

Agentic Data Management (ADAM) for Customer Support

Power Seamless Customer Journeys to Enhance Decision Making and Improve CX.

Business Challenge

Why do traditional IVR systems fall short in delivering great customer experiences? They often lack conversational personalization and predictability, leading to long wait times, increased workloads for human agents, inefficient manual processes, and inconsistent customer interactions. Without real-time insights and predictive analytics, efficiency suffers, and proactive customer service becomes hard to achieve. Additionally, fragmented interactions and the inability to scale with rising demand exacerbate these challenges. Plenty of opportunities exist to automate support processes, uniting the best qualities of AI and human agents to elevate the consumer experience. Here's how.

ADAM for Customer Support

Our solution is designed to transform customer support by automating and optimizing processes with AI agents:

- **Routing Agent:** Optimizes workforce allocation and call routing.
- **Sentiment Analysis:** Analyzes customer tone and emotion, adjusting responses accordingly.
- **Personalization Agent:** Provides tailored responses and recommendations based on past interactions, enhancing customer loyalty and engagement.
- **Auto-transcript Agent:** Transcribes and summarizes interactions for accurate information retrieval from agents' memory repositories.
- **Predictive Analytics:** Suggests the next best action, proactively reducing call volumes.
- **Superhuman Agents:** Enhances human efficiency with real-time suggestions, automated data retrieval, and contextual insights.

Our ADAM Framework streamlines refund processes through data collection, verification, and decision-making. The Critic Agent detects fraud and reduces losses, improving efficiency and cost savings.

Use Case Examples

- When a customer initiates a routine query or makes a request related to an upcoming event, AI agents provide personalized responses based on past interactions and event details.
- Real-time sentiment analysis improves interactions by adjusting responses based on customer emotions. The auto-transcription agent provides accurate summaries, aiding future predictions and personalization.
- Routing agents collect metrics on agent performance and call metrics for routing the call to external or internal human agents.
- Human agents are supported by personalization agents, predictive analytics agents, and recommendation agents to provide a 360-degree customer experience.

Benefits

- **Enhanced** real-time decision-making with robust insights
- **Long-term** competitive advantage with enhanced customer experience

ABOUT BRILLIO

Brillio is a digital technology services company that drives AI-first engineering and design-led experiences for global enterprises. Born digital in 2014, its consulting-led services span Customer Experience, Data & AI, Product Engineering, and Digital Infrastructure. With an industry-leading NPS of 71, Brillio accelerates time to market through its proprietary BrillioOne.ai platform, powered by AI-ready talent with deep domain expertise.

Brillio is the official Digital Transformation Partner and the official Data and AI Services Provider of Atlassian Williams Racing. Brillio partners with leading technology providers including Microsoft, AWS, Google Cloud, Salesforce, Adobe, Databricks, and Snowflake and operates with 6,000+ “Brillians” across 15 global delivery centers. Consistently recognized as a Great Place to Work® since 2021, Brillio blends innovation, talent, and purpose to deliver measurable outcomes for clients and fulfilling careers for employees.



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