

Ruby Reimagined

From Keyword Search to Agentic Intelligence
using Salesforce Agentforce

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Ruby

Bot

Agenda

Today's Journey

Meet Ruby

One Bot to an Ecosystem

Same Name. New Ruby

How Ruby Thinks

RISE in Action

New Ruby Demo + Q&A

Meet Current Ruby

FSU ITS's virtual assistant — available 24/7

Built on Salesforce Einstein Enhanced Bot

Matched keywords to Salesforce Knowledge Articles

Couldn't resolve? Created a case and escalated to a live agent

Reduced call volume and extended Service Center availability

But they had a ceiling — FSU ITS had bigger ambitions



One Bot to an Ecosystem

Ruby v1 - Service Center

16th March 2023 —
13th December 2025

105,018 Total
Conversations

12,122 Cases Created

Available for Office
hours

Ruby v2 - Service Center

13th December 2025 -
Present

949+ Conversations

196+ Cases Created

Available **24/7**

Ruby for Procurement Services

28th March 2025 —
Present

160+ Conversations

Impact TBD

Ruby for The Graduate School

11 June 2025 —
Present

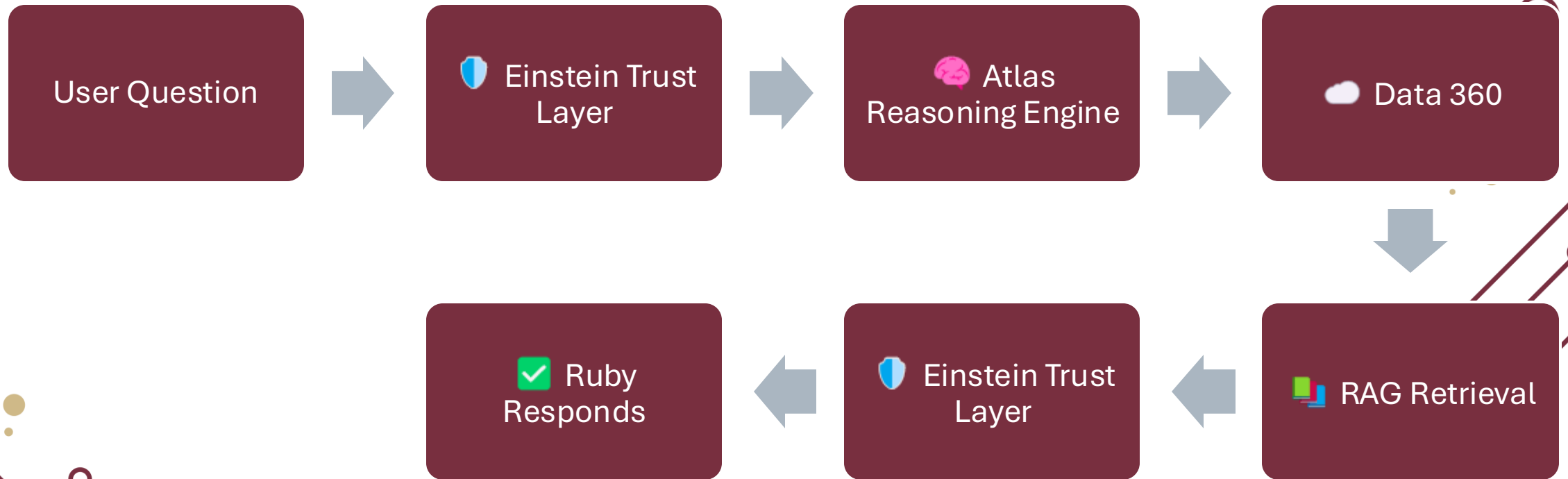
532+ Conversations

1,475+ phone calls
deflected since launch

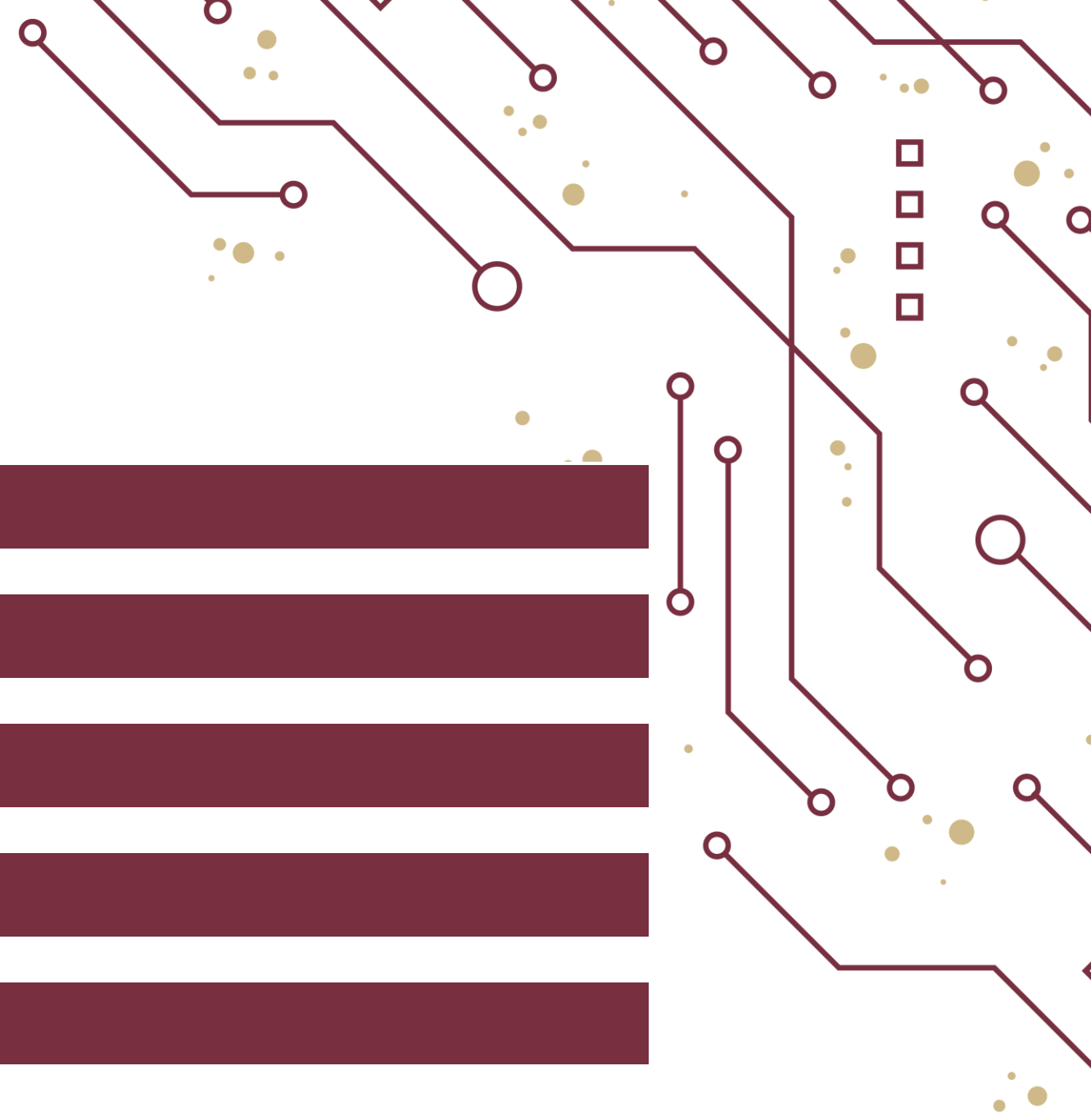
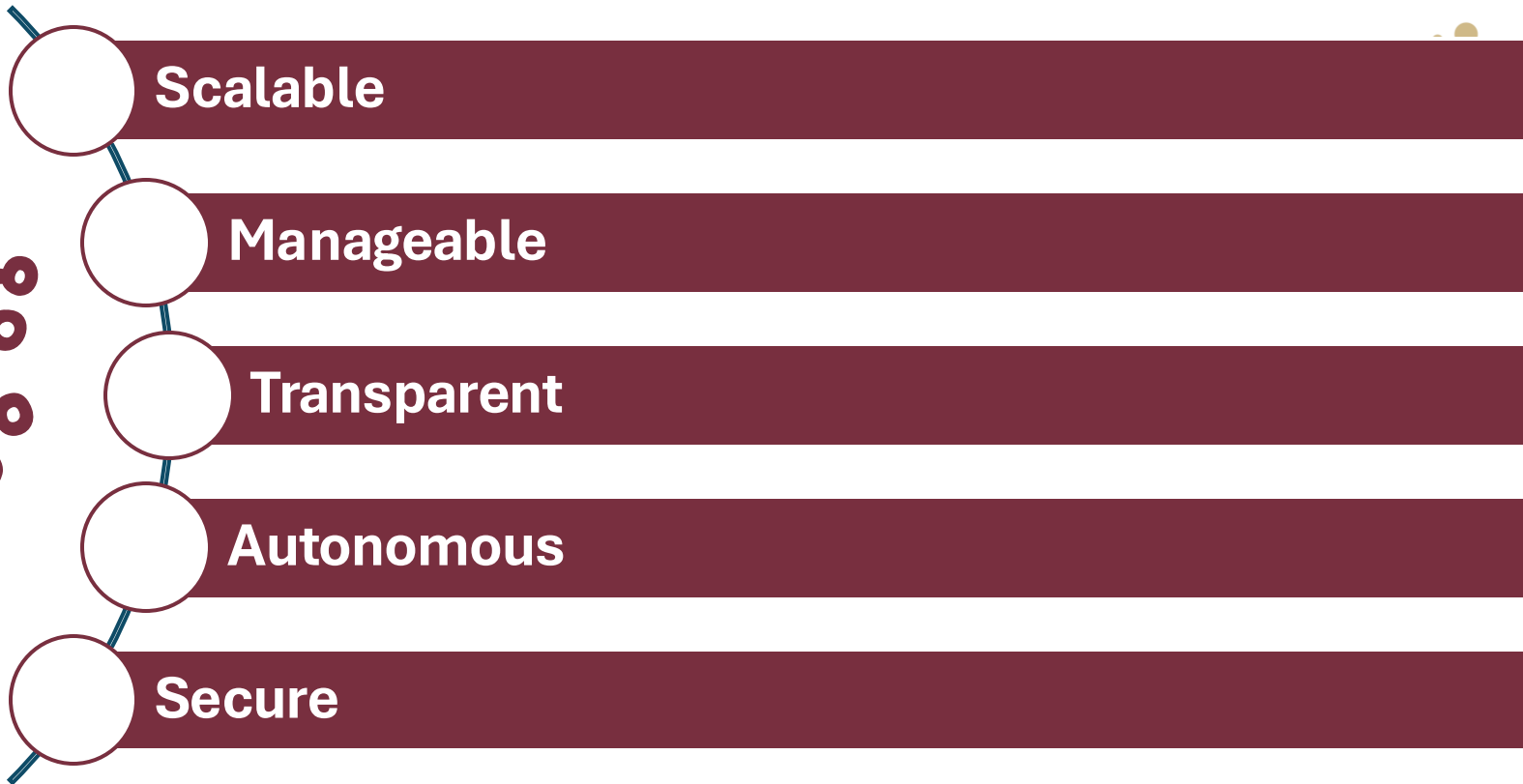
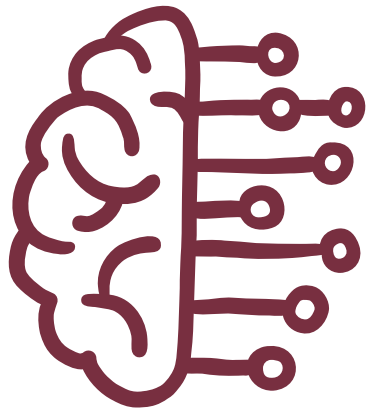
Same Name. New Ruby

	Old Ruby (Einstein Bot)	New Ruby (Agentforce)
Technology	Einstein Bot – Salesforce Service Cloud Bot	Agentforce Service Agent + Atlas Reasoning Engine
AI Type	Rule-based, intent-driven with NLP	Generative AI powered by Large Language Models
Architecture	Predefined decision trees	RAG — Retrieval Augmented Generation
Understanding	Matches keywords	Understands intent and context
Actions	Surfaces articles, creates cases	Autonomous multi-step workflow execution
Data	Structured Salesforce data only	Structured + unstructured data
Learning	Static — manual updates only	Continuous via Agentforce Observability
Guardrails	Basic escalation logic	Einstein Trust Layer + defined compliance boundaries
Availability	24/7	24/7 + proactive and triggered workflows

How Ruby Thinks



RISE in Action





servicecenter.fsu.edu

Live Ruby

Go say Hello!

Every Conversation Leaves a Trail



Messaging Sessions



Messaging Users



Knowledge Articles



Cases Created



FSU Vote / User Feedback



Ruby Service Center

Salesforce Knowledge Articles

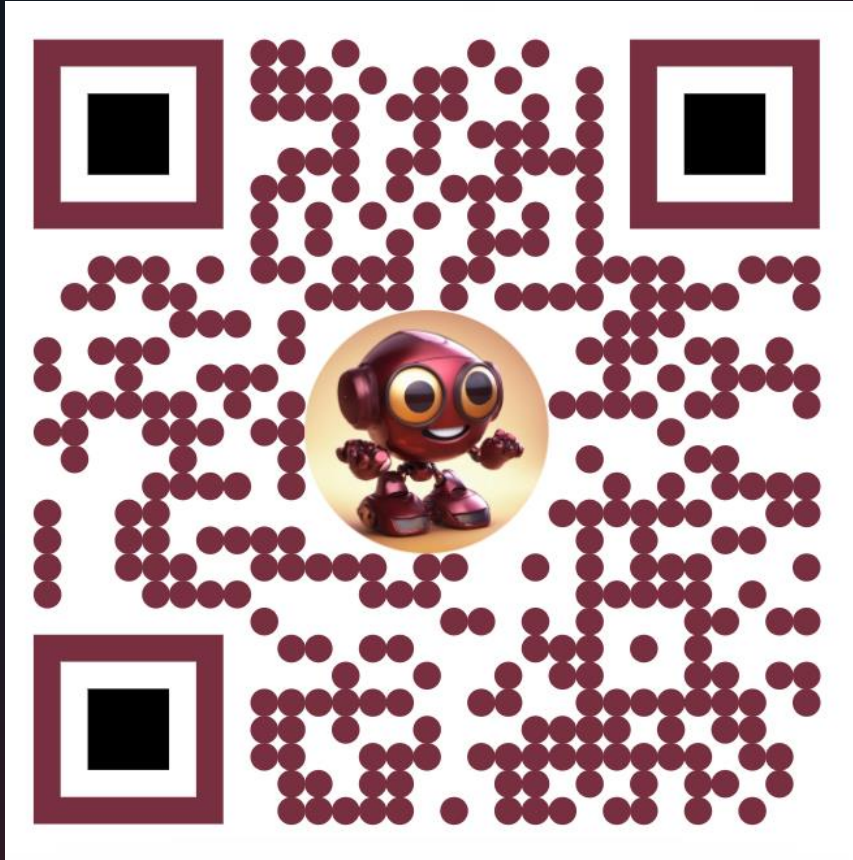
Professional casual tone

Conversational Q&A

CAS Authentication

Case Creation

Live Agent



Ruby Graduate

Salesforce
Knowledge Articles

Professional tone

Conversational Q&A



FSU SuperFan

Ruby SuperFan

Webcrawl + RAG uploaded files

Friendly tone

Fan Trivia

Data Driven queries

Image generation



**THANK
YOU!**

Contact Us

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