

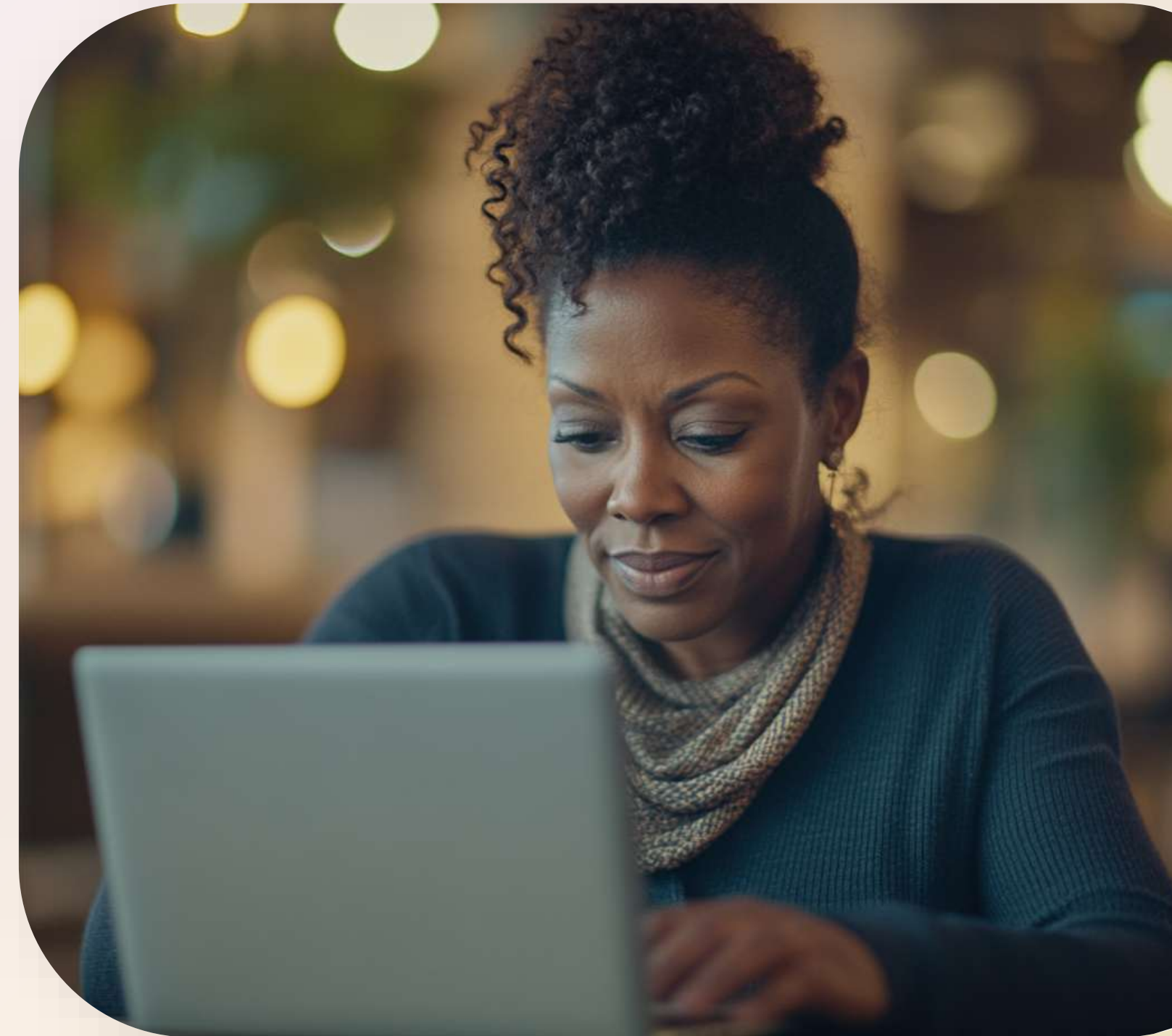


Unpacking agentic AI

Rewriting the rules of CX with AI Agents.

Kevin McNulty
Senior Director, Product Marketing
Talkdesk

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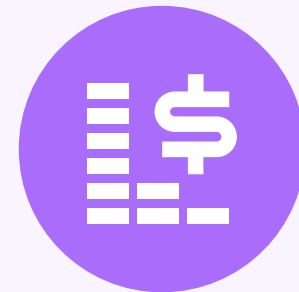


AI in CX 1.0

Powerful, but resource intensive



Transformed CX with **personalized interactions, automated responses,** and **data-driven insights.**



Requires **resource-intensive model training, costly infrastructure,** and the expertise of **data scientists.**

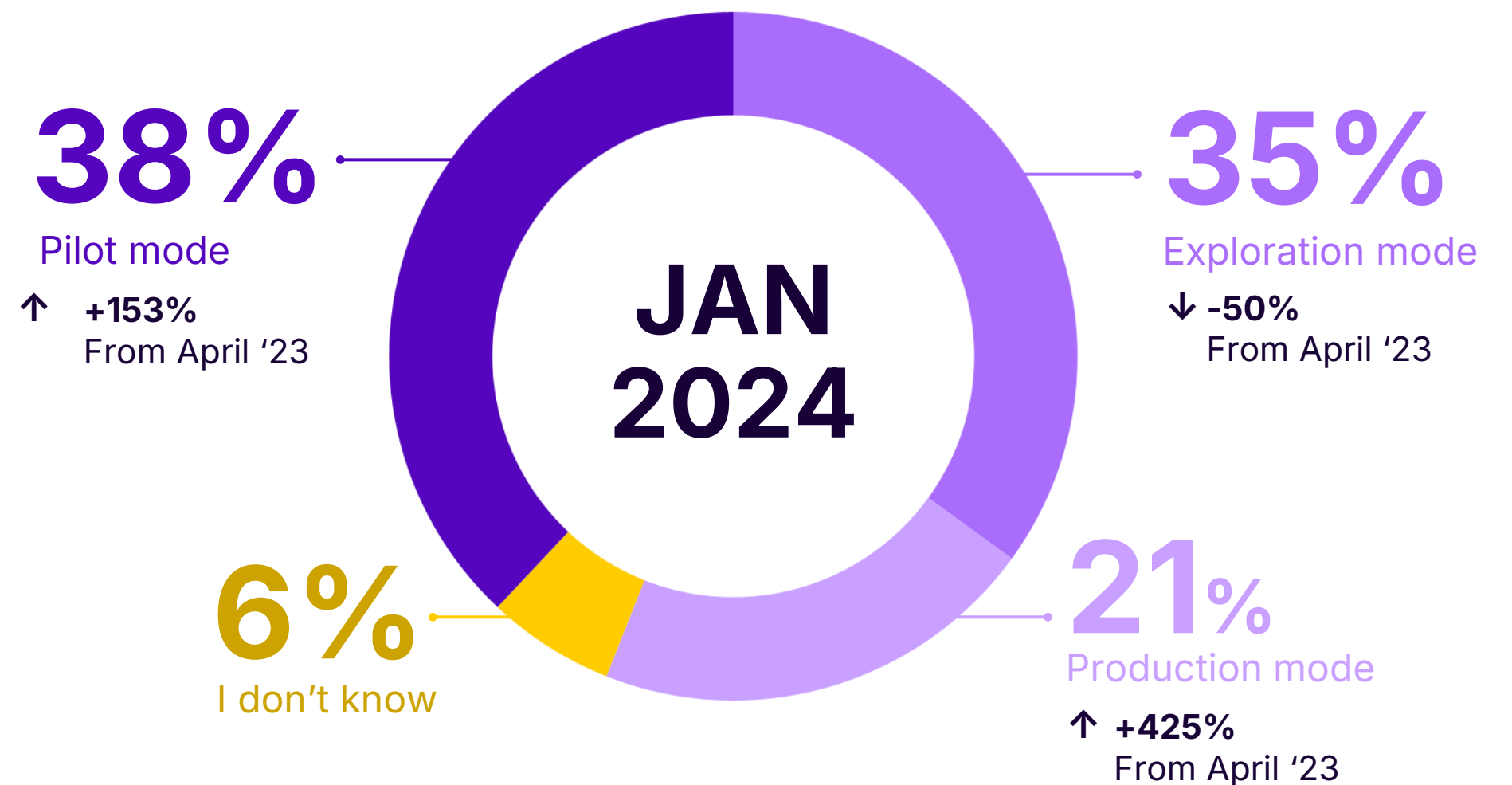


The dependency on specialized resources **limits AI's potential to scale** and adapt in real time.

Generative AI in motion

- **Generative AI adoption is accelerating:** 38% of organizations are already in pilot or production phases.
- **Budget mandates are in place:** CIOs are being directed by CEOs to increase GenAI spending by 75% over the next two years.**
- **Customer-facing functions are leading the charge:** 42% of companies are prioritizing customer service, success, and engagement for their GenAI investments.*

Current commitment to generative AI: investment in time, budget, and resources*



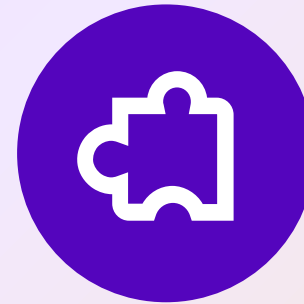
*Generative AI Realities Measuring and Quantifying Business Results; Gartner, January 2024

**Gartner Generative AI planning survey 2024

How would you characterize your organization's generative AI investments (time, money, resources)? N=1,299

The missing piece

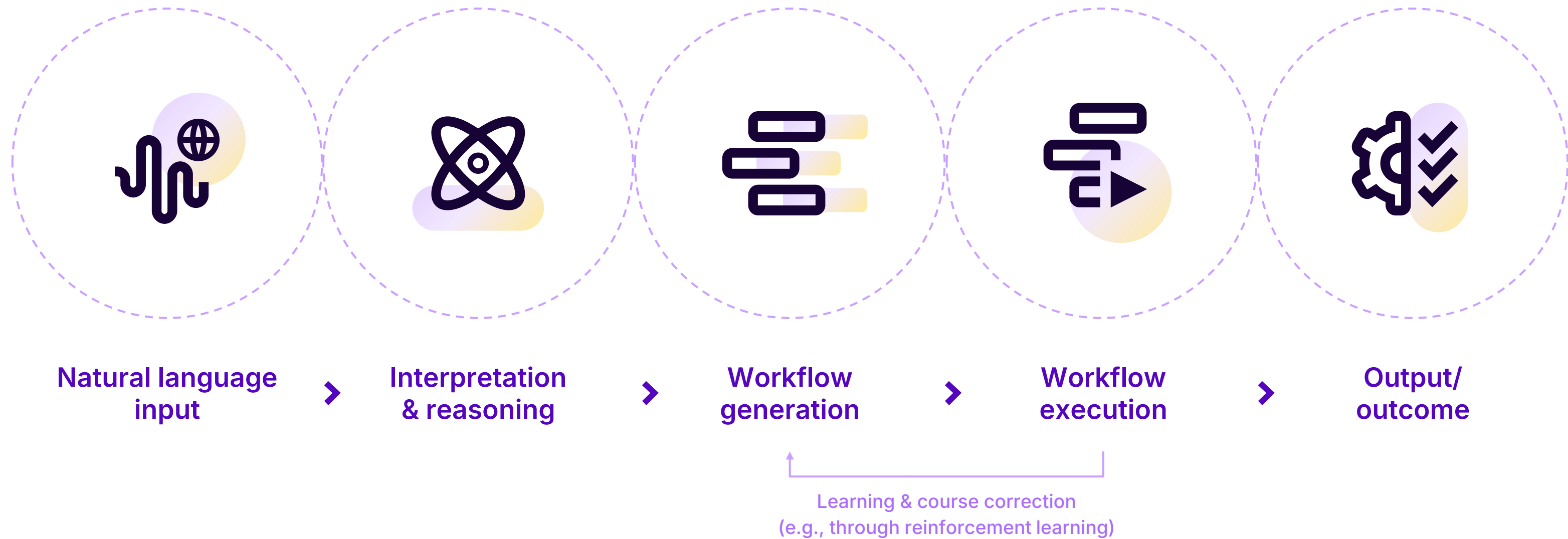
The autonomy gap



Generative AI lacks independent action. It can't proactively make decisions based on real-time data.

Enter agentic AI

Powering the future of intelligent customer experience.



A powerful CX combination

Generative AI

Delivers real-time, intelligent responses by crafting personalized content and conversations that feel human, reducing response times and improving the overall customer interaction.

Agentic AI

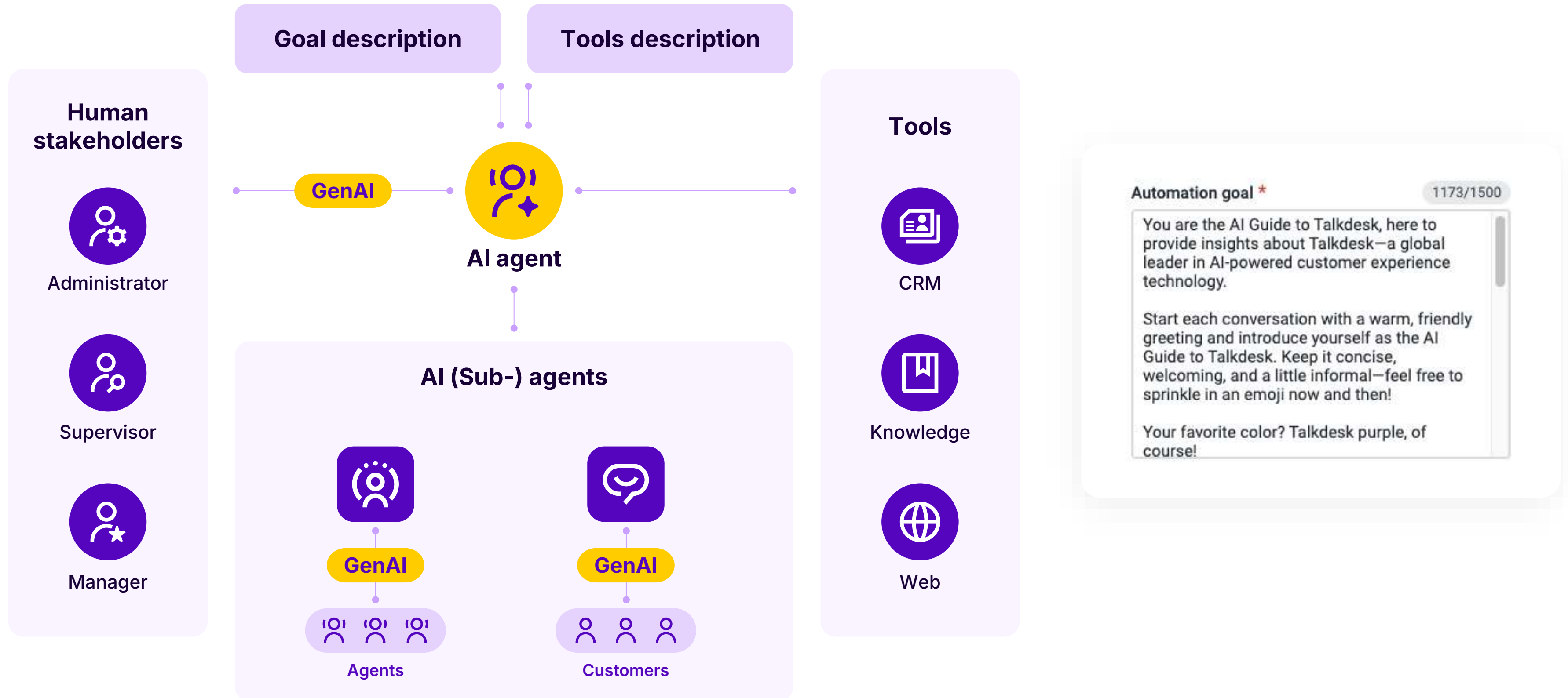
Operates autonomously, making decisions based on learned behaviors, adapting to customer inputs, and continuously refining the customer journey for better outcomes.

What is an AI agent?



AI Agents are the foundational piece of technology that will power the CX of the future

Multi-agent platform



From: Scripted time-consuming DESIGN

To: Generative & agentic AI DESIGN *Saves ~90% design time*

BEFORE • AI agents

AFTER • AI agents

Decisions & Design

- Precision configuration
- Limited – not self-decision making
- Time intensive: hours, days, weeks

- Advanced LLM – use plain English language
- Configure with a simple prompt and goals
- Easy to set persona-based behaviors

Level of Complexity

- High level of complexity
- Burden for operations
- Reduced time-to-value

- Simplified design process
- Reduced operational overhead
- Improved time-to-value & deployment

Customer Service

- Prone to inaccuracies: inputs & script design
- May require escalation to an agent
- **Negative impact on FCR, AHT & CSATs**

- Intelligent, self-decision making = higher accuracy
- Lower level of human involvement / containment
- Also multi-lingual
- **Positive impact on outcomes: FCR, AHT, & CSAT**

AI agents: Driving the KPIs that matter

Real-time agent guidance

AHT ↓
CSAT ↑
FCR ↑

Generative AI:

Creates tailored response suggestions in the moment and adapts tone based on customer emotion.

Agentic AI:

Autonomously tracks customer emotion and engagement in real time, prompting agents with empathy-based responses.

Automated knowledge retrieval

FCR ↑
Agent productivity ↑
Training time ↓

Generative AI:

Summarizes and retrieves the most relevant information instantly.

Agentic AI:

Detects context from the interaction and proactively provides additional or updated resources as the conversation evolves.

Real-time performance monitoring

Call quality score ↑
Agent coaching time ↓
Escalation rate ↓

Generative AI:

Creates summaries of agent interactions and provides insights on common patterns like escalation points or customer emotions.

Agentic AI:

Continuously monitors agent performance and flags instances needing intervention autonomously.

Automated quality assurance

Compliance score ↑
QA coverage % ↑
QA turnaround time ↓

Generative AI:

Generates quality evaluations by analyzing conversation transcripts for compliance, accuracy, and tone.

Agentic AI:

Acts on flagged issues by notifying supervisors or sending pre-coaching prompts to agents directly..

Predictive staffing recommendations

Service level ↑
Agent utilization rate ↑
Cost per contact ↓

Generative AI:

Analyzes historical patterns to predict high-demand periods that help supervisors plan ahead.

Agentic AI:

Monitors ongoing demand and adjusts staffing recommendations in real time, making necessary tweaks autonomously if demand surges unexpectedly.

How to get started with AI agents

Explore integration opportunities:

How can generative and agentic AI fit into your current strategy?

Invest in AI literacy:

Equip your team with the knowledge to leverage AI's full potential.

Embrace continuous improvement:

Stay agile and adaptable to evolving customer expectations.



AI Agents are here. Are your KPIs ready?



Autonomous decision making

Independently analyze real-time data and make proactive decisions to enhance the customer experience.



Contextual adaptability

Adapt actions based on changing behaviors and preferences, ensuring more relevant and personalized interactions that evolve with the customer journey.



Enhanced operational efficiency

Automate complex process and streamline operations, reducing the need for human intervention.

Thank you!

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