

Reimagine the customer experience with NTT DATA and Salesforce Agentforce

Invisible agents, visible impact: NTT DATA
and Salesforce put AI agents to work to
create impactful customer experiences

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Customer expectations have never been higher

A satisfied customer is a happy customer, and a happy customer is a loyal customer. But it seems that customer expectations keep rising while their patience keeps shrinking.

Whether they're asking a question, raising a complaint or making a purchase, your customers expect immediacy, consistency and personalization. They want exceptional service every time, on every channel, from everyone. And, while they may not always be able to fully articulate what they want, if you can't meet their expectations, they feel unseen and unheard.

The key to customer satisfaction is service delivery across every touchpoint, and this can feel like an impossible task, especially when data is scattered, systems don't talk to each other and human contact center agents are bogged down with repetitive manual tasks that drain their energy and their time.

On top of all this, you're juggling contradictory demands: improve quality but reduce costs. Scale personalization without increasing headcount. Resolve cases faster even though they're becoming more complex.

Enter agentic AI

The conversation about modernized CX often starts and stops with AI-enabled customer interactions, but the truth is that real digital transformation — the kind that changes the game — happens at a far more foundational level: within the operational core of your organization.

Working behind the scenes, invisible AI agents can now deliver the impact you've been looking for. Embedded in customer relationship management (CRM), data and process layers, these agents work quietly and efficiently behind the scenes to orchestrate the actions that define seamless service.

Invisible agents reduce contact center wait times, resolve queries, prep sellers with the right context and automate the repetitive tasks that slow human agents down. Your customers won't see them, but they will feel the difference: faster answers, streamlined transactions and a more consistent experience.

A profound shift in digital transformation

We're moving on from AI that merely suggests to AI that acts, and act autonomously.

Instead of surfacing a recommendation for a seller, agentic AI can generate and populate the lead. Instead of simply telling a human agent where to route a case, an agent can triage and resolve it instantly. Instead of only highlighting missing data, an AI agent can reconcile it across connected systems on the spot.

Will it be transformative for your organization? Absolutely. And for your customers? Their experience of interacting with your brand will be revolutionized.

This is the promise of agentic AI: smarter, faster, more consistent experiences across every touchpoint, without the friction that too often undermines customer loyalty.



Agentforce is a customer experience game changer

For a clear proof point of agentic AI in action, look no further than Agentforce — the Salesforce platform designed to bring autonomous agents into the heart of CX.

With Agentforce, you can embed intelligent, task-driven AI agents in your sales, service and marketing functions. These agents are action-takers. They create leads, resolve cases, prepare sellers and use the data that's extracted and consolidated from your systems by Data Cloud, all in real time.

What makes Agentforce so powerful is its underlying ecosystem:

- **Salesforce Data Cloud** compiles unified customer profiles in seconds.
- **MuleSoft**, the integration platform that connects applications, data and devices, coordinates processes across systems.
- **Salesforce Agentforce agents** layer in secure AI insights.
- The Salesforce AI marketplace, **AgentExchange**, provides access to hundreds of prebuilt agent actions,
- **Agent API** opens up agentic solution capabilities and can run custom logic with easy-to-build flows and Apex code.
- Its actions are governed by a trusted **Salesforce framework**.

The result? Smarter, faster, more reliable customer interactions delivered at scale, with built-in governance, transparency and compliance.

Salesforce describes Agentforce as “digital labor for every employee, department and process,” highlighting its potential to change both your CX operations and the way your organization operates day to day.

The hidden force behind every great experience

The enterprise era of applications where businesses relied on applications to digitize and standardize work, is giving way to the agentic economy, where intelligent agents connect systems, think and act in real time.

Breakthrough customer service now goes beyond chatbots. Customers no longer have to log in, click, or wait in queues. They engage with AI agents that anticipate their needs, negotiate on their behalf and resolve issues instantly.

Agentforce is a transformational platform that provides a hidden layer of smart support. It's like an unseen workforce that turns acceptable CX into exceptional customer service.

What makes Agentforce different is its scale and its orchestration abilities. Far more than just an automation tool, it is the nervous system that fires up the agentic economy by building an ecosystem of agents that collaborate with each other and with human agents. Add in Salesforce's trust layer — with governance, transparency and human oversight where it matters — and you have a platform that revolutionizes how work gets done on every level.

Agentforce also changes the way your employees work. By taking on repetitive tasks, it frees up human agents to focus on higher-value interactions like solving more complex customer complaints, building relationships and growing the business.

The barriers between the promise and the proof

But if the promise of agentic AI is so compelling, why do so many pilots stall between experimentation and real-world success? In reality, it's rarely the agents themselves that fail. Rather, it's the environment into which they're deployed that limits their success.

Data silos limit what agents can see and do, while integration debt — inefficiencies resulting from the incomplete integration of systems and processes — prevents them from acting end to end. And, without clear roles, escalation paths and guardrails in place, adoption will falter.

The problem is that many organizations think of agents as one-off deployments — a chatbot here, a service assistant there. But the real value comes from building a coordinated agentic economy, where multiple agents (both customer-facing and internal) work together with clear handoffs and measurable outcomes.

The potential is staggering, but it needs more than a strong CRM foundation and CRM expertise. You need unified ecosystems where data and processes flow seamlessly across silos. You also need agents that can build trust at scale with customers, employees and stakeholders through actions that are transparent, reliable and responsible. Without this, your proofs of concept may fail, keeping the promise of agentic AI out of reach.



Business and technology strategies for success

While the barriers are real, so are the opportunities.

Deployment is about more than experimenting with a single use case. You must create the right conditions for an agentic ecosystem, where interconnected agents, data, platforms and systems work together, to thrive. This requires concentrating on both the business design and technology foundations.

1 Business strategies

Start where the impact will be felt first

Pair visible customer use cases like personalized service or intelligent chat with the quiet operators in the back office, such as agents that reconcile data, process claims or manage compliance.

Design the operating model


Define the roles of human and AI agents, with clear SLAs and handoffs.

Embed trust by design

Disclose when AI agents are in play, maintain human oversight for high-risk actions, and put guardrails in place to ensure compliance and protect your brand.

2 Technology strategies

- **Use CRM as the backbone of your customer operations**, consolidating data and workflows so that Agentforce agents can act reliably and deliver faster resolutions and lower costs.
- **Integrate with MuleSoft** to seamlessly move data across your systems.
- **Unify that data with Salesforce Data Cloud.** Real-time, 360 customer profiles empower smarter human agents.
- **Activate Agentforce** and deploy AI agents within trusted Salesforce processes for measurable results.



Making the shift from pilot to scale depends on a “readiness-first” approach. This means having the right business and technology strategies in place. Only then can you deliver the productivity, personalization and consistency your customers expect and create a connected agentic ecosystem that operates at scale.

Agent-powered transformation in practice

These real-world examples show how Salesforce and NTT DATA are making an impact across industries — not through isolated pilots, but through transformative programs.

Raising the glass to smarter sales

Business need

Damm, a leading beverage company, wanted to improve their sales operations. Manual CRM updates were slowing teams down, leading to incomplete or inaccurate data and reducing seller productivity. Without access to reliable, up-to-date data, sales teams struggled to make decisions, personalize customer interactions and focus on high-value activities.

Solution

Damm partnered with NTT DATA to implement Salesforce Einstein Bot, Data Cloud and Agentforce to change the way sellers manage portfolios. With a voice-enabled interface, teams can capture and update data quickly and accurately, while intelligent agents automate routine workflows. This improved data quality, reduced manual effort and freed salespeople to concentrate on relationships and growth.

[Read more](#)

Publishing meets personalization

Business need

Grupo Anaya, a leading educational publishing group, faced a critical issue: data fragmentation. Customer information was scattered across multiple disconnected platforms and systems, and without a single source of truth, it became nearly impossible to personalize customer experiences and achieve effective segmentation.

Solution

NTT DATA implemented a Salesforce-powered ecosystem with a centralized customer platform that consolidated data from across the organization. This gave Grupo Anaya a 360 view of each customer, along with optimized segmentation and automated personalized campaigns. With stronger insights and more consistent engagement, they transformed their relationship with their customers through more agile, personalized communication tailored to each customer's needs.

[Read more](#)

From fragmented data to a single voice

Business need

Fragmented data across telecommunications operator Vodafone España's B2B marketing ecosystem meant they lacked 360 customer views and had difficulty delivering hyperpersonalized experiences. Campaigns were slow to execute, customer segmentation was limited and market performance was inconsistent. They needed a more mature marketing strategy.

Solution

Partnering with NTT DATA, Vodafone España implemented Salesforce Data Cloud, Personalization and Advertising Studio to consolidate their customer information.

By integrating 144 external variables and unifying 33% of its customer contacts onto a single platform, they built a centralized customer profile database that enabled advanced segmentation and omnichannel personalization. Campaigns became faster to launch and more effective, with a 20% to 30% uplift in clickthrough and conversion rates.

[Read more](#)

NTT DATA and Salesforce: Making agentic AI work at scale

NTT DATA can help you realize the full potential of Agentforce by connecting the dots between systems, people and outcomes.

With our [Smart AI Agent™ Ecosystem](#), we weave AI features into the very fabric of your business, from networks and devices to supply chains and global operations. And once your AI agents can sense, decide and act, our focus shifts to an agentic orchestration — coordinating multiple agents, both human and digital, across functions and departments.

Without this level of orchestration, your AI initiatives will remain fragmented. With it, they become transformational.



Agents don't just need data; they need data that's ready

Data unification — breaking down organizational silos — is the minimum requirement for agentic AI. But the real game changer is data that is also agent-ready. When AI agents have access to clean, connected and contextualized data, they can interpret signals, act autonomously and deliver outcomes in real time.

The platform that makes this possible at scale is Salesforce Data Cloud. And NTT DATA transforms Salesforce Data Cloud into an agent-ready ecosystem by connecting the sources that many enterprises overlook — such as telecommunications streams, IoT devices, networks and global supply chains.

By coordinating and aligning data across multiple agents, we create a living system of intelligence. Agent responses are more personalized, problems are resolved instantly and your workflows are streamlined with little need for human intervention.

If Agentforce is the nervous system, NTT DATA is the connective tissue

NTT DATA's Smart AI Agent™ Ecosystem enables multiagent collaboration across your organizations by connecting Salesforce agents and industry agents that are built for logistics, healthcare or financial services, for example. This facilitates seamless information exchange and coordination between departments for more efficient and informed decision-making. By leveraging the strengths of various AI agents, you can automate complex processes and deliver a great customer experience.

And this is where the competitive edge becomes clear — when your agents work seamlessly with other enterprises in your ecosystem.

Trust is built through transparency

Customers will only trust your agents if you can stand by their transparency, integrity and security.

We prioritize responsible AI throughout the design and orchestration of Agentforce deployments, using governance frameworks tested globally in regulated industries. This includes implementing robust auditing mechanisms, ensuring explainability in AI decision-making and maintaining stringent data-privacy controls.

In this way, we help you mitigate the risks associated with AI agents and create a culture of trust and reliability. And in an era where rogue agents can damage your reputation in seconds, this level of rigor and discipline becomes a market differentiator.



Our proven adoption model

Agentforce is powerful. But without an adoption model, it risks becoming just another shelfware tool. Our Evangelize, Pilot, Adopt, Scale (EPAS) model helps you derisk your pilot projects, so you don't get stuck in endless proofs of concept but move quickly to measurable value.

By assuming full responsibility for the entire lifecycle, we deliver custom solutions that deliver the sustainability, growth and efficiency that your organization needs. Here's what each stage looks like in practice:



The NTT DATA difference

With 25 years as a Salesforce partner, over 4,700 certified consultants and more than 15,000 certifications, NTT DATA has the scale, expertise and experience to deliver solutions for any organization. As a full-stack services company with a global footprint and deep industry expertise, we bring a breadth and depth that few can match. An eight-time MuleSoft Partner of the Year and seven-time Salesforce Partner Innovation Award winner, we're even trusted by Salesforce themselves to run business-critical programs across their own applications.

With the right foundation, Agentforce delivers measurable impact at scale. The results speak for themselves. Our clients have achieved:



Go from pilot project to impactful CX

The true leaders in agentic AI won't be those with the most data or dashboards. They'll be the ones who prepare their data and application ecosystems, and whose agents collaborate securely and responsibly across the entire enterprise.

The question is no longer, "Should we use AI to improve CX?" Rather, it's "How fast can we reimagine our enterprise so that intelligent agents power the experience?"

If you're ready to move beyond pilot projects to scaled outcomes, the agentic economy beckons — and NTT DATA is your guide.

Visit nttdata.com to learn more.

NTT DATA is a global innovator of digital business and technology services, helping clients innovate, optimize and transform for success. As a Global Top Employer, we have experts in more than 50 countries and a robust partner ecosystem. NTT DATA is part of NTT Group.



