

Adecco Group announces Salesforce's Agentforce Coworker rollout across 40 countries

PRIMARY

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Assessment. The primary actor's own announcement. Aggregator coverage dated this 16 September; the company's dateline is ZURICH, 15 September 2026, and that is the date used throughout.

Dateline. ZURICH, 15 September 2026.

The Adecco Group announced a rollout of Salesforce's Agentforce Coworker across 40+ of the 60 countries in which the group operates, following a pilot in the United Kingdom and France.

Figures given in the release.

- 40+ countries in the global rollout, of 60 countries of operation
- 27,000 employees gaining access to Coworker
- 2.5 million agent-candidate interactions since April 2025
- ten countries already using agentic AI in recruitment, representing 50% of Adecco business revenues

Technology. Salesforce's Agentforce Coworker, powered by Anthropic's Claude.

Agent capabilities listed. Sales: find priority prospects, prepare sales briefs, enrich prospect data, view lead status across teams. Recruitment: select candidates, launch pre-screening, recruiter or onboarding agents.

Quotes. "We are seeing the biggest redesign of work since the internet; we need to enable our people with technology and new ways of working," said Denis Machuel, CEO of the Adecco Group. He added that Coworker "means our teams have access to a single interface that knows candidate history, client context for the moment when human judgment matters most," and that "our pilot showed strong adoption in a matter of days. It frees up our sales teams' and recruiters to focus on what only humans can do: richer engagement."

Not present in the release. No mention of the GDPR, the AI Act, EU regulation, candidate privacy safeguards, or any description of human review inside the

pre-screening step.