




# Unleashing *new waves of value* through AI-driven customer service







The emergence of agentic AI signals a profound transformation for customer service, complementing teams and self-service experiences with proactive, intelligent, real time and continuously learning services that deepen customer relationships and accelerate business growth.

According to Capgemini's recent report, *Unleashing the Value of Customer Service*, this transformation requires fundamentally reshaping customer interactions, operational workflows, and strategic priorities to meet rising consumer expectations for seamless, personalized, and proactive experiences. Organizations that make this shift are better positioned to boost retention, build loyalty, and stay competitive in a rapidly evolving market.

But this shift is about more than technology. It demands true orchestration across people, platforms, and strategy. This alignment makes the whole company work in sync so AI can scale and deliver lasting value.

Capgemini and Salesforce partner to guide organizations through this significant transformation. Capgemini brings deep expertise in business transformation, ensuring AI is thoughtfully integrated into core business processes. Salesforce delivers cutting-edge innovations like **Agentforce Service**, **Agentforce Voice**, **Data360**, **MuleSoft Agent Fabric**, and **Agentforce Sales** that bring enterprise-grade agentic AI to life, with AI that is augmented, autonomous, and aligned to how people and organizations work. These systems learn and act alongside humans, anticipating needs, automating complex work, and enabling entirely new ways to engage customers and create business value.

Together we enable organizations to evolve from traditional call centers to AI Customer Engagement Centers that connect strategy and technology to deliver faster, smarter, and more human-centered experiences.



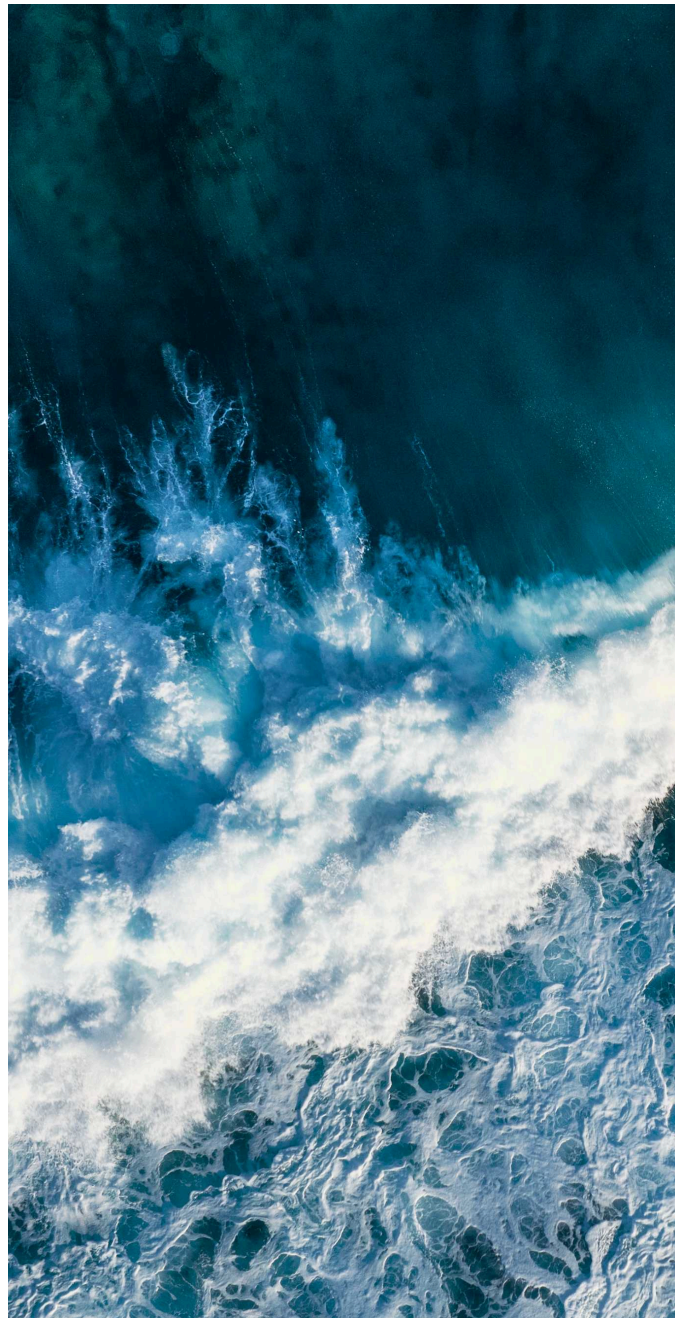
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# Customer service as a strategic driver

Capgemini's report highlights customer service as significantly influencing brand loyalty and business outcomes, yet consumer satisfaction remains notably low at just 45%. At the same time, the stakes have never been higher: improving customer retention by as little as 5% can increase revenue by 25–95%.

Meeting these expectations requires a mindset shift, seeing service not as a support function but as a growth engine. This starts by transforming how teams connect with customers. Using autonomous and assistive agents within Agentforce Service, modern service teams can move beyond reactive problem-solving toward predictive and connected engagement, accelerating issue resolution by linking front- and back-office operations and creating new ways to deliver services and value. By surfacing intent signals, orchestrating both human and digital agents, and using real-time insights to anticipate customer needs, organizations can deliver experiences that are more personalized, transparent, and trustworthy.

These are the hallmarks of human-AI orchestration: thoughtful collaboration between human agents and AI that builds transparency, trust, and shared ownership of the customer experience.



*Source: Capgemini Research Institute, "Unleashing the Value of Customer Service," March 2025.*

*Source: Capgemini Research Institute, "Customer Service Transformation Infographic," November–December 2024.*

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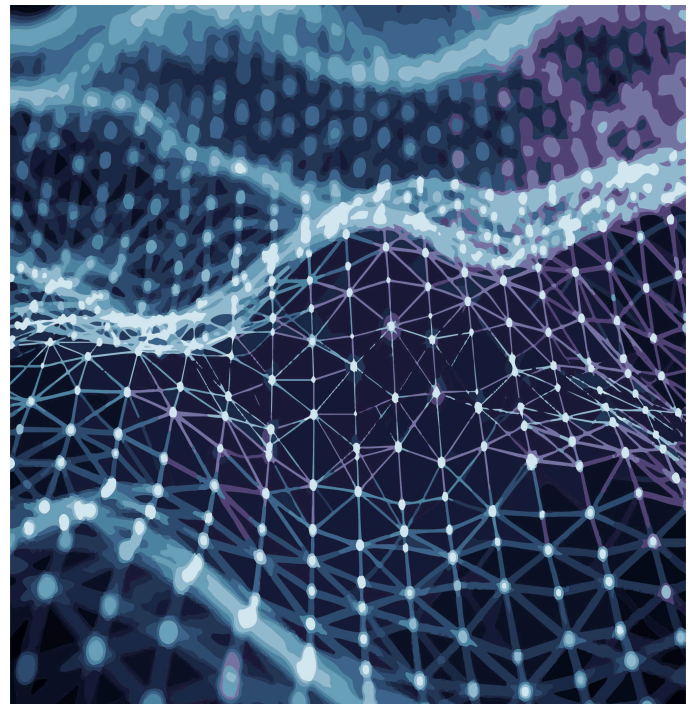
# Overcoming operational barriers with connected data

Capgemini's research reveals that 79% of executives identify fragmented and outdated technology infrastructures as substantial hurdles to effective customer service. These legacy systems make it difficult for teams to access the full 360-degree view of the customer, respond quickly to changing needs, and personalize service in each interaction.

Addressing these gaps starts with unifying the data foundation. Salesforce's Data360, together with Capgemini's agentic fabric approach, helps organizations connect siloed enterprise systems using zero-copy architecture and seamless MuleSoft-powered orchestration across platforms. This enables real-time activation of customer data, agent federation, signal intelligence, and cross-platform visibility across Salesforce and external ecosystems. This kind of transformation doesn't just improve service; it reshapes how businesses operate, helping teams anticipate needs, resolve issues quickly, and continuously improve.

Capgemini describes this foundational capability as "access", the first step in building AI readiness. By aligning data assets and AI infrastructure, organizations establish the foundation to scale AI and unlock operational value.

According to Capgemini, companies that scale AI on top of a connected data foundation see productivity gains of 30–50% and cost reductions of 20–60%. Now, with real-time signals through Customer Experience Intelligence (CXI), unified routing, and observability through Agentforce Service Command Center, enterprises can continuously optimize service outcomes and human and AI agents' performance, reinforcing the value of investing in an intelligent layer that links data, decisions, and experiences.



*Source: Capgemini Research Institute, "Unleashing the Value of Customer Service," March 2025.*

*Source: Capgemini Research Institute, "Customer Service Transformation Infographic," November–December 2024.*



# Scaling AI beyond initial implementations

Capgemini notes that while early AI pilots have shown promise, many organizations struggle to move from experimentation to full-scale transformation. Common pitfalls include isolated deployments and a lack of integration into day-to-day workflows. Unlocking the full value of AI requires embedding it across the customer service journey to guide agent actions, streamline operations, and learn continuously over time, opening the door to new ways of engaging customers, delivering services, and redefining business models through agentic intelligence.

A major barrier to scaling remains legacy infrastructure. Nearly half of global contact centers still operate on on-premise systems, creating challenges for agility, visibility, and innovation. Capgemini and Salesforce help organizations modernize these environments by migrating to cloud-based, omnichannel architectures that enable faster deployment, integrated AI capabilities, federation of data and agents, and continuous improvement.

Agentforce Service is purpose-built for this modernization. Embedded within existing workflows, it enhances productivity through summarization, classification, and adaptive recommendations while offering visibility and governance across the service lifecycle. Real Salesforce implementations, such as Salesforce Help, have achieved 75% case resolution by integrating these intelligent capabilities at scale.

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Capgemini's deep expertise and structured approach, including their Resonance AI framework, are invaluable in guiding our customers through the complex transformation to AI-driven service. This partnership empowers companies to move beyond legacy call centers, utilizing our joint technology to build the AI Customer Engagement Centers of the future.”



**Kishan Chetan**

EVP of Service Cloud, Salesforce

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Agentforce makes this level of impact possible in three ways:

- **It takes action on behalf of customers and agents** by handling processes such as returns, order updates, and asset management rather than only generating or predicting responses.
- **It provides real-time translations** in more than 65 languages, enabling fast and consistent support for global customers and teams.
- **It draws from enterprise knowledge** to surface accurate, contextually relevant answers, helping agents and digital workers quickly resolve questions that typically require time-consuming searches.

Capgemini's Resonance AI framework complements this by providing a sequential approach to the conceptualization, structuring, and implementation of successful AI-driven transformation. Together, Capgemini and Salesforce help clients move from pilot programs to enterprise-scale AI ecosystems, enabling multi-agent collaboration and human-AI partnership that continuously improves performance and customer outcomes.

## Tailored AI solutions for industry-specific impact

The Capgemini report emphasizes the need for AI solutions tailored to industry-specific challenges and compliance needs. Delivering this kind of precision requires more than configurable technology; it demands a deep understanding of sector nuances and regulatory realities.

**Agentforce 360 for Industries** bring that industry focus to life, offering pre-built data models, workflows, and AI-powered tools optimized for sectors like financial services, manufacturing, life sciences, and more.

Capgemini extends these capabilities with its library of multi-agent blueprints designed around specific industry journeys.

These accelerators enable faster implementation and ensure compliance across platforms and partners, including integration with leading Contact Center as a Service (CCaaS) and data ecosystems. Whether guiding financial advisors with compliant recommendations, optimizing retail customer care, or modernizing service for manufacturing clients, the partnership delivers industry-ready, outcome-driven solutions that balance innovation with trust.

When AI systems are orchestrated to reflect industry realities, organizations can act with greater confidence, accuracy, and agility. This turns complexity into competitive advantage.

*Source: Capgemini Research Institute, "Unleashing the Value of Customer Service," March 2025.*

*Source: Capgemini Research Institute, "Customer Service Transformation Infographic," November–December 2024.*



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# Preparing for continuous, sustainable transformation

Sustained transformation hinges on building trust, transparency, and shared understanding across human and AI teams. Establishing that trust requires thoughtful design that makes AI decisions transparent, ensures human oversight, and creates clear ways to learn and improve over time.

Capgemini and Salesforce help organizations achieve this through a joint focus on service design, orchestration, governance, and ongoing optimization. Capgemini's Reliable AI Solution Engineering (RAISE) framework embeds reliability, ethics, and compliance into every stage of the AI lifecycle, while Salesforce's governance capabilities provide transparency into model performance, confidence, and decision traceability. Together, these frameworks ensure every AI system operates responsibly and can evolve safely at scale.

Capgemini and Salesforce also enable a continuous transformation model. Organizations can modernize legacy contact centers, adopt operating models that balance automation with human empathy, and use real-time performance insights to improve both customer and employee experiences, putting humans in place for impact and AI agents in place to scale. By combining strategic expertise with advanced technology, Capgemini and Salesforce deliver measurable results such as faster resolution, higher satisfaction, and sustainable efficiency.

With Capgemini's domain knowledge and Salesforce's deeply unified platform, organizations gain a clear and practical roadmap to redefine customer service as a strategic driver of growth, differentiation, and long-term customer value.

## Let's build the AI Customer Engagement Center of the future — *together*.

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## About Capgemini

Capgemini is an AI-powered global business and technology transformation partner, delivering tangible business value. We imagine the future of organizations and make it real with AI, technology and people. With our strong heritage of nearly 60 years, we are a responsible and diverse group of 420,000 team members in more than 50 countries. We deliver end-to-end services and solutions with our deep industry expertise and strong partner ecosystem, leveraging our capabilities across strategy, technology, design, engineering and business operations. The Group reported 2024 global revenues of €22.1 billion.

## About Salesforce

Salesforce is the #1 AI CRM, helping companies become Agentic Enterprises—a new model of work where humans and AI agents drive customer success together. Our unified platform connects data, AI, and Customer 360 applications on a foundation of trust and governance, enabling organizations to orchestrate every decision, process, and interaction with real-time context. Grounded in our values of trust, customer success, innovation, equality, and sustainability, Salesforce elevates human performance, accelerates decisions, and deepens customer relationships—empowering every employee to work side by side with AI coworkers to achieve more, move faster, and operate with greater efficiency.

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