# Salesforce announces significant expansion in AI workforce



Salesforce, a prominent player in the cloud software sector, has announced a significant expansion of its workforce as it positions itself at the forefront of the AI revolution. CEO Marc Benioff disclosed on Tuesday that the company will hire an additional 2,000 sales representatives dedicated to selling AI software, marking a sharp increase from the 1,000 sales positions previously planned just a month earlier. This move comes amid a broader industry trend where technology firms are enhancing revenue streams through generative AI features.

At a company event held in San Francisco, Benioff expressed enthusiasm about the response to Salesforce's hiring initiative, stating, “We already had 9,000 referrals for the 2,000 positions that we’ve opened up. It’s amazing.” The hiring effort signals Salesforce’s commitment to integrating AI capabilities into its offerings, particularly targeting sales teams, marketing departments, and customer service agents.

In related developments, Salesforce is set to launch the second generation of its Agentforce technology in February 2025. This advanced platform promises to deliver sophisticated AI agents capable of addressing complex queries within the Salesforce ecosystem, specifically through the Slack communications app. The introduction of Agentforce 2.0 comes nearly two years after Salesforce made the decision to lay off over 7,000 employees in response to shifting economic dynamics. As of January 31, 2024, the company’s workforce stands at approximately 72,682, reflecting a marginal decrease of about 1% over the past two years.

Benioff highlighted that the company’s homepage now features a pioneering AI agent that engages in direct communication with users regarding Salesforce products. This initiative is part of a larger strategy that has resulted in the company’s chat-based help page handling roughly 32,000 conversations weekly, a notable decrease in the number of queries escalated to human representatives—from 10,000 down to about 5,000—thanks to the current capabilities of AI.

Salesforce is not alone in its endeavours; Microsoft has also been actively marketing a range of AI tools branded under the 'Copilot' name. However, Benioff noted the visibility of Microsoft’s AI capabilities in customer support, stating that, “If you check Microsoft’s website to see how it is automating customer support, you can’t find it.” In response, Microsoft’s chief marketing officer for AI at work, Jared Spataro, expressed surprise at this claim, asserting that Copilot tools are indeed facilitating faster resolutions in customer service contexts.

The adoption of AI technologies is also evident in diverse industries as companies seek to enhance operational efficiencies. Appliance leader Fisher & Paykel is currently integrating autonomous AI agents from Salesforce across various business functions, including marketing, customer service, and finance. The general manager of digital at Fisher & Paykel, Sarah Lukins, emphasised the high expectations of their luxury brand customers, remarking that the integration of AI is pivotal to distinguishing the company from its competitors.

The transformative capabilities of Salesforce’s Agentforce platform extend beyond customer relationship management. The new Agentforce 2.0 version is designed to automate workflows across enterprises, enabling businesses to develop and deploy AI agents for various tasks. For instance, early-adopter Adecco has successfully built a Recruitment Agent that streamlines the candidate selection process, enhancing efficiencies for recruiters.

Furthermore, the introduction of Data Cloud and the Atlas reasoning engine significantly amplifies Agentforce’s capabilities. These enhancements facilitate comprehensive data management and empower agents to perform complex reasoning tasks, delivering insights tailored to specific business scenarios.

Salesforce’s commitment to ensuring the reliability and consistency of its AI agents has led to the establishment of the Agentforce Testing Center. This unique facility will allow customers to validate agent performance, ensuring adherence to operational guidelines and fostering trust in the autonomous systems being implemented.

Benioff has also urged competitors to adopt AI agents on their platforms, citing the necessity for firms to showcase their capabilities through real-world applications. As the company continues to push forward, it is preparing for the rollout of Agentforce 3.0, anticipated to be available by May, which promises to further enhance the deployment of AI technologies across enterprises.

In summary, Salesforce's strategic initiatives and investments in AI not only reflect a robust response to market demands but also highlight an industry-wide shift towards automation that is reshaping the operational landscape across multiple sectors.

Source: [Noah Wire Services](https://www.noahwire.com)

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