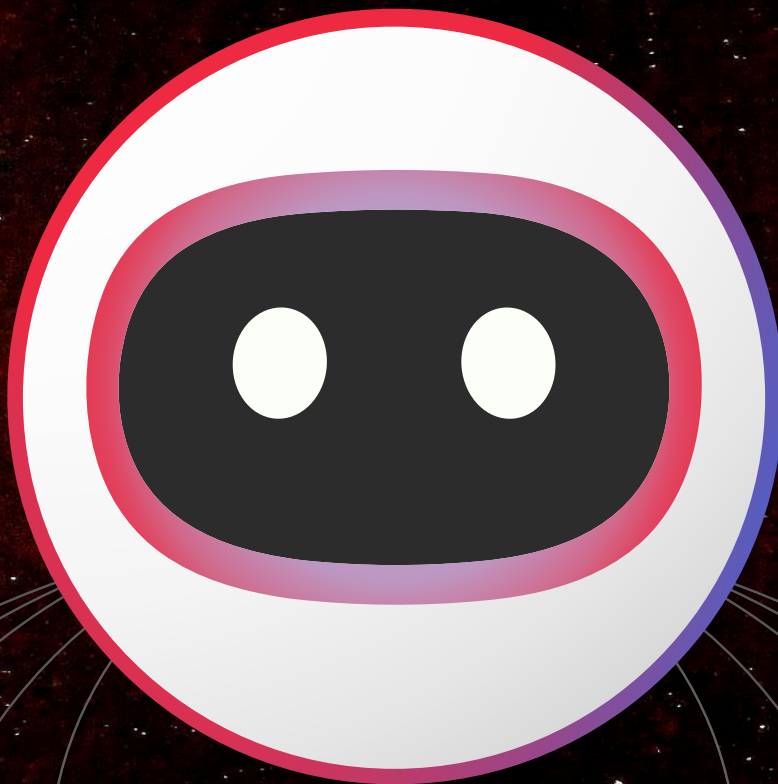


# A G E N T I C



CX's Next Frontier

# Agentic AI

Agentic AI is the newest development in AI applications, and it's promising! Agentic AI gained significant currency since Claude & Anthropic's demonstration of how autonomous AI agents can help perform routine / frequent tasks with little to no supervision.

The technology is evocative of one of Black Mirror's (dystopian TV show that illustrates the dangers of technology) episodes - White Christmas.

In the episode, a woman gets her consciousness cloned over a week, and implanted in a small gizmo called 'a cookie.' The cookie is then trained/forced to perform the woman's tasks.

While the cookie was sentient and performed tasks against its will, agentic AI is not sentient.

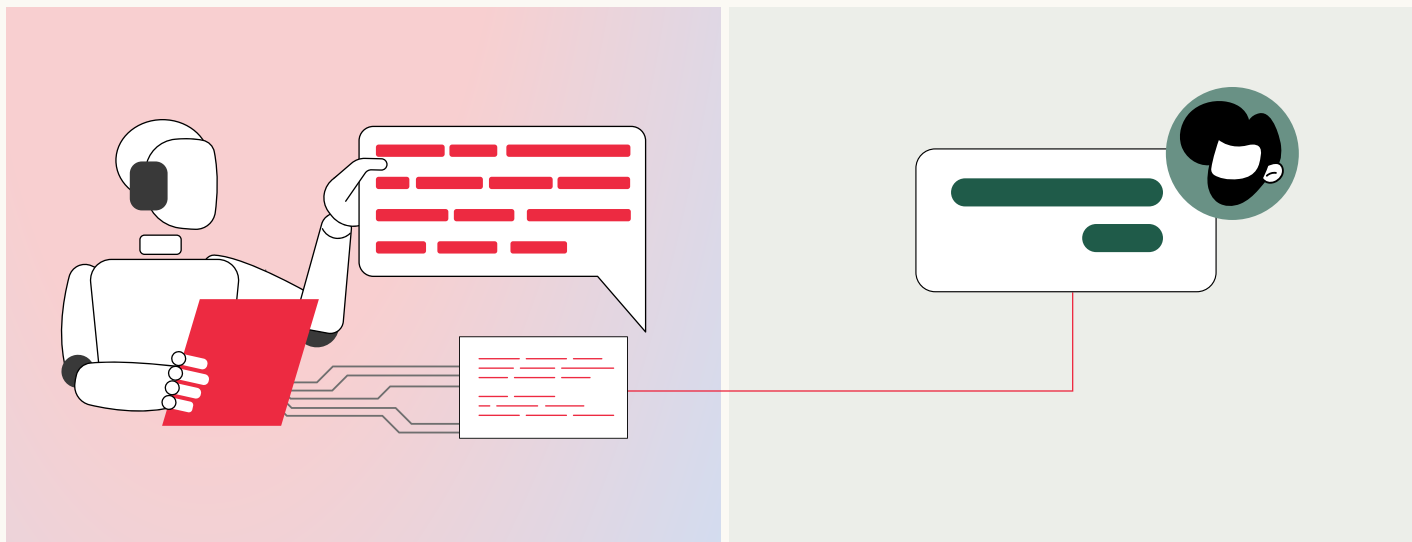


Agentic AI makes decisions based on the foundational LLMs it is trained on, pre-defined workflows, and enterprise guardrails to achieve the express objectives set out for it. It does not have self-awareness, emotions, or a sense of 'self,' nor can it gain one.

Therefore, this presents an exciting opportunity to transform how we work and get work done.

But how is this different/better than Generative AI?

# Generative AI: A Breakthrough, But Not the Full Picture



## The Rise of Generative AI in CX

Generative AI has transformed how brands interact with customers. AI-powered chatbots, voice assistants, and auto-generating content for FAQs & knowledge bases have made CX more efficient, reducing reliance on human agents for FAQs, product details, and troubleshooting guides.

- ▶ AI chatbots instantly retrieve product specifications or guide customers through setup processes.
- ▶ Automated responses to common support questions deflect a large portion of inquiries.
- ▶ Generative AI summarizes conversations for agents, helping them pick up where a chatbot left off.

## The Limitation: Generative AI Can Only "Create," Not "Do"

However, Generative AI is passive. It produces responses but does not take action.

For example:

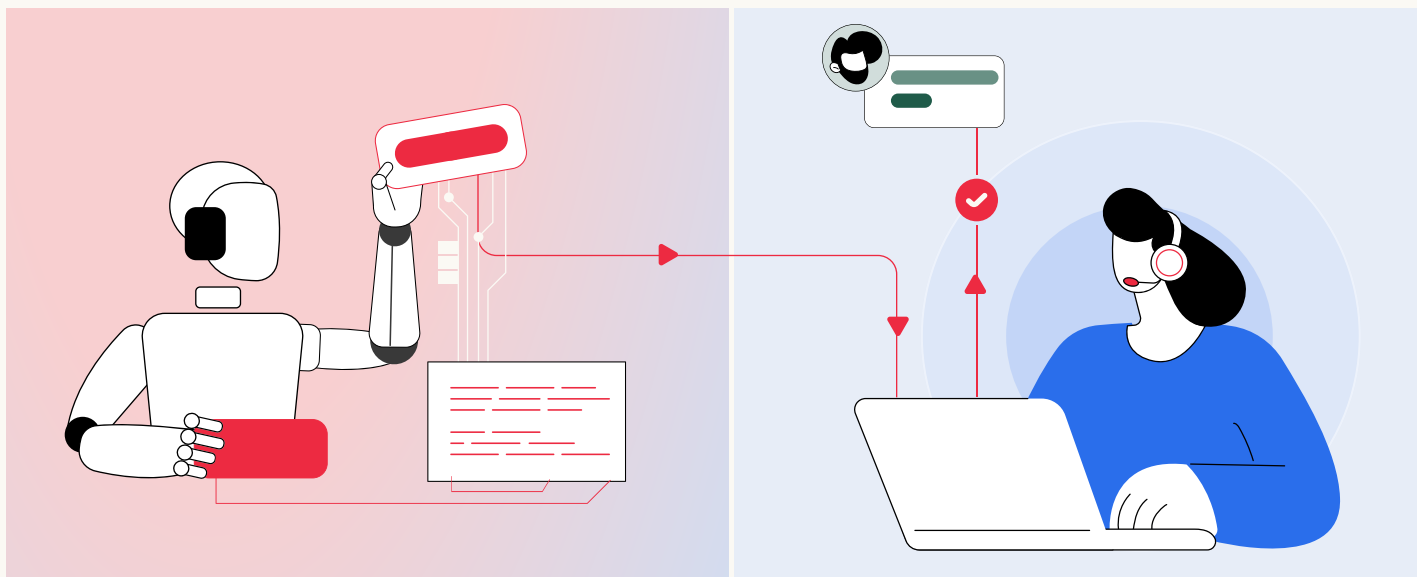
- ▶ A generative chatbot explains a refund policy but cannot process the refund.
- ▶ An AI assistant drafts a complaint resolution email but doesn't resolve the ticket.
- ▶ A generative AI Copilot makes recommendations based on business logic, but doesn't factor in other variables, or execute the next step.

This limitation leaves businesses with gaps in automation—where AI assists but humans must intervene.

# Enter Agentic AI: AI That Resolves, Not Just Responds.

## From Generating to Executing: What Makes Agentic AI Different?

Artificial intelligence is crossing new rubicons. The heydays of Generative AI are slowly dampening, with a new step in the evolutionary ladder - agentic AI.



In the context of CX - generative AI helped chatbots and agents craft great responses to customer queries. But it was just that - a good response.

Agentic AI, as the name suggests, gives agency to AI to take action based on predefined training and guardrails. i.e. getting a refund directly from a bot rather than a message saying the refund will be processed soon.

Agentic AI builds on Generative AI but moves beyond text generation into action-based automation. It doesn't just answer questions—it completes tasks, executes decisions, and optimizes workflows.

# Kapture CX's Agentic AI

## From Automated CX to AI-Managed CX

CX is evolving from basic automation to AI-managed workflows, where AI handles tasks, assists agents, and optimizes operations.

Kapture CX is leading this shift with three prongs:

### 1 AI Agents for Conversations

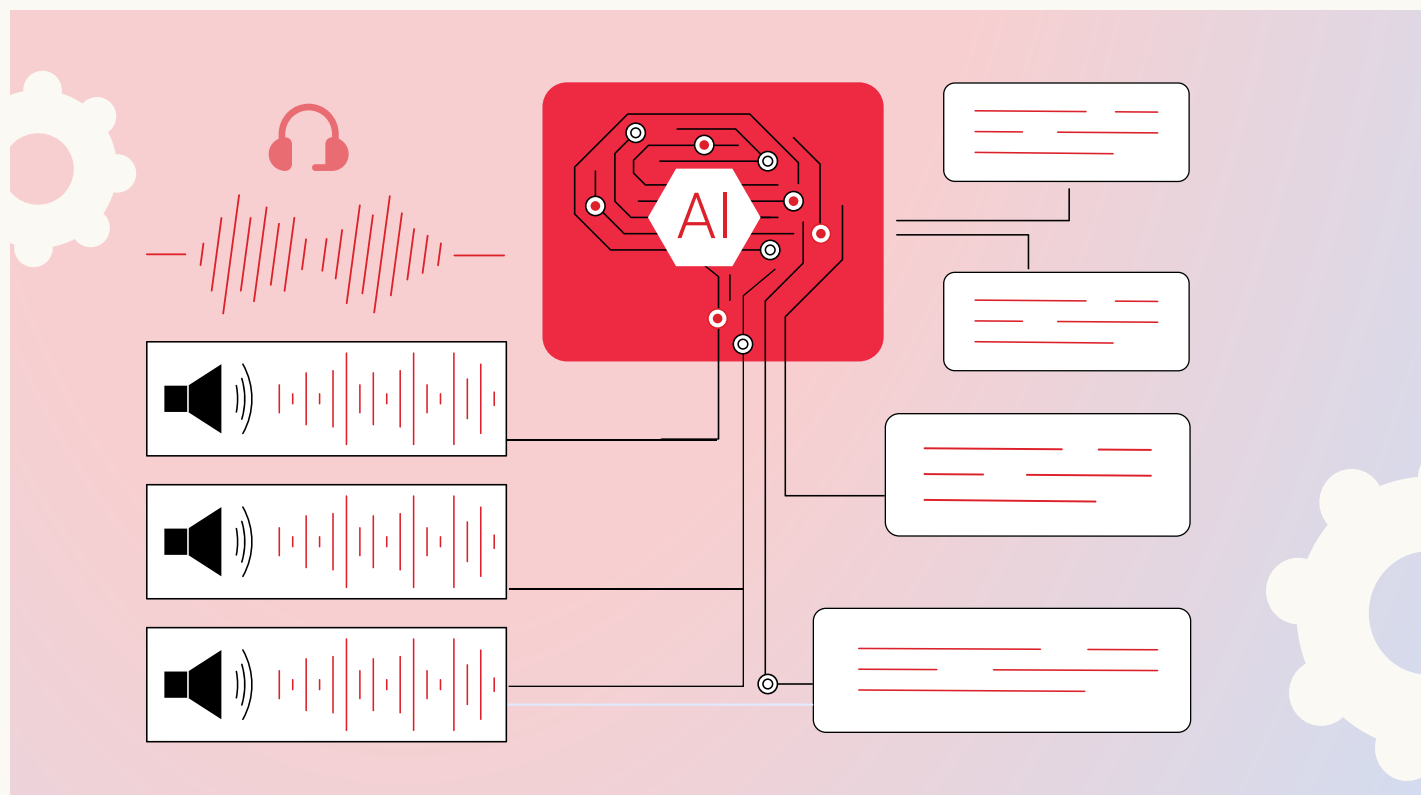
Self-service voice & chat AI that resolves customer issues.

### 2 AI Agents for Humans

AI assisting agents with decision-making and workflow acceleration.

### 3 AI Agents for Conversational Intelligence

AI analyzing interactions for insights, QA, and process optimization.



## 1. AI Agents for Conversations

Voice and chat AI that go beyond answering queries—they take action.

- **Handles routine tasks** like refunds, cancellations, and order updates autonomously.
- **Smart escalation** transfers complex or emotional issues to human agents.
- **Example:** A customer reschedules a flight—AI **verifies availability, processes changes, and sends confirmation—no human needed.**

## 2. AI Agents for Humans

AI enhances agent efficiency by automating decisions and reducing manual effort.

- **Co-Pilot** — Suggests responses, retrieves customer history, and pre-fills workflows on behalf of human agents
- **Fastlane** — Eliminates redundancies and automates workflow steps for faster approvals and resolutions.
- **Example:** An agent handling a compensation request gets an **AI-generated decision suggestion based on customer history and policy.**

## 3. AI Agents for Conversational Intelligence

AI analyzes conversations, evaluates performance, and optimizes workflows.

- **Auto-QA** — AI monitors interactions for compliance and quality.
- **Post-Interaction Insights** — Identifies friction points and coaching opportunities.
- **Example:** AI detects compliance gaps in interactions and provides instant feedback to agents.








# Vertical AI Agents: In More Ways Than One

AI agents are trained for highly specific use cases, allowing them to excel at time-consuming or routine activities. This aspect begets the ‘vertical’ moniker, as opposed to horizontal AI (think ChatGPT), which is sufficiently good at a large number of activities.

At Kapture, we believe CX is a highly vertical problem - one that requires a tailored approach for each industry (and its subverticals).

Hence, our AI agents, and our larger CX suite of solutions are built for vertical deployment.

Here is a snapshot of a few use cases our vertical AI agents are equipped to handle -

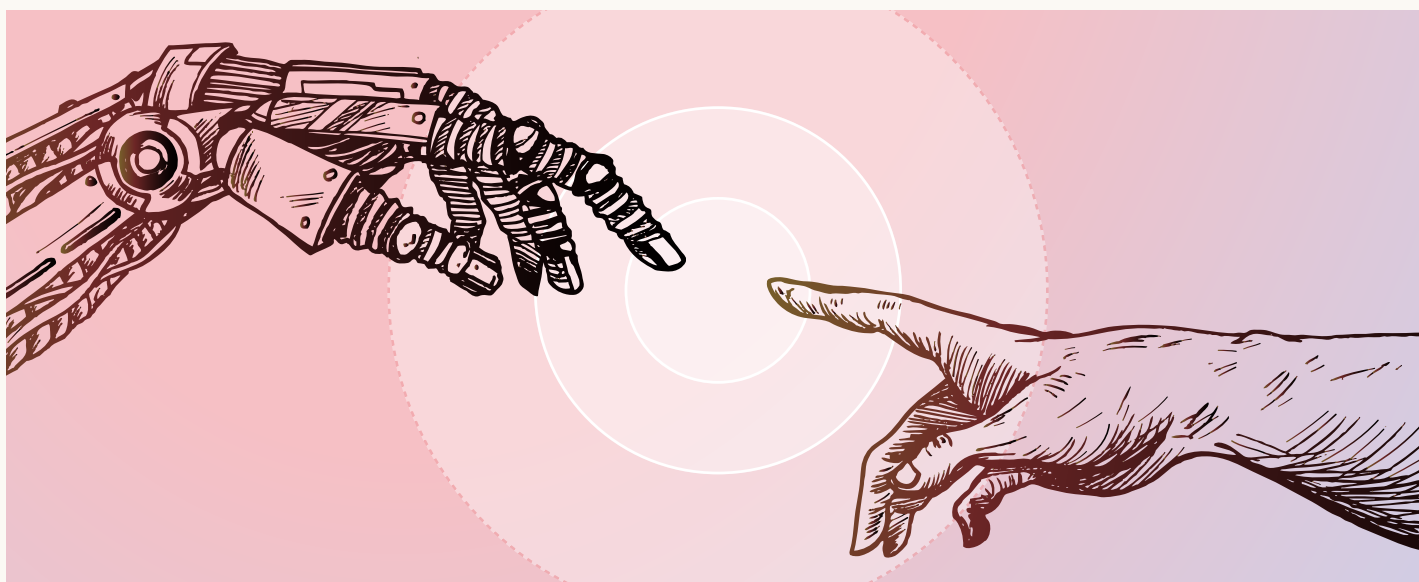
<b>BFSI</b> (Banking, Financial Services & Insurance)	 <p><b>A customer disputes a fraudulent transaction.</b></p> <p>Agentic AI retrieves logs, runs fraud checks, locks the account if needed, and notifies the customer—all in real-time. If flagged incorrectly, AI clears it instantly.</p>
<b>Retail &amp; eCommerce</b>	 <p><b>A high-value refund request is made.</b></p> <p>Agentic AI verifies order history, applies refund policies, checks for fraud, and either processes it instantly or flags it for review. Faster approvals, fewer escalations.</p>
<b>Energy &amp; Utilities</b>	 <p><b>A customer questions a high electricity bill.</b></p> <p>Agentic AI scans past usage, detects anomalies, and offers an explanation. If needed, it auto-applies discounts or suggests installment plans.</p>
<b>Travel &amp; Hospitality</b>	 <p><b>A flight is canceled.</b></p> <p>Agentic AI finds alternative flights, checks compensation eligibility, and offers rebooking options instantly. If an agent steps in, AI provides full case history.</p>
<b>Consumer Durables &amp; Electronics</b>	 <p><b>A customer files a warranty claim.</b></p> <p>Agentic AI verifies purchase records, checks coverage, approves a replacement, and triggers shipping. If out of warranty, AI suggests repair or upgrade options.</p>

# The Human-AI Merge: Why CX Needs Both AI & People

## Agentic AI as an Assistant, Not a Replacement

The widespread adoption of AI in customer experience has sparked concerns about job displacement. However, the reality is that AI is not eliminating CX roles—it's evolving them.

- AI automates routine work, allowing human agents to focus on higher-value interactions.
- New CX roles have emerged to manage, optimize, and refine AI systems.
- The workforce is shifting from repetitive tasks to AI-enhanced decision-making.



## The Evolution of CX Roles: AI Creates Opportunities, Not Just Automation

AI in CX isn't about downsizing—it's about upskilling. Companies are hiring new AI-focused CX roles that didn't exist before, including:

- AI Managers — Oversee AI strategy, implementation, and performance in CX.
- Prompt Engineers — Fine-tune AI models to ensure accurate, brand-aligned responses.
- Knowledge Base Trainers — Curate and structure data to train AI agents on industry-specific queries.
- AI Workflow Analysts — Identify where AI can optimize customer journeys while keeping human oversight where needed.

This shift enhances career paths in CX, creating a tech-enabled workforce rather than replacing employees with automation.



## CX Leaders, Product Managers & AI Teams Must Collaborate

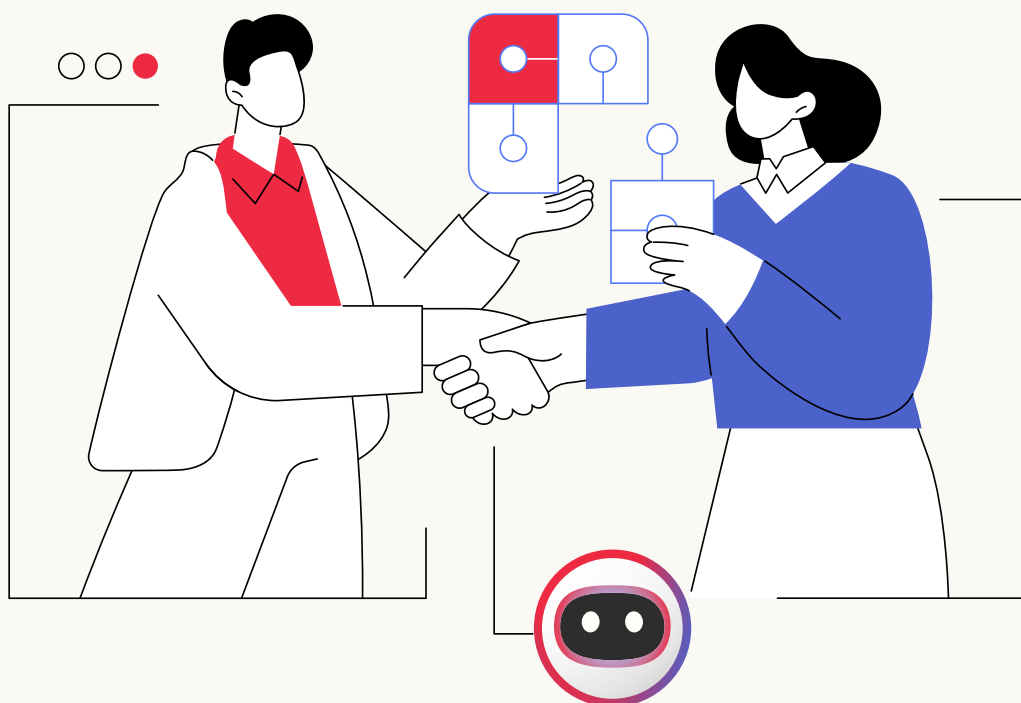
Customer experience is no longer just about frontline support—it requires alignment with product design, AI engineering, and business strategy.

- Product teams must ensure AI usage is aligned with real customer needs.
- CX leaders must oversee AI adoption to maintain brand voice, compliance, and customer trust.
- AI teams must work alongside support agents to refine AI behavior based on real-world interactions.

## Maintaining the Essence of CX: Care & Support

As AI handles more tasks, the human touch in CX remains irreplaceable.

- AI ensures speed and efficiency, but humans provide empathy, strategic problem-solving, and trust-building.
- The future of CX is not AI vs. humans—it's AI + humans, working together to deliver seamless, intelligent, and personalized experiences.



# Implementing Agentic AI in CX: A Practical Roadmap

Phase 1	Assessing AI Readiness
	<ul style="list-style-type: none"> <li>Identify which workflows AI can handle independently vs. where human oversight is needed.</li> </ul>
Phase 2	Deploying AI Agents for Assistive & Autonomous Roles
	<ul style="list-style-type: none"> <li>Start with Co-Pilot AI &amp; Fastlane AI to assist agents.</li> <li>Introduce Self-Serve AI for transactional requests.</li> </ul>
Phase 3	Optimizing AI Through Observability & Testing
	<ul style="list-style-type: none"> <li>Use A/B testing to measure AI efficiency.</li> <li>Implement observability tools to monitor AI accuracy &amp; decision-making.</li> </ul>
Phase 4	Scaling Toward AI-Managed CX
	<ul style="list-style-type: none"> <li>Transition from AI-assisted workflows to AI-driven decision-making in low-risk scenarios.</li> <li>Expand automation while maintaining a human-led escalation process.</li> </ul>

Commence your Agentic AI journey today.

Get in touch!