

Salesforce Agentforce Consumer Cloud

COURSE CONTENT

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About Multisoft

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About Course

Salesforce Agentforce Consumer Cloud Training equips professionals with the practical skills required to build AI-powered customer engagement solutions using Salesforce Agentforce. The course covers AI agent configuration, conversational experiences, CRM integration, Data Cloud connectivity, prompt engineering, workflow automation, security, analytics, and enterprise deployment. Through hands-on implementation and real-world customer service scenarios, participants gain the expertise to deliver intelligent, scalable, and secure AI-driven customer experiences.

Module 1: Introduction to Salesforce Agentforce Consumer Cloud

- ✓ Consumer Goods Cloud Overview
- ✓ Agentforce Fundamentals
- ✓ Salesforce Platform Architecture
- ✓ Retail Business Processes
- ✓ Navigation and User Experience
- ✓ Industry Use Cases

Module 2: Consumer Data and Account Management

- ✓ Retail Accounts
- ✓ Customer Hierarchies
- ✓ Contacts
- ✓ Retail Stores
- ✓ Territory Management
- ✓ Relationship Management
- ✓ Customer Insights

Module 3: Product and Retail Execution

- ✓ Product Catalog
- ✓ Product Assortments
- ✓ Inventory Visibility
- ✓ Merchandising
- ✓ Shelf Execution

- ✓ Promotion Management
- ✓ Retail Compliance

Module 4: Visit Planning and Field Sales

- ✓ Visit Planning
- ✓ Route Optimization
- ✓ Store Visit Execution
- ✓ Visit Checklists
- ✓ Mobile Productivity
- ✓ Activity Tracking
- ✓ Field Sales Best Practices

Module 5: Agentforce AI Fundamentals

- ✓ Agentforce Architecture
- ✓ AI Agents
- ✓ Prompt Templates
- ✓ AI Recommendations
- ✓ Contextual Responses
- ✓ Conversational AI
- ✓ AI Governance

Module 6: AI-Powered Workflow Automation

- ✓ Workflow Automation
- ✓ Agent Actions

- ✓ Task Automation
- ✓ Approval Processes
- ✓ Business Rules
- ✓ Event-Driven Automation
- ✓ Productivity Optimization

Module 7: Customer Engagement and Service

- ✓ Customer Interaction Management
- ✓ Consumer Engagement
- ✓ Case Management
- ✓ Omnichannel Support
- ✓ Personalized Experiences
- ✓ Service Best Practices

Module 8: Analytics and Business Intelligence

- ✓ Dashboards
- ✓ Retail KPIs
- ✓ Sales Analytics
- ✓ Performance Reports
- ✓ Forecasting
- ✓ AI Insights
- ✓ Decision Support

Module 9: Security and Administration

- ✓ User Management
- ✓ Profiles and Permission Sets
- ✓ Role Hierarchy
- ✓ Data Security
- ✓ Sharing Rules
- ✓ Audit Trail
- ✓ Governance

Module 10: Integration and Extensibility

- ✓ Salesforce Integrations
- ✓ Data Import and Export
- ✓ API Overview
- ✓ Connected Applications
- ✓ Third-Party Integration Concepts
- ✓ Best Practices

Module 11: End-to-End Retail AI Implementation Project

- ✓ Consumer Cloud Configuration
- ✓ Product Setup
- ✓ Retail Visit Planning
- ✓ Agentforce AI Configuration
- ✓ Workflow Automation
- ✓ Dashboard Creation

- ✓ Security Validation
- ✓ Business Scenario Execution
- ✓ Final Capstone Project