

AGENTIC AI FOR SERVICE PROVIDERS: PROACTIVE AUTONOMOUS INTELLIGENCE

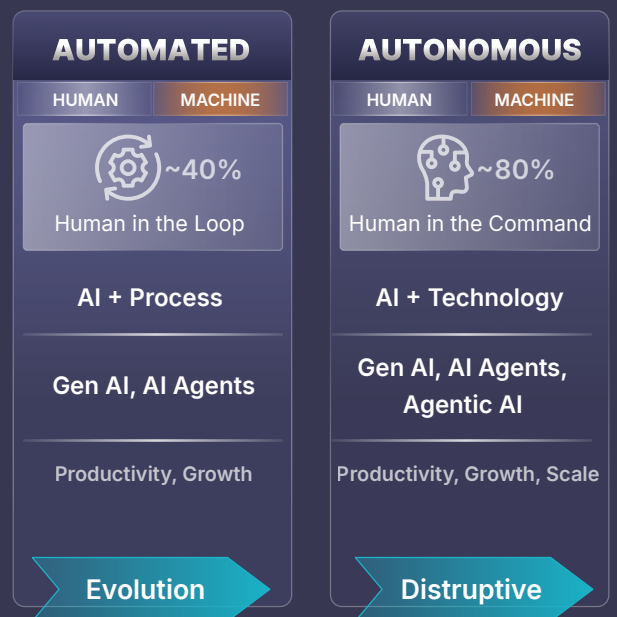
WHAT IS AGENTIC AI?

Agentic AI represents the next evolution beyond GenAI, enabling autonomous systems that act, adapt, and collaborate without constant human instruction. An AI agent is **your proactive digital team member**, autonomously interacting with tools, documents and systems across your ecosystem to achieve real business outcomes.

Agents are

- **RAG-enabled:** to retrieve knowledge from documents, policies, previous cases;
- **Task-oriented:** making informed decisions, implementing real-time processes to achieve specific business goals, across business domains;
- **Context-aware:** understanding intent, selecting the right tools to use and actions to execute, achieving real business outcomes;
- **Tool-empowered:** triggering APIs, running web searches, seamlessly connecting to internal systems;
- **Memory-aware:** remembering context, preferences, past interactions, communication style.
- **Multi-agent capable:** multiple specialized agents collaborate, coordinate tasks, delegate responsibilities, and resolve complex workflows under a supervisor / orchestrator, enabling scalable and modular AI systems.

Agentic AI thinks, adapts and takes initiative autonomously. It does not just predict outcomes, but understands, remembers and acts.



MEASURABLE, ENTERPRISE-SCALE IMPACT ACROSS EVERY LAYER OF THE TELECOM AND OTHER SECTORS

Independent ROI assessments with Tier-1 CSPs show **payback in under nine months and IRR above 80%**, proving that Agentic AI is not just a technical upgrade—it's a **strategic investment in agility, growth, and long-term competitiveness**

OPERATIONAL EFFICIENCY	CUSTOMER EXPERIENCE	COMMERCIAL BENEFITS	RISK MANAGEMENT
• Contact center calls down by up to 35%, and replaced by self-service • 60% reduction in manual work for CSRs / Back-office through agentic fulfilment • Up to 40% reduction in Support Operation costs • Average Handling Time (AHT) down to few mins	• 40% increase in First Contact Resolution • Relevant, insights-based , personalized up- and cross-sell offers • 10-18 points improvement in Net Promoter Score • Humanized not robotic experiences	• Time-to-market advantage: up to 90%, new offers to be launched in minutes instead of days • 8-15% increase in CLV with proactive retention • 20-35% increase in recommendation acceptance • 15-25% reduction in churn	• Compliance risk decreases by 75% due to embedded policy-aware guardrails • Alignment with external regulatory bodies, e.g. GDPR • Automated audit trails

DIFFERENTIATING CAPABILITIES

For a shift to active, intelligent execution — freeing humans to focus on high-value, strategic tasks

● Goal Driven Adaptability

Understands business intents rather than just commands, surfaces actionable insights at scale

● Context-aware Intelligence

Consistent intelligence for agents through centralized knowledge layer

● Memory Configuration

Predefined memory templates and custom memory definitions for administrators for controlled personalization, maintaining governance and privacy.

● Extensible Tool & Integration Framework

Agents execute workflows end-to-end through pre-defined, custom, and 3rd-party tools, turning decisions into actions. MCP enables agents to dynamically discover and connect to external tools and data sources at runtime without custom integrations, making the system extensible and future-proof.

● RAG-powered Knowledge Fabric

Vector-based knowledge layer indexing critical data, enabling retrieval

● Multi-agent Orchestration

Agents communicate and collaborate natively with one another, sharing context, passing results, negotiating next steps, regardless of origin, vendor, or underlying platform.

● Build Your Own Agent

New agent creation in minutes with unit studio with the help of agents, with natural language prompts.

● Security & Privacy

Built-in prompt firewalls, PII redaction, audit trails for regulatory compliance and strong guardrails

● Model Agnosticism

Supports integration of different AI models and allows agents to choose the best model for a given task

● Multiple Monetization Models

Supports SaaS, on-premises licensing, and revenue sharing per transaction to align with various strategies

PRACTICAL SCENARIOS

MARKETING AGENT WITH COMPETITIVE INTELLIGENCE

Scenario: To stay ahead in a fast-moving market, you need to monitor competitors constantly and publish right offers at the right time with data-driven GTM strategy.

HOW:

- Automatically scan competitor websites, product announcements, and public pricing data
- Benchmark competitors' offerings against own portfolio
- Identify trends, gaps, targeted opportunities
- Create your offers based on agent driven real data & actions

Benefits:

- 🕒 Eliminate manual competitor tracking.
- 📊 Align product, marketing, and sales with real-time insights.
- 🚀 Build more adaptive, data-backed GTM strategies.
- 💡 Align your team with market & new ideas— the agent does the rest.

SALES AGENT WITH HYPER PERSONALIZED CUSTOMER ENGAGEMENT

Scenario: Humanized and hyper-personalized customer care how different individuals would respond to launching a new product or service and automate your cross/up-selling strategies to existing customers

HOW:

- Evaluate the past sales and interactions
- Predict adoption likelihood and drop-off risk
- Use the advantage of knowing interests without asking the customer

Benefits:

- 🔄 Automate your sales processes with humanized interactions
- 💡 Increase your revenue and CX.

OPERATIONS AGENT WITH AUTOMATION FOCUS

Scenario: Your operations team need simultaneous assistance, and your processes may need to be orchestrated.

HOW:

- Onboard real time assistance and monitoring agents for every needed moment
- Enable cognitive workflows and self-healing capabilities
- Ensure full loop automation (monitoring > detection > diagnosis > action > feedback)

Benefits:

- ⬇️ Reduce your OpEx and increase efficiency.
- 🔧 Reduction of failures and acting in time to match SLAs.
- ⚡ Boost training of your operations team.
- 🕒 Reduce your MTTR (Mean Time to Repair).

Ready to see Agentic AI in action?

Get in touch for a demo and further details at contact@etiya.com.