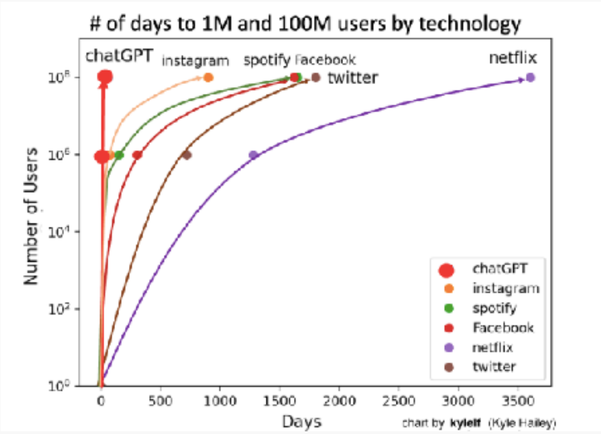
Applied Agentic AI: Creative solution for real life

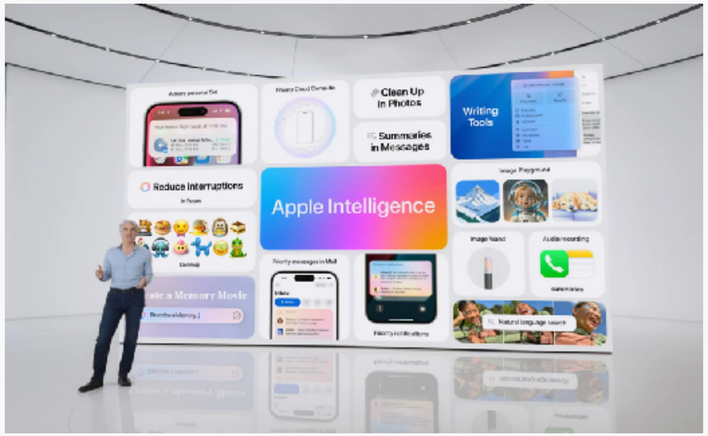
27 mai 2025

AKQA

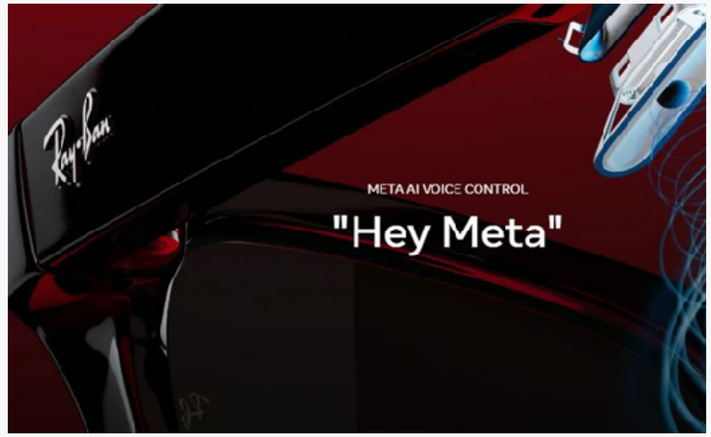
From an early adopter technology to a daily tool for the many



Chat GPT adoption outpass everything we knew so far



Big tech companies through their operating system, give Ai tool access to billions of users



AI is reshaping the way we envisioned wearable devices

A new user experience paradigm

The rise of Artificial Intelligence is reshaping user experience expectations.

Personalisation

With the ability to analyse a large amount of data to understand user behaviour, preferences and context, this drives the opportunity to offer personalisation like never before, from product recommendations to content curation.

Seamless, « human like » & Intuitive

Ai settles new interaction opportunities, from conversational interfaces to predictive features to better guide and assist the users throughout their journey.

Reduced error and delays tolerance

As AI can operate 24/7 to manage client issues and requests easily, users will expect error-free buying experiences, with provided solutions accessible in no-time.

Accessible/Inclusive design

Text-to-speech, voice interactions and visual recognition break down barriers for users with disabilities to interact easily on any type of platforms.

Privacy & Security

As the more LLM models have imputed data, the more they are efficient, users become increasingly concerned about privacy and data security.

These changes impacts the way to deliver future proof & humanised brand experiences to users

UX & Design

Technical architecture & QA

Content production & copywriting

Inclusivity

The need for brands
to embrace the
changes at speed
& at scale

AKQA

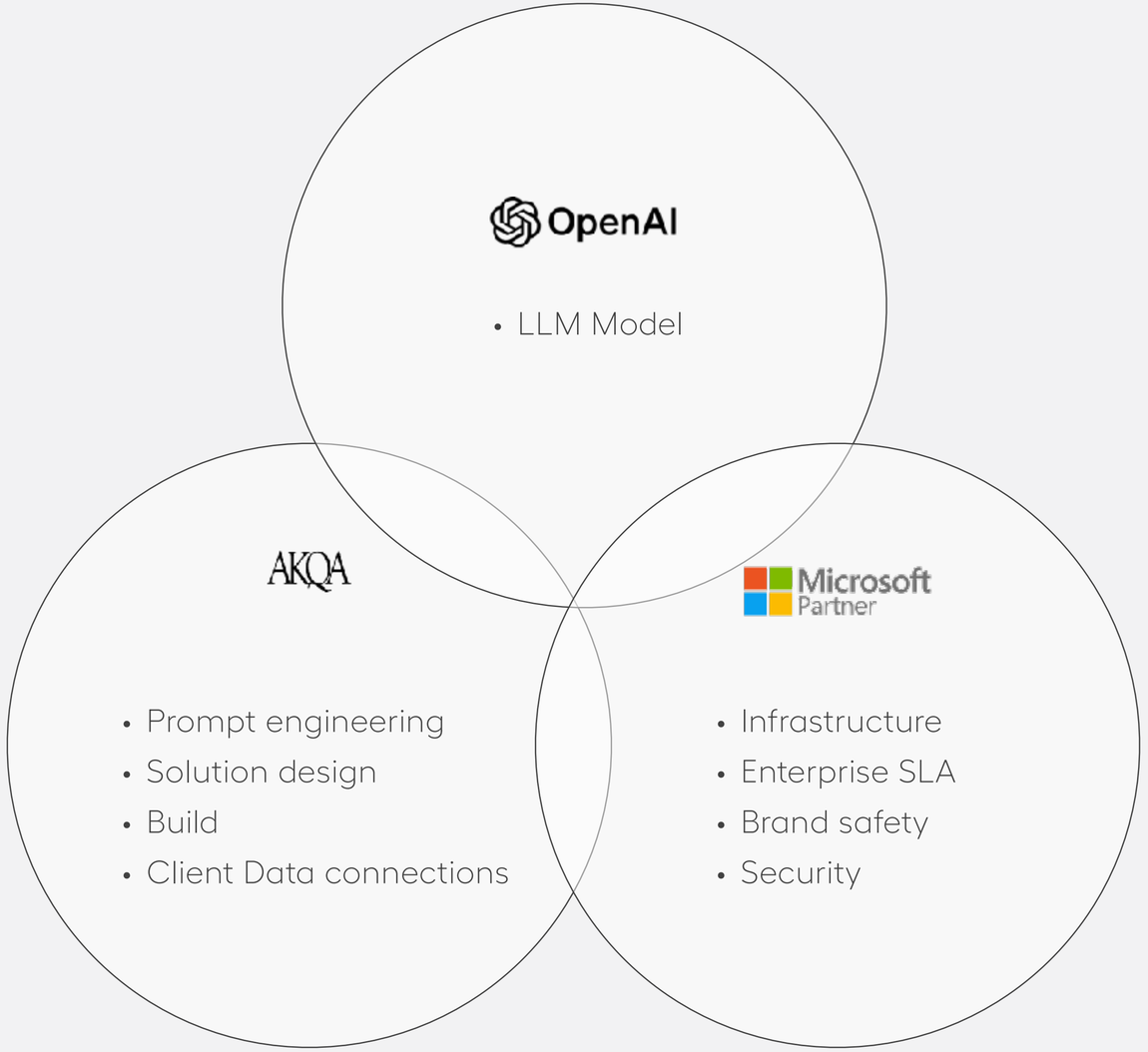
Agentic AKQA Accelerator

A Powerful partnership to Accelerate AI agentic use cases

AKQA x Microsoft x OpenAI

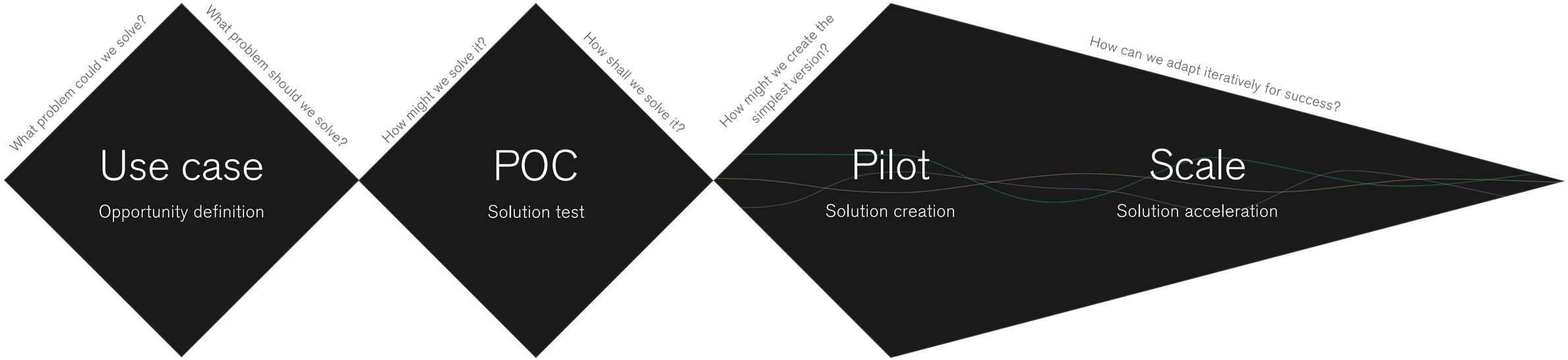
AKQA, Microsoft and OpenAI has developed a strong partnership of the back of our work for Nestle.

We developed a Way working, RACI, brand safety processes, developments process and testing process



Approach

From POC to Pilot in 9 weeks



2 weeks	3 weeks	6 weeks	TBD
List potential use cases	Test used case on a local prototype	Build Pilot for one market on Azure Open AI infrastructure	Scale mutimarket Scale multi services

AKQA