Customer since 2023

Re-engineering how a global enterprise builds itself

Results

+151%	Effective output per developer year over year
18x faster	API migration (231 days of work in 13 days)
2x	Quarter over quarter productivity gains (estimated 8.1 million hours annualized)
99%	Salesforce employees using Slackbot

> "By fusing Claude's extraordinary reasoning with the trusted data, workflows, and governance every enterprise runs on, we're delivering a dynamic interface that thinks, reasons, and acts. This is how every business will run."
>
> **Marc Benioff, Chair & CEO at Salesforce**

Background

Salesforce was early to embrace AI, rebuilding how it develops software with Claude Code, extending Claude to teams beyond engineering, and launching Agentforce to help organizations build, deploy, and govern trusted AI agents. Today more than 60% of Salesforce's 83,000 employees use Claude, and the company is making Claude Code and Claude Enterprise available to all of its developers and knowledge workers as its preferred AI assistant and productivity tools.

Impact

Salesforce made Claude Code the primary AI agent across engineering for its ability to reason reliably over the company's enormous codebase. Over the last year, pull requests merged per developer rose 79%, lifting effective output per developer 151%. One product team used a Claude-based rule framework to migrate 33 API endpoints in 13 days, work it had estimated at 231 person-days. Quality rose alongside productivity: incidents fell 5% even as pull request volume climbed. Claude is also the default coding model inside Agentforce Vibes, Salesforce's own development environment.

Beyond engineering, Claude powers Slackbot, the AI assistant built into Slack. Nearly every Salesforce employee uses it, and it is driving 8.1 million hours of annualized productivity gains, up more than 2x quarter over quarter. Slack was also the launch partner for Claude Tag, which lets teams hand work to @Claude in any channel, and the Slack MCP in Claude Enterprise lets employees pull Slack context into Claude and act on it directly.

In October 2025, Salesforce named Claude a preferred model for Agentforce 360 and the first model fully contained inside its trust boundary. Claude traffic stays within Salesforce-managed virtual private clouds under its existing security controls, which is what lets regulated customers in financial services, healthcare, and life sciences run agents on Claude. In August 2026, the companies deepened the partnership with Claudeforce, bringing Salesforce's data, workflows, business logic, and governance directly into Claude. This positions Claude as the preferred model for third-party AI experiences built on Headless 360, which exposes the full capabilities of the Salesforce platform so humans and agents can build, act, and deliver experiences on any surface. It launched with Salesforce in Claude, a plugin with 37 prebuilt sales skills that lets sellers and agents reason over the full revenue cycle, automate pipeline updates, and take governed action from within Claude.

Salesforce beneficially owns less than 1% of Anthropic's outstanding capital stock, on an as-converted basis.