

Flex Credits for Smarter, Value-Based Billing

Salesforce is introducing a more intuitive and flexible billing system through Flex Credits, designed to help organizations align spending with actual usage. Instead of paying a flat fee, you'll now be charged based on specific agent actions, like resolving a query or creating a case. This makes budgeting more precise and ensures you only pay for what delivers value.

- **Where:** Accessible in Lightning Experience for Enterprise, Performance, Unlimited, and Developer Editions. Additional charges and specific add-ons depend on the agent type. Setup is available through the desktop version.
- **When:** Flex Credits can be purchased starting May 2025.
- **How:** You get granular control over agent costs, better budget forecasting, and more accountability for usage, all tied directly to real-time agent productivity.



Automate Employee Tasks with the Employee Agent

Agentforce Employee Agent (AEA) revolutionizes internal operations by automating repetitive tasks such as answering common HR, IT, or policy-related queries. Instead of burdening employees with tickets or emails, this AI-powered agent delivers role-based answers instantly, freeing up time and increasing operational efficiency.

- **Where:** Available on Lightning Experience, Slack, and the Salesforce Mobile App, under Enterprise, Performance, and Unlimited Editions with the AEA add-on. Usage is covered under Flex Credits via Salesforce Foundations Entitlements.
- **When:** Launches on May 13, 2025.
- **How:** Use the intuitive Agent Creator to build employee-facing agents with prebuilt templates and natural language interfaces. Extend functionality using Flow and Apex for complex, customized workflows.

Seamless Switching Between Multiple Employee Agents

For organizations using multiple agents dedicated to different departments (like HR, Finance, Sales), Salesforce now allows users to switch between these agents mid-conversation. If an agent can't answer a question, the system will guide the user to a more suitable one, ensuring the query is always resolved by the right expert agent.

- **Where:** Supported in Lightning Experience and Salesforce Mobile App (iOS & Android) for Enterprise, Performance, Unlimited, and Developer Editions. Licensing varies based on agent type.
- **When:** Feature becomes available from May 13, 2025.
- **How:** Prevents dead-ends in conversations and improves first-contact resolution by dynamically redirecting users to the most relevant agent in real time.

Agentforce highlights in Summer'25 Release

Salesforce



Enhanced Verification for Sensitive Tasks with Service Agents

Security takes centre stage as Agentforce Service Agents now require a verified customer identity before taking sensitive actions, such as processing account changes or accessing private data. This change strengthens trust and minimizes risks associated with identity fraud or data breaches.

- **Where:** Available in Lightning Experience for Performance, Unlimited, and Developer Editions. Requires relevant Einstein or Agentforce Service Agent add-ons.
- **When:** Becomes mandatory from July 13, 2025.
- **How:** A new “Service Customer Verification” topic gathers verified information. Secure actions will no longer be permitted using just a Contact Record, only verified Contact IDs are acceptable moving forward.

Smarter, Faster Case Creation with Enhanced Automation

Support agents can now reduce time spent on manual data entry with the new “Create Case with Enhanced Data” action. This feature automatically organizes case details, creates summaries, and attaches chat transcripts, significantly speeding up the case resolution process.

- **Where:** Supported by Agentforce AI agents in messaging platforms like in-app and web chat, WhatsApp, and Facebook Messenger.
- **When:** Launches in May 2025.
- **How:** Ideal for customer support teams, this action can be added to existing topics or directly from the Asset Library. It improves case quality and context while boosting agent productivity.

Boost Response Accuracy with Data Category Sharing

In the new beta feature, when users select a data category (like product type, issue area, or department), that information is shared in real time with the service agent. This added context sharpens search accuracy and helps agents respond faster and more precisely.

- **Where:** Works across in-app and web messaging, Lightning Experience, and Salesforce Classic for Performance, Unlimited, and Developer Editions. Requires appropriate add-ons.
- **Why:** Helps deliver hyper-relevant responses based on the user’s selected context.
- **How to enable:** In Experience Workspaces, activate the feature via the AI Experience tile. Once active, user-selected categories guide agent search behaviour immediately.



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New Standard Agent Topics and Actions

Salesforce continues to expand Agentforce's capabilities by rolling out new standard topics and actions, giving businesses more tools to address support, security, and automation needs.

- **Where:** Depends on edition and specific licensing.
- **When:** Updates released in April and May 2025.
- **Details:**

May 2025

- Improved customer verification tools.
- Enhanced case creation automation.

April 2025

- Tools for monitoring security risks and alerts.
- Features for supporting third-party app development.
- Improved access to policy-related data by object or detail.

Customize Agent UIs with Lightning Web Components

Organizations now have the freedom to create **custom user interfaces** for agent interactions using **Lightning Web Components (LWCs)**. This allows for more tailored, brand-aligned, and user-friendly experiences within agent conversations.

- **Where:** Available in Lightning Experience across all Salesforce editions.
- **How:** Developers can design how input/output fields are rendered in chats, making interactions cleaner and more intuitive. These custom types can then be applied directly to agent actions.



Improved Search and Management of Lightning Types

Navigating and managing Lightning Types both standard and custom is now more streamlined. The updated Setup interface consolidates everything into one location, making the experience more efficient for admins and developers.

- **Where:** Lightning Experience, available across all editions.
- **How to use:** Go to Setup > Lightning Types to view and manage your components in a centralized list. This boosts visibility and simplifies the customization workflow.