CONTENT
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Whitepaper

Three Agentic AI Workflows You Can Implement Right Now

Executive Summary

By 2028
33%
of software applications will incorporate Agentic AI.[1]

15%
of everyday work decisions will be automated by Agentic AI by 2028.[1]

20%
of all interactions at digital storefronts will be handled by 'Machine Customers'.[2]

75%
of Agentic AI projects will fail.[3]

In this whitepaper, we discuss strategies for implementing Agentic AI in the here-and-now, automating selective workflows for efficiency gains.

1
Agentic AI Workflows

2
The Problem with Agentic AI

3
Agentic AI for Workforce Management

4
Agentic AI in Post-Call

5
Agentic AI Quality Management

6
What Can Agentic AI Do Right Now?

Agentic AI Workflows

As AI makes its mark on the contact center, a new term has emerged to describe the impact automation is having on Customer Experience (CX); Agentic AI.

Its definition is diffuse and contested, but in general, Agentic AI refers to AI that can execute CX workflows without the need for human intervention. In its most advanced imaginings, this looks like a completely automated customer experience, from start to finish. Full automation isn't possible in the real world, for various technological and regulatory reasons, but that doesn't mean Agentic AI isn't of critical importance to your contact center.

Gartner highlighted Agentic AI as a key strategic trend for 2025. They highlighted the massive potential growth of the technology; in 2024, only 1% of organizations were using Agentic AI. By 2028, it will be included in 33% of software applications.[1] At the same time, at least 15% of everyday work decisions will be automated entirely by Agentic AI.

The truly fascinating thing about generative AI is that it

doesn't just operate on the side of business. Customers will have access to the technology also, and it will serve to automate aspects of their everyday administrative and organizational workload. From making purchases to booking appointments, automated Agentic AI assistants will take on more and more tasks for your customers; including contacting your business. Gartner predicts that by 2028, 20% of all interactions at digital storefronts will be undertaken by automated 'machine customers.'[2] Agentic AI is a bleeding-edge technology, and future-facing businesses would do well to keep an eye on it.

YEAR 2024

YEAR 2028

1%

33%

Agentic AI Adoption Forecasts.[1]
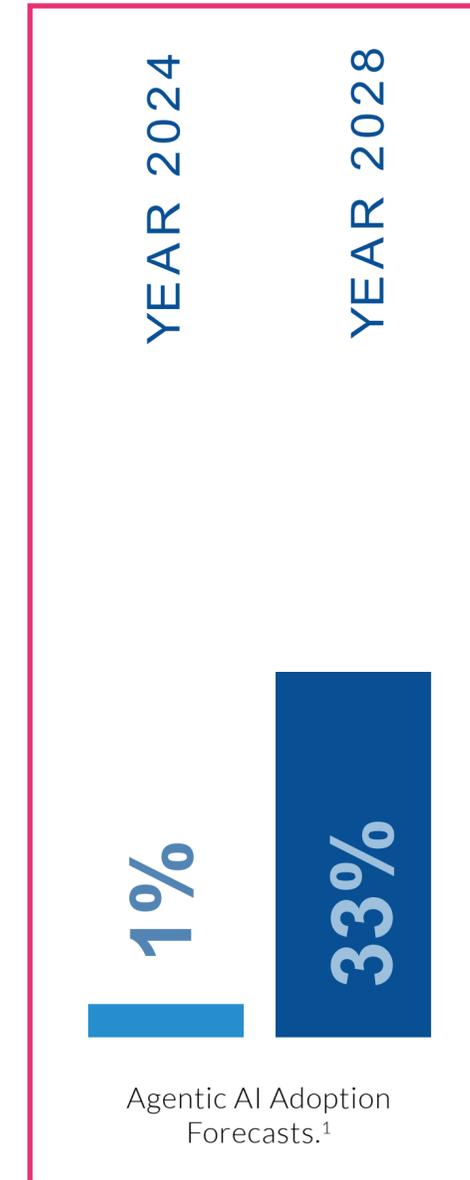
The Problem with Agentic AI

If Agentic AI sounds too good to be true, that's probably because it is. Agentic AI, in the way it's commonly imagined, is a massively complex IT challenge, requiring multiple, overlapping IT architectures to be brought into alignment. Individually, each of these architectures is highly complex, leveraging multiple different AI models, and requiring deep expertise. As a result of these challenges, industry analyst Forrester argues that 75% of Agentic AI projects will fail.[3] The technology is too new; the goal is too ambitious.

Does that mean that looking into Agentic AI solutions is a complete waste of time? Absolutely not. Because 'Agentic AI' is more than just a specific technology; it's a way of approaching AI automation. It's more of a philosophy than a product. That philosophy involves thinking critically about how to automate workflows with AI, taking efficiency gains where you can get them, and laying the groundwork for future developments. There's no single AI technology that will transform your customer communications overnight; Agentic AI is going to take time.

Agentic AI adoption will begin with the automation of individual workflows; moving these processes from the domain of the 'human in the loop' processes to 'human in the lead'. Essentially, that means that humans will no longer be involved in the execution of a given workflow; they'll kick it off and receive the output afterward, but the process itself will be fully automated.

Often, when people discuss Agentic AI, it's unclear as to what the 'AI' in question is. The answer? It's a mix. Different technologies, from Natural Language Processing to Sentiment Analysis, to LLMs work in synergy to deliver automated outcomes. The application of these technologies must be guided by a philosophy of 'intelligent automation'; that is, deploying the right tools to the right problems.

That's the key challenge of Agentic AI; picking the right AI tool for every use case. Luckily, this is something we can start getting to grips with right away.

In this whitepaper, we lay out three AI-powered workflows that you can implement within your contact center right now, to deliver meaningful time savings. 'Agentic AI' in its purest sense might be years away, but AI-powered savings are here right now, and your business can take advantage of them.

Agentic AI for Workforce Management

Contact center scheduling is an acute challenge. Contact center supervisors oversee hundreds of agents, each with different needs and contractual agents, and supervisors have a responsibility to meet rigorous SLAs. When agents start taking leave, falling ill, joining or leaving your business, each of these challenges multiplies. During periods of higher-than-average demand, effective scheduling becomes even more critical. An Agentic AI that can automate scheduling would save hours of labor for supervisors.

Implementing this workflow starts with an effective Workforce Optimization solution. First, agent data relating to contracts, annual leave, working hours, etc. must be recorded within a single system of record. Agents should be able to update and view this data manually from within a single, browser-based interface. This information is then combined with SLA data, information about past contact volumes, and potential events that might prompt surges in demand, such as a new product launch or update. Often this is sensitive data, involving individual employment contracts, so ensuring that only the right people and systems have access to it is essential.

From here, an AI algorithm can derive predicted demand levels. This prediction is based on available information; an unexpected disaster would take it by surprise. For the most part, though, this prediction will help set a baseline for scheduling on a given day.

Next, this prediction is matched to SLAs – how many agents will be required to service a percentage of calls within the required time limits? The AI algorithm will establish the minimum number, which is then fed to supervisors.

The final piece of the puzzle is agent schedule data. Available agents need to be matched to demand levels. This would traditionally be the role of the supervisor; in the world of Agentic AI, an AI algorithm handles the scheduling instead. An automatic schedule is generated, factoring in all agent preferences, demand predictions, and SLAs. If there's a shortfall, this will be flagged to the supervisor to address. Agents will be notified of their change of schedule. Through Agentic AI, agent scheduling, a process that once took hours, is reduced to just a few clicks. The workflow is fully automated; the human is in the lead, not in the trenches.
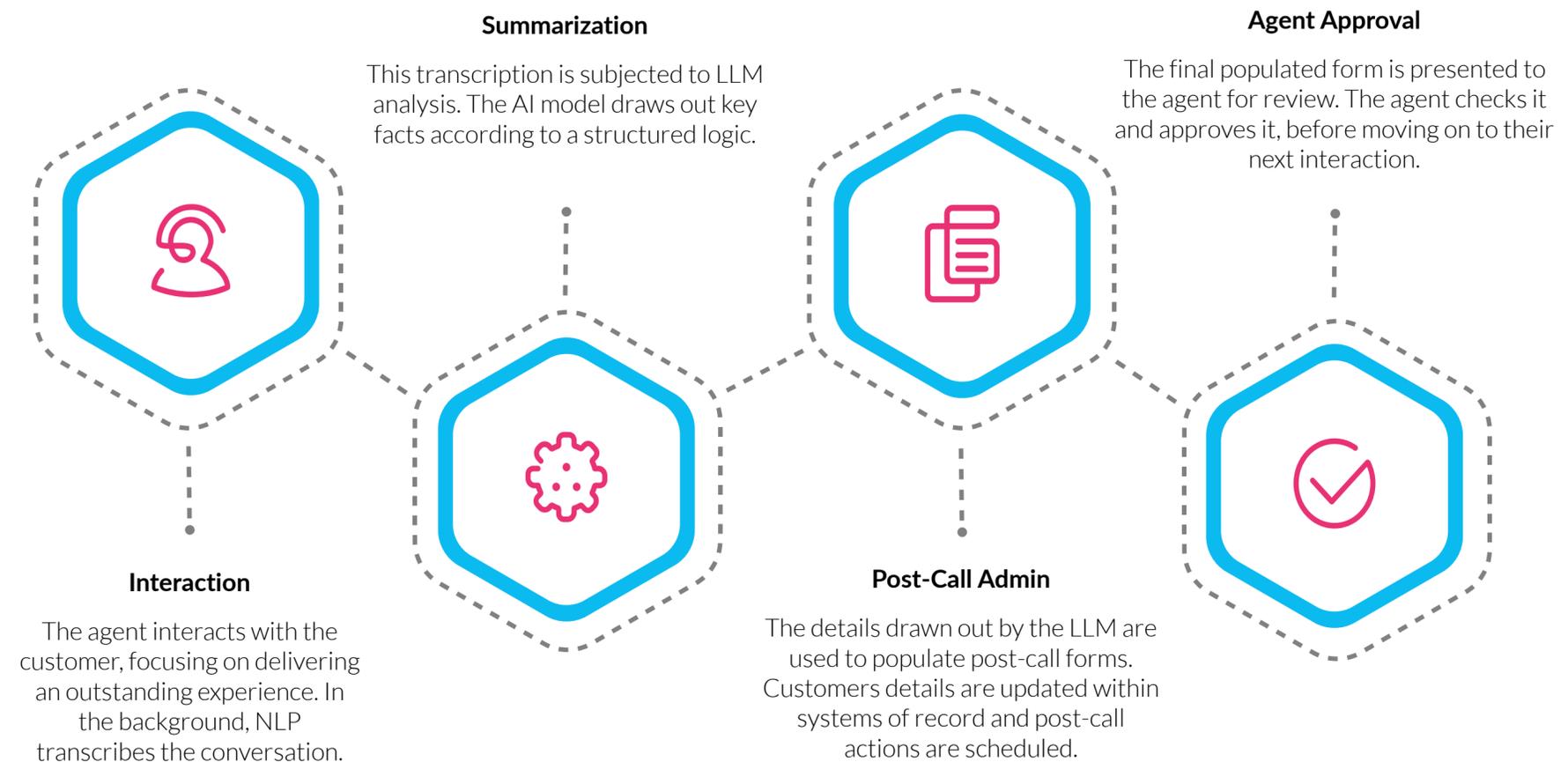
Agentic AI in the Post-Call

'Human in the lead' systems don't just have to be the province of supervisors. Individual agents can make use of Agentic AI workflows to automate significant aspects of their role. A classic 'human in the loop' system is post-call work. Agents traditionally had to manually summarize the outcomes of calls (usually as the call was taking place, to avoid forgetting critical details) and upload information into systems of record. This data entry represented up to 30% of the total Average Handling Time (AHT), so was a significant cost sink.[4]

This is one workflow that an Agentic AI approach can easily automate. First, AI transcribes the call accurately through Natural Language Processing (NLP) technology. This transcription is stored within your organization's systems of record for compliance purposes and gives an accurate record of how the interaction unfolded, word by word.

Once transcribed, the interaction can be subjected to generative AI-powered analysis. The transcript is fed into an LLM, which produces a summary of the interaction. This summary is guided by a structured logic, and certain key details (such as the nature of the problem, any resolutions, and any follow-up actions) are drawn out and inputted into the post-call data entry form.

By the time the interaction comes to an end, all the agent has to do is review and approve the responses; the ultimate 'human in the lead' role. The burden of the workload is shifted onto AI; the human is free to do what humans do best, that is, create an outstanding experience for the next customer.

Summarization

This transcription is subjected to LLM analysis. The AI model draws out key facts according to a structured logic.

Agent Approval

The final populated form is presented to the agent for review. The agent checks it and approves it, before moving on to their next interaction.

Interaction

The agent interacts with the customer, focusing on delivering an outstanding experience. In the background, NLP transcribes the conversation.

Post-Call Admin

The details drawn out by the LLM are used to populate post-call forms. Customers details are updated within systems of record and post-call actions are scheduled.

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Agentic AI Quality Management

The quality of your Customer Experience depends on your ability to generate and integrate data-driven insights. To improve, you need to reflect, and reflection requires comprehensive analytics and reporting. This applies at the level of the whole contact center, all the way down to the individual agents. Agentic AI can automate aspects of the reporting workflow, delivering analytics of the highest quality across the contact center.

At the level of the individual interaction, Sentiment Analysis is a crucial tool. This AI-powered process assigns a sentiment value to each word, to score an interaction's overall tone by analyzing its transcript. More advanced sentiment analysis tools can account for emotion and volume also, to create a more reliable picture. Sentiment scores can be generated in real-time and presented to both agents and supervisors, to provide full visibility over contact center operations.

Armed with sentiment scores and accurate transcripts, Agentic AI can automate the creation of reports. Key metrics can be brought into a single screen, combined and presented in any number of ways, and shared automatically with relevant supervisors. Generative AI factors in here; Agentic AI can be used to generate accessible summaries of reports, highlighting significant changes in data, to keep human stakeholders informed of high-level changes.

And this applies at the level of the individual agent, also. After each interaction, the transcript and sentiment scores can be subjected to Agentic AI analysis, and personalized feedback can be provided directly to the agent immediately after an interaction. The result is that every agent has a personal Agentic AI coach, offering personalized feedback to help drive skill development.

Prior to Agentic AI, all of these tasks would have to be completed manually. Reports would have to be compiled,

summaries written, and agent feedback drafted by hand. The result was that human error creeps in; the less pressing tasks (such as individual agent feedback) were often forgotten entirely, stunting professional development. By putting the human in the lead, Agentic AI ensures a higher standard of operation across the entire contact center.

What Can Agentic AI Do Right Now?

Agentic AI, as many envision it, is still years away. The idea of a fully autonomous workforce that plans proactively and resolves challenges without human intervention may never exist. Indeed, not many people want it to. Your customers don't care about AI adoption, they don't care about chatbots, and they certainly don't care about what AI is 'Agentic' and which is not. They only care that a human being is there to answer their queries when things go wrong. That's the core of great Customer Experience; humans supporting humans. There must always be a human somewhere in the contact center; the question is, where?

Utopian Agentic AI is certainly out of reach. But that doesn't mean the idea of Agentic AI is meaningless. The Agentic AI philosophy can be applied to specific workflows, removing the human from the process, and placing them in the lead. Whether it's a supervisor scheduling agents during a demand surge, an agent completing post-call work, or reporting at every level of contact center functionality; Agentic AI automation is already here, and it's already delivering value for contact centers.

Agentic AI is a synthesis; it brings together a host of different technologies to deliver a unified AI solution. The downside is implementation. Agentic AI systems require a huge amount of technical expertise to build and maintain. Without a highly skilled development team, you're not getting anywhere. If you're looking to begin an AI transformation, your first step should be finding an AI partner.

Through **brain**®, Content Guru handles the underlying complexity of AI technologies for its users. **brain** democratizes AI, making the best of the technology accessible, without tying you to an individual vendor. Regardless of size or sector, Content Guru makes designing your AI customer engagement hub easy.

brain works as an AI orchestration layer, linking AI functionality seamlessly to the normal operation of your CX estate. Sitting alongside the cloud-native **storm**® solution, **brain** is constantly updated with the newest technology, as soon as it becomes available. **brain** gives your organization access to best-in-class AI capabilities such as Google Dialogflow, Azure, and IBM Watson, as well as generative AI systems like ChatGPT.

Agentic AI promises enormous value to the contact center. To build 'human in the lead' Agentic AI workflows, you need to bring together the best AI technologies from across the space. Content Guru stands ready to make your AI transformation easy.

Ready to take the next step?

Get in touch, and take your first step into an AI-powered future. Provide us a few details, and a member of our expert team will be in touch within 24 hours.

Get in Touch

Endnotes

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[1] Gartner, Top Strategic Technology Trends for 2025.

[2] Ibid

[3] Forrester, 2025 Predictions.

[4] Content Guru, AI Playbook.