

# Brillio's Agentic AI: Transforming Customer Service for Life Sciences

Empowering life sciences companies with  
autonomous, intelligent, and goal-driven  
product support solutions

The background of the slide features a hand holding a glowing circular interface with a white silhouette of a person wearing a headset. This central element is surrounded by various blue and white icons connected by lines, including a cloud with an upward arrow, a lightbulb, a shopping cart, a smartphone, a target, and a classical building. The overall aesthetic is futuristic and tech-oriented.

**brillio**

The rise of Agentic AI in the life sciences industry is transforming customer service by enabling autonomous decision-making and task execution without requiring continuous human input. Equipped with advanced reasoning and analytical skills, Agentic AI evaluates multiple factors in real time to make informed choices,

ensuring swift and accurate responses. Designed to pursue specific objectives, it prioritizes tasks, adjusts strategies dynamically, and aligns its actions to achieve defined goals, making it an invaluable tool for delivering efficient and goal-driven product support.

## Revolutionizing Product Support with Agentic AI

Brillio's Customer Service Chatbot, powered by cutting-edge Agentic AI, transforms product support for Life Sciences companies by delivering exceptional, autonomous customer experiences. Designed to handle the complexities of life sciences products, the chatbot ensures faster issue resolution, improved customer satisfaction (CSAT), and seamless operational efficiency.

**Autonomous Product Support:** Efficiently manages product inquiries, troubleshooting,

and order tracking, leveraging advanced AI to deliver personalized, accurate responses.

**High Scalability:** Handles large volumes of customer queries, ensuring consistent service quality during peak demand.

**Continuous Learning:** Uses a shared memory system to maintain interaction history, enabling smarter responses and enhanced user experience over time.

## Brillio's Structure of Agentic AI

Agentic AI systems consist of interconnected components, each playing a vital role in enabling intelligent behavior. For the system to achieve its goals, these components must work seamlessly together.

Brillio's structure consisting of three key components - Perception, Cognition, and Action allows Agentic AI to independently sense, think, and act, creating a self-sufficient system that responds effectively based on the context.

# Perception Module – Sensing and Understanding Customer Needs

**Data Collection:** Gathers information from diverse sources such as customer queries, product databases, and support tickets.

**Feature Extraction:** Analyzes raw data to identify key details relevant to troubleshooting and support.

**Entity Recognition:** Leverages AI to recognize products, issues, and customer intents, ensuring accurate understanding of queries.

# Cognitive Module – Defining Goals and Crafting Solutions

**Goal Setting:** Defines objectives, such as resolving customer issues or providing step-by-step troubleshooting.

**Strategic Planning:** Develops tailored action plans to achieve resolutions within

defined constraints like compliance and accuracy.

**Decision-Making:** Selects the optimal course of action based on customer context, historical interactions, and business rules.

# Action Module – Delivering Effective Support

**Action Execution:** Responds to customers via chat or integrates with virtual tools to resolve issues.

**Task Automation:** Executes resolutions, such as tracking orders or providing

troubleshooting steps, with precision and speed.

**Real-Time Interaction:** Continuously adapts responses based on customer feedback, ensuring seamless engagement.

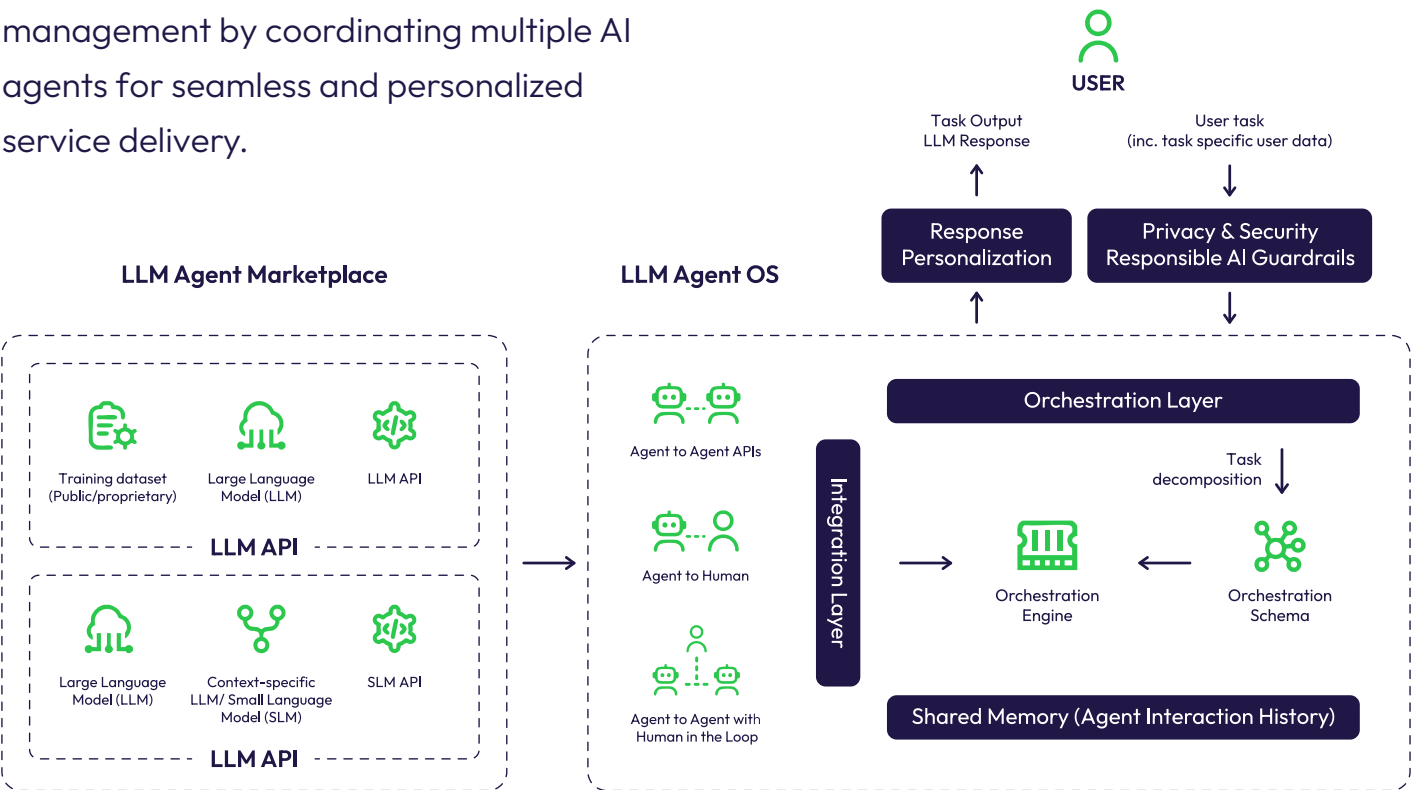
# Brillio's AI-Driven Architecture

Brillio's chatbot is built on a robust AI Agent Platform, ensuring superior performance, flexibility, and compliance:

**LLM Agent Marketplace:** Provides access to a variety of AI models and APIs, including fine-tuned options tailored for life sciences applications.

**Shared Memory:** Retains interaction history for contextually relevant and consistent responses.

**Orchestration Layer:** Optimizes task management by coordinating multiple AI agents for seamless and personalized service delivery.



## Real-World Benefits

**Improved Customer Satisfaction:** Faster resolution times and personalized interactions lead to measurable improvements in CSAT scores.

**Enhanced Operational Efficiency:** Automating routine inquiries allows human

**Governance Layer:** Upholds privacy, security, and ethical AI standards, ensuring compliance with industry regulations and fostering trust.

agents to focus on complex, high-value tasks.

**Scalable and Adaptive:** AI-driven learning ensures the system evolves with customer needs and business goals.

# Why Brillio?

With a proven track record in AI-driven customer service solutions, Brillio combines life sciences expertise with innovative technology to help enterprises deliver impactful, patient-centric product support. From deployment to scaling, Brillio ensures smooth implementation and measurable ROI.



## ABOUT BRILLIO

At Brillio, our customers are at the heart of everything we do. We were founded on the philosophy that to be great at something, you need to be unreasonably focused. That's why we are relentless about delivering the technology-enabled solutions our customers need to thrive in today's digital economy. Simply put, we help our customers accelerate what matters to their business by leveraging our expertise in agile engineering to bring human-centric products to market at warp speed. Born in the digital age, we embrace the four superpowers of technology, enabling our customers to not only improve their current performance but to rethink their business in entirely new ways. Headquartered in Silicon Valley, Brillio has exceptional employees worldwide and is trusted by hundreds of Fortune 2000 organizations across the globe.



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