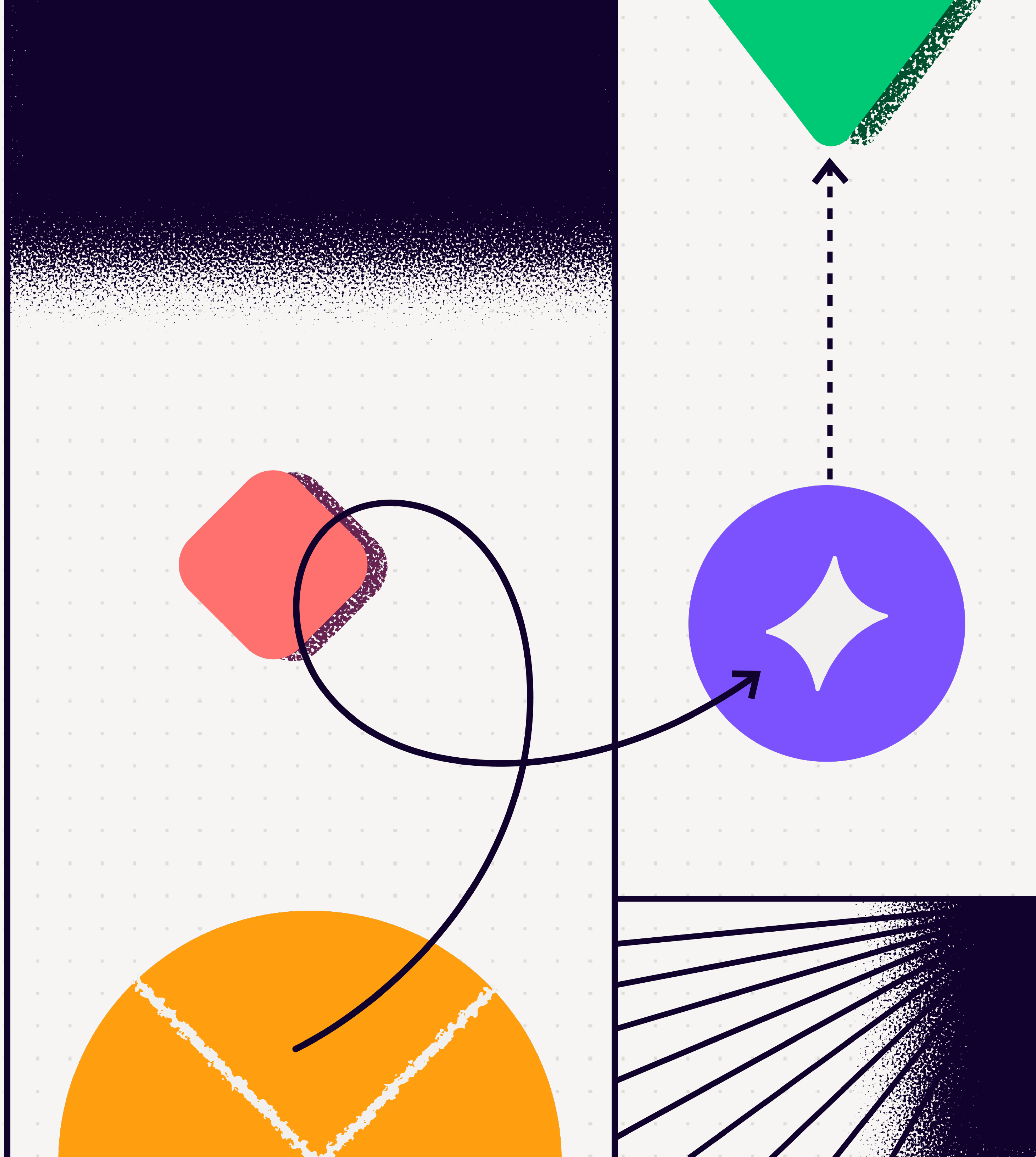
The agentic train has left the station

Your fast-track guide to autonomous AI in CX.



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The future of CX isn't coming

We already created it.

You call your insurance company on your way to the airport. A calm voice greets you by name, aware of your claim, and resolves the issue in under two minutes—no human rep or hold music involved. This isn't science fiction; it's agentic AI at work.

Early chatbots were simply FAQ librarians. But today, large language models (LLMs) can reason, making multi-step workflows a commercial reality. Early adopters are seeing **60-70% automation rates and multi-million-dollar savings:**

- Klarna's AI assistant saves them roughly $40 million a year.
- Bank of America's "Erica" resolves 98% of inquiries in under a minute.

Despite these impressive results, most organizations are still in pilot mode, held back by data silos and governance concerns. This report explores how leaders can mitigate risks and move from curiosity to a concrete advantage.

01

The age of autonomy

Where chatbots spoke, agentic systems act—securely, at scale, and in real time. This leap from a search tool to a colleague hinges on four intertwined abilities:

- **Goal-driven reasoning:** Agentic models don't just parse sentences, they chart paths toward outcomes and adjust midstream.
- **Tool usage:** Like a human support rep juggling different software, agentic AI calls APIs and workflows to fetch data, update records, and trigger fulfillment.
- **Memory that matters:** Short-term memory maintains context during an exchange, while long-term memory recalls customer history across months.
- **Guarded autonomy:** Production systems layer in policy engines, safety models, and human-override rules so the AI stays on track and learns safely.

This change isn't incremental—it's architectural.

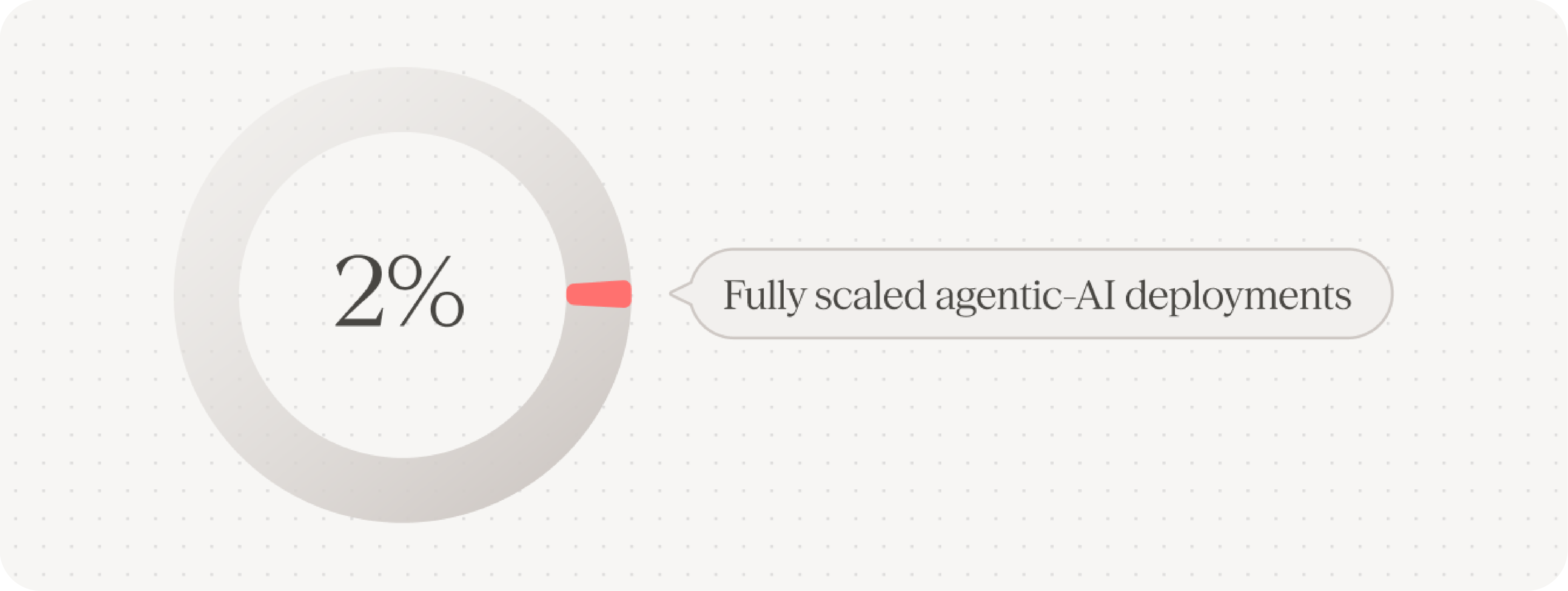
Agentic AI adds an orchestration layer—often called a planner—that sits between the LLM and enterprise tools. It decides whether to call a CRM API or ask a clarifying question. The agentic process is a symphony with the LLM as the soloist and the planner as the conductor.

Two years ago, such speed was impossible, now it's becoming the baseline expectation.

02

The race for market share

The enterprise contact center industry is buzzing with both excitement and anxiety.. A recent Capgemini study found that only 2% of enterprises have fully scaled agentic AI deployments. Many companies are in a "watch-and-wait" mode, cautious about regulation and integration.



The market has four key players:

- **Full-stack CX clouds like Dialpad**
- **Hyperscalers such as Google and Microsoft**
- **Specialist startups focused on specific niches**
- **Open-source toolkits that are lowering the barrier to entry**

Most organizations adopt agentic AI in three stages:

- **Assistive AI:** A human still sends the final response.
- **Partial autonomy:** AI performs specific actions under human supervision.
- **Full autonomy:** Involves multi-step workflows with real-time risk scoring.

For CX leaders, the window to be a first-mover is closing. By 2027, autonomous service will be a standard expectation.

03

The CFO's new wish list

Two years ago, automation claims were often more impressive on slide decks than in reality. Today, agentic AI is powerful efficiency engine.

Early adopters are seeing containment rates rise from 25% to over 60%. This means over half the issues that once required a human now never reach a headset.

Average handle time (AHT) drops from ten minutes to five or fewer because the AI can gather context and fill out forms while talking.

For a mid-size facility handling a million calls a year at a cost of $6.50 per call, the financial impact is impressive:

- Halving ticket volume frees **~$3.2 million** in operating expenses.
- Cutting AHT in half unlocks another **$2 million** in labor capacity.

While CFOs enjoy savings, compliance officers protect licenses. To adopt agentic AI safely, organizations need a real-time safety layer, an immutable audit trail, and instant human fallback. Despite skepticism, CSAT typically rises after an agentic transition, with first-contact resolution jumping into the high 80s.

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04

The abundant proof points

These real-world case studies show what's possible when LLMs graduate from answering questions to solving problems:

Klarna

To lower support costs, Klarna taught an agentic AI to speak 65 languages and plug into order-management APIs. Within a month, the model was fielding 2**.3 million queries and closing 67%** without a human handoff.

BANK OF AMERICA

With BoA's digital assistant, 'Erica,' agency coexists with bank-grade compliance. The bot resolves **98% of inquiries in an average of 44 seconds.** Internal audits show its error rates are lower than those for human reps.

unity

An autonomous bot now pulls repro steps from log uploads and suggests code fixes. In the first year, it deflected **8,000 tickets, saving $1.3 million** and reducing the average wait time for complex issues by three days.

05

The plan

Building agentic AI is less about a moonshot and more about disciplined iteration that prioritizes safety first, then data, and then ambition. Successful deployments follow a similar choreography:

Lay the tracks before the train arrives

Centralize knowledge and expose clean endpoints before you let the AI roam.

Governance is product, not policy

Treat governance tooling as part of your Minimum Viable Product (MVP), not a future afterthought.

Humans keep the wheel (but sit further back)

Leadership reframed the narrative, changing the agent role from data retrievers to trust custodians.

The moral: change management should redefine roles, not just be a slide deck.

A smart-scaling AI playbook involves a deliberate rhythm: pilot one intent, instrument everything, add a second tool, open a new channel, and then circle back. A BPO that followed this scaled from **5% to 55% containment in a year** while keeping customer sentiment positive.

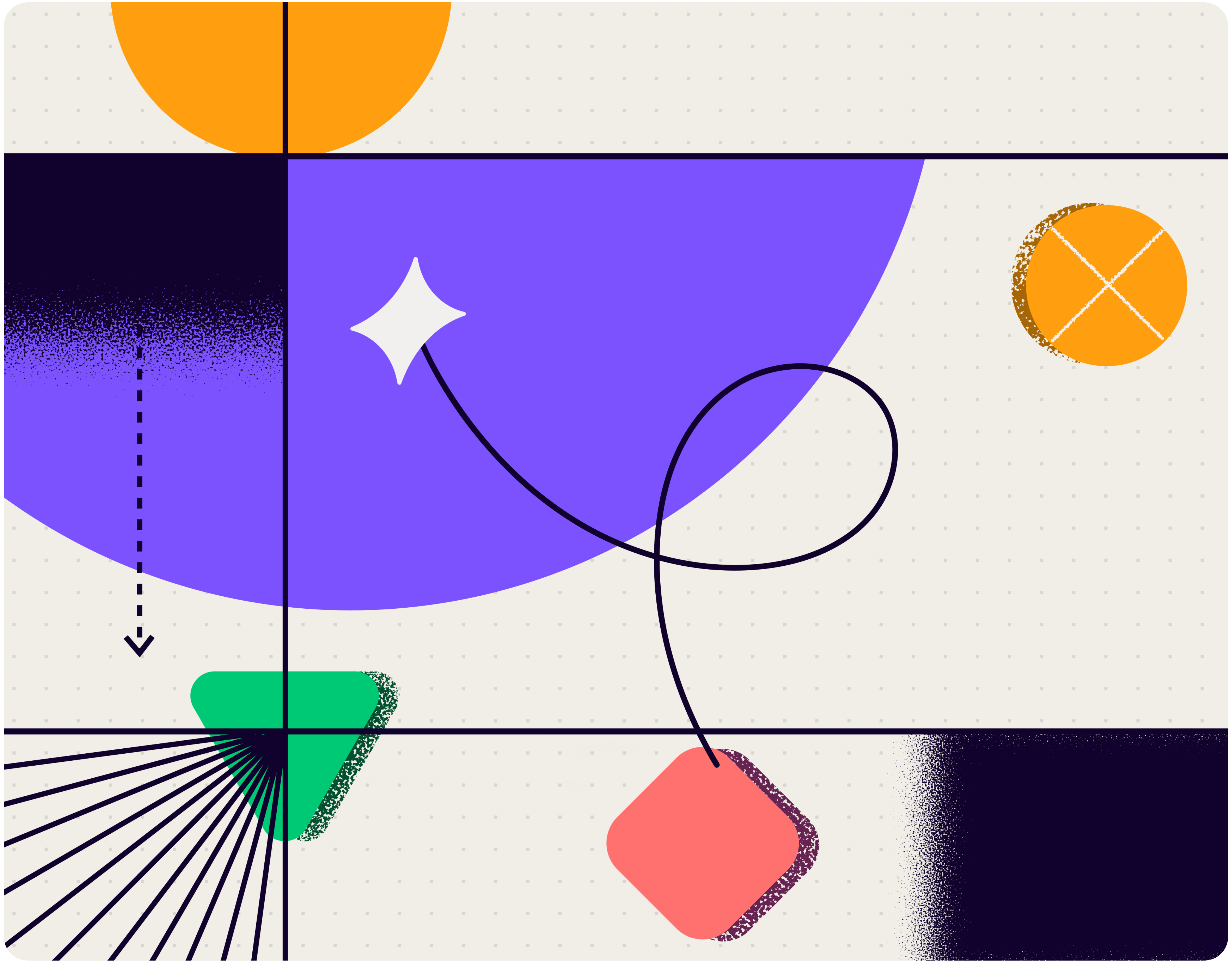
06

The big catch up

The last decade has taught us that technology curves don't bend gently—they snap.

Agentic AI is set to follow the same S-curve, with one element after another moving from novel to normative faster than procurement cycles can catch up. Gartner projects that by 2030, 80% of routine service contacts will be resolved autonomously—freeing human agents to focus on high-stakes moments.

Leaders deploying it now are locking in cost advantages, performance gains, and customer loyalty their competitors may never catch up to.



The window to lead is closing

Learn more about Dialpad's agentic AI.

Talk to sales