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The Future of the Experience Economy ↗

An Agentic AI Perspective

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The Customer Experience (CX) space is set to witness significant advancements in 2025, particularly with the rise of Agentic AI.

Unlike GenAI, which despite enormous promise, has struggled to deliver scalable solutions, Agentic AI offers dynamic, scalable improvements for brands.

With AI agents and an expanding digital AI workforce, front and back-office automation is becoming more independent.

These AI-driven systems will enable precise information retrieval, intelligent, human-like conversations, autonomous decision-making, and seamless customer interactions without constant intervention from CX teams.



The Challenges of Traditional Conversational AI

Traditional Conversational AI has faced persistent challenges that have hindered its widespread adoption. Many solutions lack contextual awareness, limiting their ability to engage proactively. Siloed back-end data often restricts these systems from making autonomous decisions, while predefined conversational boundaries prevent seamless, natural interactions.

Despite advancements, organisations deploying Conversational AI continue to encounter significant issues:



Customers frequently need to rephrase or repeat themselves due to misunderstood intent.



Incorrect options frustrate users, pushing them to call contact centres.



Many interactions only partially resolve issues, leaving 40-50% of problems unsolved.

These limitations have slowed adoption, particularly in the Asia Pacific region, where enterprises remain cautious, opting for pilots and tests over large-scale deployments.

Adding to the complexity is the challenge of handling local languages like Thai, Bahasa, Chinese, and Indian languages, as well as nuanced regional English dialects, which AI often struggles to interpret accurately.

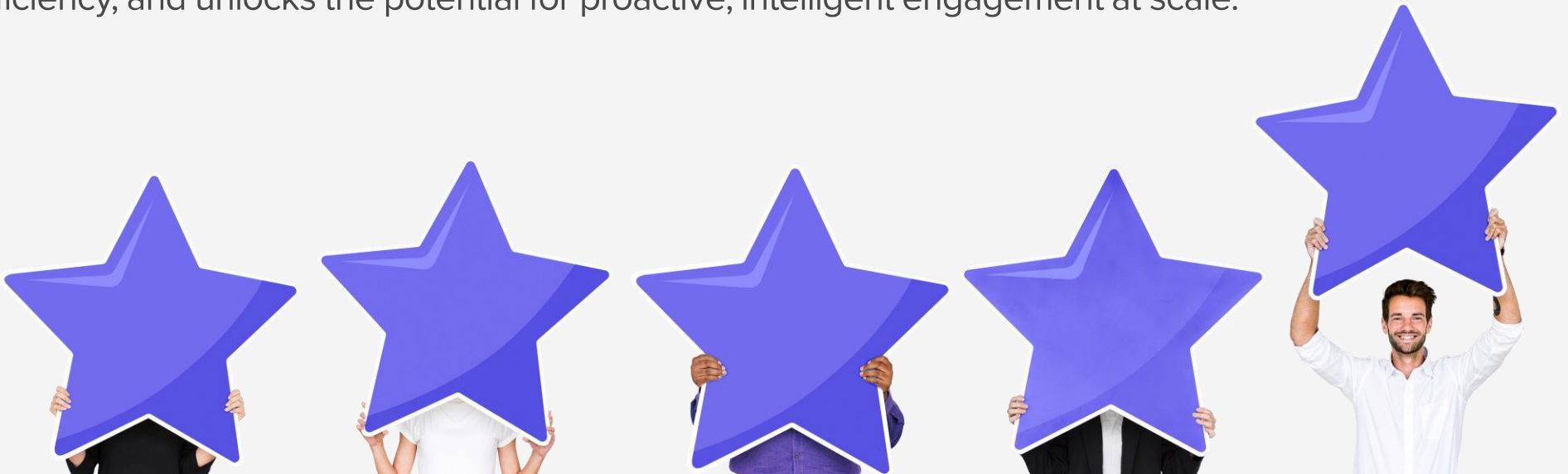


Agentic AI: A Transformational Solution

Agentic AI is poised to revolutionise Conversational AI by addressing these longstanding challenges. Unlike traditional systems, Agentic AI offers the ability to retrieve precise information, engage in intelligent, human-like conversations, and make autonomous decisions based on vast amounts of customer metadata.

Agentic AI empowers enterprises to create conversational flows that are not only seamless but also adaptive to context and behaviour.

It enables CX systems to overcome language barriers, handle unstructured data dynamically, and deliver faster, more personalised responses. By doing so, Agentic AI enhances customer satisfaction, drives efficiency, and unlocks the potential for proactive, intelligent engagement at scale.





Success Stories and Adoption Trends

Simpler use cases like balance checks, order confirmations, and structured dialogues have garnered positive feedback. Improvements have been achieved through better conversational design and integrating diverse data into unified repositories.

Agent Assist solutions have seen strong adoption in 2024. New developments in AI agents as a digital workforce are unlocking remarkable outcomes. These agents can analyse unstructured CX data, enabling faster, context-rich conversations.

In 2025, AI agents with agentic capabilities will make independent decisions, learn from context, solve complex problems, and adapt dynamically based on customer interactions.





Preparing For What's Ahead

CX solution buyers and decision-makers must prepare for the transformative potential of Agentic AI.

1

EVALUATE VENDOR OFFERINGS

Ask vendors about their Agentic AI solutions and assess their capabilities in delivering desired outcomes.

2

LOOK FOR END-TO-END PLATFORMS

Ensure platforms provide tools to design, build, test, deploy, and scale AI agents, workflows, and GenAI applications.

3

FOCUS ON ORCHESTRATION

Choose solutions that integrate seamlessly across channels and applications, ensuring alignment with voice and human collaboration tools.



Ecosystem Opinion



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The Future Battleground

The race to lead in AI agents and Agentic AI for CX will intensify in 2025. CX vendors, standalone AI providers, and new disruptors will bring innovative capabilities to market. Organisations that fail to explore or adopt these next-gen solutions risk falling behind in scaling AI and human collaboration effectively.

Start experimenting now, or risk being left behind in this new era of CX transformation.



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