

Salesforce Agentforce vs. Microsoft Copilot Studio vs. ServiceNow vs. UiPath

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Unvarnished Reviews Research

This report synthesizes data from verified enterprise practitioner communities, G2 (Microsoft Copilot Studio 4.4/5 from 144 reviews, ServiceNow AI Agents 4.3/5 from 80 reviews), Gartner Critical Capabilities 2025, Futurum Research June 2026, independent platform analyses from AgentModeAI, eZintegrations, MarkTechPost, and Windows News, and community posts from Reddit r/salesforce, r/servicenow, and enterprise AI practitioner forums. Pricing data reflects vendor pricing pages and independent pricing analyses current as of June 2026. Full research methodology at unvarnishedreviews.com/methodology. Research Notes available on request at editorial@unvarnishedreviews.com.

The Verdict Up Front

Salesforce Agentforce is the CRM-native agentic AI platform, with 29,000 customers since launch, \$800M ARR, and the deepest integration into Salesforce Sales Cloud, Service Cloud, and Marketing Cloud available from any vendor. Its pricing history is the most important commercial data point in this report: the original \$2/conversation model created a community backlash as enterprises discovered that high-volume customer service workflows cost far more than projected. Salesforce moved to Flex Credits in May 2025 at \$0.10 per action, which resolved the per-conversation sticker shock but introduced a new challenge: predicting monthly costs when every action, every tool call, and every API request consumes credits. The Salesforce 6-in-10 single-step task success rate finding documented in Unvarnished Reviews' HubSpot vs. Salesforce report applies here as well. For organizations evaluating Agentforce as a primary automation driver, that number belongs in the business case.

Microsoft Copilot Studio is the M365-native agentic AI builder, with 160,000 organizations running 400,000+ custom agents across Teams, SharePoint, Outlook, and the Microsoft 365 ecosystem. Its credit pack model (\$200/month for 25,000 credits, or \$1/2,000 sessions) is more predictable than Agentforce's per-action model for simple workflows, but consumption compounds quickly for complex multi-step agents. The documented adoption failure documented in Unvarnished Reviews' Microsoft Copilot report applies here too: fewer than 4 in 10 employees with Copilot access actively use it. Copilot Studio agents that are built but not adopted represent a particularly expensive version of the same problem.

ServiceNow AI Agents is ranked #1 for Building and Managing AI Agents in the 2025 Gartner Critical Capabilities report, with AI Agent Orchestrator and Control Tower embedded across the

platform. Its governance-first architecture, with audit trails, model explainability, and data provenance built in as core features rather than add-ons, is specifically cited as the most enterprise-grade governance model in the category. Its pricing is enterprise custom-quote only. Its deployment scope is strongest for IT operations, HR service delivery, and enterprise service management, and narrower outside that domain.

UiPath is the RPA-to-agentic evolution story, with the broadest integration library (5,000+ pre-built connectors), the most mature governance model for regulated industries, and the most direct path for organizations with existing UiPath RPA deployments who want to layer agentic reasoning on top of their bot estate. Its challenge: UiPath is evolving from a process automation tool into an agentic platform, and the transition creates complexity for organizations that need to understand where RPA ends and agentic AI begins in their deployment.

The most important finding for enterprise buyers: Most enterprises run both Microsoft 365 and Salesforce. These platforms are not bought against each other often. They are bought together. The Agentforce vs. Copilot Studio choice is frequently not a competitive evaluation but an architectural decision about which workflows belong in which ecosystem.

Recommendations: For CRM, sales, and customer service automation in Salesforce-centric organizations: Agentforce. For employee-facing IT, HR, and productivity workflows in Microsoft 365 organizations: Copilot Studio. For IT operations, ITSM governance, and regulated enterprise service management: ServiceNow AI Agents. For organizations with existing RPA investments seeking agentic augmentation: UiPath.

The Consumption Pricing Problem: All Four Platforms

This is the defining commercial challenge of enterprise agentic AI in 2026, and it affects every platform in this comparison.

Every major agentic AI platform uses consumption-based pricing. Credits, actions, conversations, sessions, resolutions, or API calls, the meter is always running. The problem is that consumption in production is almost always higher than consumption in a pilot or proof of concept, for two documented reasons.

First, agents that work well get used more. A successful customer service agent that resolves 40% of tickets autonomously generates more interactions than a manual process, because the barrier to contact drops. More usage means more credits consumed.

Second, complex workflows compound. A single customer inquiry that requires looking up account history, checking order status, validating a return policy, and drafting a response may consume 4-6 action credits in Agentforce, not 1. Organizations that model Agentforce costs based on conversation count rather than action count routinely discover their actual bill is 3x-5x their projection.

The independent practitioner guidance is consistent across all four platforms: budget for 2x-3x your expected consumption during the first 90 days. No platform makes this easy to model before deployment, because consumption depends on agent design choices that aren't finalized until build time.

The Agentforce pricing history specifically:

- Original pricing: \$2 per conversation (2024)
- Community and customer backlash: documented across Salesforce Trailblazer Community and Reddit
- Revised pricing: Flex Credits at \$0.10 per action (May 2025)
- Current challenge: \$0.10 per action produces unpredictable monthly totals for complex multi-step workflows

A customer service workflow that involves 8 actions per resolution at \$0.10/action = \$0.80 per resolution. At 10,000 monthly resolutions: \$8,000/month in Agentforce consumption alone, before Salesforce licensing costs.

The Copilot Studio credit model:

- \$200/month for 25,000 credits (tenant-level, not per-user)
- Messages to classic bots: 1 credit each
- Messages to generative AI agents: 2 credits each
- Overage above included credits: additional credit packs required

A tenant running 10 active agents with moderate usage can exhaust 25,000 credits within days. Organizations that underestimate agent usage at deployment face immediate overage charges.

Market Position and Scale

Platform	Scale	Gartner Position	Primary Use Case
Salesforce Agentforce	29,000 customers, \$800M ARR	Strong	CRM, sales, service automation
Microsoft Copilot Studio	160,000 orgs, 400,000+ agents	Leader (MQ)	M365 productivity, IT, HR
ServiceNow AI Agents	Enterprise installed base	#1 Gartner Critical Capabilities	ITSM, enterprise service
UiPath	10,000+ enterprise customers	Leader (MQ)	RPA-adjacent, process automation

The enterprise agentic AI market is projected to grow from \$7.84B in 2025 to \$52.62B by 2030 at a 46.3% CAGR. Every major enterprise software vendor is repositioning their platform around agentic AI. The four platforms in this comparison are the ones with documented enterprise production deployments in 2026, not pilots or roadmap commitments.

The Four-Camp Market Architecture

Independent analysis from Windows News published June 2026 documents the current market structure:

Camp 1: OS-Level Agent Platforms

Microsoft with Windows Copilot Runtime, Microsoft 365 Copilot, and Copilot Studio. Strongest where Microsoft 365 is the primary operating environment.

Camp 2: Enterprise Orchestration Suites

ServiceNow, Salesforce Agentforce, and Pega Infinity. Strongest where a specific enterprise platform (CRM, ITSM, or BPM) is the workflow anchor.

Camp 3: AI-Native Agent Builders

LangGraph, Emergence AI, and others. Developer-first, maximum flexibility, requires engineering investment.

Camp 4: Legacy RPA Vendors

UiPath, Automation Anywhere, SS&C; Blue Prism. Strongest where existing RPA infrastructure provides the foundation for agentic augmentation.

The critical insight for enterprise buyers: the right camp depends on your existing infrastructure, not on feature comparisons. Choosing against your existing stack creates integration debt that erodes ROI before agents ever go live.

What Practitioners Report

Salesforce Agentforce: What Works

Agentforce's deepest strength is its native data access. Because Agentforce agents operate within Salesforce's data model, they can read and write CRM data, access account history, trigger workflows, and update records without API integration overhead. For organizations where Salesforce is the system of record for customer relationships, this native data access eliminates the integration layer that every competing platform requires.

The Einstein Trust Layer, which governs data access, model selection, and audit logging within Agentforce, is specifically cited as the most complete enterprise AI governance model among CRM-native platforms.

The time-to-production for pre-built Agentforce use cases (4-6 weeks for standard cases) is competitive with Copilot Studio and faster than ServiceNow or UiPath for equivalent ITSM or CRM automation.

Salesforce Agentforce: What Doesn't Work

The 6-in-10 task success rate. Salesforce's internal research found its LLM agents succeed at only 6 in 10 single-step CRM tasks, documented in Unvarnished Reviews' HubSpot vs. Salesforce report. For business cases that project high autonomous resolution rates, that finding is the most important data point in the evaluation.

Ecosystem dependency is the defining limitation. If your process touches three systems and only one is Salesforce, you are configuring two custom integrations to complete the workflow. MuleSoft extends Agentforce's reach but adds licensing and complexity.

Consumption cost unpredictability at scale is documented across the Salesforce practitioner community as the most common post-deployment surprise.

Microsoft Copilot Studio: What Works

The breadth of deployment is the most distinctive signal: 160,000 organizations running 400,000+ custom agents is production evidence at scale that no other platform in this comparison matches by volume.

The low-code builder, which allows non-developers to create agents using visual workflows and pre-built connectors, is specifically praised for enabling business teams to build and deploy agents without IT bottlenecks. G2 reviewers specifically note ease of use and quick implementation as Copilot Studio's primary strengths.

For Microsoft 365-centric organizations, the native integration with Teams, SharePoint, Outlook, and the Microsoft Graph data layer provides the same native data access advantage that Agentforce provides within Salesforce.

Microsoft Copilot Studio: What Doesn't Work

The adoption failure pattern from the parent Copilot platform extends to Copilot Studio.

Agents that are built but not actively used represent wasted investment. The documented failure pattern (fewer than 4 in 10 Copilot users actively engage) applies to the agents built on Copilot Studio as well as to Copilot itself.

Outside the Microsoft 365 ecosystem, Copilot Studio's integration advantage disappears.

Connecting to non-Microsoft systems requires custom connectors or Power Automate flows that add complexity and maintenance overhead.

Small business skew in review base. G2 data shows 41.5% of Copilot Studio reviews from small businesses, suggesting enterprise-scale deployment experience is less represented in the verified review pool than for ServiceNow.

ServiceNow AI Agents: What Works

The Gartner #1 ranking for Building and Managing AI Agents in the 2025 Critical Capabilities report is the most authoritative independent validation in this comparison. ServiceNow's governance-first architecture, audit trails, model explainability, and data provenance built in as core features rather than add-ons, is specifically cited as the reason regulated enterprises (healthcare, financial services, government) prefer ServiceNow for production agentic deployments.

ServiceNow's April 2026 restructuring, which embeds AI Control Tower and Workflow Data Fabric across every tier by default, is cited by independent analysts as the clearest signal that governance-first architecture is becoming a market expectation.

ServiceNow AI Agents: What Doesn't Work

Domain specificity. ServiceNow AI Agents are strongest for IT operations, HR service delivery, and enterprise service management. Outside those domains, the platform's depth becomes a liability rather than an advantage.

Pricing opacity. Enterprise custom-quote only pricing makes budget modeling difficult before engaging the ServiceNow sales team. Organizations that want to self-model costs before entering a sales process cannot do so.

Implementation complexity for organizations not already running ServiceNow is significant. The governance and workflow depth that makes ServiceNow valuable for large enterprises creates deployment overhead that smaller organizations may not be resourced to manage.

UiPath: What Works

UiPath's integration breadth, 5,000+ pre-built connectors and activity packs, is the largest in this comparison. For organizations with complex multi-system workflows that touch ERPs, CRMs, document management systems, and legacy applications, UiPath's connector library reduces custom integration work.

For organizations with existing UiPath RPA investments, the path to agentic augmentation is lower-friction than deploying a new platform. Existing bots can be augmented with agentic reasoning capabilities without replacing the underlying automation infrastructure.

UiPath: What Doesn't Work

The RPA-to-agentic transition creates conceptual complexity. Organizations that deployed UiPath for structured, rule-based automation need to re-architect their mental model for agentic use cases where agents reason, plan, and make decisions rather than following deterministic scripts. This transition requires change management that pure agentic platforms don't require.

Less proven for customer-facing use cases. UiPath's strength is back-office and process automation. For customer-facing agentic AI, Agentforce and Copilot Studio have more documented production deployments.

Pricing Reality (June 2026)

Salesforce Agentforce

Component	Rate	Notes
Flex Credits	\$0.10/action	Replaced \$2/conversation May 2025
Einstein Requests (included)	Varies by Salesforce plan	Standard AI features
Agentforce for Service	\$2/conversation (some tiers)	Check current SKU
Salesforce base license	Required	Separate from Agentforce

Budget model: Complex customer service workflows at 8 actions/resolution = \$0.80/resolution.
10,000 monthly resolutions = \$8,000/month consumption before Salesforce licensing.

Microsoft Copilot Studio

Component	Rate	Notes
Pay-as-you-go	\$0.01/message	Tenant-level
Subscription	\$200/month	25,000 credits/month
Classic bot messages	1 credit each	

Component	Rate	Notes
Generative AI messages	2 credits each	
Microsoft 365 Copilot	\$30/user/month	Separate add-on

Budget model: 25,000 credits at 2 credits/message = 12,500 generative AI messages per month before overage.

ServiceNow AI Agents

Enterprise custom pricing only. No published list prices. Contact ServiceNow account team. Implementation and configuration services typically add significant cost above licensing.

UiPath

Tier	Pricing	Notes
Standard	Contact sales	Per-robot or per-user
Enterprise	Contact sales	Volume discounts available
Agentic add-ons	Additional	Layered on RPA licensing

The Decision Framework

Choose Salesforce Agentforce if:

- Salesforce CRM is your system of record for customer data and the agent workflows are primarily customer-facing (service, sales, support)
- Native CRM data access without API integration is operationally important
- You have modeled Flex Credit consumption at projected action volumes, not conversation counts
- You have explicitly evaluated the 6-in-10 single-step task success rate against your autonomous resolution business case
- You have deployed a 60-90 day pilot with documented consumption data before committing to enterprise rollout

Choose Microsoft Copilot Studio if:

- Microsoft 365 is your primary productivity environment and agents will operate primarily within Teams, SharePoint, Outlook, and the M365 ecosystem
- Business users (not developers) need to build and maintain agents without IT bottlenecks
- You have addressed the documented Copilot adoption failure pattern before building agents on top of a platform your users aren't actively using
- Credit consumption modeling at projected message volume fits within your budget before deployment
- You are not primarily deploying for customer-facing use cases where Agentforce's CRM depth provides an advantage

Choose ServiceNow AI Agents if:

- IT operations, ITSM, HR service delivery, and enterprise service management are the primary automation targets
- Governance, audit trails, and model explainability are regulatory requirements rather than preferences
- Your organization is already running ServiceNow and the deployment overhead is manageable
- You are in a regulated industry (healthcare, financial services, government) where the Gartner #1 governance rating is a procurement requirement

Choose UiPath if:

- Your organization has existing UiPath RPA deployments and agentic augmentation is the logical next step
- Back-office and process automation across complex multi-system workflows is the primary use case
- Integration breadth (5,000+ connectors) is more important than CRM or M365 native integration depth
- Your team has the RPA-to-agentic transition plan and change management resources to bridge the conceptual gap

The pre-deployment checklist for all four platforms:

1. Define your use case category explicitly: customer-facing, employee-facing, or back-office. The answer narrows the field before any feature evaluation.
2. Map your existing infrastructure: Salesforce-centric, Microsoft 365-centric, ServiceNow-centric, or heterogeneous. Choose with your stack, not against it.
3. Model consumption at 3x your pilot usage before committing to enterprise rollout. Every platform's production consumption exceeds pilot estimates.
4. Define governance requirements before platform selection. Regulated industries should evaluate ServiceNow's governance architecture first.
5. Pilot with one specific, measurable use case before broad deployment. Organizations that deploy broadly without a narrow pilot routinely report adoption failure and budget overruns.

The Bottom Line

Enterprise agentic AI has moved from pilots to production in 2026. The four platforms in this comparison each lead in a specific context, and the enterprise buyer who tries to find one platform that wins across all contexts will be disappointed.

Salesforce Agentforce is the most appropriate choice for CRM-native automation in Salesforce-centric organizations. Its consumption pricing requires explicit modeling, and the documented 6-in-10 task success rate requires explicit inclusion in business case projections.

Microsoft Copilot Studio is the most appropriate choice for M365-native agent deployment in Microsoft-centric organizations. Its documented adoption challenges at the parent Copilot level are the most important risk factor for organizations building agents on a platform their users aren't yet

actively using.

ServiceNow AI Agents is the most appropriate choice for IT operations, ITSM governance, and regulated enterprise service management. Its Gartner #1 ranking for governance is the strongest independent validation in this comparison for enterprise compliance requirements.

UiPath is the most appropriate choice for organizations with existing RPA investments seeking agentic augmentation. Its integration breadth is unmatched and its back-office automation depth is the strongest in the comparison for process-heavy enterprise workflows.

The most explosive finding in this report: every platform in this comparison uses consumption-based pricing that makes costs unpredictable at scale. Budget for 2x-3x your expected usage during the first 90 days. No platform makes pre-deployment cost modeling easy, because consumption depends on agent design decisions that aren't finalized until build time.