AI-Powered Conversational Experiences with WhatsApp

publicis sapient

salesforce

The **WhatsApp for Salesforce Accelerator, powered with Agentforce,** gives brands the building blocks they need to rapidly implement and grow real-time and personal conversation experiences at scale grounded in your data.



Increased First-Party Data Collection: Gather customer insights and preferences through compliant, opt-in messaging conversations, bolstering personalization capabilities while respecting privacy regulations.

Improved Customer Acquisition: Attract and nurture new customers by generating leads and guiding them through personalized purchase journeys without disruptions, fostering seamless experiences.

Elevated Customer Retention: Leverage the high engagement rates of messenger campaigns (which exceed traditional methods like email), employ AI Agents and cultivate lasting relationships and drive improved loyalty.

Streamlined Sales Processes: With AI Response Guardrails in place, capitalize on the direct connection with consumers, creating more sales opportunities through conversational interactions that seamlessly propel customers along the purchase path while providing real-time support.

The **Publicis Sapient WhatsApp for Salesforce Accelerator with Agentforce** leverages AI to personalize customer engagement on messaging apps like WhatsApp across industries. Our approach combines AI Agent capabilities with CRM data to integrate Marketing, Commerce and Service clouds, ensuring a seamless experience.

For Businesses

Conversations generate growth across the customer lifecycle and with AI Agents, reinventing the way businesses build relationships, offer efficient services, and drive sales.

For Your Customers

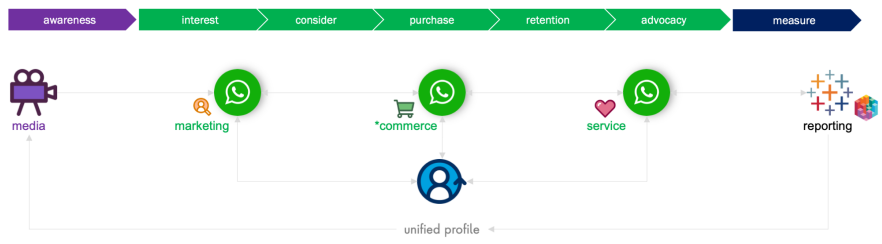
Through AI Agent messaging grounded in your data, common customer queries can be answered, removing friction and providing persistent and personal conversational services through a single familiar channel.

For Media

Conversations deepen understanding of audience interests, habits, lifestyle and needs to optimize targeting and personalize content improving ROAS.

Harness the power of Agentforce with native integration across WhatsApp Business Messenger and Salesforce Service, Marketing and Commerce clouds

Deliver in-the-moment customer experiences with a persistent thread...



...and capture each touchpoint, informing the next campaign to maximize your marketing investment.

- Purpose-built modular toolkit that powers Agentforce-driven conversational messaging at scale.
- Integrates existing first-party data from Salesforce, removing silos and serves it up to a Large Language Model (LLM) AI Agent orchestrator in WhatsApp.
- Kickstart the flywheel of real-time conversations and data through pre-built use cases that form the basis of a branded channel.

Realize Agentforce value with the WhatsApp for Salesforce Accelerator

Unlock the power of Agentforce and Business Messaging



3 Work Packages
7 Modular AI Use Cases
LLM Enabled AI-Driven
Pre-Built Integrations



Commerce Cloud

Activate AI Agents and optimize the entire shopping experience by providing individualized, authentic interactions. Guide customers seamlessly through the purchase path, from product discovery to post-sale support.

Service Cloud

Build trust and strengthen relationships through conversational customer care and support. Empower your teams with Agentforce to deliver real-time assistance, resolve issues proactively, and foster long-term loyalty, all while ensuring humans are in the loop.

Marketing Cloud

Engage customers at the perfect moment by delivering personalized, contextual messages as an integral part of their journey. Enhance campaign effectiveness with AI Agents and drive meaningful connections.