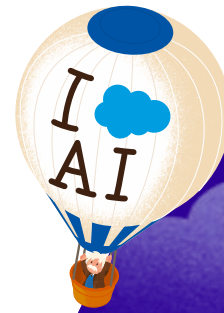




Unlocking Opportunity in the Data and AI Revolution

ASEAN businesses' path to growth:
humans with AI agents drive customer success



Engagement Score **79%**

Highly Engaged

Compared to 12K similar audience

Gabrielle Yun

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Address: 5 Shenton Way
Singapore 068803

Account Type

🔍 🛒 👤 ❤️ ❄️ 🧠



Lifetime Value

\$2,882.26 Avg \$152.50

QB Payroll Propensity to Purchase

Most Likely

Progress bar

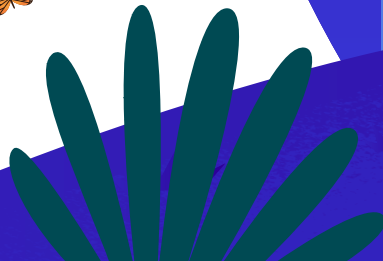


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Data delivers meaningful relationships and growth

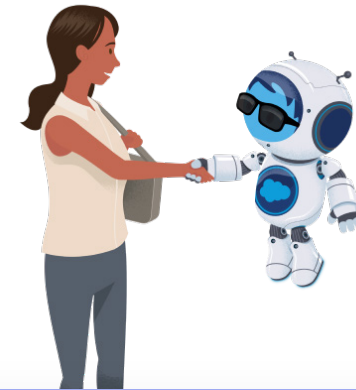
The age of AI offers businesses the opportunity to deliver transformative customer and employee experiences, which will, in turn, deliver higher degrees of customer-centricity and growth.

Data is essential to unleashing the potential of AI. However, success depends not only on what data businesses collect but on how quickly and effectively they can put it to use.

Leaders responsible for CRM and AI understand the criticality of data readiness, and in ASEAN, they are rising to meet this moment.

We see customers across industries unifying data to build their 360-degree view of customers and embedding this data into the flow of work. They are also identifying and piloting innovative uses of data and AI to increase productivity and grow customer relationships.

To spark inspiration, this e-book provides insight into the journeys businesses in ASEAN are on, as well as their vision and plans for a future where humans with agents drive customer success together. It also shares how Data Cloud helps businesses unify their data and leverage trusted AI to its fullest potential.



A survey of global business leaders revealed that 92% believe a strong data strategy is critical to AI success¹.



Fundamentally, the foundation of AI is data, that is why a major priority for us is ensuring that our data is clean and well organised. This is because the full value of AI is achieved when you can use it at scale, and we can only safely use it at scale if we have that data foundation in place.

Alvin Neo
Chief Customer and Marketing Officer
FairPrice Group and Managing Director, NTUC Link



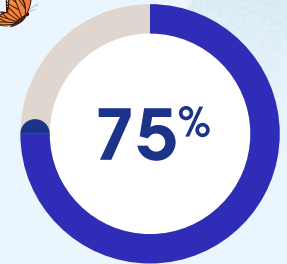
Unlocking trapped and untapped data

Today's businesses collect data from more sources than ever, including their own digital channels and commerce sites, customer support channels, HR and finance applications, and connected devices. Data is structured and unstructured and siloed across different data lakes and warehouses.

Harmonising this data into one metadata model and unified customer profiles is key to delivering more personalised

experiences across sales, service, marketing, and commerce. **It is also key to unlocking the full value of AI in the front office, which is one of four areas that could account for 75% of its value².**

Innovative and customer-centric organisations recognise this and are ahead of the game in unifying data and building a single source of truth.



“



Our data transformation was the most important aspect of rebuilding our tech stack because, at the end of the day, we are a customer-first brand and are always looking out for our customers and trying to understand what they want. We needed to bring together our data to do that.

Jamie Quek
Director, Technology
The Coffee Bean & Tea Leaf

”

“



If we compare the operation of United Tractors today compared to maybe five years ago, it's completely different. We are now operating based on analytics, and working smarter and more efficiently. Our CRM data is one of those inputs, but we are also using inputs like weather and telemetry data from our equipment, which helps us predict when equipment may need to be serviced or replaced. All of this information complements the wisdom and knowledge of our frontline people and empowers them to operate more effectively.

Cindy Christian
Head of Differentiation & Digitalisation Task Force Project
United Tractors

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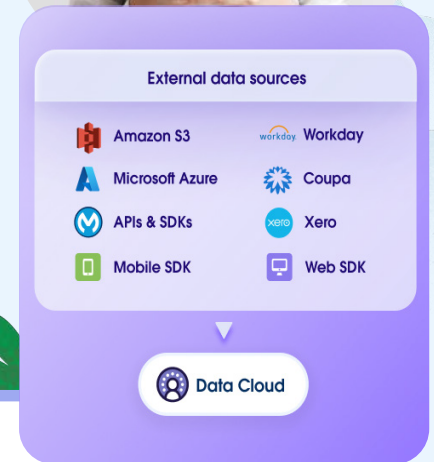
Ensuring accuracy and trust in data

While harmonising and unifying data is critical, ensuring data is clean and accurate is equally critical. ASEAN businesses are making this a priority to build trust in data and ensure the accuracy of AI outputs.



As you mature in your data journey, you want to have trust and accuracy in the data so you can make the right decisions. Then, it is about how you can actually use your data to drive a competitive advantage. Having the right technology, people, and culture are all important to achieving these things.

Victor Setya
Vice President of Data
ticket.com



Unlock data from any source with Data Cloud

Data Cloud can help you harmonise, unify, and activate data from any source – and it unlocks the power of generative AI and agents, grounded with your company’s data. It allows you to extract more value from data lakehouse investments and third-party data streams, and establish a single, comprehensive view of every customer. What’s more, you can do all this with [the zero copy partner network](#), which enables IT teams to access data across multiple locations while eliminating the need to move it manually, resulting in lower storage costs while

maintaining security and performance.

Once your data is harmonised into a 360-degree view of the customer, you can share access with every team across the business applications they use every day. So they can make informed decisions, deliver more personalised customer interactions, and ultimately work smarter using AI features safely grounded in your customer data.

[See how it works](#)

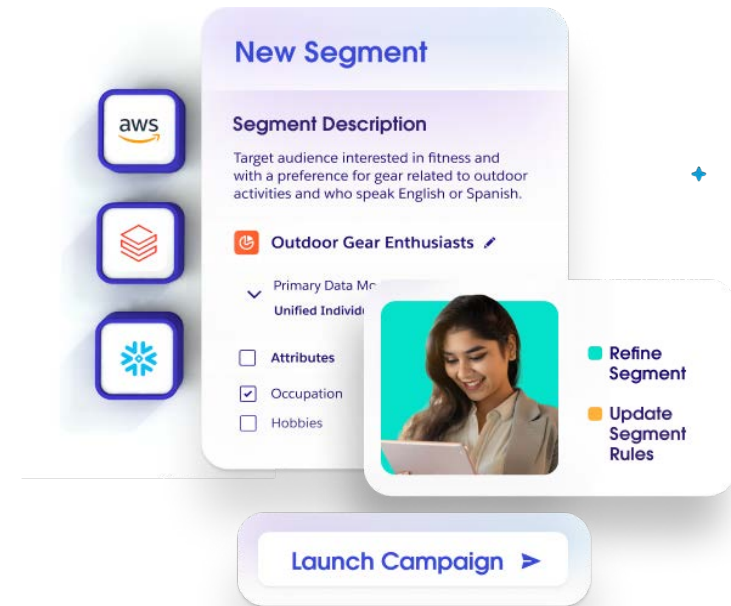
Unlock trapped data to deliver innovative CX with Data Cloud and support from leading Salesforce experts.

[Learn more](#)

Empowering employees with data in the flow of work

Once structured and unstructured data is unified into a single view of the customer, it can be activated to provide employees with relevant insights and contextual information in the flow of work. Businesses like [Advantech](#), FPT Software, and [Lion Parcel](#) are already on this journey and working towards a future where employees are empowered with data and AI, and where humans with agents drive customer success together.

Businesses can further empower employees by using AI to handle manual, repetitive tasks and answer frequently asked questions, thereby freeing them up for rewarding, high-value work.



Bringing together consumer behaviour, preferences, and interaction history, we can predict customer needs and provide tailored products and services. This will not only increase customer satisfaction and loyalty but potentially help us expand and grasp new market and revenue opportunities.

Gary Lee
Global Chief Digital Marketing Officer
Advantech



By breaking down data silos and creating a unified data foundation, we've unlocked a wealth of insights that were previously hidden. This has empowered us to make more informed decisions, streamline operations, and deliver personalised experiences that truly resonate with our customers. We believe that by putting the customer at the centre of everything we do, we can achieve long-term success.

Phuong (Aurora) Nguyen
Head of Global Marketing, Communication & Partnership
FPT Software



Augment every employee with autonomous agents

One way to empower employees is to provide them with agents. Agents are a new type of AI software capable of performing work with varying degrees of autonomy. An agent executes work by searching for relevant data, analysing this data to formulate a plan, and then actioning the plan. This process can be entirely independent or may involve interactions and handoffs with employees within set guardrails.

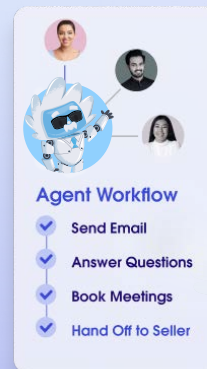
With agents, employees can get work done faster and focus on what's important. They have more time to apply their most human qualities to work, including empathy, critical thinking, and creativity.

For example, agents can autonomously engage with inbound leads in natural language, to answer questions, handle objections, and book meetings for sellers. Replacing traditional chatbots, agents can handle a wide range of service issues without preprogrammed scenarios. Agents can also save marketers time by helping them to generate a campaign brief, target audience segment, content, and even build a customer journey.



AI now manages approximately 90% of WhatsApp interactions, especially for general inquiries. This has significantly relieved the strain on service agents, as they can now effectively focus on the problem-solving process and contributed to a 73% decrease in case resolution times.

Budi Santoso
Chief Experience Officer
Lion Parcel



Build agents for any role, any industry, and any use case

Agentforce is a suite of customisable agents and tools, deeply integrated with the Salesforce Platform that helps businesses build, customise, and deploy autonomous agents for any role, any industry and to solve any use case.

With Agentforce, you can experiment with new ways to augment the workforce and free up staff to focus on higher-value work. You can also serve customers 24/7 with agents that assist and take action autonomously in sales, service, marketing, commerce, and more.

Our low-code Agent Builder makes it easy to customise out-of-the-box agents or build new agents with existing Salesforce tools like prompts, flows, Apex, and APIs. Simply create a job to be done by the agent by defining topics, giving natural language instructions for that topic, and creating a library of actions for it to choose from.

[Build your first agent](#)



With Agentforce, our employees will be able to focus on further deepening customer relationships and leave many repetitive or administrative tasks to the AI assistant.

John Nguyen
IT - Chief Operation Officer
Techcombank

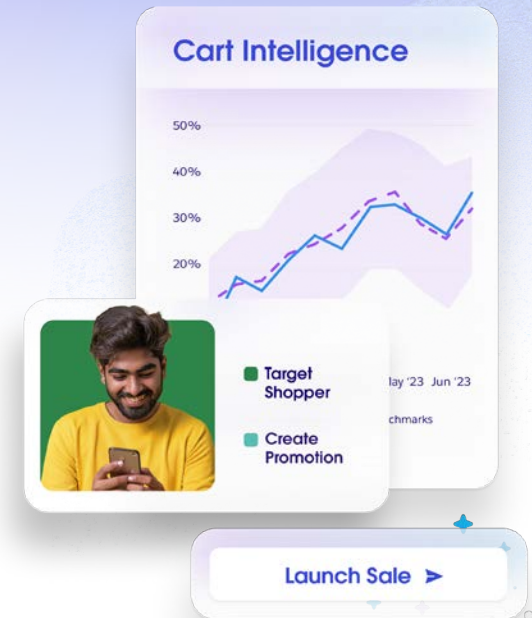


Delivering personalised customer experiences

Unifying and harmonising data from diverse sources, including CRM data, provides the foundation for powerful personalised customer experiences with generative AI.

These experiences include tailored marketing and commerce experiences based on customer personas and past purchases. They include targeted sales interactions and offers informed by buyer intent. They also include smarter, more proactive service based on insights from connected devices.

Personalisation provides a powerful way to grow customer relationships, and businesses in ASEAN are leaning into this opportunity.



With Einstein we are getting better and better and more accurate [in our personalised product recommendations], and have seen sales on our websites growing by 10-20%.

Adrien Delahais
Head of Ecommerce IT, NA&SAPMENA O+O
L'Oréal



What I'm really excited about, and looking forward to as our operation scales up and the volume of data continues to grow, is being able to make sense of all these data signals and grow our audience from 10 segments to possibly hundreds. We will then be able to anticipate customers' next actions and delivery increasingly personalised offers.

Yeap Yan Han
Head of Marketing
GXBank





Many people will buy just one house in their lifetime, which means we have only one chance to win them over. Having the data to create a personalised experience at all touch points is really important.

Kavin Manomaiudom
CTO
Sansiri



By prioritising personalisation, we aim to create more relevant and engaging customer experiences. This strategy not only drives revenue growth but also cultivates long-term customer relationships, encouraging repeat business.

Panarat Jithanongsak
Head of Corporate Strategy and Business Development
Nok Air



Creating a trusted foundation for AI

As businesses set out to integrate AI across every workflow, they want AI solutions they can trust and that know their business. Security, governance, and ethics are all top of mind as businesses experiment with new use cases and make plans for the future.



of global decision makers say trust is critical or important when considering an AI vendor.³



How Data Cloud unifies data to power AI-driven customer experiences

More than a data management solution, Data Cloud provides a foundation for transformative AI experiences and higher degrees of customer-centricity.

[See how it works](#)

³Source: [The Journey to AI-Powered CRM](#), a commissioned study conducted by Forrester Consulting on behalf of Salesforce, January 2024



Our NPS and customer satisfaction have improved due to our digitisation efforts, simplifying our customers' lives. I am excited about AI as I can already see its potential to improve productivity and further ease our lives. What's essential, however, is having a strong governance framework in place to manage data effectively and achieve the outcomes we envision.

Hasniza Binti Mohamed
Director of Digital and Technology Innovation
UEM Sunrise Berhad



Everyone is excited about AI because it is new and shiny. However, it is important to understand its limitations and ethical considerations. There must also be human oversight. In this way, we don't see AI as reducing our workforce but rather empowering them to provide the best service.

Mark Anthony Munsayac
Head of Customer Experience
Philippine Airlines

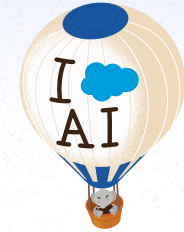


Unleash AI and agents without compromising security

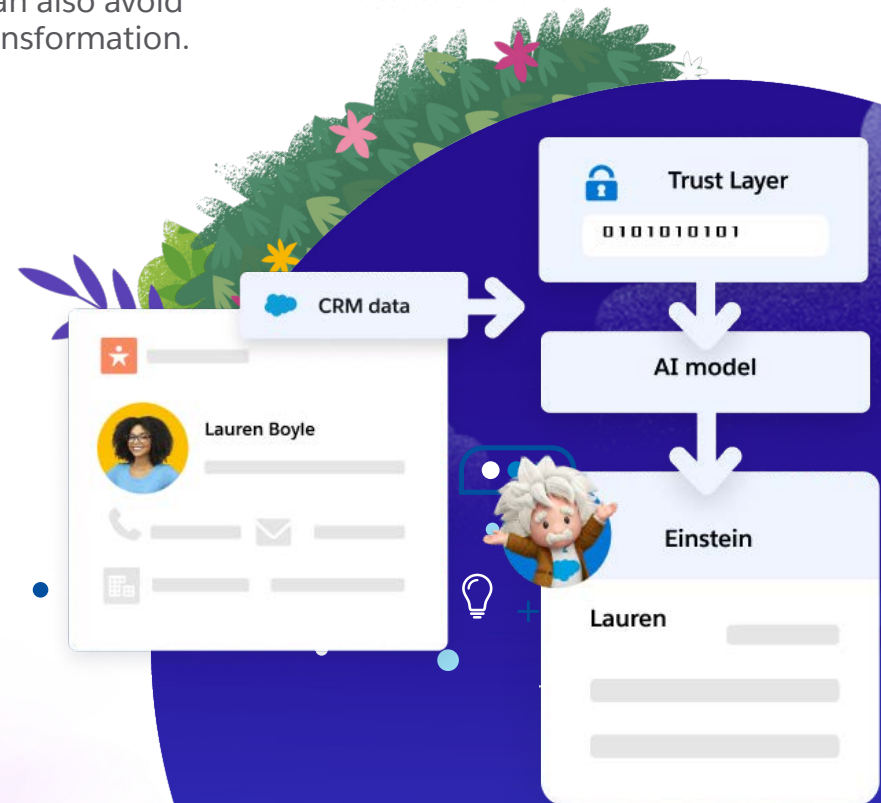
The Einstein Trust Layer is a robust set of features and guardrails that protect the privacy and security of your data and improve the safety and accuracy of your AI results.

For example, with secure data retrieval and dynamic grounding, you can safely provide AI prompts with context about your business. With data masking and zero data retention, you can protect data privacy and security when sending prompts to a third-party large language model (LLM).

We also offer our customers the flexibility to leverage a Salesforce LLM that lives within the trust boundary, to bring their own, or to use an external one. So you can choose a solution that is aligned with your risk appetite and business needs. You can also avoid locking yourself into one LLM early on so you can future-proof your AI transformation.



The grounding in customer data is what brings the magic. The Einstein Trust Layer allows that to happen securely.



Put your data to work with Data Cloud

Unlock opportunities for your organisation by putting your data to work. With Data Cloud, you can bring all your disconnected data into Salesforce with our library of connectors, leveraging zero copy integrations from Snowflake, Redshift, Databricks and more – to deliver a 360-degree view of your customers. You can then activate that data across Salesforce Clouds to power automation and personalised customer experiences with a human in charge using Agentforce.

By combining the power of structured and unstructured data, Data Cloud also makes every Agentforce experience and AI use case more powerful and robust. Outcomes are more accurate, relevant, and trusted, too, with AI prompts grounded in your customer data.

Find out how you can get started with Data Cloud.

[Learn More](#)

