



THE EMERGENCE OF ENTERPRISE VOICE FOR SALESFORCE



**A PROPOSAL FOR THE DAVINCI VOICE
TOOLKIT FOR SALESFORCE**

Salesforce is becoming the system of intelligence for voice. Enterprises still need control over infrastructure, carriers, and scale.

Executive Summary

- Salesforce is increasingly becoming the system of intelligence for voice, anchoring routing, context, and AI in the core platform.
- Enterprise customers continue to operate in environments where voice is infrastructure, shaped by carriers, regulation, cost, and scale.
- Traditional CCaaS platforms are increasingly misaligned with both customer needs and Salesforce's platform direction.
- Salesforce needs a voice control layer that allows customers to keep their existing carrier relationships and phone numbers.
- AMC believes there is a clear need for an enterprise voice control layer that complements Salesforce Voice while absorbing complexity of voice deployments.



The Shift We Are Observing in Enterprise Voice

Salesforce's trajectory is clear. Voice is no longer treated as a standalone contact-center capability, but as another routed workload alongside chat, messaging, and cases, governed by unified logic and increasingly influenced by AI.

This shift reflects how customers want to work. Routing decisions belong close to customer context. AI agents and humans should coexist within a single orchestration model. Voice should feel native to the Salesforce platform, not bolted on through external systems.

AMC agrees with this direction. Where we believe additional consideration is required is in how voice infrastructure fits beneath this intelligence layer.

The Reality of Enterprise Customer Environments

Enterprise customers evaluating Salesforce Voice are not starting from zero. They arrive with existing PSTN and SIP carriers, negotiated rate structures, regional numbering plans, and regulatory obligations that impact how voice must be delivered.

These customers are also expanding the scope of who participates in voice interactions. Calls increasingly involve not just contact-center agents, but engineers, sales teams, subject-matter experts, and leadership. At the same time, AI agents are beginning to answer, triage, and route calls that humans later handle.

For these organizations, voice is not a discrete product choice. It is a shared service that must scale economically, comply regionally, and integrate seamlessly with Salesforce's intelligence layer.

The Emerging Friction with CCaaS Platforms

Historically, CCaaS platforms addressed the complexity of voice by bundling telephony, routing, and agent experience into a single service. That model made sense when CRM systems played a secondary role in interaction orchestration.

In Salesforce-centric architectures, that bundling increasingly creates friction. Customers experience duplicated routing logic, constrained carrier options, and pricing models that scale poorly as AI-driven interactions increase volume. Extending voice beyond the contact center often requires additional licenses rather than architectural flexibility.

From a Salesforce perspective, CCaaS platforms insert a second control plane between Salesforce and the customer. Routing decisions move outside Salesforce, AI enablement becomes constrained by third-party platforms, and co-sell motions become more complex or even conflict as CCaaS vendors prefer to maintain routing, AI, and analytics within their platforms.

The Boundary Salesforce Should Maintain

Salesforce's focus on routing, AI, and experience is appropriate. It lowers adoption friction and accelerates innovation where Salesforce is strongest.

At the same time, there is a clear boundary Salesforce should maintain. Managing global telephony infrastructure, carrier relationships, PSTN economics, regional survivability, and heterogeneous voice environments introduces operational complexity that does not align to Salesforce's core mission.

Maintaining this boundary allows Salesforce to move faster at the intelligence layer without inheriting the operational burden of enterprise telephony.

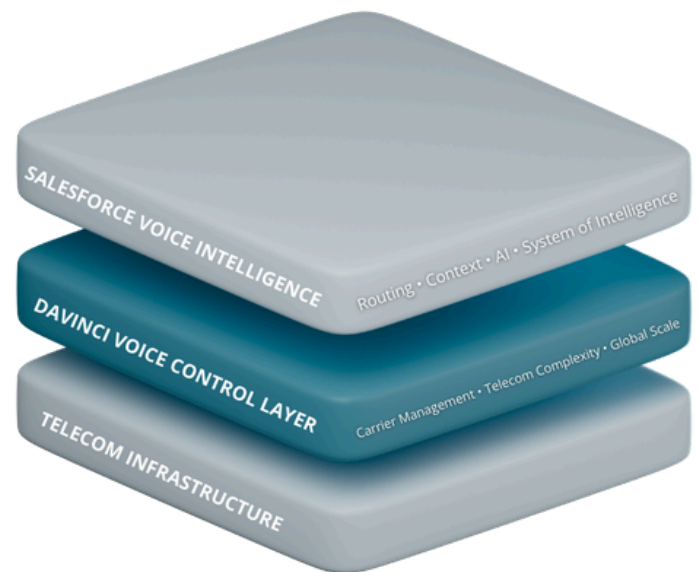
Why an Enterprise Voice Control Layer Appears Necessary

AMC's assessment is that there is a missing layer in the current ecosystem: an enterprise voice control plane that sits beneath Salesforce's intelligence layer and above carrier infrastructure.

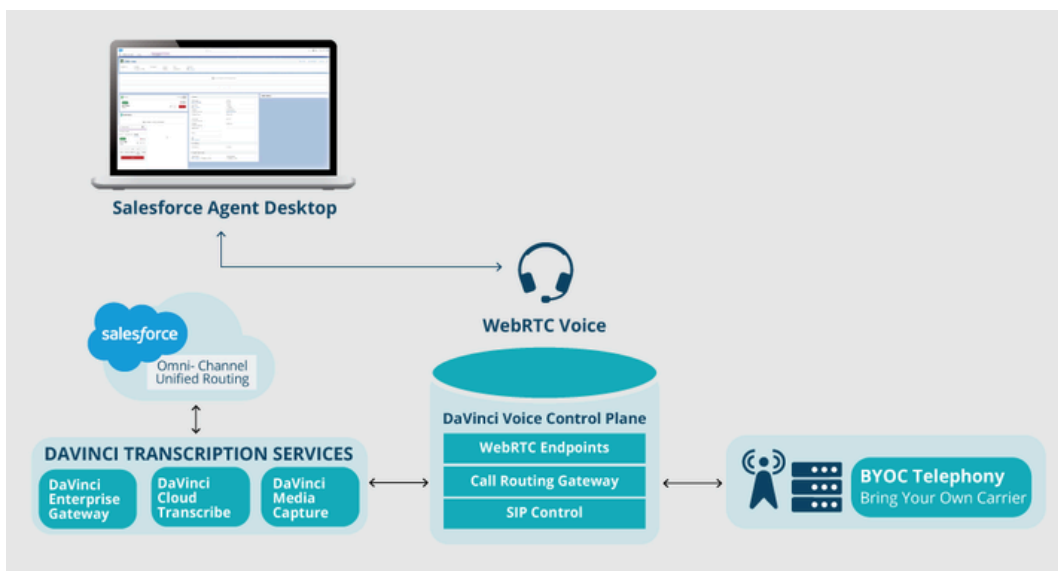
Such a layer would:

- allow customers to retain existing carriers and phone numbers, support multi-region strategies,
- manage voice infrastructure at scale
- enable hybrid AI and human call handling
- use WebRTC endpoints through the native Salesforce Voice UI
- extend voice participation beyond the contact center
- treat transcription as shared infrastructure rather than a bundled feature.

AMC believes this is the role DaVinci Voice Toolkit could be positioned to fill.



Bring-Your-Own-Carrier Voice Architecture for Salesforce



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