

The background of the image features a dark blue gradient on the left, transitioning into a large, vibrant, abstract shape on the right. This shape is composed of overlapping curved segments in shades of orange, pink, and purple, creating a dynamic, modern aesthetic.

AWS re:Invent

NOV. 27 – DEC. 1, 2023 | LAS VEGAS, NV

BIZ224-S

SPONSORED BY SALESFORCE

Transform your customer service organization with AI and automation

Jason Amidon

Director,
Enterprise Customer Operations,
Global CRM & Sales Enablement
3M

Bryan Klint

Client Managing Director
Salesforce



© 2023, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Forward-looking statements

The Salesforce logo, which consists of the word "salesforce" in a white, lowercase, sans-serif font, enclosed within a blue cloud-like shape.

This presentation contains forward-looking statements about, among other things, trend analyses and statements regarding future events, future financial performance, anticipated growth, industry prospects, environmental, social and governance goals, our strategies, expectation or plans regarding our investments, including strategic investments or acquisitions, our beliefs or expectations regarding our competition, our intentions regarding use of future earnings or dividends, and the expected timing of product releases and enhancements. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, Salesforce's results could differ materially from the results expressed or implied by these forward-looking statements. The risks and uncertainties referred to above include those factors discussed in Salesforce's reports filed from time to time with the Securities and Exchange Commission, including, but not limited to: our ability to maintain security levels and service performance that meet the expectations of our customers, and the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate performance degradation and security breaches; the expenses associated with our data centers and third-party infrastructure providers; our ability to secure additional data center capacity; our reliance on third-party hardware, software and platform providers; uncertainties regarding AI technologies and its integration into our product offerings; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; current and potential litigation involving us or our industry, including litigation involving acquired entities, and the resolution or settlement thereof; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features, including any efforts to expand our services; the success of our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; our ability to complete, on a timely basis or at all, announced transactions; our ability to realize the benefits from acquisitions, strategic partnerships, joint ventures and investments, and successfully integrate acquired businesses and technologies; our ability to compete in the markets in which we participate; the success of our business strategy and our plan to build our business, including our strategy to be a leading provider of enterprise cloud computing applications and platforms; our ability to execute our business plans; our ability to continue to grow unearned revenue and remaining performance obligation; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; our ability to limit customer attrition and costs related to those efforts; the success of our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our ability to preserve our workplace culture, including as a result of our decisions regarding our current and future office environments or remote work policies; our dependency on the development and maintenance of the infrastructure of the Internet; our real estate and office facilities strategy and related costs and uncertainties; fluctuations in, and our ability to predict, our operating results and cash flows; the variability in our results arising from the accounting for term license revenue products; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within our strategic investment portfolio; our ability to protect our intellectual property rights; our ability to maintain and enhance our brands; the impact of foreign currency exchange rate and interest rate fluctuations on our results; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; uncertainties regarding our tax obligations in connection with potential jurisdictional transfers of intellectual property, including the tax rate, the timing of transfers and the value of such transferred intellectual property; uncertainties regarding the effect of general economic, business and market conditions, including inflationary pressures, general economic downturn or recession, market volatility, increasing interest rates, changes in monetary policy and the prospect of a shutdown of the U.S. federal government; the potential impact of financial institution instability; the impact of geopolitical events, including the ongoing armed conflict in Europe; uncertainties regarding the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; our ability to execute our share repurchase program; our ability to comply with our debt covenants and lease obligations; the impact of climate change, natural disasters and actual or threatened public health emergencies; expected benefits of and timing of completion of the restructuring plan and the expected costs and charges of the restructuring plan, including, among other things, the risk that the restructuring costs and charges may be greater than we anticipate, our restructuring efforts may adversely affect our internal programs and ability to recruit and retain skilled and motivated personnel, our restructuring efforts may be distracting to employees and management, our restructuring efforts may negatively impact our business operations and reputation with or ability to serve customers, and our restructuring efforts may not generate their intended benefits to the extent or as quickly as anticipated; and our ability to achieve our aspirations, goals and projections related to our environmental, social and governance initiatives, including our ability to comply with emerging corporate responsibility regulations.

Jason Amidon

3M

Director

Enterprise Customer Operations, Global CRM
& Sales Enablement



Bryan Klint

Salesforce

Client Managing Director



Thank
ycloudu



3M's purpose



Unlock the power of people, ideas, and science to
reimagine what's possible





Improve lives

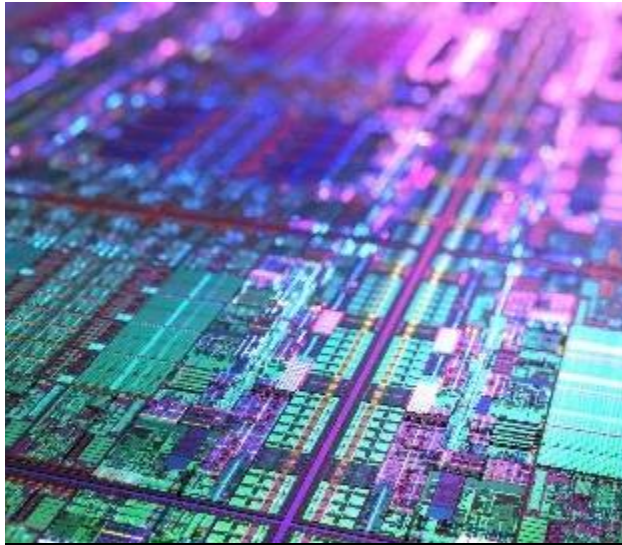
Serving our customers through four Business Groups



Safety & Industrial

Transforming how work gets done

\$11.6B
2022 sales



Transportation & Electronics

Solving tough customer challenges to advance a connected world

\$8.9B
2022 sales



Health Care

Enabling better, smarter, safer healthcare

\$8.4B
2022 sales



Consumer

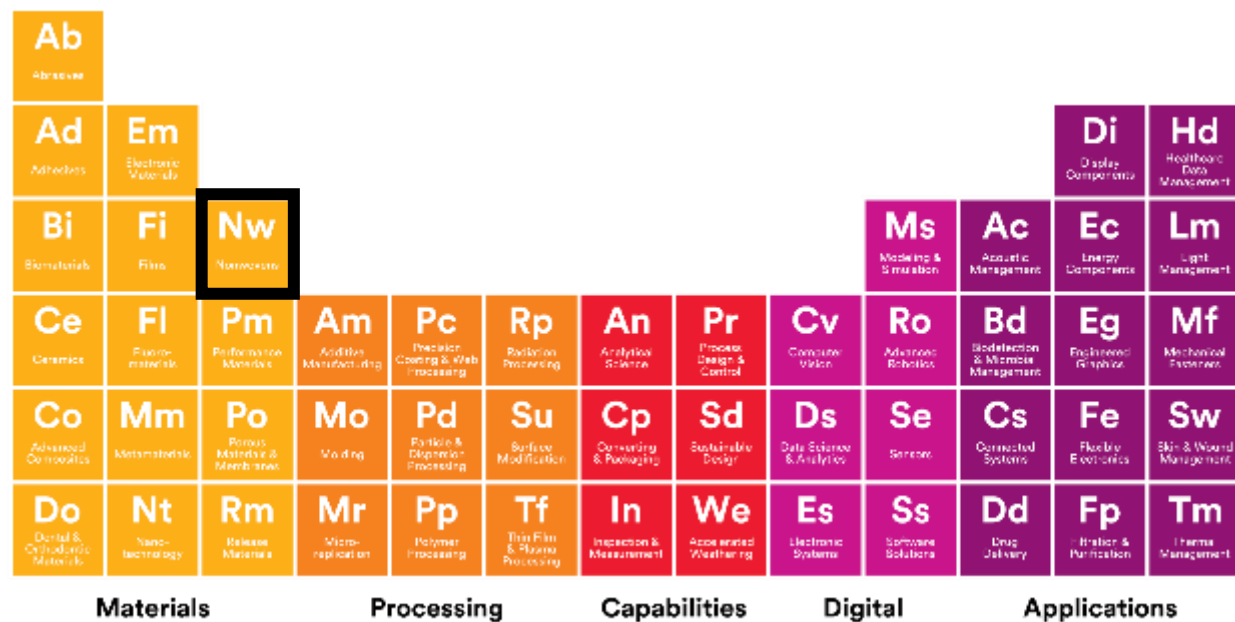
Bringing 3M to the hearts and minds of consumers

\$5.3B
2022 sales



3M Technology Platforms

Innovative technologies, unique applications deliver for customers



Nw

Nonwovens example

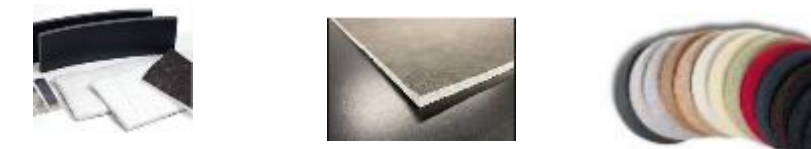
Safety & Industrial

Protecting workers and insulating from sound and heat



Transportation & Electronics

Automotive acoustic insulation and commercial cleaning solutions



Health Care

Gentle securement and patient warming solutions



Consumer

Improving air quality and cleaning homes



Advancing the digitization of 3M

salesforce



Digital enterprise

Improve corporate functional efficiency

Digital operations

Digital process and data expertise to reduce cost and improve effectiveness



Digital customer

Digital customer intimacy and seamless customer experience



Digital products

New digital business models on top of existing product and service

Service pain points

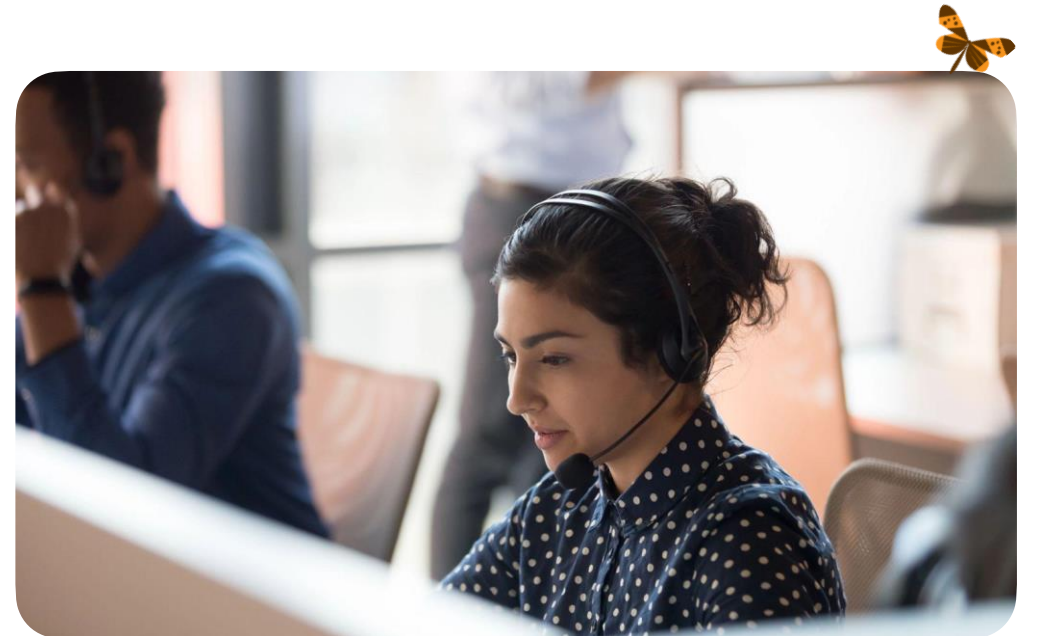


We force customers to call to resolve tasks that could be easily completed online

Customers don't believe our promise dates

Customers need to search for information that could be pushed to them proactively

When customers do call they can be bounced around and when they are, no information is transferred to the next agent



Service Cloud Voice

Deeply embed the phone channel with your customer data to drive agent efficiency

Get started fast with agile cloud telephony

Get started with integrated cloud telephony alongside CRM and digital channels from trusted enterprise platform providers

Resolve calls faster with automation and AI

Reduce average handle time by leveraging real-time call transcripts to serve recommendations, initiate workflows

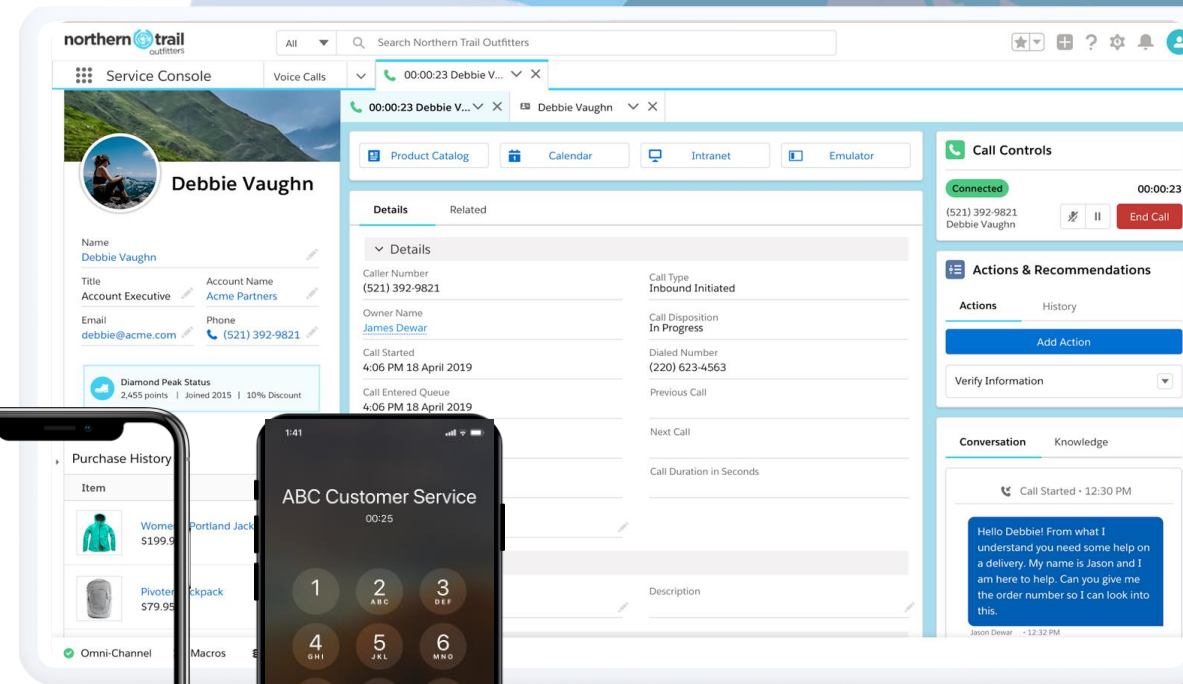
Manage your teams more efficiently

Monitor calls and capture insights in real time for assists and post-call coaching to distributed teams

Build relationships with every phone conversation

Empower agents to deliver personalized, smart service by giving them visibility into cross-sell and upsell opportunities across the business

salesforce



Service Cloud Voice with Amazon Connect



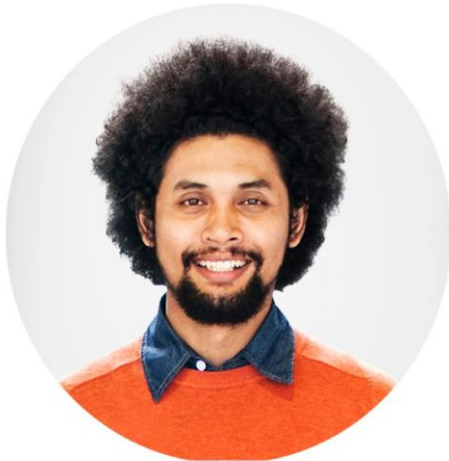
2023 deployment and impact



Global CRM Analyst



Customer Service Supervisor



Super User

2,100 users across 6 deployments



Customer Account
Management Rep



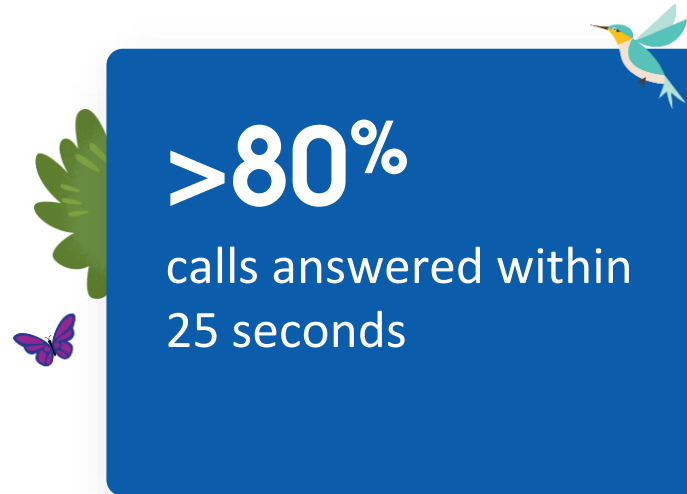
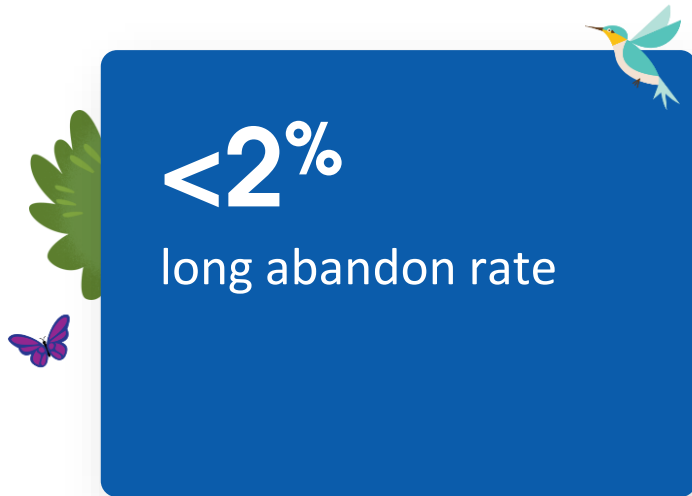
Benefits so far



- Unification of the agent interface
- Omni-Channel supervisor now covers voice
- Voice call records linkage between contact center call data and CRM data
- Insights through Amazon Connect Contact Lens
- Quality monitoring integration



KPIs – Current state



What's next for us together?



Visit us in the Venetian Content Hub

- Live demos
- Presentations in our theater
- More about how to get the most out of AWS and Salesforce together



Thank you!

Jason Amidon

Bryan Klint



Please complete the session
survey in the mobile app