Future of Intelligent Customer Service

Pritha Das Mazumdar

Abstract

Across every industry vertical, organizations have already embraced AI, finding unique ways every day to harness its capabilities. Contact Centers are no exception, where AI has become a powerful driver of efficiency, personalization, and customer satisfaction. AI in practice is multilayered working in different modes – predictive AI excels at forecasting outcomes by analyzing patterns while generative AI creates new content, automates writing responses, emails real time. In the context of modern contact centers, both layers have become critical equally. Predictive AI helps anticipate customer needs and optimize operations for faster workflows, generative AI leads to personalized, context aware interactions with the customer. Organizations are increasingly trending towards autonomous capabilities leaning on Agentic AI to orchestrate and operate leading to faster turnaround and richer customer experience. This study explores how the shift is unfolding with Salesforce's own agentic AI platform, Agentforce in Contact Centers

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Author correspondence:

Pritha Das Mazumdar,
Senior Manager, PricewaterhouseCoopers Advisory Services LLC,
Atlanta, USA
Email: pritha_dasmazumdar@yahoo.com

1. Introduction

Agentic AI is an advanced AI offering that enables goal driven task execution, autonomous decision making, operating independently by utilizing high impact autonomous agents that orchestrate complex workflows, continuously learning and adapting through feedback loops. This is a significant leap from AI agents that were narrowly focused on single tasks, required constant human prompts and lacked the ability to learn and adapt over time.

Contact Centers are no longer just cost centers, they are strategic growth levers for organizations. High attrition rates and rapidly rising customer expectations are putting unprecedented pressure on contact centers. Contact centers operating on legacy systems with siloed data and characterized by manual processes lead to operational inefficiencies that not only increase the cost to serve per agent year over year but also contribute to inconsistent and frustrating customer service experiences. Escalating support costs and erosion of customer trust puts brand reputation and loyalty at risk. Consider, a customer service representative at an insurance carrier's call center spending hours helping a frustrated policyholder who's unclear about their claim's status. This may be because the representative can't quickly find the relevant policy document detailing the summary of benefits and exclusions. This leads to compromised customer experience and impacts the customer service representative's productivity as well. Agentic AI could streamline the entire process by autonomously assessing the policyholder's inquiry, retrieving and reading

the necessary policy documents and provide answers for claim details. This would not need any human intervention unless the case was escalated and the service representative could be freed up to focus on more complex service inquiries.

That is why, to compete, businesses must transform service from reactive support to proactive consistent engagement, that is fast, scalable and human centered. AI and automation are no longer a function of the business, they are the business. The study elaborates how Agentforce optimizes operational efficiency and elevates user experience. Through this, we examine its architectural foundations, key differentiators positioning it as a strategic enabler for enterprises aiming to scale service delivery and build customer trust in a digital first era.

2. What is Agentforce for Contact Centers

Agentforce is purpose-built for front-office service and sales operations. It is the agentic AI layer of Salesforce that can deploy autonomous AI agents intelligently orchestrating them for contact centers unifying case management, automation, Computer Telephony Integration (CTI), real time assist for human agents and advanced analytics into one console. While Agentforce includes a set of tools and library of ready to use skills to create and configure goal-based agents, the data and metadata of the Salesforce org is the key to enable the agents to operate with context and precision. While the digital agents can be deployed to support many enterprise functions like Finance, Workforce management and Compliance, Agentforce focuses on elevating customer facing engagements.

2.1 Agentforce AI Stack Overview:

- AI Powered User Experience: AI powered experiences seamlessly created and delivered leveraging Salesforce platform capabilities like Flow, Lightning Web Components(LWC)
- AI Foundational Services: Includes AI Gateway, Retrieval Augmented Generation(RAG), Agent Orchestration, Agent Evaluation and Reasoning services which facilitate the integration of business applications with the technology stack
- AI Platform: Manages, trains and fine-tunes AI models within salesforce as well external LLMs or models for both predictive and generative applications. Promotes native services, trust services and foundational models for training, testing and performing inference on models.
- Einstein Studio: Comprises of tools like Prompt Builder, Agent Builder, Model Builder for creating predictive and generative AI experiences.

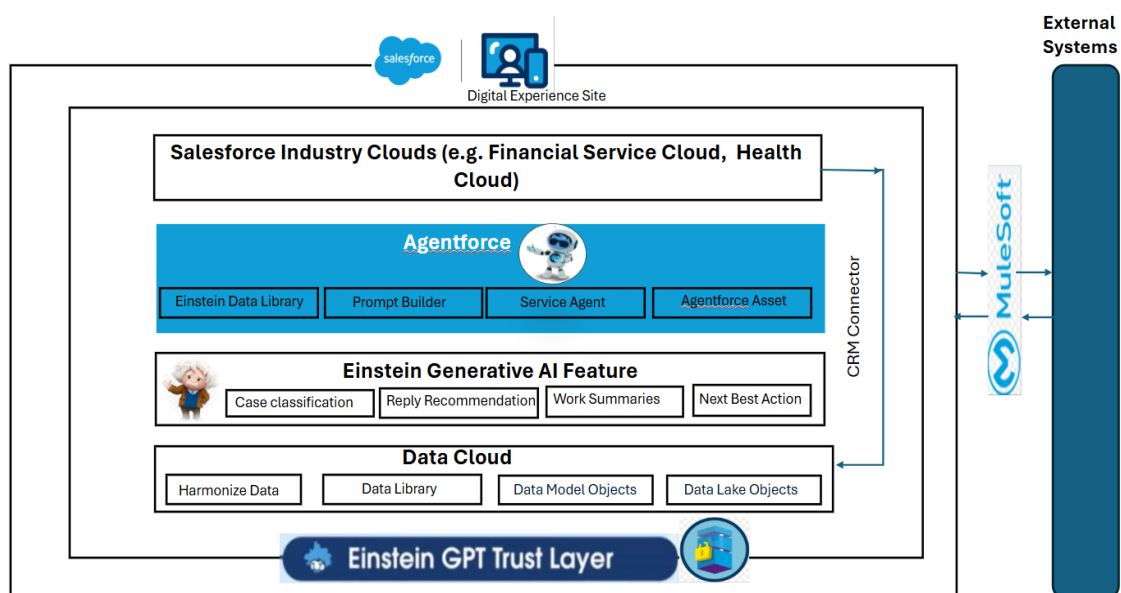


Figure 1. Solution Architecture

3. Agentic AI and its Workflow

Agentic AI is AI systems built around agents that possess the capacity to set goals, reason about how to achieve them and execute multi-step actions autonomously. Agentic AI can do the following:

- Chunks out complex tasks into smaller subtasks, often coordinating multiple specialized agents
- Works towards a user or system defined objective with limited supervision only escalates when confidence thresholds require human intervention
- Adapts and learns from feedback in real time, refining its strategy with configurable checkpoints, audit trails

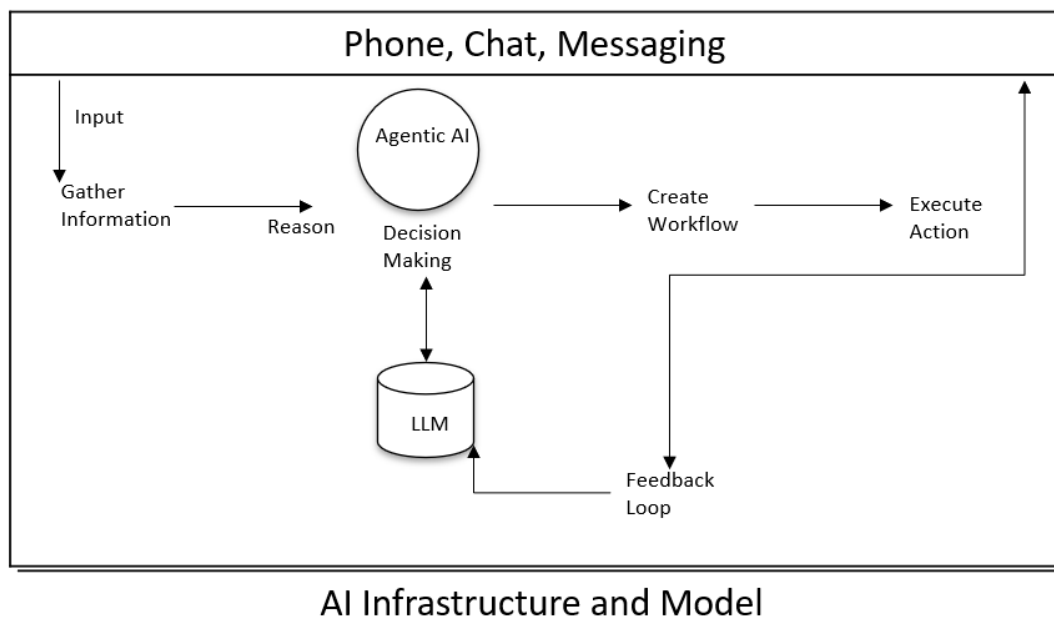


Figure 2. *Agentic AI Workflow*

4. Hyperforce Infrastructure Overview

Salesforce operates on the Hyperforce Foundation which is an advanced cloud infrastructure composed of multiple Hyperforce instances strategically deployed across global regions to support customer preferences for data residency, compliance, and availability. To meet stringent operational and regulatory requirements, one or more instances can be grouped into an Operating Zone, providing customers with localized control and isolation.

Each Hyperforce Instance includes several clusters of services organized by function. They manage critical services such as security, authentication, logging, and monitoring, while business domains power Salesforce applications like Sales Cloud and Service Cloud. Services within these domains are further structured into Cells which are scalable units of service delivery analogous to traditional Salesforce instances, each hosting one or more customer orgs. Supercells, which group multiple Cells, allow for shared services and broader blast radius boundaries, enabling horizontal scalability within a controlled fault domain. Every Hyperforce instance is associated with a single Availability Region and operates independently, with mission-critical data replicated across at least three Availability Zones to ensure high availability and fault tolerance. For business continuity, data backups are stored in separate Hyperforce instances as needed.

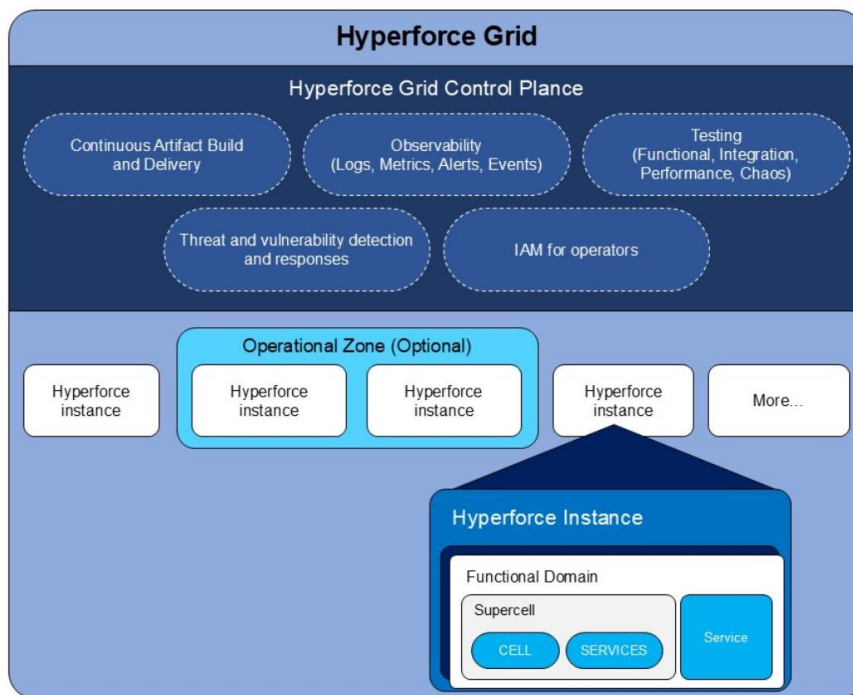


Figure 3. *Hyperforce Architecture*

5. Capabilities & Differentiators offered by Agentforce for Contact Centers

- **Unified Agent Layer:** Delivers a consistent, seamless agent experience across channels e.g. voice, email, chat, SMS on a unified platform with customer context and history persisted powered by real-time agent assist and collaboration tools
- **Intelligent Orchestration Layer:** Enhances speed, accuracy and personalization across interactions like digital agents, system flows and human handoffs. Integrated with systems like Amazon Bedrock, Azure OpenAI, Copilot, Vertex AI
- **Unified Knowledge Retrieval Layer:** Assesses, retrieves and applies enterprise-wide knowledge (internal as well as external) knowledge from structured and unstructured databases and LLMs. Integrates with systems like Amazon Q, Microsoft Sharepoint, Viva, Copilot, Google Knowledge and Search Assist
- **Workforce Optimization Layer:** Supports operational agility and long term workforce planning by improving schedule efficiency and real-time responsiveness. Integrates with systems like AWS Contact Lens, Azure Dashboards and WFM tools, Genesys WEM

6. Measurable Gains with Agentforce: Better Customer Experience, Lower Costs, Operational Efficiency

- **Better Customer Experience:**
 - Resolves simple issues quickly letting human agents focus on complex, escalated processes/workflows.
 - Supports the ability to switch between different interaction channels e.g. web chat, voice, email and messaging
 - Improved speed and quality leads to better CSAT and NPS scores
- **Lower Costs**
 - Boosts efficiency, drives significant savings, streamlines legacy systems and cuts long-term IT costs
 - Enables hybrid staffing with a mix of workers of different geolocations

- **Efficiency**
 - Automates tier 1 support with AI handling 50-70% of basic service requests from customers through chats, emails and instant messaging
 - Summarizes cases and draft responses boosting agent knowledge and efficiency
 - Handles automated post call tasks speeding up case resolutions

7. Agentic AI Current Trends

Trend	What it looks like
Multi-agent orchestration	Toolkits now focus on coordinating swarms of narrow agents instead of a single copilot
Vertical “specialist” agents	Purpose built agents for marketing, healthcare, warehouse ops etc replace generic chatbots
Open-source frameworks	CrewAI, LangGraph and Camel gain stars and production pilots offering light, LangChain free stacks
New agent tooling from model vendors	OpenAI’s Response API+Agents SDK and Microsoft’s Computer-Using Agent expose built-in web, file and GUI tools
Workforce experiments	A “Job-for-Agent” board is posting paid roles aimed only at AI agents, hinting at nascent labor markets
Standard race for interoperability	A2A(agent-to-agent) + MCP(model-context) emerge as de-facto plumbing so agents from different vendors can talk and share tools

8. MCP and A2A Protocol Details

Protocol	Scope	Current Traction	Impact
A2A (Agent-to-Agent)	Messaging and task lifecycle between autonomous agents	SDKs built in Java and Python with 50+ contributors	1. Allows disparate agents to advertise capabilities and negotiate collaborations 2. Eliminates deadlocks by giving a neutral agent-service bus
MCP (Model Context Protocol)	Standard adapter for an LLM/agent to invoke APIs, tools or data	Integrated into Azure AI, LangChain adapters and OpenAI’s Remote MCP	1. Acts like a secure USB-C for AI 2. Unified schema speeding development by decoupling tool wiring with prompt logic

9. Conclusion

The evolution of customer expectations is unmistakable. Today's customers demand constant availability, seamless issue resolution, and deeply personalized interactions. Research consistently reinforces this shift: more than three-quarters of customers are inclined to recommend brands that deliver frictionless, tailored service. Yet, within many organizations, contact center agents are still constrained by outdated technology, siloed data, and manual workflows that only increase operational complexity but also compromises customer experience. Agentforce represents more than incremental automation; it embodies a paradigm shift. By moving beyond isolated, task-based processes, Agentic AI enables autonomous agents to orchestrate workflows end-to-end, continuously learn from feedback, and adapt in real time. This new model has the potential to fundamentally reshape the contact center, alleviating repetitive, data-intensive burdens while enabling faster, more accurate, and more responsive service. However, it is essential to recognize the limitations as well as the strengths of this technology. As powerful as Agentic AI is, it cannot replicate human judgment, empathy, or the nuanced understanding required in complex or emotionally charged situations. There should be a balanced hybrid approach that harnesses AI to manage high volume, structured interactions while reserving human expertise for moments that require emotional intelligence, personalized communications keeping mind the ethical considerations. This paper describes that Agentic AI is not simply another tool in the technology stack but a strategic imperative, central to how organizations are building loyalty while sustaining trust in an increasingly competitive landscape.

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