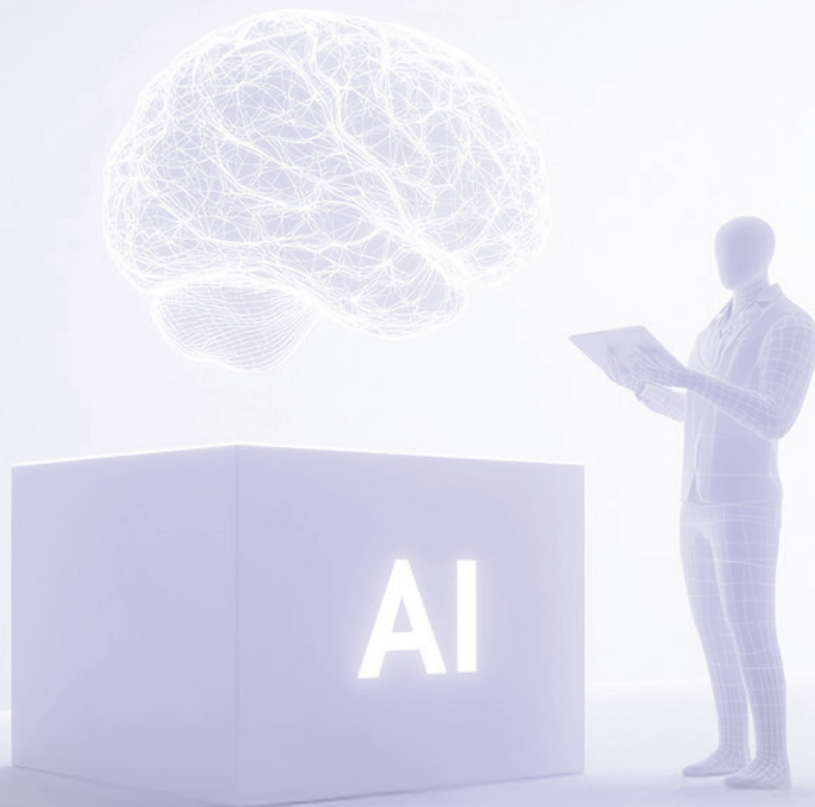


AGENTIC AI

NEXT-LEVEL JOURNEY AUTOMATION



Exceed
Everyday

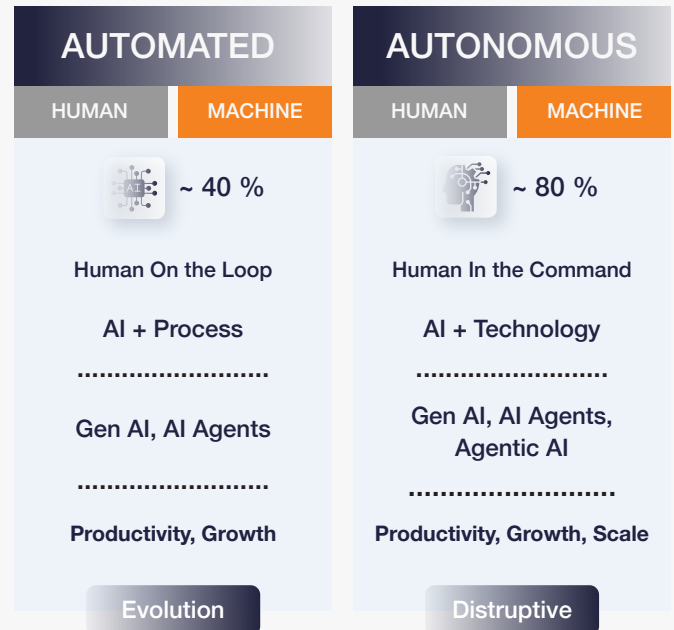
WHAT IS AGENTIC AI?

Agentic AI represents the next evolution beyond generative AI, 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 & executing real-time processes to achieve specific business goals, across business domains
- **Tool-empowered:** triggering APIs, running web searches, connecting to internal systems
- **Memory-aware:** remembering context, preferences, past interactions

Beyond a chatbot: *Agentic AI is not just another chatbot, that responds. It thinks, adapts and takes initiative autonomously. It does not just predict outcomes, but it understands, remembers and acts.*



BUSINESS BENEFITS AND OUTCOMES OF AGENTIC AI

Agentic AI delivers measurable, enterprise-scale impact across every layer of the telecom and other sectors.

Operational Efficiency

- Contact center calls can be reduced around 35%, and replaced by self-service
- Back-office tasks automated by agentic fulfilment
- OPEX efficiency around 30%
- Average Handling Time (AHT) down to few mins

Customer Experience

- Direct Improvement in Promoter Score (NPS)
- No wait in queues
- Humanized not robotic
- Accurate, personalized issue resolutions
- Relevant, insights-based up- and cross-sell offers

Commercial Benefits

- Time-to-market advantage up to 90%, new offers to be launched in minutes instead of days
- Spots market trends, customer signals, and emerging demand earlier than competitors to increase revenues

Risk Management

- Compliance risk decreases by 75% due to embedded policy-aware guardrails
- Alignment with external regulatory bodies, e.g. GDPR
- Automated audit trails

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.

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

Build Your Agent

New agent creation in minutes with unit studio with the
help of agents, without coding or developer involvement

Security & Privacy

Built-in prompt firewalls, PII redaction, audit trails for
compliance with GDPR, ISO 27001, regulatory and strong
Guardrails

Typed Function Calling

Triggering microservices via open schemas, with
enforced policy, privacy and role-based checks

RAG-Powered Knowledge Fabric

Vector-based knowledge layer indexing critical data,
enabling retrieval

Multi-Agent Orchestration

No-code, drag & drop studio for orchestrating multiple
specialized agents collaborating autonomously, and
adapt to real-time conditions

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 for flexible alignment with various
business 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 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 upselling 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 to customers

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 moments
- 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 fails and acting right 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.

ABOUT ETIYA

Etiya is a leading software company providing customer experience-focused, AI-driven Digital Transformation with its **award-winning product portfolio**, and also disruptive BSS solutions for Digital Brands from launch to evolution.

Etiya aims to be a trusted long-term partner for service providers offering strategic enablers and industry standards compliant, sustainable software solutions. Its microservices-based architecture, DevOps methodology, and AI-driven portfolio provide a competitive advantage to its customers by bringing agility and flexibility into their business, and enabling market differentiation.