



Using agentic AI to unify service and commerce to deepen brand loyalty

Building trust for lasting customer relationships



Today's brand-loyal customers not only expect seamless, personalized experiences, but also want to be known by your brand in a way that feels genuine. They want issues resolved quickly, product recommendations that demonstrate you know their preferences and, most importantly, they want to be recognized and rewarded for their loyalty. To do this, you need a full view of your customer's shopping patterns at the moment of every interaction—whether your customer is browsing online, initiating a return or seeking help with a bill.

MELDING SALESFORCE SERVICE CLOUD AND COMMERCE CLOUD DATA TO SUPERCHARGE CUSTOMER INTERACTIONS

The convergence of Salesforce Service Cloud and Commerce Cloud, supercharged by Agentforce's agentic AI, offers a bold new path: transforming every interaction into an opportunity for growth, trust and lasting customer relationships. Using tools already in your Salesforce kit, you can meld your Salesforce Service Cloud and Commerce Cloud data and layer on the power of Agentforce's agentic AI. You can now create a broad view of each customer interaction to provide hyper-personalized journeys that feel unique.



Commerce and service are no longer separate motions—they are a single conversation with the customer. When organizations understand and link customers across both, loyalty becomes the growth engine that turns experience into revenue.

- **Kevin Hogan**, *Deloitte Salesforce B2C Commerce Practice Leader for Deloitte Digital*



Imagine creating opportunities that open up untapped use cases for revenue growth, customer retention, customer value and operational efficiency. Agentic AI helps uncover your customer's engagement patterns and spend behaviors, so you can interact with customers in a way that makes them feel known. You'll have a clear picture of their purchases and returns, shopping patterns and preferences, promotions and offers. Most importantly, you'll have the ability to recognize and reward their loyalty. You can create loyalty programs built on trust that reward customers for engagement, feedback and advocacy—not just for their total spend.

Agentforce's agentic AI is the breakthrough catalyst



Integrating service and commerce can create a more harmonious customer journey—but the real game-changer is agentic AI. With Agentforce as a dynamic digital concierge, every interaction is proactively orchestrated to drive explosive growth, sky-high retention and lasting loyalty. This is more than unification; it's retail, reimagined for exponential value.

- **Shivani Majewski**, *Managing Director, US Salesforce Retail lead for Deloitte Digital*



Put simply, Agentforce proactively engages, learns and orchestrates experiences that drive conversion, retention and lifetime value, while building customer loyalty and trust at scale. Brands that harness this cohesive approach can reward customers for their interaction and not solely on their spend. This ultimately can drive up customer value in terms of higher conversion rates, lower churn and higher volume per customer.



AGENTFORCE CAN HELP REALIZE A FUTURE WHERE:

Customers have a dedicated AI agent that not only solves problems but anticipates needs, curates shopping experiences and advocates for your customer's interests.

Service and commerce data fuse together to create a broad view of each customer interaction, enabling hyper-personalized journeys that feel unique.

Loyalty programs evolve into "trust programs," rewarding customers for engagement, feedback and advocacy—not just spend.



In a traditional consumer journey, commerce is for conversion and service is for retention. With a unified 'agentic concierge' connecting data and workflows across both service and commerce touchpoints, you end up with a truly connected customer experience. And that context is rich data that enables dynamic, real-time personalization.

- **Devin Kunysz**, Sr. Director, Consumer Goods Industry Strategy for Salesforce



Agentic AI as your customer's digital concierge

As a dynamic and digital customer concierge that learns from both service and commerce data, Agentforce's agentic AI can:

1

Anticipate customer needs:

By analyzing customer data (purchase history, support interactions, browsing behavior), Agentforce can proactively suggest products, services or solutions—often before your customer realizes their need.

2

Converse contextually:

Whether your customer is seeking help or shopping, Agentforce enables every interaction to be informed by real-time context, creating a sense of being understood. This is only accomplished by interaction between commerce and service.

3

Provide intelligent and frictionless self-service:

AI agents triage and resolve issues instantly, or effectively escalate to human support (without the customer having to ask). This enables fast, accurate and low-drama outcomes.

4

Unify commerce and service for Omni channel interactions that drives competitive advantage:

Customers can get answers, make purchases, track orders, and resolve problems in one place—guided by their AI agent.

5

Use holistic customer insights to provide better recommendations and outcomes:

Service and commerce data are unified, improving your ability to reveal new opportunities to delight customers and enhance business outcomes.

6

Learn and refine interactions based on continuous learning loops:

Feedback loops enable interacts to refine the agent's understanding, enabling smarter recommendations and faster resolutions.

Activating exponential value growth with Agentic AI use cases



REVENUE GROWTH

Turn service moments into commerce opportunities. By surfacing relevant products and offers during support interactions, agentic AI can help businesses achieve:

10-15%
uplift for cross-sell and upsell conversion rates

8-12%
increase in average order value (AOV)

20%+
boost in ancillary revenue (e.g., upgrades, add-ons)



CUSTOMER RETENTION

Deepen loyalty and reduce churn with proactive, personalized engagement that results in:

15-25%
improvement in retention rate

20-30%
increase in loyalty program participation and reward redemption

10+
point increase in Net Promoter Score (NPS)



CUSTOMER VALUE

Encourage repeat business with unified journeys and frictionless service, leading to:

20-35%
customer lifetime value (CLV) growth

15-25%
increase in repeat purchase and booking rates



OPERATIONAL EFFICIENCY

Streamline support and empower self-service, resulting in:

40-60%
of inquiries resolved via AI-powered self-service

20-30%
increase in first-contact resolution

15-20%
reduction in average handle time

SOURCE: DELOITTE DIGITAL CLIENT DATA



Working with Deloitte

Interested in how Agentforce agentic AI can help transform your customer journey? Your trusted advisor, Deloitte Digital, has the industry experience to help you leverage Agentforce tools to stay ahead of the competition while delighting your customers and earning their long-term loyalty. We can help define your strategic and operational goals in revenue, cost and loyalty improvements essential to charting a new transformative path.

Together, we can provide customers with a persistent, AI-powered brand companion that anticipates needs, resolves issues and maximizes customer loyalty and rewards—all while cementing customer trust for long term brand benefit.

Get in touch

Connect with our Deloitte Digital leaders to explore how we can help translate your customer vision into reality.

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