

# AGENTIC AI STARTS A NEW ERA IN CUSTOMER EXPERIENCE



## CHALLENGE

Customers are frustrated with traditional AI assistants that lack reasoning, strategic decision-making, and true personalization. These assistants often need human intervention to finalize inquiries, while businesses face challenges with security, compliance, and flexibility.

## SOLUTION

Agentic AI takes traditional AI assistants to the next level by enabling them to understand customer intent better and make decisions autonomously. With advanced LLMs (large language models), Agentic AI provides smarter responses, learns/remembers from past conversations, and ensures compliance with minimal human involvement.

## AI AGENTS BECOMING MORE INTELLIGENT, MORE HUMAN AND MORE INDEPENDENT

### BEFORE

Require strong supervision  
Execute simple tasks  
Static behavior



Ruled-based Agents

### NOW

Act autonomously  
Execute complex goals  
Adaptable behavior



AI Agents

## BENEFITS



### ENHANCED REASONING

Advancing from a single-dimensional NLU approach to a comprehensive, LLM-focused approach, Agentic AI presents more human-like, accurate, and context-aware responses.



### STRATEGIC DECISION-MAKING

Analyzes the context of customer interactions to make self-executed, data-driven strategic decisions that resolve problems, without the need for human intervention or guidance.



### HYPER PERSONALIZATION

Remembers previous interactions and insights for better contextual understanding, identifying meaning and behavioral patterns, and using this information to deliver tailored responses.



With the advancements in LLMs and agentic AI technology, AI can now mimic humans better at certain tasks. However, the design and prompting of agentic AI systems still require some level of human intervention. In the near future, we expect human participation becoming less and less after rapid advancements of this technology.

— Prof. Levent Arslan, CEO, SESTEK

## OUR DIFFERENTIATORS

### Multi-Agent Collaboration

Ability to assign different agents for different tasks with distinct roles, styles, and response parameters, including restrictions.

### Enhanced Security

Offers dynamic and static data masking to protect sensitive information, with safety moderation and guardrails to control output and block unauthorized access.

### Human-like Memory

Designed with both short- and long-term memory, utilizing LLMs to autonomously engage with the environment by integrating reasoning, planning, and action.

### Select your Preferred LLM

Offers a range of LLM options, including OpenAI, Azure, Google Gemini, Amazon Bedrock, and others, providing flexibility in both performance and security.

### Hybrid AI Framework

A powerful blend of structured control and intelligent automation, delivering a reliable solution that is confident to face customers with complex inquiries.

