Terrapin Vignette Comparison

Summary Description:

Business: Terrapin Pet Care offers D2C pet wellness subscriptions—including fresh/raw food, supplements, flea/tick kits—plus one-time add-ons and optional tele-vet services.
Channels: Customers interact via a website chat widget and a mobile in-app assistant, primarily for support, subscription changes, and simple account actions.
FAQ Source: FAQs are retrieved using RAG, grounded in public help center content scraped weekly (allowlisted sections: /help/subscriptions, /help/shipping, /policies/returns, /tele-vet).

Agentforce Agent + Data Cloud		Evaluation Criteria	Custom Agent	
Description	**Score**		**Score**	**Description**
If Terrapin already runs its core customer experience on Salesforce, and the desired website or in-app assistant use cases align with existing Agentforce service agent patterns (e.g., FAQ retrieval via RAG, authenticated account actions, case escalation) and Data Cloud's web content and search capabilities, then Agentforce combined with Data Cloud represents a strong solution fit.	**4.5**	**Solution Fit**	**4.5**	A bespoke conversational AI stack—custom LLM orchestration, standalone vector database, and custom web/mobile SDKs—can fully support Terrapin's functional needs: public FAQ retrieval from web content, auth-gated account and subscription changes, and escalation workflows for billing, fulfillment, and safety issues. This approach offers maximum flexibility in model choice, hosting, and UX, and can be tailored closely to Terrapin's specific data structures, business rules, and channels.
Agentforce and Data Cloud natively support Terrapin's key patterns: public FAQ retrieval via RAG grounded in crawled web content, authenticated account and subscription actions via Flow, and case escalation through Omni-Channel. With the appropriate licenses and existing order/subscription APIs, a skilled Salesforce admin or SI partner can implement and operate this solution using standard Agentforce configuration, Flows, and Data Cloud connectors, without the need for new custom microservices or extensive code.	**4**	**Technical Feasibility**	**4.5**	This is where a totally bespoke solution can win: If you need weird/bleeding-edge models, ultra-custom retrieval, or non-Salesforce infra, bespoke can go further. Agentforce can be opinionated: you live inside Salesforce data, channels, and guardrails. You can extend with Apex/Flow/Data Cloud, but you won't get "anything goes" infrastructure freedom.
- Service Cloud (if they don't already have it) - Agentforce (Service Agent) for the customer chat - Data Cloud (with Unstructured/Search) for web FAQ crawl and RAG - Digital Engagement for Messaging on web and in-app - Experience Cloud + External Identity for customer login	**4.75**	**Procurement Complexity**	**2.5**	You're typically assembling a stack: an LLM provider (or several), vector database/search, hosting/infrastructure, observability/monitoring, plus any integration or UX framework you need for web and mobile. Each of those can mean separate contracts, security reviews, DPAs, and pricing models (per-token, per-request, per-core, storage, etc.), all of which legal, security, and procurement have to vet.
Implementation hours may be higher than the custom model, as they rely on a skilled Salesforce resource rather than a full-stack developer using agentic coding techniques (e.g., vibe coding). However, the hourly rate for Salesforce talent is typically lower than that of a full-stack developer, helping offset the difference.	**4**	**Implementation Costs**	**4**	You may need an implementation partner or internal engineering capacity to design and maintain the platform. If engineering is using a hybrid approach (vibe-coding, Claude Code), the hours needed to stand up the solution may be lower than an Agentforce build.
Agentforce actions consume Flex Credits, with operational costs driven by volume, interaction complexity, and channel mix. Heavier RAG usage, longer responses, and increased tool calls result in higher credit consumption, and therefore, higher cost.	**3**	**Operational Costs (Services + Software)**	**4.5**	At a high level, this includes infrastructure, services. LLM input/output tokens. While the list of vendors is taller than Agentforce, the cost may be smaller.
Agentforce is a strong fit for organizations that already run core customer operations on Salesforce and whose use cases align with Salesforce's agentic design patterns (e.g., guided interactions, flows, and native integrations). It excels in environments where procurement complexity must be minimized, as all necessary tools, like Service Cloud, Data Cloud, and Experience Cloud, reside within a unified Salesforce ecosystem. If your organization prioritizes ease of implementation, low procurement friction, predictable ongoing support, and access to trusted enterprise-grade security and compliance, Agentforce offers a highly integrated and scalable solution. It is ideal for use cases that involve structured processes, such as customer FAQs, minor account updates, and case handoffs, especially when delivered via Salesforce-native channels.	**4.1**	**Overall Evaluation**	**4.0**	A custom agent is more suitable when your tech stack is not centered on Salesforce, when you require maximum flexibility in design, or when you're integrating across multiple platforms and APIs. With open-source frameworks like Pydantic AI or Claude Agent SDK, a custom solution allows for deep customization, tool choice, and tighter control over operations and cost structure, especially for long-term deployments. This route is ideal if your team has strong in-house development expertise and can navigate a more complex procurement and implementation process. Custom agents also offer broader observability, model choice, and advanced integration capabilities that can be especially valuable for use cases with unique workflows or where vendor lock-in is a concern. However, they require more upfront architectural decisions and typically involve higher governance and security overhead.