

Building the Agentic Enterprise

Overview:

Birlasoft leverages deep expertise in Salesforce Data Cloud and Agentforce, powered by a dedicated CoE, to build future-ready POCs and solutions that meet evolving market demands for real-time intelligence, personalized engagement and autonomous processes.

Certification Count

Salesforce Certified
Agentforce Specialists **28**

Salesforce Certified
AI Associates **78**

Salesforce Certified
Data Cloud Consultant **35**

Data Cloud Expertise

- Experience in executing POCs and implementations for multiple clients across Media, Financial Services and Manufacturing domain.
- Designed and developed solutions for business-driven use cases such as:
 - Merchant performance & GMV growth tracking
 - Customer 360 view & segmentation for targeted campaigns

Agentforce Expertise

- Early experimentation with Agentic AI pilots in Sales & Service Cloud + Data Cloud environments.
- Developed POCs for AI-powered assistants for Sales, Service and Partner channels to drive growth, enhance customer experience and improve partner engagement.
- Implemented Agentforce Solutions for clients across Manufacturing, Television broadcasting, Medtech and BFSI domains.



Empowering Teams to Build Next-Gen Agentforce Solutions:

Birlasoft recently hosted the Salesforce Agentforce Use Case Challenge—a unique internal initiative that encouraged our Salesforce Practice members to design next-generation Agentforce solutions. The challenge also enabled cross-functional collaboration, strengthened Agentforce skills, and provided a platform to showcase creativity and AI-driven ideas across key industries, including Life Sciences, Manufacturing, BFSI, and Energy & Utilities, using Agentforce and Data Cloud to solve real business challenges.

Agentforce Solutions Implemented



Dealer Portal Co-Pilot for German Manufacturer of Hardwood Flooring:



Solution Overview:

- AI-powered portal integrates with CRM, ERP for dealer support.
- Inventory views with AI recommendations powered with forecast demand by trends.
- Place and track orders, raise queries and enable self-service.

Business Value:

- ✓ Strengthen dealer relationships via tech-enabled platform.
- ✓ Enable data-driven production and market strategies.
- ✓ Faster fulfilment and alignment; standardized growth processes.

Intelligent Order Processing for Dealers of US-Based Portable Oxygen Solutions Manufacturer:



Solution Overview:

- Conversational assistant to simplify placing orders.
- Extracts order data from files uploaded (csv file, pdf, scanned docs, handwritten notes or email attachments) in chat.
- Identifies incorrect orders details & provides correct options and places orders.

Business Value:

- ✓ Simplified and faster order placement for improved dealer experience.
- ✓ Intelligent validation and recommendations minimize incorrect or incomplete order details

Sales Assistant for Major British Broadcasting Network:



Solution Overview:

- Agentforce assistant to provide Sales teams with an instant 360° view of customer records and actionable insights within the CRM system.
- Aggregates details such as pipeline info., forecast, insights etc. into a single view.
- Suggest Next-Best actions, meeting agendas & follow-ups to drive engagement.

Business Value:

- ✓ Improved sales productivity with AI powered insights and recommendations.
- ✓ Better forecast accuracy.
- ✓ Personalized and timely outreach for enhanced Customer Engagement.

Partner Enablement Agent for Global Retail Finance Company:



Solution Overview:

- Provide instant answers on products and offers.
- Deliver personalized upsell suggestions based on partner profile and usage.
- Recommend industry-specific products matching best-fit criteria.

Business Value:

- ✓ Instant access to product and offer details.
- ✓ Boost upselling with AI-driven suggestions.
- ✓ Drive revenue growth and loyalty through stronger partner relationships and higher product adoption