

# Talkdesk **Customer Experience Automation.**

Automate the work. Accelerate the experience.

**:talkdesk®**

Customer Experience. Automated.



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# The tradeoff holding customer experience back.

CX operations are constrained by a persistent tradeoff: as people, processes, and tools become more effective, they become harder to scale. Efforts to fix this often backfire. New tools and automation layers add complexity, fragment systems, and weaken workflows. The consequences are clear—higher costs, missed revenue, and declining customer loyalty.

Talkdesk CXA offers a smarter path forward. It's a new model for customer experience that coordinates specialized AI agents in real time to automate and optimize the full CX lifecycle, from the front office to the back.



**"80% of common customer service issues will be resolved autonomously by agentic AI by 2029—without any human intervention."**

DANIEL O'SULLIVAN, SENIOR DIRECTOR ANALYST, GARTNER CUSTOMER SERVICE & SUPPORT PRACTICE, MARCH 2025

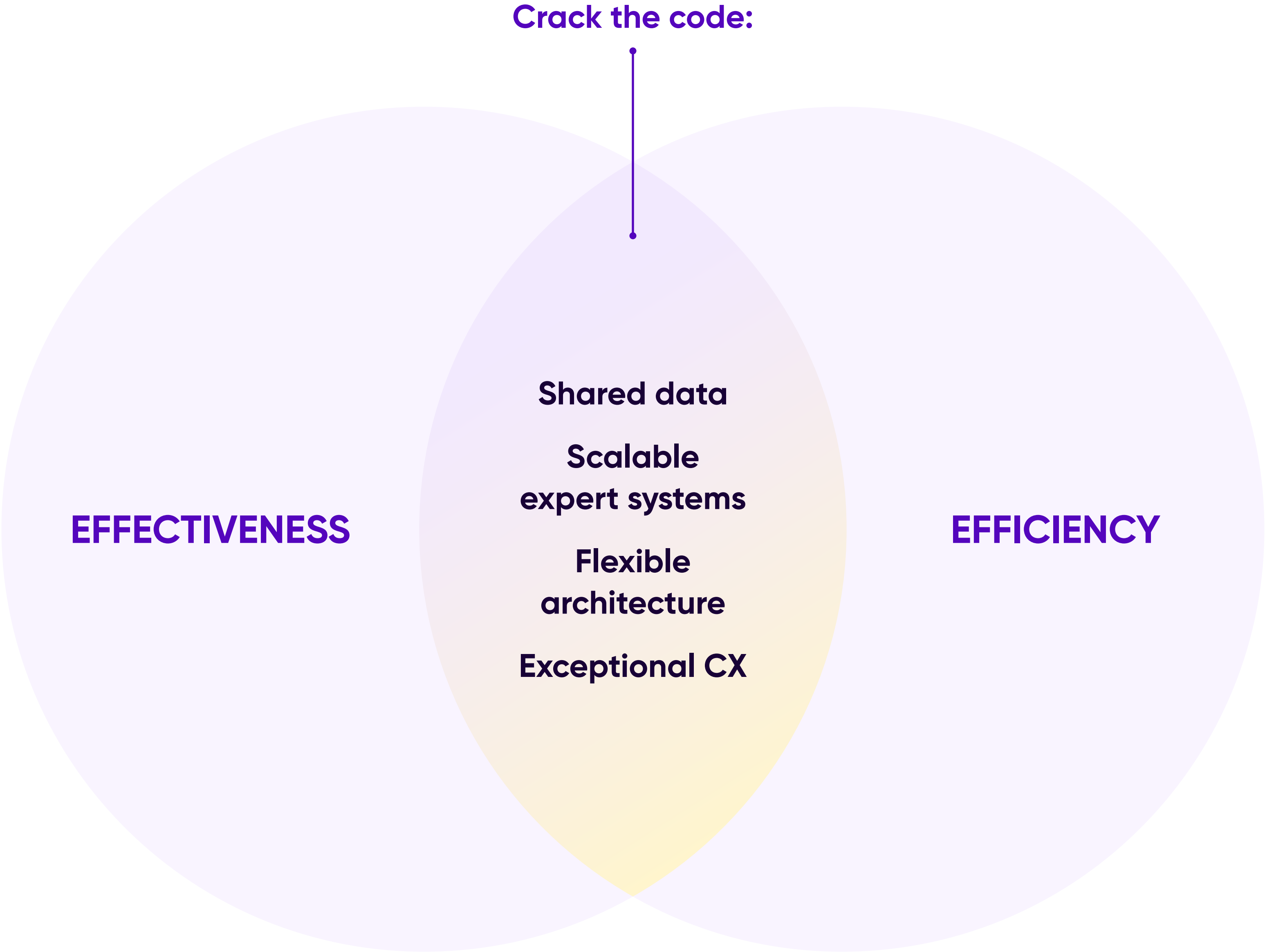
# The tradeoff.



Specialized tools.  
Deep institutional knowledge.  
Expert-driven processes.



Slow to change.  
Resource-heavy.



Scale.  
Speed.  
Modern tooling.  
Standardized systems.



Less flexible.  
Sometimes generic or brittle.

# Meet Talkdesk Customer Experience Automation (CXA).

Introducing Talkdesk CXA—a multi-agent platform to automate and scale **service, sales, and support** processes across the entire CX lifecycle—bridging the gap between the contact center and back office.

It orchestrates a network of AI agents to automate complex work—seamlessly and at scale. Its modular design makes it easy to deploy new agents, respond to changing demands, and refine performance over time. Behind it all, the Talkdesk Data Cloud provides the real-time context agents need to act intelligently and improve with every interaction.

**Built for Enterprise.  
Ready for your Industry.**

## COMPLETE AI PORTFOLIO

A unified, multi-agent platform to automate, assist, and analyze across the full customer journey.

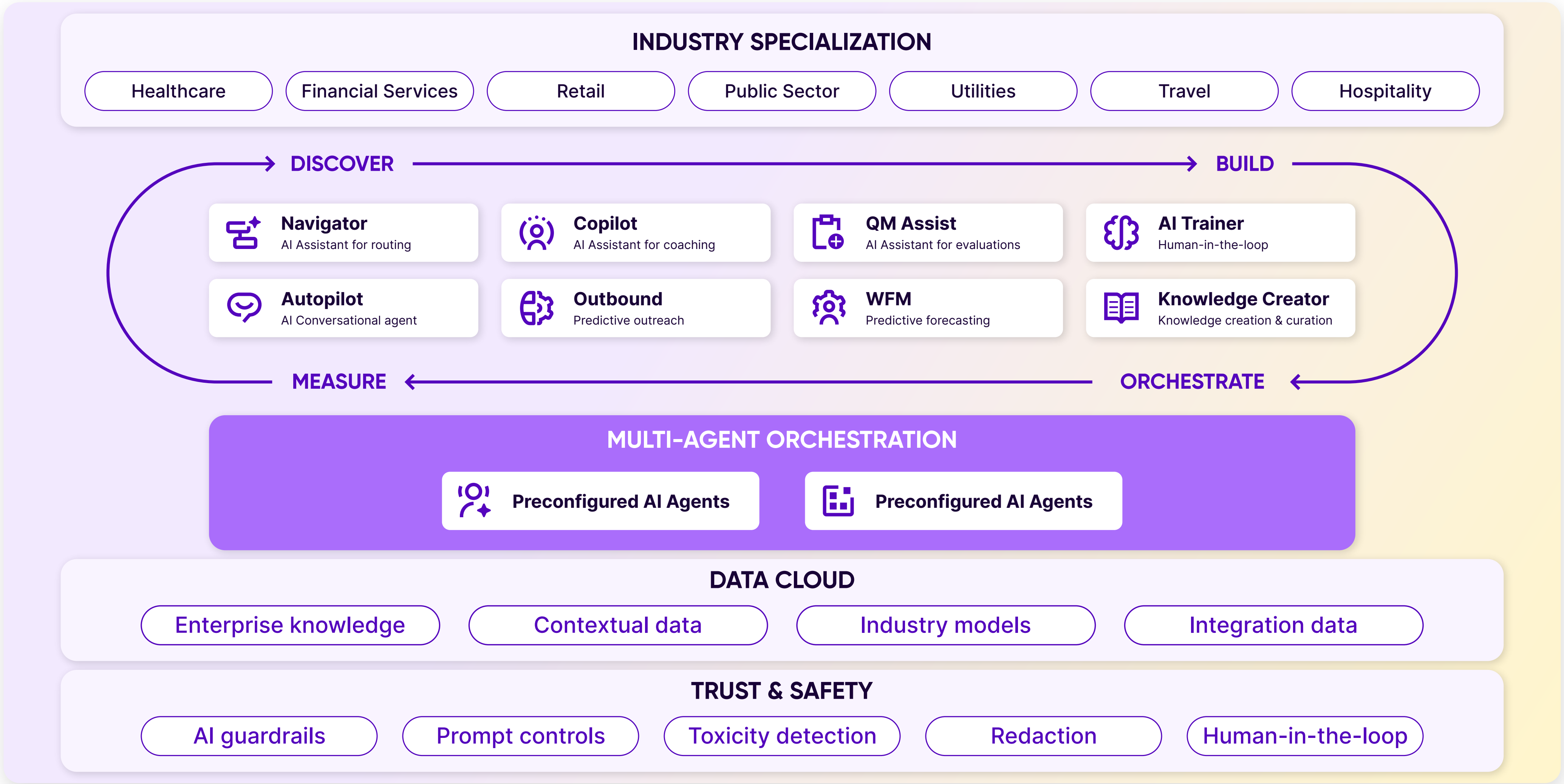
## INDUSTRY-TUNED AI

Pre-built AI agents tailored to your industry for faster time-to-value, higher accuracy, and lower risk.

## ENTERPRISE-READY

Open, secure, and compliant with built-in guardrails—designed to fit your tech stack and contact center.

# Talkdesk Customer Experience Automation



# Industry-specialized AI Agents.

Built for the realities of your industry, not generic CX use cases, Talkdesk CXA comes pre-configured with intelligent workflows and automations for healthcare, finance, retail, travel, the public sector, and more.

Trained on real-world data and workflows, CXA accelerates deployment and ROI, reducing risk and speeding time-to-value. Whether you need to streamline claims, personalize retail buyer journeys, or automate patient scheduling, CXA delivers outcomes for your business and comes ready to meet your unique needs—so you can move fast and win in your industry.



**Healthcare & Life Sciences**



**Financial Services  
& Insurance**



**Retail & Consumer Goods**



**Government & Education**



**Utilities**



**Travel**



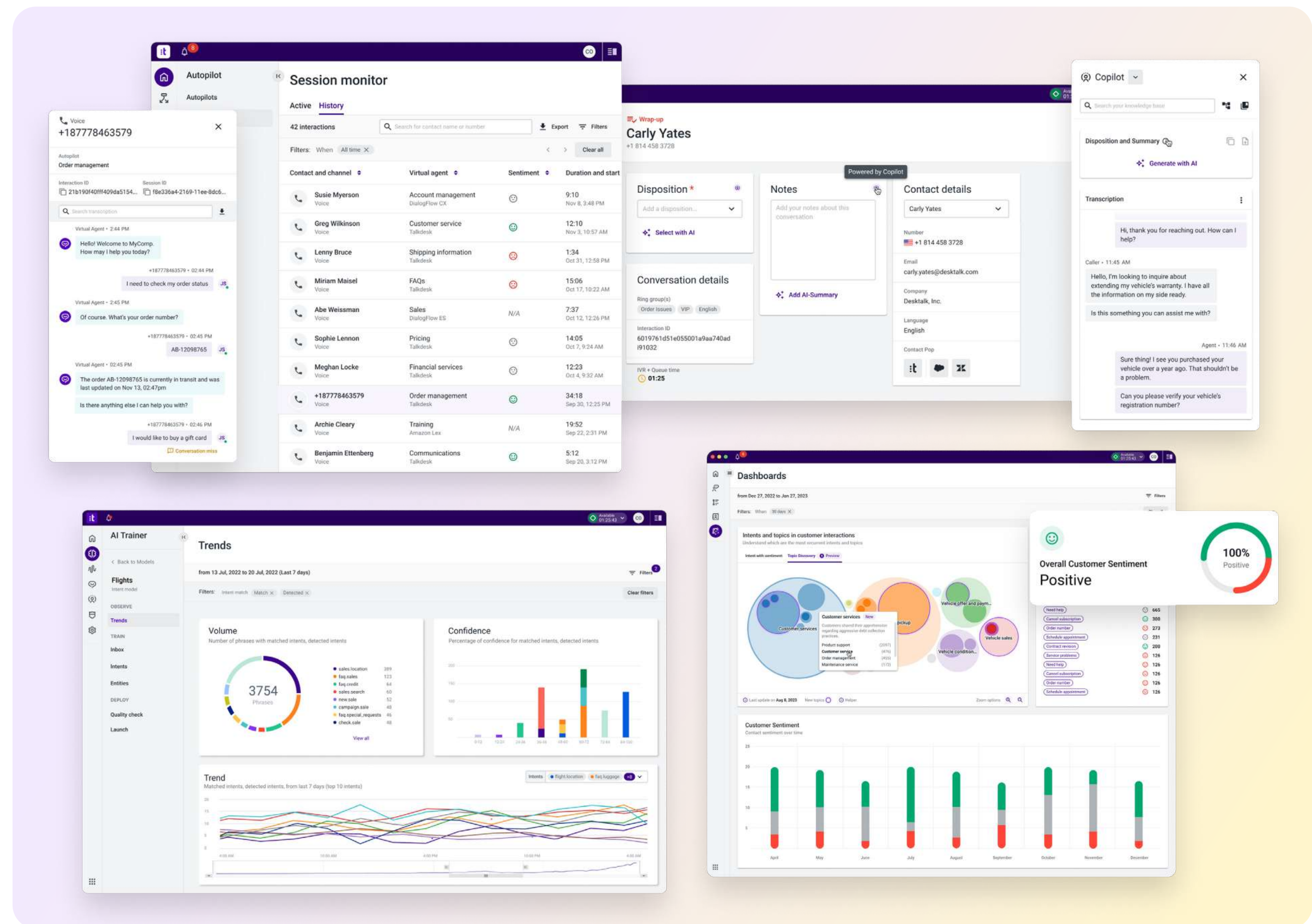
**Hospitality**



# AI applications for hyperautomation.

The industry's broadest portfolio of AI applications—purpose-built for customer service, sales, and support. Talkdesk CXA is designed to solve real-world CX operational challenges—delivering speed, precision, and scale.

These apps work together in a continuous cycle of discovery, orchestration, and optimization—driving hyper-automation across the customer journey.





## DISCOVER

high-impact opportunities  
using real-time signals and  
embedded analytics.

## BUILD

low-code automations using  
specialized AI agents for  
specific CX tasks.

**Driving hyper-automation across the customer journey.**

## MEASURE

outcomes and refine  
performance through built-in  
feedback loops.

## ORCHESTRATE

dynamic, multi-agent  
workflows across systems  
and teams.

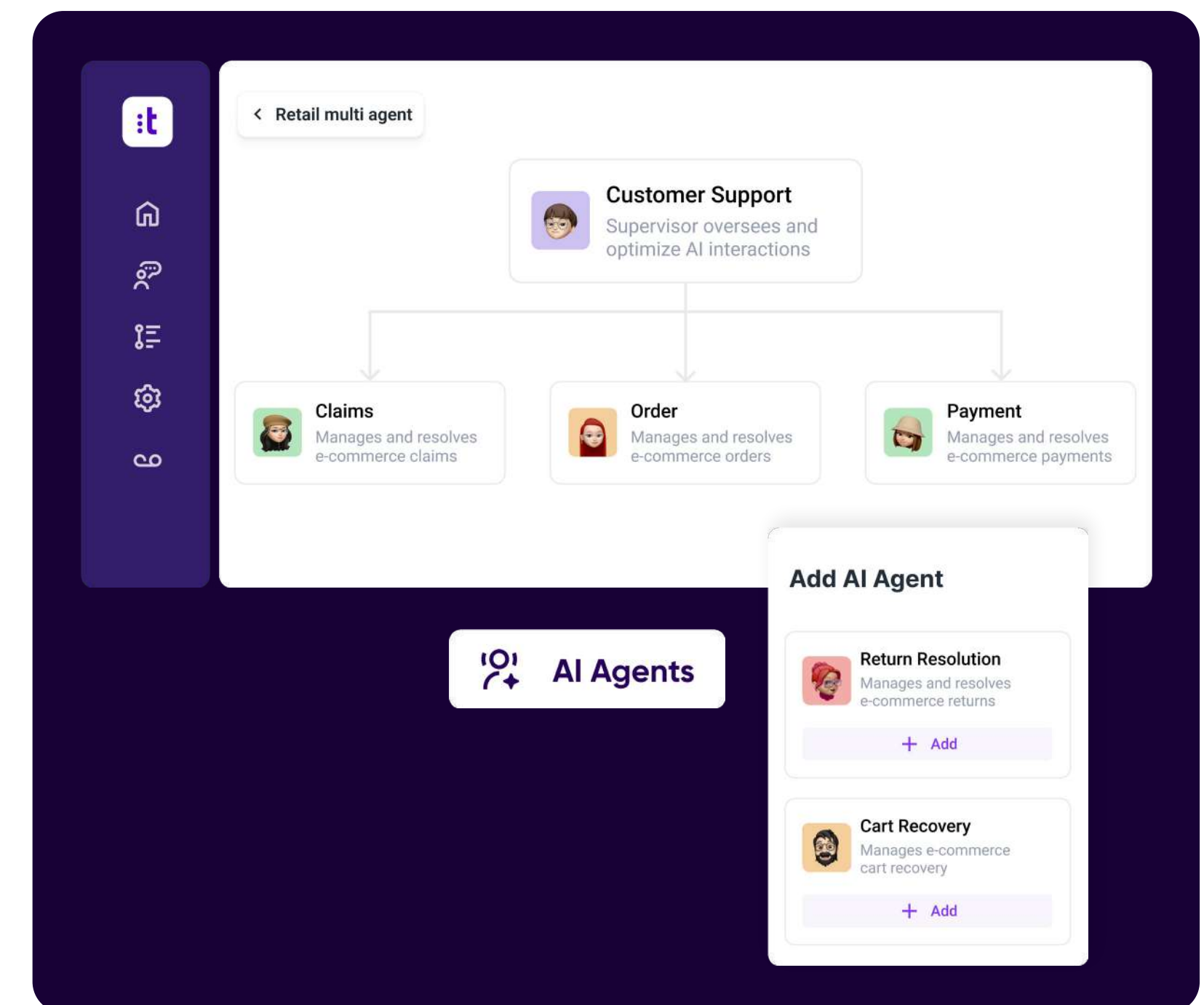
# Multi-Agent Orchestration and the Talkdesk Data Cloud.

Talkdesk CXA is powered by a multi-agent orchestration engine and the Talkdesk Data Cloud—working together to ensure AI agents act with context, coordination, and continuous learning.

**Multi-agent orchestration** assigns the right AI agent to the right task at the right time, enabling them to route, resolve, escalate, or summarize in sync across the front and back office.

The **Talkdesk Data Cloud** unifies structured records with unstructured conversational data—capturing every intent, outcome, and emotion. It provides the context agents need to perform accurately and enables the creation and refinement of knowledge based on real customer interactions.

This is what sets CXA apart: AI that doesn't just react—it understands, adapts, and gets smarter with every conversation.





# Why Multi-Agent Orchestration?

## Autonomous agents



Specialized AI agents act independently to achieve shared goals in parallel.

## Real-time reasoning



Agents collaborate to solve complex problems beyond scripted logic.

## Instant scalability



Add new agents with specific skills  
—no retraining required.

## Interoperable by design



Agents communicate across platforms for seamless integration.

# Trustworthy by design.

Talkdesk takes a disciplined approach to AI governance, combining automated controls with human oversight to ensure safe, responsible, and brand-aligned automation. These safeguards are built into every layer of the system—so enterprises can scale AI with confidence.

## Guardrails

System-level policies restrict what AI agents can say or do, enforcing boundaries aligned with enterprise risk tolerance.

## Prompt Controls

Administrators can configure how prompts are structured, shaping tone, style, and scope of AI behavior.

## Toxicity Detection

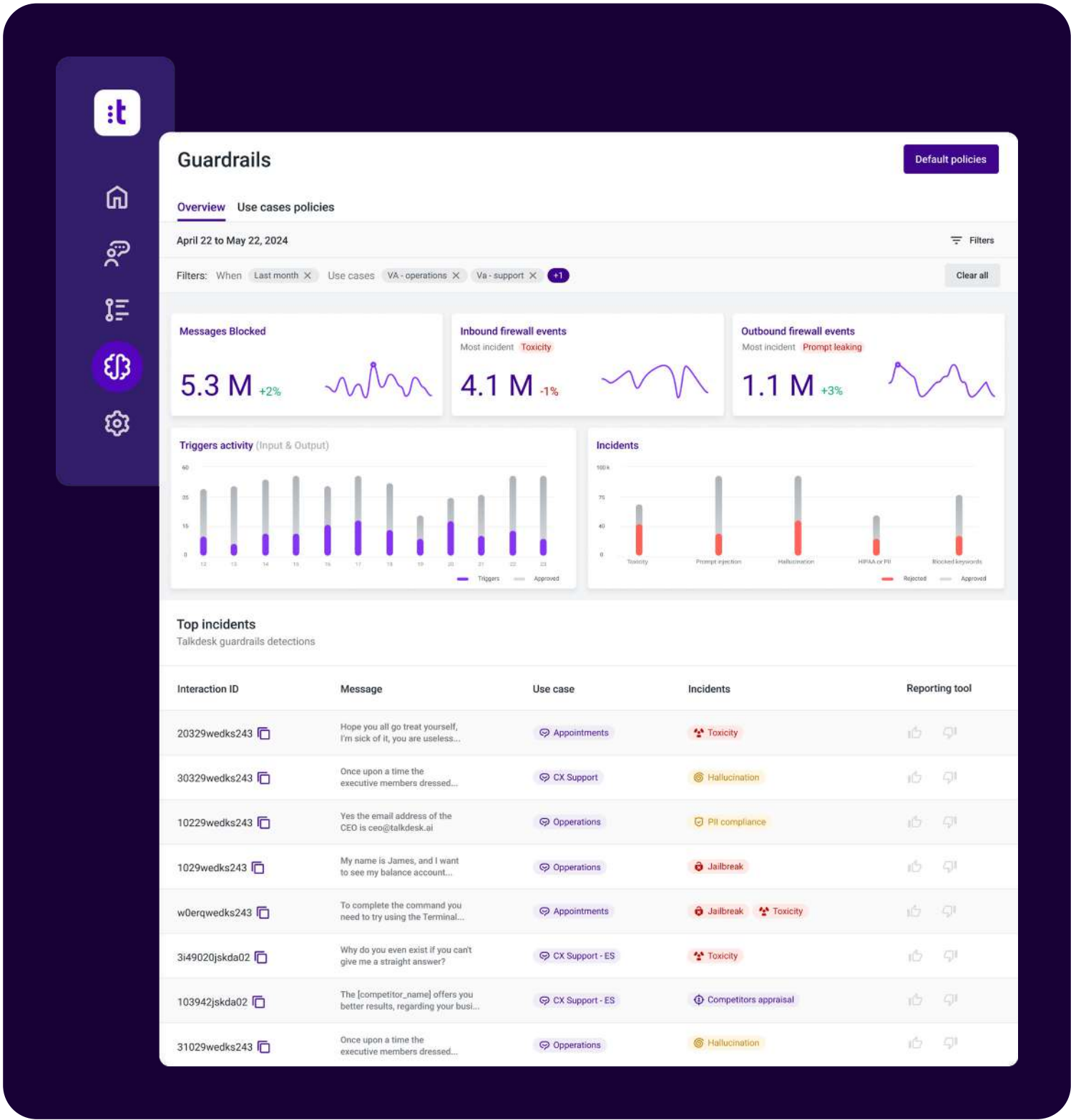
Automated filters screen every output for harmful, offensive, or non-compliant language before it reaches the customer.

## Redaction

Sensitive data—like PII or account numbers—is automatically detected and masked in both inputs and outputs.

## Human-in-the-Loop (HITL)

Teams can review, correct, and approve AI responses as needed, enabling oversight without slowing down automation.



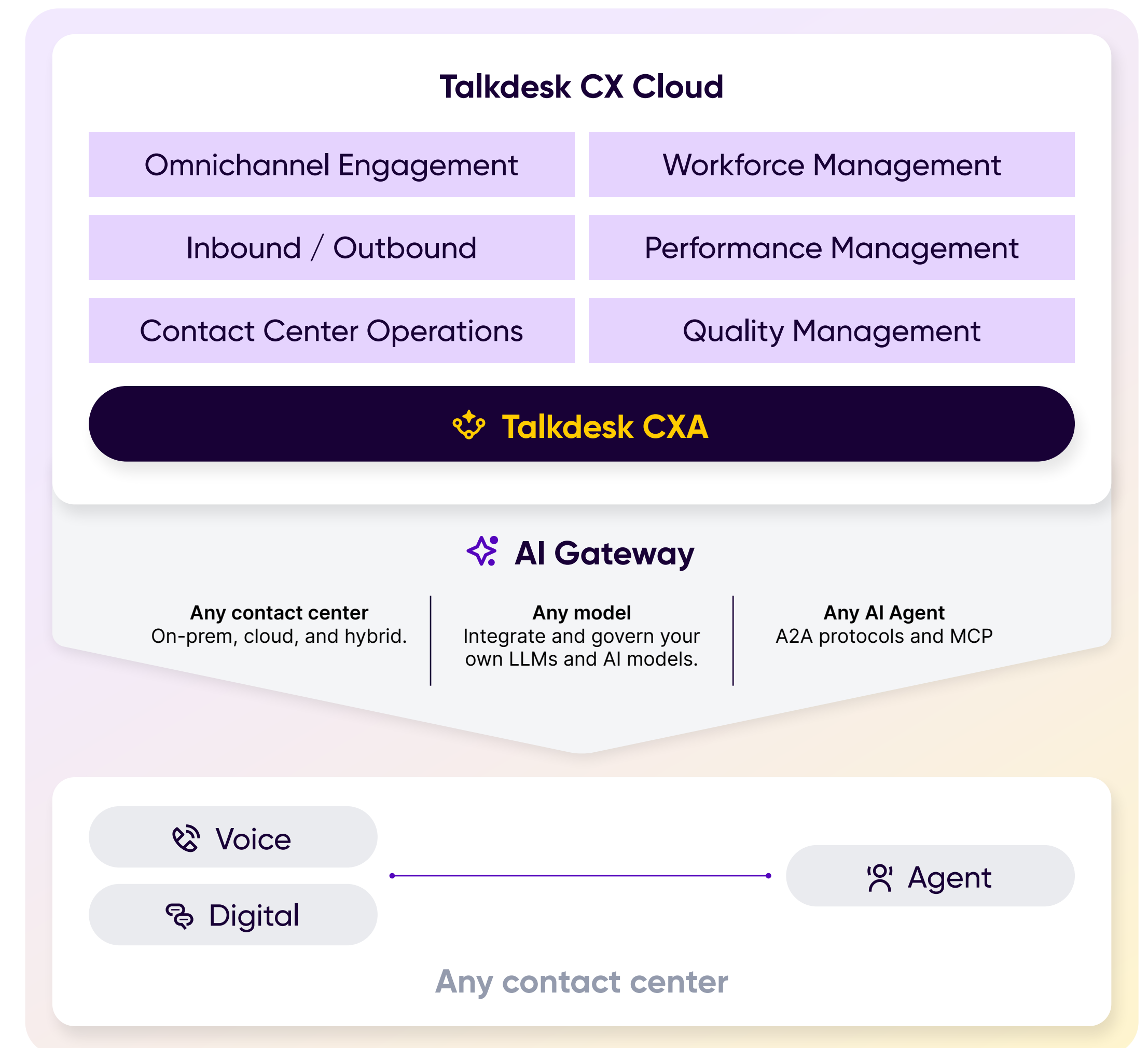


# AI Gateway—CXA, anywhere you need it.

The AI Gateway makes Talkdesk CXA fully interoperable—designed to work with **any contact center platform**, your preferred LLMs, and third-party AI agents.

Built on open protocols, the AI Gateway ensures modular, extensible deployments that adapt to your environment—not the other way around. Whether you're modernizing gradually or scaling fast, it gives you the freedom to deploy AI on your terms, without lock-in.

This flexibility makes the AI Gateway essential for enterprises that need to move quickly, stay in control, and extend AI beyond the boundaries of any one system.







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[www.talkdesk.com](https://www.talkdesk.com)



Talkdesk® is leading a new era in customer experience with Customer Experience Automation (CXA)—a new category and platform designed to automate the full complexity of modern customer journeys. CXA replaces fragmented, manual workflows with multi-agent orchestration that drives speed, precision, and efficiency. Powered by the Talkdesk Data Cloud, AI agents act with real-time context to resolve issues and improve over time. Talkdesk helps organizations lower costs, improve outcomes, and modernize service—without a full rip-and-replace. [Learn more](#) and take a [self-guided demo](#) at [www.talkdesk.com](https://www.talkdesk.com).

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