

Salesforce Duplicate Resolution with Agentforce

OneMerge Data Quality Agent is the only AgentExchange agent purpose-built for Salesforce duplicate resolution.

Find, explain, merge and govern duplicate Salesforce records with Agentforce. The OneMerge Data Quality Agent extends OneMerge with conversational and agent-assisted duplicate resolution. Salesforce teams can use natural language to identify duplicates, understand merge decisions, configure Merge Rules and resolve duplicate records using governed OneMerge logic. Built natively on Salesforce and integrated directly with OneMerge, the Data Quality Agent brings Agentforce into the duplicate-resolution lifecycle while preserving visibility, control and human review where required.

Key Capabilities

Find Duplicate Salesforce Records

The Data Quality Agent uses active Salesforce Matching Rules to identify potential duplicate records.

Capabilities include:

- Find duplicate records using existing Salesforce Matching Rules.
- Review duplicate matches conversationally.
- Explain why records have been identified as potential duplicates.
- Provide additional context for data stewardship decisions.

Explain Merge Decisions

The Data Quality Agent can explain how OneMerge proposes to resolve a duplicate set before the merge is completed.

Capabilities include:

- Explain which record should become the Master Record.
- Explain which field values should be retained.
- Identify the OneMerge Merge Rule being applied.
- Explain the reasoning behind the proposed merge outcome.

Merge Duplicate Records

The Data Quality Agent can resolve duplicate records using configured OneMerge Merge Rules.

Capabilities include:

- Select the Master Record using approved merge logic.
- Apply consistent field-retention rules.
- Resolve duplicates using governed OneMerge automation.
- Deliver consistent outcomes across repeatable duplicate scenarios.

Configure Merge Rules Using Natural Language

The Data Quality Agent can create and refine OneMerge Merge Rules through conversational instructions.

Capabilities include:

- Create new Merge Rules.
- Update existing Merge Rules.
- Define how the Master Record should be selected.
- Define which field values should survive a merge.
- Simplify ongoing Merge Rule configuration.

Autonomous Duplicate Resolution

For suitable routine scenarios, the OneMerge Data Quality Agent can autonomously resolve duplicate records using customer-defined instructions, Merge Rules and guardrails.

This supports a controlled duplicate-resolution model:

- Automated Resolution
- Agent-Assisted Resolution
- Human Review for Exceptions

The objective is not to remove human judgement. It is to reserve human review for cases where judgement adds value.

Visibility Through Merge Activity

Agent-assisted resolutions are integrated with OneMerge Merge Activity, giving teams visibility into completed duplicate-resolution outcomes and Agent activity.

Users can review:

- Duplicates resolved.
- Agent-assisted resolution activity.
- Automation and Human Review metrics.
- The surviving Master Record.
- Records that were merged.
- The Merge Rule applied.
- The reason for the resolution outcome.
- Exceptions or failures.

This provides transparency and governance around Agent-assisted duplicate resolution.

Built on Salesforce Duplicate Management

Salesforce Duplicate Management identifies potential duplicates using Matching Rules and Duplicate Rules.

OneMerge extends that capability into duplicate resolution, while the Data Quality Agent adds a conversational and agent-assisted experience on top of the same Salesforce-native duplicate-management foundation.

Salesforce finds duplicates. OneMerge resolves them. Agentforce helps make that resolution conversational and agent-assisted.

Salesforce Native and Secure

The OneMerge Data Quality Agent operates within the Salesforce and Agentforce platform and integrates directly with OneMerge.

Key benefits include:

- Native Salesforce architecture.
- Alignment with Salesforce security and permission controls.
- Customer CRM data remains within the Salesforce platform.
- Direct integration with OneMerge Merge Rules and Merge Activity.
- No separate external data-management platform required.

Requirements

The OneMerge Data Quality Agent requires:

- Salesforce Agentforce.
- OneMerge Standard or Enterprise Edition v1.116 or later.
- The OneMerge Agent Script available from AgentExchange or OneMerge Support.

Due to a current Salesforce platform limitation affecting packaged Agentforce templates, the agent is created in Agentforce Studio using the supplied Agent Script.

Get Started

Bring Agentforce into your Salesforce duplicate-resolution process with the OneMerge Data Quality Agent.

[View on AgentExchange](#)

[Book a Demo](#)

Frequently Asked Questions

How much does the OneMerge Data Quality Agent cost?

The OneMerge Data Quality Agent is provided at no additional OneMerge cost with OneMerge Standard and Enterprise Editions.

Salesforce Agentforce licensing and usage charges may apply separately.

Which version of OneMerge is required?

The OneMerge Data Quality Agent requires:

- OneMerge Standard or Enterprise Edition
- Version 1.116 or later
- Salesforce Agentforce

The latest version of OneMerge can be installed from the [Salesforce AgentExchange](#).

How do I install the Data Quality Agent?

Install the required OneMerge packages, then create the agent in Agentforce Studio using the supplied OneMerge Agent Script.

Due to a current Salesforce platform limitation affecting packaged Agentforce templates, the agent cannot currently be created directly from the installed template.

The [Agent Script and setup instructions](#) are also available from OneMerge Support.

Is the OneMerge Data Quality Agent supported?

Yes.

Standard support is available directly from the OneMerge team for installation, configuration and use of the Data Quality Agent.

[Contact us](#) for assistance.

How secure is the OneMerge Data Quality Agent?

The OneMerge Data Quality Agent operates within Salesforce and Agentforce and integrates directly with OneMerge.

OneMerge is native to Salesforce, so customer CRM data remains within the Salesforce platform and is not stored on a separate external OneMerge platform.

Access remains governed by Salesforce security, permissions and Agentforce configuration.

Does the Data Quality Agent replace Salesforce Duplicate Management?

No.

Salesforce Matching Rules and Duplicate Rules remain the foundation for identifying potential duplicates.

OneMerge extends Salesforce Duplicate Management into duplicate resolution, while the Data Quality Agent adds conversational and agent-assisted capabilities using Agentforce.

Can the Data Quality Agent merge duplicate records automatically?

Yes, for suitable scenarios.

The Data Quality Agent can resolve duplicate records using configured OneMerge Merge Rules, customer-defined instructions and governance controls.

Cases requiring additional judgement can still be routed for human review.

Can I see what the Agent has resolved?

Yes.

Agent-assisted resolutions are visible in OneMerge Merge Activity, alongside automated and human-reviewed outcomes.

This provides visibility into resolution activity, applied Merge Rules, surviving Master Records and key resolution metrics.

Can I configure Merge Rules using natural language?

Yes.

The Data Quality Agent can help create and refine OneMerge Merge Rules using conversational instructions, reducing the effort required to configure repeatable duplicate-resolution logic.

Where can I find additional help?

Setup instructions, Agent Script guidance and training articles are available on the OneMerge website.

You can also contact the OneMerge team at hello@onemerge.co.uk.