



The Buyer's Guide to AI for Service - An Agentic Customer Service Platform

Delivering superior customer experience with 40-60% lower costs through agentic automation

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Introduction

The Customer Service Challenge: Better CX at Lower Costs

Customer expectations have never been higher. Interactions are now expected to be always-on, context-aware, and capable of delivering fast, personalized outcomes. Customers also benchmark every interaction against their best service experiences they have had anywhere, not just with your brand. Yet, the CX quality across the world, particularly in North America continues to fall short¹.

At the same time, hiring and managing human agents is becoming increasingly expensive and challenging. Wages, benefits, and training dominate budgets, while burnout and high churn force leaders to spend more time replacing staff than focusing on improving service quality.

The traditional operating model is no longer sustainable. Scaling service by adding human agents inflates costs, legacy IVR and chatbot systems degrade customer experience, and manual quality assurance yields limited gains at high expense.

Agentic AI changes this equation—a new class of intelligent, autonomous agents are evolving. These autonomous agents understand context, reason through complexity, and execute end-to-end outcomes, from sales conversions to service fulfillment, without human handoffs. The difference is profound, unlike basic chatbots that answer queries, agentic AI drives complete results.

Traditional Approach	Agentic AI Approach
Customer calls about a billing error	AI agent provides self-service and resolves the issue
Call is routed to a human agent	AI agent gathers relevant details and asks clarifying questions
Human agent reviews account details	AI agent identifies the root cause
Human agent diagnoses the issue	AI agent takes necessary action
Human agent updates systems and documents the case	AI agent documents the action automatically
Resolution in ~10 minutes	Resolution in under 1 minute

¹ Forrester’s Global Customer Experience Index (CX Index™) Rankings, 2025

Even when AI cannot fully automate an interaction, the experience remains seamless. The handoff to a human agent preserves complete context continuity including customer intent, conversation history, actions taken, sentiment, and pending steps.

Every interaction, whether handled by an AI agent, a human agent, or a hybrid workflow, is automatically reviewed for performance, compliance, and outcomes. This enables teams to identify gaps, optimize experiences, and continuously improve CX at scale.

The result is measurable impact:

- Lower cost to serve
- Reduction in call volume handled by human agents
- Higher CSAT and faster resolution times
- Happier, always-improving human and AI agents
- Stronger compliance across human and AI agents

Three Market Realities Validating This Moment

Market Reality	What's Happening	Why It Matters to Enterprises
The \$80 Billion Automation Wave	AI-enabled solutions are moving from pilots to production. Gartner estimates this shift will reduce agent labor costs by \$80B by 2026, with automation growing from roughly 1% of customer interactions today to 10% by 2026, and as much as 80% of common issues handled autonomously by 2029. Even so, 57% of service leaders expect overall interaction volumes to increase, as AI enables teams to handle more demand rather than replace staff.	AI is not about replacing agents. It is about absorbing growing customer demand without linear cost increases. Enterprises must plan for scale, not shrinkage, and choose AI-native foundations that can safely expand automation over time.
The Agent Burnout Crisis Is Unsustainable	Agent burnout is reaching a breaking point, with 74% of agents at risk and average tenure falling to just 14 months. Organizations adopting agentic AI are reversing this trend, as Forrester reports up to 25% lower burnout through reduced cognitive load and real-time support.	The competitive advantage is shifting from workforce size to agent empowerment. AI that reduces cognitive load and automates routine work is now critical to retention, performance, and consistent customer service quality.
The Platform Architecture Gap Is Widening	Traditional customer service architectures were built 15–20 years ago, with AI added later as a bolt-on. Forrester highlights that the architectural gap between AI-first and	Enterprises can no longer evaluate AI as a feature. The platform determines outcomes. AI-native platforms

	legacy environments is widening and directly impacts automation success, agent experience, and cost efficiency.	consistently outperform on automation depth, governance, and long-term ROI.
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There Is No Single Starting Line: How to Adopt Agentic Customer Service Your Way

Agentic AI adoption in customer engagement varies widely. Contact centers pursue it to address unique challenges—from surging interaction volumes and agent burnout to quality shortfalls, lengthy ramp times, and legacy system limitations.

Successful deployment defies linear paths. Agentic AI serves as an adaptable foundation—not a wholesale human replacement. It enables diverse entry points, rapid early value, and seamless scaling over time.

This guide is designed to be navigated based on where you are starting today.

Two Common Entry Points Into Agentic Customer Service

Path 1: Lead with AI agents (Automation First)

Some organizations lead with AI agents to quickly reduce operational load and improve responsiveness.

This approach is most common when:

- Call volumes are growing faster than hiring can keep up
- Customers expect 24/7 availability
- A large percentage of inquiries are repetitive, rules based, or transactional
- Cost-to-serve has become unsustainable

AI agents autonomously resolve routine queries end-to-end, replacing brittle IVRs and basic chatbots. Interactions that fall outside confidence thresholds escalate seamlessly to human agents with full context preserved. Over time, AI agents improve through learning, policy awareness, and deeper integrations, freeing human agents to focus on complex, high-value cases.

Path 2: Lead with agent assistance (Human Agents First)

Some organizations begin by empowering human agents first.

This approach is most common when:

- Agent productivity, training time, or burnout is the primary concern

- Automation is desired, but trust must be earned incrementally
- Leadership wants to minimize risk during AI adoption

Real-time AI copilots guide agents during live interactions, surface next-best actions, and automate post-call work. Quality improves immediately without changing the customer-facing experience. As confidence grows, these same capabilities can move from human-assisted to AI agent-led for selected use cases.

The Key Insight: Both Paths Converge on the Same Agentic Core

Whether you start with AI agents or agent assistance, the underlying platform matters. In AI-native architectures, automation, assistance, and analytics share the same intelligence, reasoning, orchestration, and customer context.

This allows organizations to:

- Start conservatively and scale autonomy safely
- Blend agent AI-led, human-led, and hybrid workflows
- Avoid re-platforming as maturity increases

Agentic AI is not a feature you “turn on later.” It’s the operating model that allows flexibility from day one.

Expanding Beyond the Conversation: QA, Performance Insights, and Proactive Engagement

Once agentic workflows are in place, adjacent capabilities extend impact. Automated QA continuously evaluates every interaction. Performance insights surface coaching and automation opportunities. Proactive outbound campaigns resolve issues before customers need to reach out.

Customer service evolves from a reactive function into a governed, intelligence-driven system.

How to Use This Buyer’s Guide

The sections that follow are designed to help you:

- Evaluate AI agents, agent assistance, and other products objectively
- Identify the right starting point for your organization
- Understand the foundational capabilities required to scale safely

You don’t need to adopt everything at once. But you do need to choose a platform built for where customer service is going, not where it’s been.

AI agents

For most enterprises, AI agents are not one capability among many. They are the most natural entry point into AI for Service. As customer interactions grow more complex and span multiple systems, traditional bots, IVRs, and scripted workflows break down. They can answer questions, but they cannot reason, take action, or adapt as conversations change. AI agents are built to own outcomes. They understand context, plan multi-step actions, and execute across enterprise systems, making them ideal for high-volume, high-variance service workflows.

This is why leading organizations start with AI agents when rethinking customer service. AI agent-led workflows allow enterprises to absorb demand without proportional headcount growth, replace brittle self-service experiences, and deliver fast, consistent resolution across channels. More importantly, they establish an operating model where automation is intelligent and extensible, not hard-coded. AI agents are not about adding better bots. They are about redesigning how service gets done at scale.

Can your AI agents deliver enterprise-scale experiences with built-in safety, security, and compliance?

CAPABILITIES	KORE.AI	OTHERS
Natural Conversations	✓	
Brand Customization	✓	
Omnichannel Support	✓	
Multimodal Interactions	✓	
Multi-language Support	✓	
Action-oriented Agents	✓	
Intelligent Model Routing	✓	
Contextual and Hierarchical Intent Handling	✓	
Live Agent Handover	✓	
Interruption Handling	✓	
Cross-channel Context	✓	
Human in the Loop Fallback	✓	
Deployment Options (on prem, cloud, hybrid)	✓	

CAPABILITIES	KORE . AI	OTHERS
Multi-agent Orchestration	✓	
No-Code + Pro-Code Tools	✓	
Unified Builder Interface	✓	
No-code agent builder (Natural Language)	✓	
No-code agent builder (Visual Flow Designer)	✓	
Low-code agent builder (Pro-code extensions)	✓	
Pro-code agent builder (SDK)	✓	
Reusable Templates Appointment Details, User Authentication, ATM Locator, Fraud Handling, Product Search, Cart Management and many more	✓	
Pre-built Integrations	✓	
MCP Tools	✓	
Search & Data AI	✓	
Interoperability (MCP & A2A)	✓	
Integrations	✓	
Observability	✓	
AI Security & Governance	✓	
Model Hub	✓	
Prompt Studio	✓	
Evaluation Studio	✓	
Model Evaluation	✓	
Agentic Evaluation	✓	

Voice Interactions

Voice remains the dominant customer service channel, and the evolution toward multimodal experiences reinforces it further. Unlike asynchronous channels that allow time for processing, voice demands immediate response. Delays, awkward pauses, or slow comprehension erode trust instantly. Real-world voice interactions present persistent technical challenges. Regional accents,

code-switching between languages, ambient noise, and rapid topic transitions can destabilize rigid IVR systems resulting in lost conversational context, misunderstood intent, repeated clarifications, and customer frustration.

Delivering reliable AI agents requires orchestration across the entire voice stack—speech recognition, natural language understanding, dialog management, and speech synthesis. These components must function as an integrated system with minimal latency, exceptional audio quality and scale efficiently during spikes. AI agents must also interpret emotional cues, adapt speech synthesis to conversational context, and eliminate response delays that disrupt natural dialog flow. These capabilities determine whether interactions feel fluid or mechanical. The standard for production-grade AI agents for enterprises on voice channel: low latency, natural prosody, accurate comprehension, reliable task execution and custom configuration setup.

Can your AI agents deliver enterprise-scale call experiences with built-in safety, security, and compliance?

CAPABILITIES	KORE.AI	OTHERS
Custom Configuration	✓	
Native Voice / Telephony Gateway	✓	
ASR and TTS Integrations	✓	
Bring your own ASR/TTS Provider	✓	
Pre-built & Custom LLM Integrations	✓	
Speech-to-speech Models	✓	
Voice Biometrics	✓	
Brand Tone Customization & Voice Cloning	✓	
Background Noise Reduction	✓	
Multimodal Support	✓	
Multi-language Support	✓	

Multi-agent Orchestration

Modern enterprises operate across hundreds of systems, where outcomes often depend on multiple agents collaborating across data, models, and business logic. Multi-agent orchestration gives organizations the ability to coordinate these agents each with specialized roles to execute

complex workflows seamlessly and autonomously. Enterprises should be able to orchestrate AI agents with autonomy calibrated to their governance and readiness— activating a single agent for simple queries, coordinating specialized agents for complex issues, and enforcing deterministic workflows for compliance-critical interactions.

Can you dynamically orchestrate AI agents based on your business context?

CAPABILITIES	KORE.AI	OTHERS
Multi-agent collaboration	✓	
Supervisor orchestration pattern	✓	
Adaptive Agent Network orchestration pattern	✓	
Custom orchestration pattern	✓	
Short-term agent memory	✓	
Long-term agent memory	✓	
Workflow tools	✓	
Coding tools	✓	
AI agent failover & fallback handling	✓	
Real-time multimodal collaboration	✓	
Retrieval from Multiple Data Sources	✓	
DialogGPT (Conversational intelligence engine)	✓	
Inter-agent protocol (A2A)	✓	

Enterprise Search

In today's enterprises, data lives everywhere - in CRM systems, content repositories, knowledge bases, documents, conversations, operational systems, and external feeds. The challenge isn't just storing data; it's making it discoverable, contextualised, and actionable. Traditional search and BI tools fall short: they struggle with heterogeneous data types, dynamic workflows, ambiguous queries, and generative-AI use cases.

With the rise of agentic AI, search is no longer a passive lookup; it must feed intelligent agents with the right data at the right time and enable those agents and users to ask and act rather than just "find". The Kore.ai Agent Platform's Search & Data AI capabilities bridge these gaps by leveraging

context-aware ingest, multi-vector indexing, knowledge graphs, connected data sources, and retrieval-augmented generation to enable smart discovery and data-driven action across employee, customer and agent workflows.

Is your search effective and configurable to enterprise workflows?

CAPABILITIES	KORE . AI	OTHERS
Multi-vector & hybrid search	✓	
Agentic retrieval augmented generation	✓	
Multimodal search	✓	
Federated & Hybrid Data Architecture	✓	
Search Node & Workflow Integration	✓	
Configurable RAG pipeline	✓	
Teachability	✓	
Multi-source content ingestion	✓	
Web crawling & external content ingestion	✓	
Enterprise directory-based content ingestion	✓	
100+ pre-built search connectors	✓	
Custom connector support	✓	
Enterprise-grade ETL pipeline	✓	
Advanced content extraction	✓	
Content transformation & normalization	✓	
Chunking and segmentation control	✓	
Chunk-level visibility	✓	
Index configuration & management	✓	
Retrieval strategy configuration	✓	
Context-aware retrieval	✓	
Answer generation engine	✓	

Citation and grounding support	✓	
Search result ranking & presentation	✓	
Testing and debugging of answers	✓	
Workbench for experimentation	✓	
Advanced configuration controls	✓	
Performance and relevance tuning	✓	
Security-aware data handling	✓	
Future-ready RAG foundation	✓	

CONNECTORS	KORE . AI	OTHERS
Collaboration and Communication Google Gmail, Google Chat, Google Calendar, Microsoft Outlook, Microsoft Outlook Calendar, Microsoft Teams, Salesforce Slack, Zoom, Miro, Zulip	✓	
Productivity and Project Management Atlassian Jira - Airbyte, Hive, ClickUp, Asana, Wrike, Zeplin, Figma, Monday, Atlassian Trello, Shortcut, JetBrains YouTrack, Aha!, Coda, Slab, Notion - Airtable Teamwork	✓	
Content and Knowledge Management Google Drive, Atlassian Confluence (Cloud), Wordpress, Box, Microsoft SharePoint, Microsoft OneDrive, LumApps, Amazon S3, Workday, dotCMS, Egnyte, Dropbox, Microsoft Azure Storage, Airtable - Airtable, Atlassian Confluence (Server)	✓	
Sales & Marketing Hubspot, Zendesk, Shopify, Help Scout, Salesforce, Guru, ZohoCRM, Freshdesk, FreshService, Front Connector, GoDaddy Re:amaze, Oracle Knowledge, Opsgenie	✓	
Development and IT Operations BitBucket, ServiceNow, Pager Duty, GitHub Enterprise, GitLab - Airtable, Test Rail, Jenkins	✓	

Observability

As AI agents become core participants in enterprise workflows, ensuring their reliability, transparency, and traceability becomes non-negotiable. Yet most AI systems today operate like black boxes - enterprises struggle to answer basic operational questions such as “Why did this agent make that decision?”, “Which model or tool was used?”, or “How are costs and latency trending over time?”

Kore.ai’s Observability framework eliminates that opacity. It provides end-to-end visibility into every stage of an agent’s lifecycle - from model invocation to tool usage to user interaction - allowing organizations to trace, monitor, debug, and optimize agentic systems at scale. Built

natively into the Kore.ai Agent Platform, observability goes beyond traditional logging: it correlates telemetry across agents, models, tools, and data sources, turning raw traces into actionable insights for optimization, compliance, and trust.

With integrated dashboards, event pipelines, alerts, and analytics, enterprises can now measure what truly matters - accuracy, latency, cost, and impact - while maintaining full control and accountability across their entire AI ecosystem.

CAPABILITIES	KORE . AI	OTHERS
Agent Tracing (End-to-End Trace View)	✓	
Execution Timeline Visualization	✓	
Telemetry Correlation	✓	
Metrics Dashboard	✓	
Latency & Cost Analysis	✓	
Model & Prompt Performance Analytics	✓	
Anomaly detection	✓	
Event Streaming & Alerting	✓	
Audit Logging & Compliance Reporting	✓	
User interaction analytics	✓	
Usage and adoption analytics	✓	
Session-level observability	✓	
Session replay and debug logs	✓	
Customizable observability pipelines	✓	
Integration with external monitoring systems	✓	
Historical trend analysis	✓	
Insights and recommendations	✓	
Event-to-Action Workflows	✓	

AI Security and Governance

As enterprises scale AI adoption, the primary barriers have shifted from model performance to operational trust, security, and control. Without structured governance, AI agents can expose sensitive data, violate compliance requirements, or behave unpredictably when accessing enterprise systems. Traditional IT governance frameworks were not designed for autonomous agents that learn, reason, and execute actions across organizational ecosystems.

Enterprise AI governance establishes the necessary guardrails, oversight mechanisms, and accountability structures for responsible scaling. When embedded natively within the agent platform, governance ensures that every agent, model interaction, and data access point remains secure, auditable, and compliant without constraining operational agility.

Can you enforce security and governance throughout the AI agent lifecycle?

CAPABILITIES	KORE.AI	OTHERS
Industry Compliant / Certifications SOC2 Type II, ISO 27001, HIPAA, FedRAMP, CCPA, GDPR, PCS, OSHA, FINRA, PCI DSS, COPPA, FTC, CPSC	✓	
Human in the Loop Fallback / Approval Queue	✓	
Enterprise Guardrails Framework	✓	
Pre-deployed Guardrail Scanners	✓	
Input Scanner Enforcement	✓	
Output Scanner Enforcement	✓	
Prompt Injection Prevention	✓	
Toxicity Detection & Filtering	✓	
Bias Detection & Mitigation	✓	
Ban-Topic Enforcement	✓	
Anonymization & Privacy Controls	✓	
Real-time PII Detection / Redaction	✓	
Transcript / Log Redaction	✓	
Relevance & Context Alignment Checks	✓	
Configurable Guardrail Policies	✓	

Continuous Guardrail Monitoring	✓	
Security and Compliance Dashboards	✓	
Role-Based Access Controls	✓	
Audit Logging for Governance	✓	
Regulatory Compliance Support	✓	
Security Integration with Platform Governance	✓	
Explainability & Transparency Controls	✓	
Risk Token Consumption Visibility	✓	
Governance Reporting & Insights	✓	

Pre-built Accelerators

Building AI agents from scratch requires defining workflows, configuring integrations, and training models on domain-specific use cases—a process that can extend deployment timelines significantly. Pre-built accelerators compress this cycle by providing industry-specific AI agents and templates configured with relevant workflows, integrated with sector-standard systems, and trained on common use case patterns. A healthcare agent includes EHR integrations and HIPAA-compliant workflows. A financial services agent connects to core banking systems with embedded regulatory controls. A retail agent understands order management and inventory operations.

These accelerators encode industry knowledge and compliance requirements that would otherwise demand extensive custom development, enabling organizations to deploy functional agents in weeks rather than quarters. Starting with proven templates doesn't constrain customization, it establishes a working foundation that delivers immediate value while teams adapt agents to specific operational needs. For enterprises needing to demonstrate AI ROI quickly, leveraging available accelerators often determines whether initiatives gain momentum or stall in extended pilots.

CAPABILITIES	KORE . AI	OTHERS
AI for Healthcare	✓	
AI for Banking	✓	
AI for Retail	✓	

Agent Assistance

AI agents and agent assistance address complementary needs in modern customer service. AI agents resolve issues end-to-end to reduce volume and cost. Agent assistance enhances live interactions by improving speed, accuracy, and consistency when human agents are involved. Most enterprises adopt one first, but realize the greatest value comes from deploying both together.

As customer interactions become more complex and expectations for instant, accurate responses rise, human agents need continuous in-the-moment support. Real-time agent assistance interprets conversations, understands intent and context, and guides next-best actions, ensuring faster resolutions, consistent quality, and revenue-generating opportunities even in high-stakes interactions.

Operationally, agent assistance tackles rising labor costs and talent scarcity. It reduces time spent searching for information, minimizes judgment errors, automates documentation, and flags compliance risks. The result is higher first-contact resolution, stronger compliance, and scalable service without linear headcount growth.

In AI-native platforms, agent assistance and AI agents share the same underlying agentic intelligence. The reasoning and orchestration that power autonomous resolution also guide human agents in real time, enabling seamless shifts between AI-led and human-led service and creating a unified model where automation and human expertise reinforce each other.

Does your platform provide the capabilities required to deliver effective agent assistance?

CAPABILITIES	KORE.AI	OTHERS
Guided Playbooks	✓	
Seamless Third-party CCaaS Integrations	✓	
Agentic Copilot	✓	
Real-time Coaching	✓	
Real-time Sentiment Analysis	✓	
Real-time Transcription	✓	
Task Automation	✓	
Automated Call Summarization	✓	
On-demand Summarization	✓	

PII Redaction	✓	
Next-best Actions	✓	
Multi-language Support	✓	
RAG-based Search	✓	
Dialog Tasks	✓	
Theme Selection	✓	
Custom LLM Model Selection	✓	
Modify Responses	✓	

Third-party CCaaS Integrations

Most organizations evaluating Agent Assistance already operate on an established contact center platform and are not looking to replace it. Agent Assistance is designed to integrate seamlessly with leading third-party CCaaS solutions, allowing enterprises to enhance live agent performance without purchasing or migrating to a new contact center. This ensures faster time to value, lower risk, and minimal disruption to existing workflows.

Agent Assistance integrates into your current CCaaS platform without disrupting agents, workflows, or compliance controls.

Through pre-built integrations, Agent Assistance works directly within the agent's existing desktop, accessing live conversations, customer context, and interaction metadata in real time. Agents continue to use the tools they are familiar with, while the Agent Assistance widget provides guidance, recommendations, and automation in the background. This approach allows organizations to modernize service incrementally, strengthening agent effectiveness and consistency while preserving prior investments in contact center infrastructure.

Does your solution integrate with the following contact centers?

CONTACT CENTERS	KORE.AI	OTHERS
Genesys	✓	
Salesforce	✓	
Zendesk	✓	
Cisco	✓	

Twilio	✓	
Amazon Connect	✓	
Nice CX	✓	
Five9	✓	
Talk Desk	✓	
Microsoft	✓	
ServiceNow	✓	
Zoom	✓	
Avaya	✓	
Ring Central	✓	

Guided Playbooks

Delivering consistent service at scale is difficult when processes are complex, knowledge is scattered, and agent experience levels vary. Guided Playbooks address this by embedding real-time, AI-driven process guidance directly into the agent workflow. Instead of searching for information or relying on memory, agents are directed through the right steps at the right moment, helping every interaction follow proven best practices.

For service leaders, guided playbooks transform operational knowledge into a repeatable and measurable asset. They reduce training time, minimize errors and compliance risks, and ensure customer experiences remain consistent across teams and channels. They also create a foundation for continuous improvement, where service processes evolve based on real execution data rather than assumptions.

Does your solution offer the below functionalities for playbooks?

CAPABILITIES	KORE.AI	OTHERS
Structured Guidance	✓	
Configurable Stages & Steps	✓	
Step Progression Control	✓	
Manual/Automatic Completion	✓	

Adherence Tracking	✓	
Adherence Notifications	✓	
Primary & Dynamic Playbooks	✓	
Insights for Improvement	✓	

Agentic Copilot

Many organizations are still hesitant to let AI handle entire customer conversations, often out of concern for accuracy, compliance or brand risk. Yet a growing operational reality is pushing them to reconsider. An agentic copilot can lead well-defined, low to medium complexity interactions from start to finish, while agents step in only when human judgment is needed. This creates a controlled environment where AI takes the lead on predictable, rules-driven exchanges, and humans supervise exceptions rather than carrying the full workload. With rising inquiry volumes and tighter budgets, offloading routine conversations to a supervised copilot is becoming one of the most practical ways to scale service without sacrificing quality.

The trend accelerating this shift is the rise of AI agent-led service inquiries, where copilots can complete entire micro-journeys end-to-end. Real-world examples include resetting a password after verifying identity, checking balances and recent transactions, making simple plan changes, filing warranty claims with required details, or completing an address update across multiple systems. By reliably executing these structured steps, copilots reduce cognitive load, minimize errors, and ensure consistent follow-through, allowing human agents to focus on nuanced, emotionally sensitive or exception-heavy cases while routine tasks are handled independently in the background.

What capabilities must your copilot support to handle interactions end-to-end with enterprise-grade control?

CAPABILITIES	KORE . AI	OTHERS
Autonomous End-to-end Interaction Handling	✓	
Human Supervision and Control	✓	
Proactive Engagement	✓	
Robust Fail-Safes / Safety Mechanisms	✓	
Contextual Intelligence	✓	
Personalized and Empathetic Responses	✓	

Language and Timer Configuration	✓	
Parallel Conversations Handling	✓	

Contact Center

The industry is moving toward agentic customer service platforms as a strategic evolution from static, siloed systems to dynamic environments where AI agents play an active role in service delivery. For some organizations, the contact center is the natural place to introduce agentic service capabilities. For others, it becomes the next step once AI agents or agent assistance have proven value. In both cases, the goal is the same: a unified environment where humans and AI collaborate seamlessly across channels.

Agentic customer service platforms integrate AI-powered capabilities such as intelligent search, omnichannel routing and engagement, and real-time agent assistance to support faster resolutions and more consistent experiences. AI agents lead interactions where appropriate, while human agents are guided and supported when complexity or empathy is required. This flexibility allows organizations to scale automation without disrupting existing operations or forcing an all-or-nothing transformation.

At the operational level, AI-powered routing ensures customers are matched with the right resource, human or AI, at the right time. Supervisor desktops, workforce management, and real-time analytics provide end-to-end visibility and control, while automated quality assurance shifts manual audits to a continuous, automated, and proactive process. Teams can identify issues, optimize performance, and expand automation with confidence.

As these capabilities come together, the contact center evolves into a data-driven hub rather than a standalone system. Automation, human expertise, quality, and insights are orchestrated through a single platform, enabling organizations to start where it makes sense today and progress toward a fully agentic service operation over time.

Does your platform provide the capabilities required to support agentic customer service at enterprise scale?

CAPABILITIES	KORE.AI	OTHERS
AI agents	✓	
RAG-based Search	✓	
Omnichannel Support	✓	

CAPABILITIES	KORE . AI	OTHERS
AI-powered Routing	✓	
Agent Assistance	✓	
Agent Desktop	✓	
Supervisor Desktop	✓	
Quality Assurance	✓	
Workforce Management	✓	
Outbound Campaigns	✓	

Workflows and Routing

Agentic routing is the control layer that makes AI agents, agent assistance, and human workflows work together reliably. Modern routing replaces rigid, rule-based flows with real-time, context-aware orchestration that continuously decides how each interaction should progress. Based on intent, sentiment, confidence thresholds, history, and availability, interactions can be routed to an AI agent for autonomous resolution, to a human agent with real-time assistance, or through a hybrid path that shifts dynamically as the conversation evolves.

This orchestration is especially critical for organizations adopting AI agents. Enterprises often underestimate the importance of routing and escalation once autonomy is introduced. Without agentic routing, AI agents fail abruptly rather than handing off conversations gracefully. With agentic routing, conversations transition seamlessly when confidence drops, complexity increases, or human judgment is required. The same routing intelligence also determines when and how agent assistance is activated, ensuring human agents receive the right context, guidance, and next-best actions at the moment it matters.

Low-code and pro-code flow designers make this intelligence accessible and scalable. Business users can rapidly design, test, and refine agentic workflows without deep technical effort, while more technical teams can implement sophisticated orchestration logic as maturity grows. As organizations expand from isolated use cases to platform-wide automation, flows and routing become a strategic lever, enabling safe autonomy, operational agility, and consistent customer experiences across AI-led and human-led service.

Does your platform provide the advanced workflow and routing capabilities required to support agentic customer service at scale?

CAPABILITIES	KORE . AI	OTHERS
Workflow Designer	✓	
Multi-Channel Support	✓	
No-code Experience Builder	✓	
Routing with Proficiency	✓	
Time-based Skill Relaxation Routing	✓	
Load Balanced Routing	✓	
Priority-based Routing	✓	
Routing Fallback	✓	
Multi-Queue Assignment	✓	
Language-based Routing	✓	
Conditional Group Routing	✓	

Agent and Supervisor Desktops

Agent and supervisor desktops are evolving into intelligent, unified workspaces that support both human and AI agent-enabled workflows. The modern agent desktop integrates real-time notifications, interaction workspaces, and shared customer context, allowing agents to handle complex, omnichannel interactions efficiently. Features such as in-context collaboration between agents and supervisors and integrations with third-party systems streamline workflows, while advanced tools such as AI-assisted dispositioning and real-time sentiment analysis empower agents to deliver personalized, data-driven service.

Supervisor capabilities are also shifting toward proactive, agentic oversight. Dashboards for queues, agents, and service levels provide real-time visibility into performance and workload, enabling supervisors to optimize resource allocation and intervene when needed. Capabilities such as monitor, whisper, and barge-in allow seamless collaboration between agents and supervisors, while agentic insights help identify trends and risks before they escalate. These unified desktops are now central to enabling agile, high-performing contact centers where both humans and AI agents can thrive.

Does your platform provide the agent and supervisor desktop capabilities required to support agentic customer service at scale?

CAPABILITIES	KORE . AI	OTHERS
Agent Desktop	✓	
Conversation Tray	✓	
Incoming Interactions Notifications	✓	
Live Interaction Panel	✓	
Customer Information	✓	
Integration with Third-party Sites	✓	
Queue Dashboard	✓	
Agent Dashboards	✓	
Interaction Dashboard	✓	
Service Level Dashboard	✓	
Context Chat	✓	
Conference	✓	
Monitor, Whisper, Barge	✓	
Change Queue	✓	
LLM-Based Disposition Code	✓	
Real-time Sentiment Analysis	✓	

Reporting and Analytics

Reporting and analytics are shifting from static, retrospective reporting to dynamic, agentic insights that drive continuous improvement. Modern analytics dashboards spanning conversations, users, performance, and agent assistance provide real-time visibility into service delivery, enabling organizations to spot trends, optimize workflows, and measure the impact of both human and AI agents. Conversation history and feedback further enrich these insights, allowing teams to trace root causes and refine strategies based on real customer and agent experiences.

Advanced analytics are now essential for proactive decision-making. Capabilities such as agent assistance logs and performance dashboards allow organizations to evaluate AI and human performance side by side, identify gaps, and trigger targeted interventions. Insights can also flow into enterprise BI and data platforms, ensuring contact center intelligence contributes to broader

business decisions. This shift transforms reporting from a compliance exercise into a strategic feedback loop, helping contact centers adapt quickly, maintain high standards, and deliver consistent service at scale.

Does your platform provide the advanced reporting and analytics required to support agentic customer service?

REPORTS	KORE . AI	OTHERS
Conversations Dashboard	✓	
User Dashboard	✓	
Performance Dashboard	✓	
Conversation History	✓	
Conversation Feedback	✓	
Agent Assistance Dashboard	✓	
Agent Assistance Logs	✓	

Configuration and Administration

Configuration and administration are critical to delivering personalized, compliant, and efficient experiences at scale. The ability to configure and govern capabilities such as hours of operation, language support, response templates, agent forms, surveys, and user access enables organizations to adapt quickly to changing customer needs, regulatory requirements, and operational conditions without slowing innovation.

Do the capabilities you are evaluating provide the configuration and administrative controls required to support agentic customer service at scale?

CAPABILITIES	KORE . AI	OTHERS
Hours of Operations	✓	
Languages	✓	
Speech	✓	
Response Templates	✓	
Agent Forms	✓	

CAPABILITIES	KORE.AI	OTHERS
Surveys	✓	
Widget Settings	✓	
Wallboards	✓	
Translation Configurations	✓	
Wrap-up Code Prediction	✓	
User Management	✓	

Quality Assurance

Quality assurance is no longer a downstream activity. In modern service environments where human agents operate across multiple channels, tools, and workflows in real time, leaders can no longer rely on sampling a small subset of conversations to understand performance or risk. Continuous, comprehensive analysis of customer conversations is required to ensure agents follow policy, apply judgment consistently, and deliver the intended customer experience without introducing hidden compliance or quality gaps.

As conversations shift dynamically across channels and increasingly involve real-time guidance from AI copilots, QA becomes the system of record for trust and control within customer-facing service. It provides visibility into agent behavior and failure patterns before they scale, and ensures that handoffs, guidance, and outcomes remain consistent. This creates accountability where it matters most: how agents interpret context, make decisions, and represent the brand in high-stakes moments.

This is a key differentiator from vendors that stop at automation or productivity tools. Solutions focused only on deflection or agent efficiency often lack a unified mechanism to observe, govern, and continuously improve agent performance. Without a modern QA layer, organizations are forced to choose between speed and oversight, or innovation and compliance. An AI-native platform treats quality as foundational infrastructure, not an optional add-on, enabling enterprises to modernize service while maintaining control.

At the same time, conversation data becomes a strategic asset rather than an operational by-product. Continuous QA transforms customer conversations handled by agents into a learning loop, where insights drive improvements in coaching, workflows, routing, knowledge, and escalation policies. Coaching evolves from generic scorecards to targeted, data-driven development, helping agents deliver consistent, expert-level service even as complexity increases.

This is what allows organizations to optimize continuously and operate a governed, unified service platform rather than a collection of disconnected tools.

Does your QA capability provide the insight and controls required to govern customer-facing service quality at scale?

CAPABILITIES	KORE.AI	OTHERS
Automated QA	✓	
Conversation Intelligence	✓	
Agent Performance Development	✓	
Multi-Channel Support	✓	
Integrations	✓	
Custom Dashboard	✓	
Reporting	✓	
Commercial/Custom LLM Support	✓	
Multi-Language Support	✓	
Taxonomy Builder	✓	

Automated QA

Automated evaluation of 100% of customer conversations is transforming how organizations ensure quality and compliance at scale. Instead of relying on random samples or periodic audits, every completed interaction is continuously analyzed to detect missed steps, compliance risks, and experience gaps across the entire agent population. This comprehensive approach provides immediate feedback, enabling rapid identification of recurring issues, targeted coaching opportunities, and data-driven process improvements.

By analyzing every interaction, organizations gain deeper insights into agent behaviors and customer journeys, turning QA into a continuous improvement engine rather than a retrospective check. The result is a more consistent, proactive approach to service quality, where every interaction contributes to better outcomes for customers and agents alike.

Does your QA capability provide the automated evaluation required to support continuous quality improvement at scale?

CAPABILITIES	KORE.AI	OTHERS
Conversation Mining	✓	
Interactions Drill Down	✓	
Audit Allocation	✓	
Screen Recording	✓	
Custom Evaluation Criteria	✓	
AI-assisted Manual Audits	✓	
Adherence Heatmaps	✓	
Agent Dashboard	✓	
Supervisor Dashboard	✓	

Conversation Intelligence

Conversation intelligence is revolutionizing how organizations monitor and optimize service operations by providing real-time, data-driven insights across every dimension of service delivery. Instead of relying on fragmented reports or periodic reviews, conversation intelligence continuously tracks key KPIs, agent performance, and customer experience across customer conversations. Features like sentiment monitoring, intent detection, and topic discovery reveal the underlying drivers of customer satisfaction and agent effectiveness, while speech and conversation analysis surface nuances that traditional quality management often misses.

This holistic approach enables organizations to proactively identify emerging issues, such as service outages or recurring customer pain points, and take corrective action before they escalate. By linking agent behaviors to customer outcomes and operational health, conversation intelligence turns every interaction into a learning opportunity, driving continuous improvement in both service quality and business performance.

Do the capabilities you are evaluating provide the conversation intelligence required to monitor, understand, and improve service performance at scale?

CAPABILITIES	KORE.AI	OTHERS
Contact Center KPI Monitoring	✓	
Agent Performance Monitoring	✓	

CAPABILITIES	KORE.AI	OTHERS
Customer Experience Monitoring	✓	
Sentiment Monitoring	✓	
Outage Information	✓	
Intent Detection	✓	
Topic Discovery	✓	
Call Analysis	✓	
Speech Analysis	✓	

Agent Coaching, Training, and Development

Companies are increasingly investing in agent performance development because the quality of frontline service directly impacts customer satisfaction, retention, and brand reputation.

As automation and AI agents take over routine tasks, agents are increasingly expected to handle more complex, high-value interactions requiring stronger empathy, problem-solving, and adaptability. This shift means organizations can no longer afford one-size-fits-all coaching; instead, they need personalized, data-driven programs that help agents continuously grow and stay aligned with evolving customer expectations.

Agentic QA enables this transformation by providing continuous, actionable insights into agent behavior and outcomes, enabling organizations to identify coaching needs as they emerge and tailor training to individual strengths and gaps. By tracking progress and benchmarking against peers through features like leaderboards, agentic QA turns performance development into a dynamic, ongoing process, ensuring agents are consistently prepared to deliver exceptional service in an increasingly automated and demanding environment.

Do the capabilities you are evaluating support agent performance development through continuous, data-driven coaching and measurement?

CAPABILITIES	KORE.AI	OTHERS
Personalized Coaching	✓	
Agent Leaderboard	✓	
Top Performer Examples	✓	

CAPABILITIES	KORE . AI	OTHERS
Automated Coaching Insights	✓	
Coaching Progress Monitor	✓	
Agent Scorecards	✓	

Outbound Campaigns

As confidence in AI agent-led inbound service grows, organizations increasingly extend those capabilities upstream into outbound engagement. This approach treats outbound not as a standalone system, but as the proactive continuation of an agentic service model. The intelligence that understands customer intent, context, and history during inbound interactions can be used to anticipate needs, prevent issues, and drive timely engagement across voice, SMS, and digital channels.

As expectations rise, organizations are moving beyond generic outbound blasts toward targeted, context-aware outreach that feels like a continuation of the service relationship. Agentic AI enables personalized engagement based on real customer signals, optimal timing, and policy-aware execution, ensuring messages are relevant, compliant, and aligned with prior interactions. Whether the goal is retention, conversion, or issue prevention, outbound engagement becomes an extension of service rather than a disconnected marketing motion.

Because outbound is powered by the same agentic intelligence, analytics and governance remain consistent. Performance, compliance, and customer response are continuously monitored, and insights flow back into inbound workflows, routing logic, and AI behavior. This closed loop allows teams to test, iterate, and scale outreach rapidly while maintaining control and trust. The result is a unified agentic service model that supports inbound resolution, assisted service, and proactive engagement through a single intelligence layer.

Do the capabilities you are evaluating support proactive, policy-aware outbound engagement as a natural extension of agentic customer service?

Does your product offer such advanced features for proactive outbound campaigns?

CAPABILITIES	KORE . AI	OTHERS
Voice Campaigns	✓	
Agentless Dialer	✓	

CAPABILITIES	KORE.AI	OTHERS
Progressive Dialer	✓	
Preview Dialer	✓	
SMS Campaigns	✓	
Proactive Web Campaigns	✓	
Import and Export Web Campaigns	✓	
Web SDK Plugin	✓	
Campaign Logs	✓	
List Management	✓	
Campaign Templates	✓	

Pre-built Integrations

Most enterprises evaluating AI for customer service already operate within a complex ecosystem of service, CRM, ticketing, and backend systems. The success of AI agents, agent assistance, routing, quality assurance, and outbound engagement depends on how deeply and reliably these capabilities integrate with existing systems. If AI capabilities cannot connect cleanly to the current service stack, organizations are forced into difficult trade-offs: limit automation, accept brittle workflows, or consider replacing core infrastructure. All three introduce unnecessary cost, risk, and disruption.

This reality has shifted expectations. Enterprises are no longer willing to adopt AI capabilities that require architectural changes, data duplication, or weakened compliance controls. Pre-built integrations are now a baseline requirement, enabling AI capabilities to operate natively within existing environments rather than alongside them. This includes out-of-the-box connectors for major service and CRM systems, flexible APIs for custom applications, and real-time data exchange across channels and systems.

When integrations are designed as foundational infrastructure, AI can operate with full context and authority. AI agents can take action across systems, routing logic can make informed decisions, agent assistance can guide humans with live data, QA can analyze complete interactions, and outbound campaigns can reflect true customer state. Instead of stitching together point solutions, organizations gain a unified, agentic service architecture that builds on existing investments and scales safely as autonomy increases.

To ensure compatibility with your existing technology ecosystem, do the capabilities you are evaluating provide pre-built integrations across the systems that matter most?

INTEGRATIONS	KORE.AI	OTHERS
Genesys Cloud CX	✓	
Nice CX	✓	
Salesforce	✓	
ServiceNow	✓	
Five9	✓	
Amazon Connect	✓	
Zendesk	✓	
Cisco	✓	
Twilio	✓	
TalkDesk	✓	
Microsoft	✓	
Zoom	✓	
Ring Central	✓	
Avaya	✓	
Zoho	✓	
Intercom	✓	
Asana	✓	
Azure Open AI	✓	
Bitly	✓	
Confluence	✓	
DHL	✓	
Freshdesk	✓	
Freshservice	✓	

INTEGRATIONS	KORE.AI	OTHERS
Google Maps	✓	
Here	✓	
Hubspot	✓	
JIRA	✓	
Microsoft Graph	✓	
Open AI	✓	
Stripe	✓	
Shopify	✓	
Gmail	✓	
Microsoft Outlook	✓	
Slack	✓	
Microsoft Teams	✓	
Miro	✓	
Zulip	✓	
Help Scout	✓	
Guru	✓	
Front Connector	✓	
GoDaddy Reamaze	✓	
Oracle Knowledge	✓	
Opsgenie	✓	

Making the Right Platform Choice

Customer service is undergoing a fundamental shift. AI is no longer limited to deflecting basic queries or assisting agents at the margins. Agentic service models now allow AI agents, human agents, and operational intelligence to work together as a unified system that delivers faster resolutions, consistent experiences, and scalable operations. This shift is not incremental. It changes how service is designed, delivered, and improved.

For enterprises, the most important decision is not whether to adopt Kore.ai's AI for service, but what platform foundation to build on. Point solutions can deliver isolated efficiency gains, but they cannot support end-to-end automation, governed autonomy, or continuous optimization at enterprise scale. Only an AI-native, agentic platform provides the flexibility to start small, prove value quickly, and safely expand automation over time without re-architecting your service stack.

The right platform should enable you to:

- Scale automation without linear cost increases
- Empower agents with real-time intelligence and guidance
- Maintain governance, security, and compliance as autonomy grows
- Integrate deeply with existing contact center and enterprise systems
- Continuously improve service through built-in analytics and QA

The opportunity is clear. Reduce cost-to-serve, improve customer experience, and future-proof your service organization. The next step is choosing a foundation designed not just for today's requirements, but for the agentic future of customer service.