



"Hexaware delivers AI-native Salesforce outcomes by fusing Einstein, Data Cloud grounding and Agentforce orchestration powered by MCP-based automation, RapidX organisational intelligence, Tensai and digital workers and an AI agents library."

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Hexaware

Overview

Hexaware is headquartered in Mumbai, India. It has more than 31,500 employees across 28 countries. In FY24, the company generated \$1.4 billion in revenue. Hexaware's innovation on Salesforce and Agentforce combines Einstein AI, Data Cloud grounding and Agentforce orchestration across Sales, Service, Marketing and Industry Clouds and includes an AI agent library for sales, service, campaign optimisation and industry agents. In the UK, operationalisation is led via Salesforce CoEs with local regulatory controls and phased scale-out and the practice reports 157 Salesforce Agentforce-certified professionals.

Strengths

Agentforce-enabled AI integration:

Hexaware operationalises AI within Salesforce through Agentforce, enabling autonomous agents to navigate Salesforce metadata and automate workflows. This integration enables rapid deployment of AI use cases such as case summarisation, sentiment analysis and real-time next best action, critically enhancing service efficiency and decision accuracy, as proven with UK clients such as PRS for Music and Domestic & General.

Tailored Agentforce agents: Hexaware's approach to building custom Agentforce agents includes rapid deployment within 4-6 weeks, leveraging structured and unstructured data and iterative feedback loops. This method allows clients to quickly

realise ROI by addressing specific business inefficiencies and automating complex tasks such as KYC verification and quote management, thereby enabling faster GTM and higher adoption rates.

AI-enabled sales and service on Agentforce:

Hexaware delivers AI-driven revenue and service operations on Agentforce Clouds, using Sales Coach and Deal Desk for guided selling, and autonomous agents with Einstein Bots to cut mean time to resolution (MTTR). Agentforce Vibe accelerates code delivery, while model context protocol (MCP)-based orchestration scales seamlessly with MuleSoft and external integrations, backed by security and compliance accelerators for enterprise-grade reliability.

Caution

As enterprise Salesforce programmes become increasingly data-centric and automation-led, Hexaware can strengthen its pool of Salesforce-Certified Agentforce Specialists and industry-specific accredited professionals to enhance its ability to deliver scalable, high-impact transformation programmes aligned with business demands.