



MARCH 2025

A digital labor force for marketing, sales and service

Amplify human impact and business
productivity with AI agents

Introduction

AI agents are rapidly expanding the potential applications of Generative AI (GenAI) and large language models. Through their ability to perform specialized roles and handle entire workflows, **AI agents can serve as an on-demand, scalable *digital labor force* to help multiply the productivity and impact of your sales and service operations.**

The potential of AI agents isn't just theoretical. At the end of 2024, 26% of surveyed companies worldwide were exploring autonomous AI agent development to a large or very large extent.¹ Across industries, digital workers are already serving a range of use cases, as discussed in the November 2024 Deloitte report, [*Prompting for action: How AI agents are reshaping the future of work*](#). And with the 2024 release of Salesforce Agentforce, digital workers skilled in an array of tasks are ready to work for your company, *now*.

For marketing, sales and service leaders, it's about turning *potential* into *actual and scalable value*. Deloitte Digital has helped some of today's leading organizations identify, activate and scale AI agent-powered use cases. In this paper we explore key insights and actions that have helped our clients transform their sales and service operations.



Agentic transformation is workforce transformation

Your business needs an effective marketing function—the right people using the right technologies, data and processes—to attract and engage leads and returning customers. It needs an effective sales function to grow revenues. It needs an effective service function to grow customer loyalty. And it needs efficient operations—across every function—to grow margins.

Too often, those needs have competed with one another—especially in this era of rising customer and employee expectations and mounting competition. Growing market share and value has traditionally meant increasing investments in human talent and/or technology. Yet operational efficiency most often boils down to “doing more with less.”


What if you could access a *scalable force of trained workers* skilled in the tasks and workflows that drag down operational efficiency? What if those workers were *available 24/7 across channels*, enabling your business to meet customers in the moment of their needs, wherever they prefer, with solutions that feel easy, intuitive and intelligent?

AI agents can make it possible. AI agents can leverage your customer, business and third-party data to help drive insights and actions—intelligently, autonomously, securely and scalably. They can utilize tools and integrations with application programming interfaces (APIs) to perform tasks that stand-alone language models were not designed to achieve. By leveraging short- and long-term memory, they can reason, create and act in context—alone, together, and/or with humans. And when agents are built to fulfill *roles* rather than to complete *tasks*—a key principle of AI agent design²—they can be retrained and deployed rapidly to support additional teams and use cases.

So don't think of AI agents as a new type of technology. They're a new type of worker.

For marketing, sales and service teams, digital workers could hardly arrive at a better time. In a 2024 Deloitte Digital survey of contact center leaders, 76% said their service professionals were overwhelmed by systems and information, leading to poor outcomes and unnecessarily long call times.³ Other recent surveys found that 89% of sales representatives,⁴ 58% of marketers⁵ and 56% of field service workers⁶ report experiencing burnout.

By serving as on-call, knowledgeable and skilled assistants for marketing, sales and service employees, digital workers can help improve employee productivity and work quality. By taking on time-consuming tasks and automating processes, digital workers can help grow business capacity and improve employee satisfaction. And by providing always-on, intuitive and conversational customer engagement across marketing, sales and service touch points, digital workers can help elevate customer satisfaction and trust.



// A digital labor force of AI agents can perform large volumes of tasks autonomously for you—freeing valuable time for your people to focus on delivering exceptional customer experiences and business value at scale.”

Jatin Dave, managing director for AI & Data, Deloitte Digital



YOUR DIGITAL LABOR FORCE FOR MARKETING

Nearly 3 in 4 surveyed consumers say they're more likely to purchase from brands that deliver personalized experiences.⁷ Delivering authentic, relevant marketing content is difficult for human marketers alone to achieve at scale. AI agents can help close the gap between insight and engagement by handling tasks such as:

- Audience insights & segmentation
- Campaign planning & brief development
- Creative brainstorming
- Experience personalization
- Channel, content & spend optimization



YOUR DIGITAL LABOR FORCE FOR SALES

Sales teams need to focus on generating the revenues that keep your enterprise in business—but other time-consuming tasks too often stand in the way. AI agents can help clear the path to closing deals by autonomously handling workloads that include:

- Research & account analysis
- Prospect engagement
- Client communications & scheduling
- Quote generation
- Sales rep development & coaching



YOUR DIGITAL LABOR FORCE FOR SERVICE

The range and volume of customer inquiries and service channels can be overwhelming for service professionals to manage. AI agents can help meet those demands by enabling conversational self-service for customers as well as support for human service representatives to handle tasks such as:

- Order management & returns
- Reservation management
- Field and contact center knowledge management & recommendations
- Service-level objective analysis
- Post-service documentation

//

The modern enterprise drowns in endless to-dos. But picture a dynamic agentic AI workforce that scales instantly, processes mountains of data, and sharpens its skills with every task. Whether optimizing sales performance, streamlining customer operations, executing industry-specific workflows, or tackling countless other critical business functions, these AI agents can deliver consistent results."

Madhav Thattai, senior vice president & chief operating officer, Salesforce AI



Making AI agents work ... for you

Many organizations remain on the sidelines as they consider the costs, complexity and time to value involved in GenAI- and AI agent-powered transformation. For example, as of 2024 just 1 in 6 surveyed contact centers globally⁸ and less than 1 in 3 US-based marketing organizations⁹ had deployed *any* GenAI capabilities, with the majority expecting to hold off until 2025 or later.

Operational and talent readiness remain key issues. According to Deloitte's Q4 2024 *State of Generative AI in the Enterprise* report, more than half of leaders at organizations piloting or using GenAI expected it would take more than 12 months to resolve governance, training, talent trust and data challenges related to their current priority use cases.¹⁰

To implement AI agents effectively, leaders should develop a clear strategy and vision for a future-state operating model in which the agentic and human workforces work side by side. Use cases that deliver rapid value and efficiency should be identified and prioritized. Digital and human workers should be equipped with appropriate access to approved data, tools and workflows to operate and collaborate effectively. And as AI agents are integrated into operations, risks and change need to be managed in ways that help ensure adoption, brand safety and regulatory compliance.

Deloitte Digital can provide business and industry insights, technology and talent transformation experience, and trusted resources to help address your organization's needs at each step on the path to agentic transformation.

A human foundation for agentic transformation

As discussed in the Deloitte report, [*Prompting for action: How AI agents are reshaping the future of work*](#), AI agents cannot effectively serve human and business needs unless they work together *with* humans. By applying human-centric design principles and our Trustworthy AI™ framework, we can help you ...

- Assess your organization's data, tech and talent readiness—and plan an effective road map to address any identified requirements
- Develop strategies and identify priority use cases for digital worker deployment and management alongside human employees
- Establish strong governance standards for consistent, appropriate use and oversight of your new agentic workforce



Unleash the potential of your digital labor force

With the right vision, strategy and partner, AI agents can serve as *agents of change* that elevate experiences for customers and employees—while amplifying efficiency and scalability across your marketing, sales and service operations. And by advancing what's possible through human-AI collaboration, they can provide a *force of energy* that powers new growth for your enterprise.

Ready to explore how a digital labor force can help drive better outcomes for your business? Let's talk.

GET IN TOUCH

Jatin Dave

Managing Director
Deloitte Consulting LLP
jddave@deloitte.com

Matt Fisher

Technology Fellow
Deloitte Consulting LLP
mattfisher@deloitte.com

Sujon Chowdhary

Managing Director
Deloitte Consulting LLP
schowdhary@deloitte.com

ENDNOTES

1. Jim Rowan, Beena Ammanath, Costi Perricos, Brenna Sniderman and David Jarvis, *Now decides next: Generating a new future*, Deloitte AI Institute, January 2025, p. 28, <https://www2.deloitte.com/content/dam/Deloitte/us/Documents/consulting/us-state-of-gen-ai-q4.pdf/pages/consulting/articles/state-of-generative-ai-in-enterprise.html>, accessed February 13, 2025.
2. Prakul Sharma, Sanghamitra Pati, Abdi Goodarzi, Vivek Kulkarni, Ed Van Buren, Rajib Deb and Parth Patwari, *The cognitive leap: How to reimagining work with AI agents*, Deloitte, December 2024, p. 6, <https://www2.deloitte.com/us/en/pages/consulting/articles/ai-agent-architecture-and-multiagent-systems.html>, accessed February 13, 2025.
3. Jaden Herrin, Rachana Dharia, Anthony Downing and Tim McDougal, *Contact centers find balance in a transformed world*, Deloitte, July 2024, p. 5, <https://www.deloittedigital.com/us/en/insights/research/contact-center-survey.html>, accessed February 13, 2025.
4. Gartner, *Sales Motivation: How to Empower and Retain Your Sellers*, Gartner Insights, <https://www.gartner.com/en/sales/topics/sales-motivation>, gated.
5. Molly Innes, "Pressure in all directions: What's causing marketing's burnout crisis?," *MarketingWeek*, February 4, 2025, <https://www.marketingweek.com/marketing-burnout-crisis-2025/>, accessed February 13, 2025.
6. Salesforce, *Your guide to AI and data in field service*, 2024, p. 9, <https://www.salesforce.com/service/field-service-management/ai-field-service-management-guide/>, accessed February 13, 2025.
7. Mark Singer, Leala Shah Crawford, Trinadha Kandi, Will Pickard and Brittany Tan, *Personalization: It's a value exchange between brands and customers*, Deloitte, June 2024, p. 6, <https://www.deloittedigital.com/us/en/insights/research/personalizing-growth.html>, access February 13, 2025.
8. Herrin, Dharia, Downing and McDougal, *Contact centers find balance in a transformed world*, p. 10.
9. Deloitte Digital, "Marketing content automation, Harness AI for your marketing content supply chain," Deloitte, January 28, 2025, <https://www.deloittedigital.com/us/en/insights/research/marketing-content-automation.html>, accessed February 13, 2025.
10. Rowan, Ammanath, Perricos, Sniderman and Jarvis, *Generating a new future*, p. 26.

As used in this document, "Deloitte" means Deloitte Consulting LLP, a subsidiary of Deloitte LLP. Please see www.deloitte.com/us/about for a detailed description of our legal structure. Certain services may not be available to attest clients under the rules and regulations of public accounting.

Deloitte provides industry-leading audit and assurance, tax and related services, consulting, financial advisory, and risk advisory services to nearly 90% of the Fortune Global 500® and thousands of private companies. Our people deliver measurable and lasting results that help reinforce public trust in capital markets, enable clients to transform and thrive, and lead the way toward a stronger economy, a more equitable society, and a sustainable world. Building on its 175-plus year history, Deloitte spans more than 150 countries and territories. Learn how Deloitte's approximately 457,000 people worldwide make an impact that matters at www.deloitte.com.

This publication contains general information only and Deloitte is not, by means of this publication, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor. Deloitte shall not be responsible for any loss sustained by any person who relies on this publication.