Reimagining omnichannel experiences with Agentic AI

Transforming the consumer experience with generative and agentic intelligence in commerce

Omnichannel experiences **with Agentic AI**

The integration of Agentic AI in commerce is set to revolutionize both customer-facing experiences and internal business operations. This transformation will be driven by hyper-personalization, seamless customer support, dynamic pricing, and intelligent inventory management. How do businesses prepare for this? Here's a detailed look at how these changes will unfold and how businesses can prepare for them.
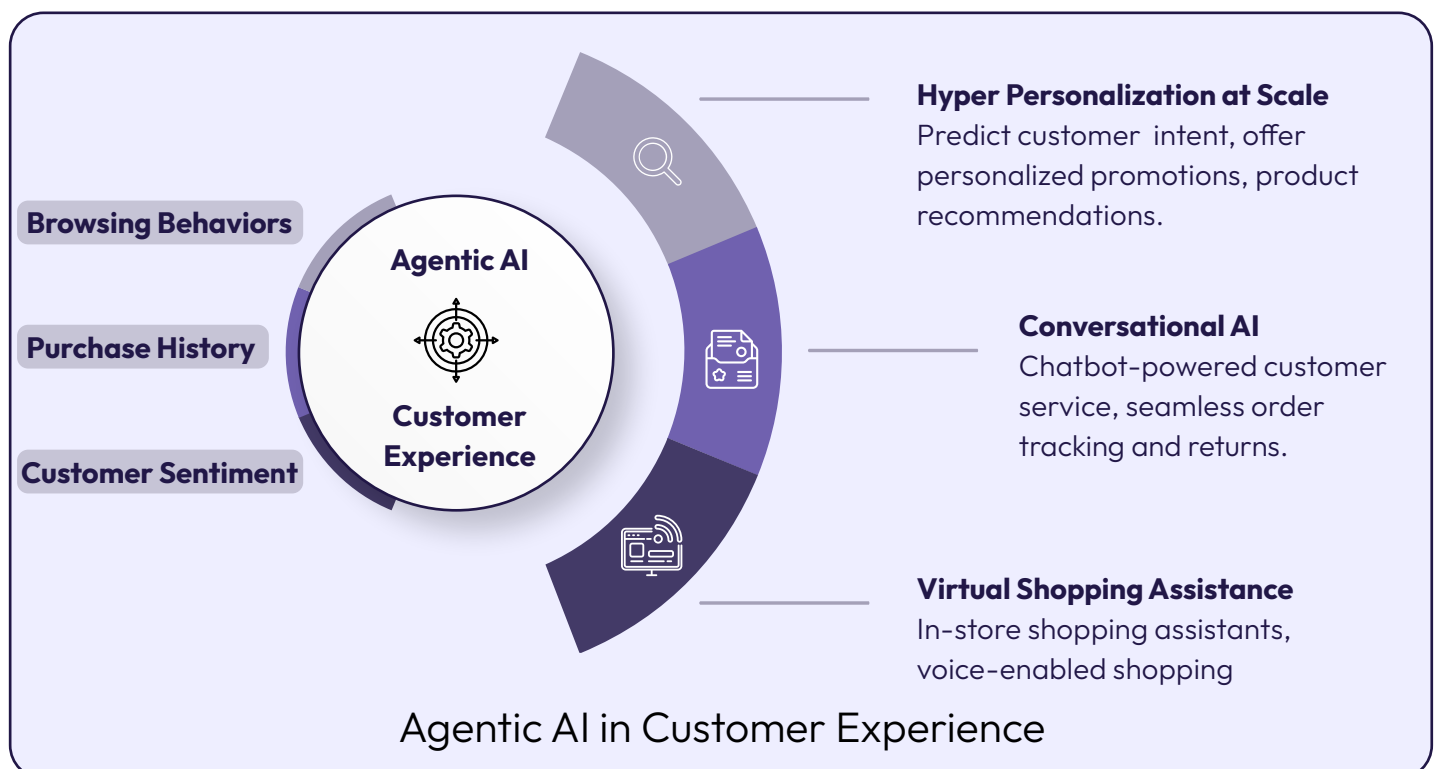
From the customer-facing **experience standpoint**

Hyper-personalization at scale

Agentic AI will enable hyper-personalized customer journeys by analyzing browsing patterns, past purchases, and sentiment data to create real-time tailored offers. AI agents will predict customer intent, offering personalized promotions, product recommendations, and real-time assistance. For instance, Amazon's AI-driven product recommendations evolve based on browsing behavior and past purchases, providing a highly customized shopping experience.

Conversational AI and virtual shopping assistants

Conversational AI agents will provide 24x7, real-time, and context-aware support across various channels, including web, app, in-store, and voice assistants. These AI-powered bots will ensure seamless interactions, enabling frictionless issue resolution and automatically escalating complex queries to human agents when necessary. Walmart's chatbot-powered customer service, which offers seamless order tracking and returns, is a prime example of this technology in action.

Browsing Behaviors

Purchase History

Customer Sentiment

Agentic AI

Customer Experience

Hyper Personalization at Scale
Predict customer intent, offer personalized promotions, product recommendations.

Conversational AI
Chatbot-powered customer service, seamless order tracking and returns.

Virtual Shopping Assistance
In-store shopping assistants, voice-enabled shopping

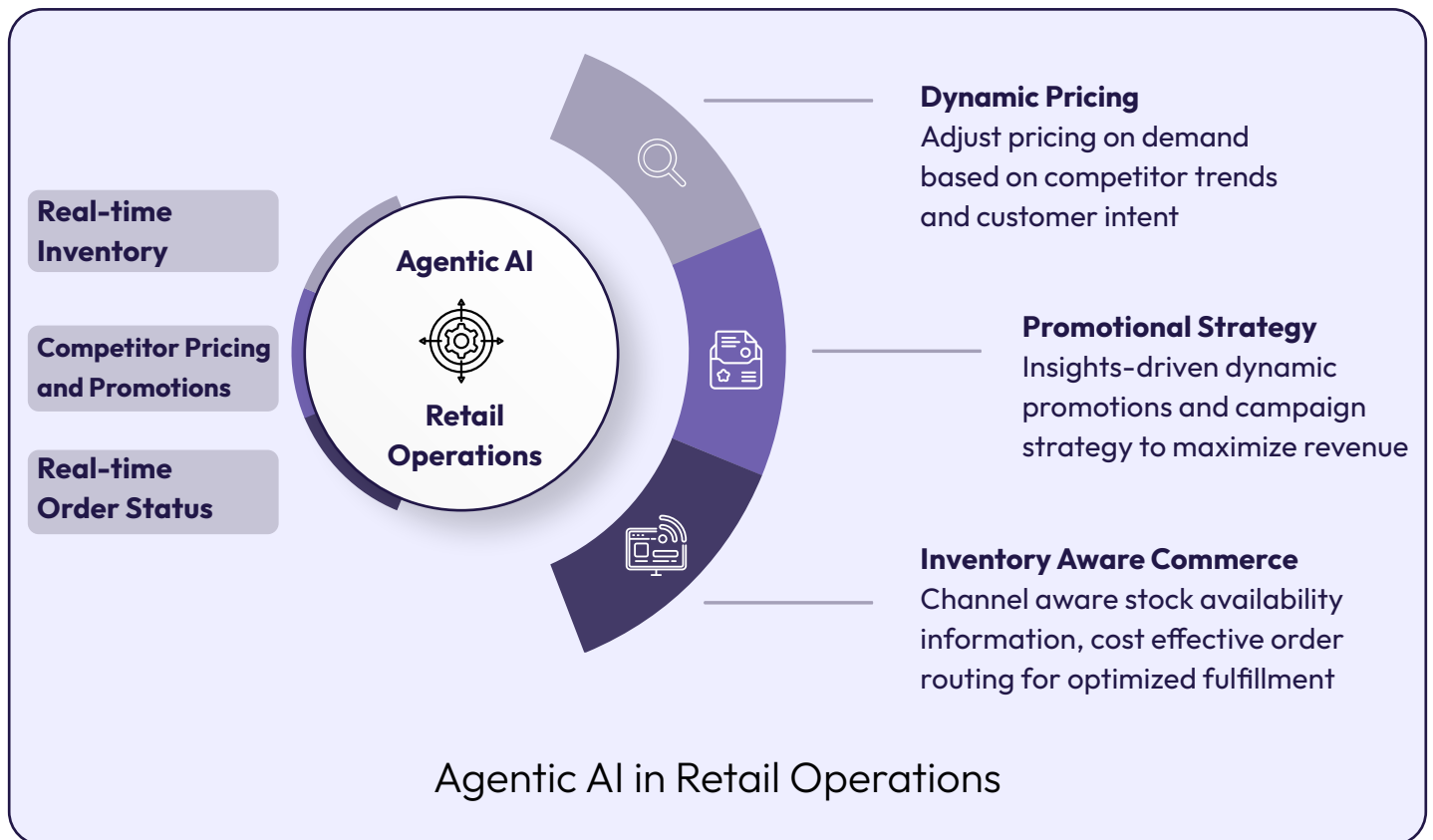Agentic AI in Customer Experience

From their internal **systems perspective**

Dynamic pricing and promotions

AI will adjust pricing in real-time based on demand, competitor trends, and customer intent. This dynamic pricing strategy will help businesses stay competitive and maximize revenue. By analyzing vast amounts of data, AI can identify optimal pricing points and promotional strategies that resonate with customers.

Inventory-aware commerce

AI will synchronize real-time inventory data across all channels, ensuring customers see the most accurate stock availability. Intelligent AI-driven fulfillment will route orders dynamically for the fastest, most cost-effective delivery. Nike's AI-enabled omnichannel inventory system, which optimizes in-store pickups and online orders, exemplifies how AI can enhance inventory management and fulfillment processes.

Real-time Inventory

Competitor Pricing and Promotions

Real-time Order Status

Agentic AI

Retail Operations

Dynamic Pricing
Adjust pricing on demand based on competitor trends and customer intent

Promotional Strategy
Insights-driven dynamic promotions and campaign strategy to maximize revenue

Inventory Aware Commerce
Channel aware stock availability information, cost effective order routing for optimized fulfillment

Agentic AI in Retail Operations

How businesses **can prepare**

Operational readiness

To harness the full potential of Agentic AI, businesses must invest in AI-ready data architectures, API-driven integrations, and workforce upskilling. This involves building robust data infrastructures that can handle real-time data integration and analysis. Additionally, training teams to leverage AI-driven insights for marketing, logistics, and customer service is crucial. Establishing AI governance and ethical AI frameworks will ensure trust and transparency in AI applications.

Data readiness

Investing in AI-ready infrastructure, such as API-driven platforms and real-time data integration, is essential. Businesses should also train their teams to leverage AI-driven insights for various functions, including marketing, logistics, and customer service. Establishing AI governance and ethical AI frameworks will help maintain trust and transparency.

Proactive brand communication

Creating real-time fact-checking hubs and using blockchain-based verification or AI-detectable watermarks on product images and videos can help counter disinformation. Enhancing traceability through blockchain in supply chains will allow customers to verify ethical sourcing, further strengthening consumer trust.

Strategic partnerships with platforms and media

Collaborating with social media platforms to flag and remove false information and working with trusted influencers and media sources to ensure factual narratives reach consumers, are effective strategies to counter disinformation. Joining industry alliances like the Coalition for Content Provenance and Authenticity (C2PA) can also help combat the spread of false information.

Conclusion

The rise of Agentic AI in commerce promises to transform the consumer experience through hyper-personalization, seamless customer support, dynamic pricing, and intelligent inventory management. Businesses must prepare by investing in AI-ready infrastructure, training their workforce, and establishing ethical AI frameworks. By proactively addressing disinformation and enhancing transparency, companies can build and maintain consumer trust in this new era of AI-driven commerce.

About Brillio

Brillio is one of the fastest growing digital technology service providers and the partner of choice for many Fortune 1000 companies seeking to turn disruptions into competitive advantages through innovative digital adoption. We help clients harness the transformative potential of the four superpowers of technology: cloud computing, Internet of Things (IoT), artificial intelligence (AI) and mobility. Born digital in 2014, we apply our expertise in customer experience solutions, data analytics and AI, digital infrastructure and security, and platform and product engineering to help clients quickly innovate for growth, create digital products, build service platforms, and drive smarter, data-driven performance. With 14 locations across the US, the UK, Romania, Canada, Mexico, and India, our growing global workforce of 6,000 Brillians blends the latest technology and design thinking with digital fluency to solve complex business problems and drive competitive differentiation for our clients. Brillio was certified by Great Place to Work® in 2021, 2022, 2023, and 2024.

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