Cognizant Expands Salesforce Partnership with New Offerings for Agentforce

New services help clients deploy, scale, and govern enterprise-grade AI agents with the goal of transforming customer and business operations across industries.

TEANECK, N.J., June 25, 2025 /PRNewswire/ -- Cognizant (NASDAQ: CTSH) announced an expansion of its partnership with Salesforce, introducing a new suite of customer and operations transformation services built for Salesforce's Agentforce. The offerings are designed to help enterprises accelerate their shift to an AI-augmented workforce, combining human expertise with autonomous agents to drive productivity, responsiveness, and scalable impact.

Agentforce is Salesforce's digital labor platform for enterprises, enabling the integration of autonomous AI agents into the flow of work. Through AgentExchange, customers have access to a growing marketplace of partner-built actions, templates, and pre-validated Model Context Protocol (MCP) servers to accelerate agent development and deployment while enabling enterprise-grade governance and security.

"We're entering an era where autonomous agents aren't just augmenting workflows, they're fundamentally reshaping how work gets done," said Uday Kotla, Global Head of Cognizant's CX & CRM Practice, Cognizant Moment. "For enterprises, the real opportunity lies in deploying agents that are not only intelligent, but also deeply integrated with business context, data, and industry-specific processes. That's where Cognizant's partnership with Salesforce delivers value; by combining proprietary AI accelerators with systems integration, domain knowledge, and CX expertise, we help organizations orchestrate scalable agent ecosystems, enabling clients to lead in the emerging agentic economy."

Cognizant is a launch partner for Agentforce and an active member of three regional Partner Advisory Boards. Approximately 60 percent of Cognizant's Salesforce practice is certified in AI specializations, and 15 percent are Agentforce Specialists. Cognizant was Salesforce's first AI Partner of the Year in 2024, recognized for delivering generative AI solutions that paved the way for scalable enterprise agent deployments. One retail industry client working with Cognizant has already seen measurable benefits, including up to 52 percent reduction in case cycle times year-on-year and a 30 percent reduction in case cycle times quarter-on-quarter.

Cognizant is helping clients reimagine their customer operations, sales enablement, and business process services by embedding AI agents directly into digital workflows. Cognizant is providing services to implement Agentforce for more than 25 clients across industries, including life sciences, healthcare, banking, insurance, retail, consumer goods, manufacturing, and telecommunications. Industry-specific agent use cases include:

- **Life sciences:** Customer success agents, inside sales agents, and marketing agents for product launches and patient outreach.
- **Healthcare:** Patient care agents for proactive engagement and provider support.
- **Retail & travel:** Personalized service agents, crisis response agents, and loyalty optimization agents.
- **Banking & insurance:** AI assistants for advisors, payment delinquency agents, and sales coaching agents.
- **Manufacturing & telecom:** Warranty lifecycle agents and telco order management agents.

"Organizations need a new labor model that unlocks the full potential of humans with AI at work. Cognizant is a critical partner for identifying and developing specific use cases with our joint customers across industries, helping to ensure tailored and effective AI solutions for scaling digital labor," said Phil Samenuk, SVP of Global Alliances & Channels and Outsourcing Service Providers, Salesforce. "With Agentforce constantly evolving and expanding, Cognizant's services for Agentforce demonstrates the company's commitment to empowering customers to deliver success with Agentforce."

Through Salesforce's Business Process Outsourcing (BPO) program, Cognizant also offers clients a more flexible path to AI-powered operations. The program streamlines procurement by positioning Cognizant as a one-stop shop for all licensing, software, and services needs, integrating support and enabling dynamic license reallocation across clouds. Clients also benefit from deferred activation options that align investment with evolving needs, minimizing shelfware and maximizing ROI.

Among other Cognizant agent-to-agent innovations, the company has developed integrations with enterprise systems such as TriZetto and Google Agentspace, as well as Tableau Next dashboards for use cases such as ESG tracking, loyalty analytics, and anti-money laundering compliance. In partnership with Salesforce specifically, Cognizant's Neuro® AI Multi-Agent accelerator enables integration with APIs, RAG, and third-party agents like Agentforce to help domain experts, researchers, and developers prototype and build agent networks across virtually any use case, enabling clients to achieve faster time to market and revenue growth.

Cognizant's sales teams globally already use Agentforce-powered agents in production, with an additional six agents planned for rollout in 2025. These include a Data Hygiene Agent, Concierge Agent, Pricing Agent, Account Planning Agent, and Digital Assistant, each designed to streamline seller tasks through real-time CRM integration.

To learn more, visit Cognizant's Salesforce partner page and AppExchange page.

About Cognizant
Cognizant (Nasdaq-100: CTSH) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life.

See how at **www.cognizant.com** or @cognizant.

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