

Note:

The following slides are selected **excerpts from a large presentation deck.**

Content has been modified and anonymized to preserve confidentiality.

*Megan
Palmisano.*

salesforce

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AMERICAN
EXPRESS

GLOBAL
BUSINESS
TRAVEL

The Power of Unified Data

Salesforce Professional Services





Thank You

Amex GBT Leadership

Leader Name 1
Leader Name 2
Leader Name 3
Leader Name 4
Leader Name 5
Leader Name 6

Amex GBT

COE
Team Name 1
Team Name 2
Team Name 3
Team Name 4
Team Name 5
Team Name 6

COMMERCIAL

Team Name 1

MARKETING

Team Name 1
Team Name 2

SERVICE TRANSFORMATION

Team Name 1
Team Name 2
Team Name 3
Team Name 4
Team Name 5

VENDOR MANAGEMENT

Team Name 1

Itinerary

01 | FLIGHT PLAN

Welcome & Introductions

02 | AIR TRAFFIC CONTROL

Unified Data & Activation

03 | POINT OF ARRIVAL

Solution Demonstration

04 | WHEELS UP

Partnership Evolution

Growth, Modernization, and Efficiency

“ We have an opportunity to reimagine how we execute our go-to-market.”



CUSTOMER NAME
Customer Title

Business Travel Service Excellence

Unmatched Solutions & Content Globally

Software Differentiation

Commercial Growth

Unified Data & AI

Grow Sales

Sales Goal #1

Sales Goal #2

Modernize Service

Service Goal #1

Service Goal #2

Drive Efficiencies

Efficiency Goal #1

Efficiency Goal #2

Navigating Turbulence

“The thing that holds us back the most is the speed of execution.”



BRUNO MURRAY
VP, Commercial Operations

Data Silos Are Crippling

Unified Customer View is lacking

Low ROI from AI initiatives to date

Disrupted or Slow Execution of strategic initiatives

Sellers spend significant time on non-selling activities

Workforce Aging and Difficulty Scaling with Disruption

GTM is inflexible and can't move at the speed of business

Two of everything; sometimes three

Online and Offline Experience is not streamlined

Can't get meaningful insights from vast amounts of data

Fragmented Technology

Talent Gap

Demand Volatility

Partner Margins





Voice of the Customer

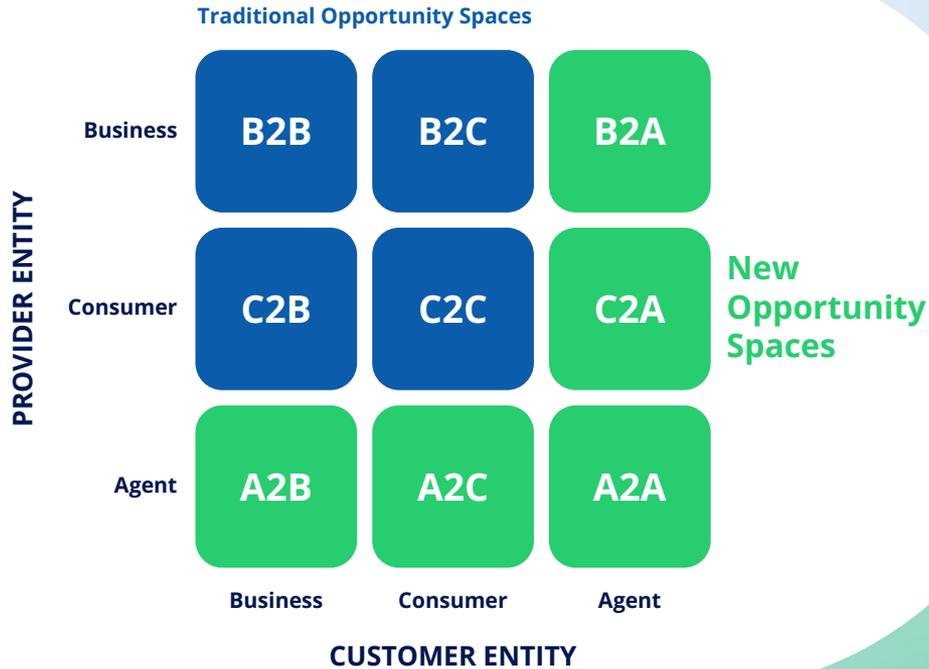
Validating Amex GBT's
Business Goals & Objectives



2

What if your
workforce
had no limits?

The effect of AI agents on our economy is being underestimated



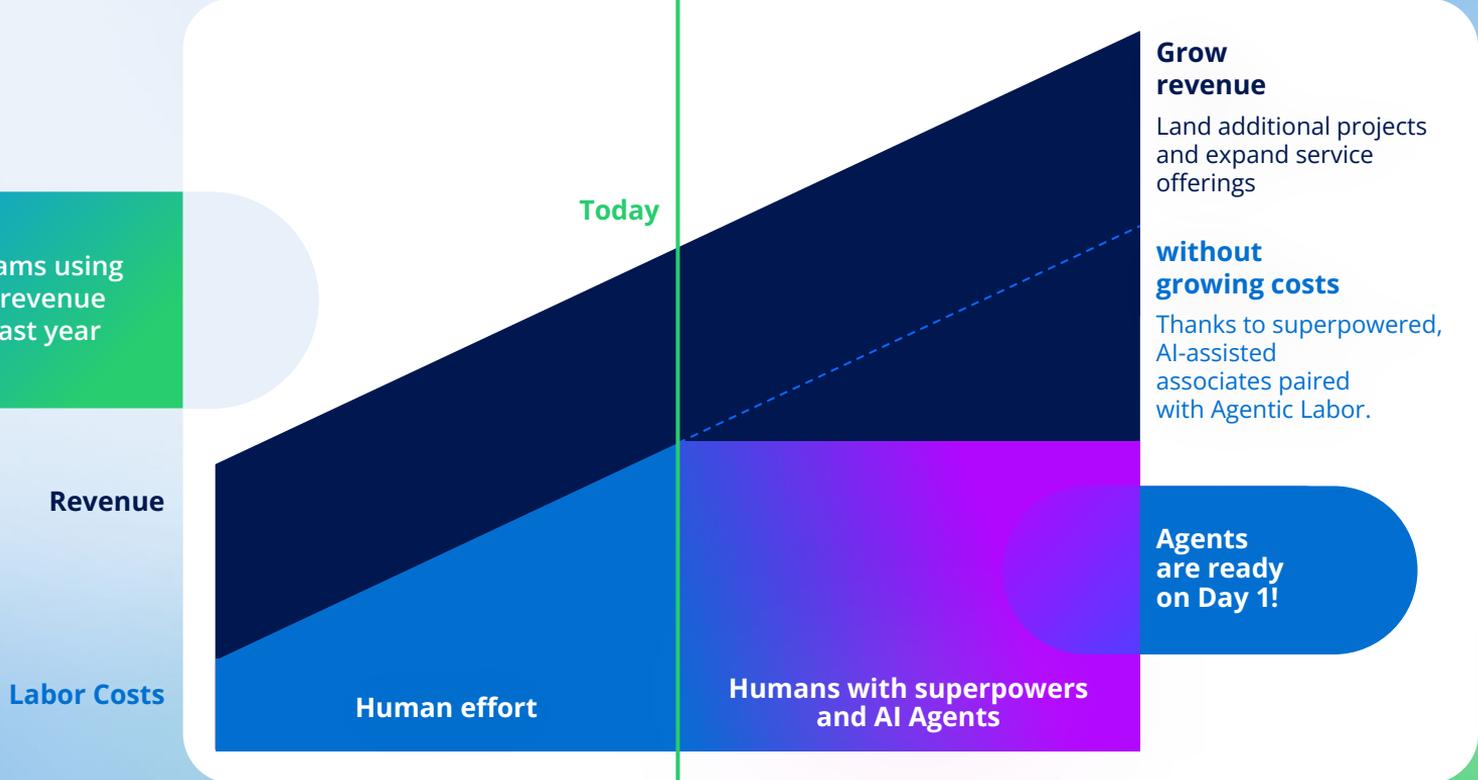
I The Information
OpenAI's 'Agents' Pose Risks to DoorDash, Other Consumer Apps

By Stephanie Palazzolo and Amir Efrati

Agents as Customers

AI is changing the economics of the cost to serve

83% of sales teams using AI experienced revenue growth in the past year



Where do you deploy digital labour first?

EXISTING CHANNELS

NEW CHANNELS

What if **my workforce** was unlimited?

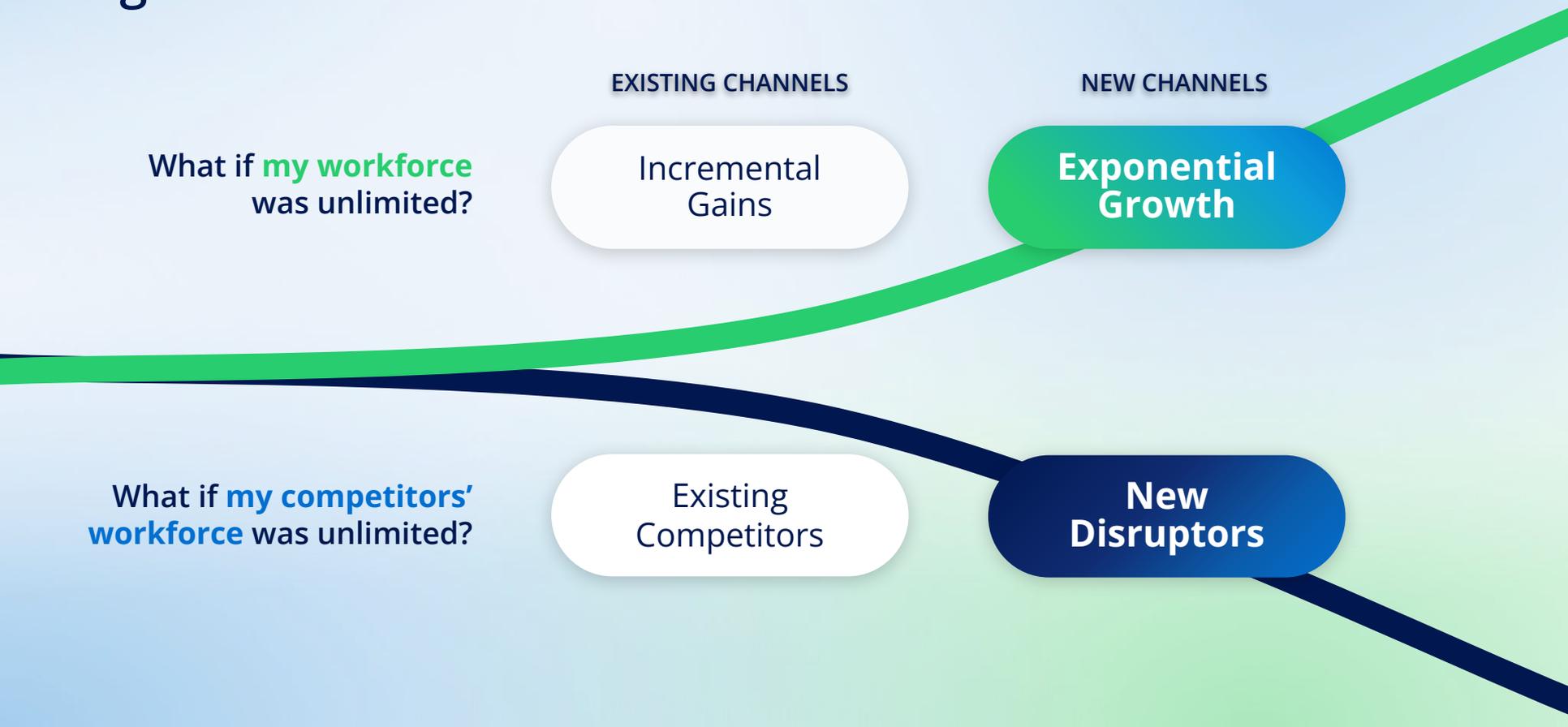
Incremental Gains

Exponential Growth

What if **my competitors' workforce** was unlimited?

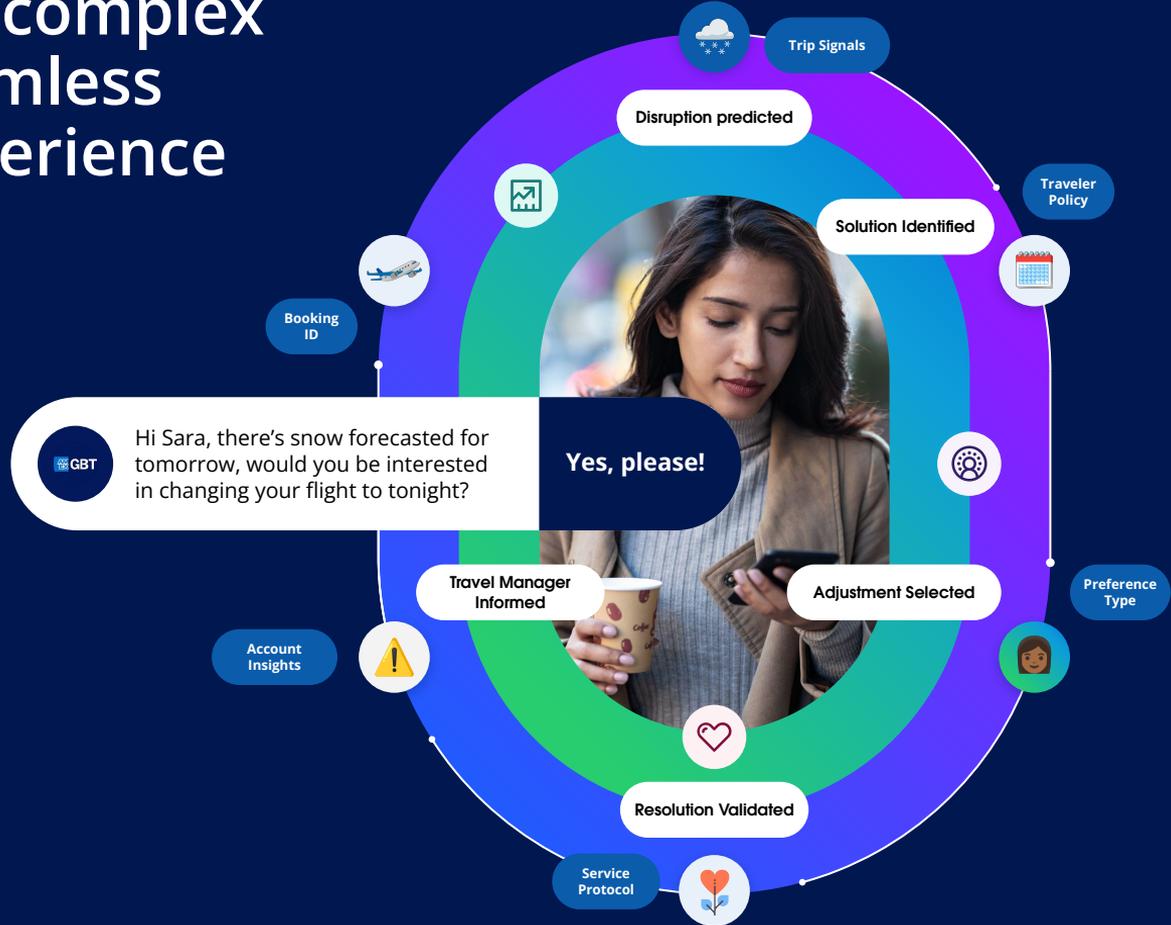
Existing Competitors

New Disruptors

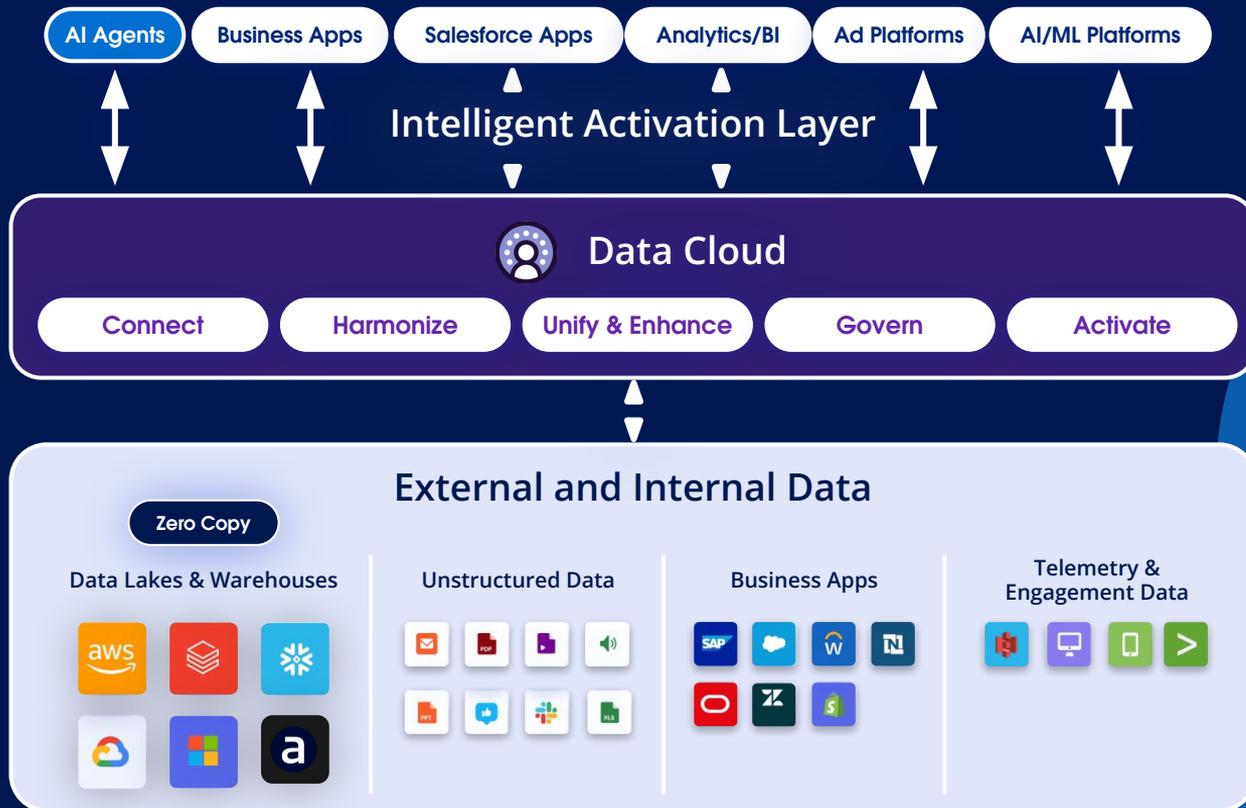


Agents orchestrate complex processes for a seamless offline & online experience

Salesforce agents are interoperable with your other ecosystem partners, allowing you to action across systems, workflows and soon other agents.



Integrated Customer Journeys need Trusted Data



Low business impact
41% of line-of-business leaders say their data strategy has only partial or no alignment with business objectives

Untapped potential
94% of business leaders feel their organization should be getting more value out of its data

Data is trapped in back-end systems that were not designed for “last mile” activation

Proven Success in Hospitality & Logistics

Deliver growth and 45% higher ROI by connecting experiences across the customer journey.

Unified

Establish a comprehensive view of each customer, individual or account.

Data-Driven

Activate **real-time data and insights** to drive personalization across the full CX.

AI

Ground AI in a **holistic customer view** to drive operational efficiencies and hyper-personalize the customer experience.

FINNAIR

secret Escapes

Heathrow
Marriott
INTERNATIONAL



FedEx

Utilizing enriched unified data & personalization to pinpoint newly-contracted customers with low shipment activity

+XX%
Increase in shipping commitments met

IHG

HOTELS & RESORTS

Empowering employees with a comprehensive, enriched 360-degree guest profile to make better and more guest-centric decisions

+XX%
Increase in loyalty enrollments

WYNDHAM

HOTELS & RESORTS

Powered a global booking call center fueled by Service & AI and grounded by a unified guest profile

+XX%
Increase in customer self service

Sales | GBT Seller



- Identifying New Markets
- Multi-Solution Selling
- Account Management
- Agentic Quoting
- Lead Automation



Sales Agent

Seamless Online & Offline Experience



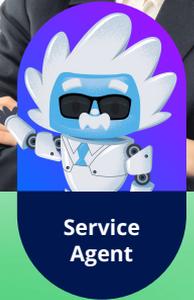
Customer & Traveler

A unified profile across sold, configured, transacted and the relevant policies

24/7 Self-Service Agent

Traveler Care | Travel Consultant

- Simplified Console Experience
- Real-Time Knowledge Access
- Customer Request Insights
- Elastic Disruption Coverage
- 360 Engagement Insights



Service Agent



A Unified Digital Labourforce Platform

BRINGING THE VISION TO LIFE

Solution Demonstration

How Data Cloud and Agentforce can empower Amex GBT to drive growth, deliver seamless traveler care, and help achieve \$100M+ in cost savings.



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1

Growing Sales

Ignite SME Growth + Increase Wallet Share

2

Modernize Service

Increase Revenue Per Call + Reduce Costs

3

GBT Showcase

GBT Labs

How a GBT Seller will leverage AI and Automation to run a deal cycle



Smith Consulting Group
Mid-sized Consulting Company

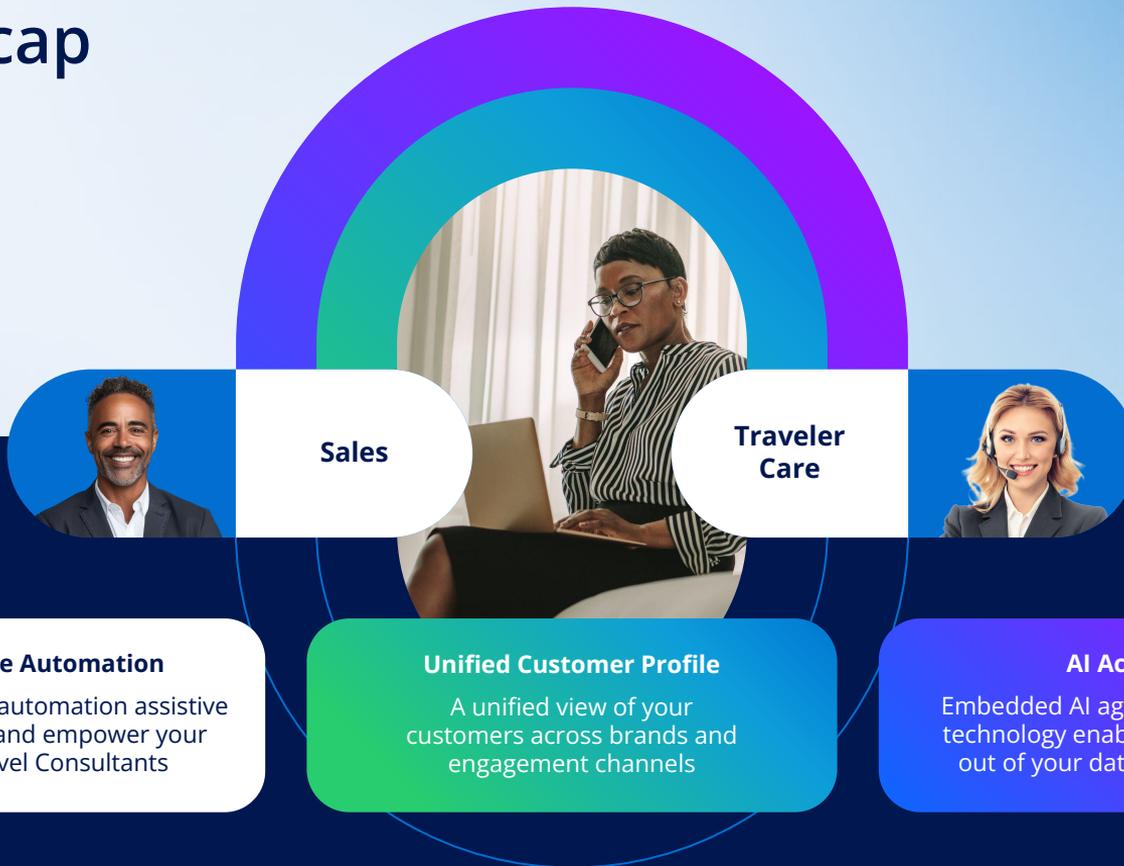


Bob Hodges
Corporate
Travel Manager



Mark Kingston
Finance
Director

Demo Recap



Agentic Quoting

Multi-Solution Selling

Account Management

Identifying New Markets

Lead Automation SDR Agent

Customer Request Insights

Simplified Console Experience

Real-Time Knowledge Access

Elastic Disruption Coverage

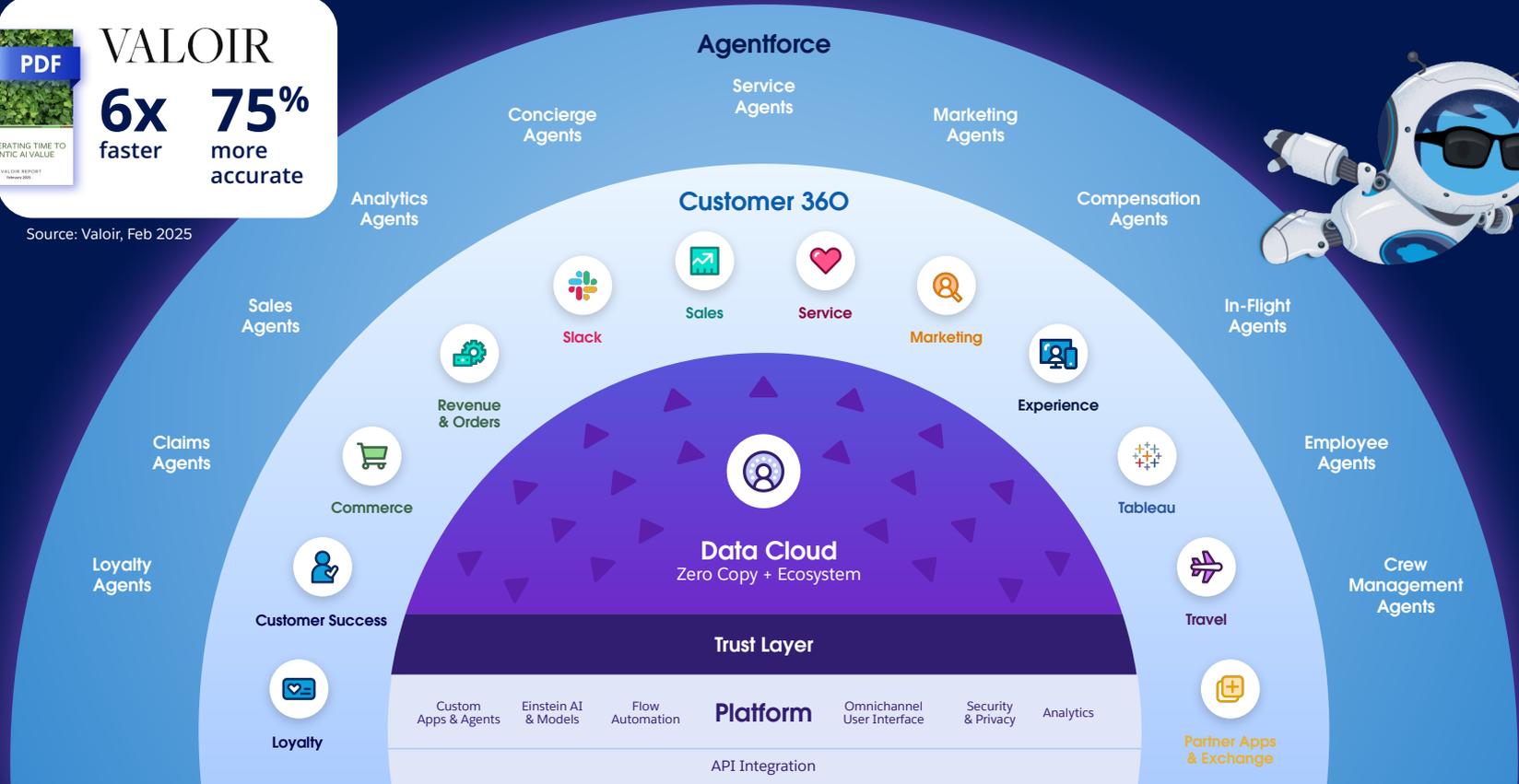
Why Salesforce: The Digital Labor Platform

How can humans and AI agents work together to drive customer success across all your channels?

PDF VALOIR
6x faster
75% more accurate

ACCELERATING TIME TO AGENTIC AI VALUE
A VALOIR REPORT
FEBRUARY 2025

Source: Valoir, Feb 2025





GLOBAL
BUSINESS
TRAVEL

Thank You

