

Brillio CX AIRun powers customer experiences with AI agents

We build end-to-end engineering and software capabilities powered by AI agents to help clients take the next leap in CX performance and transformation.



Customers today expect new features, personalized interactions, and rapid fixes almost continuously. However, most enterprises still release software at a pace dictated by manual coding, after-the-fact QA, and governance reviews tacked on near the finish line. Those legacy practices create bottlenecks that can't keep up with the weekly or even daily shifts in customer demand. Brillio CX AIRun addresses that gap by weaving AI agents directly into every phase of the delivery lifecycle: smart backlog grooming, Copilot-style code generation, automatic test creation, real-time quality gates, and autonomous incident triage. Because the framework is platform-agnostic—slotting neatly into Salesforce, Adobe, SAP Hybris, or any modern headless stack—teams boost release velocity, cut defect rates, and free developers from repetitive tasks without the cost or disruption of re-platforming. In short, rather than being a buzzword, we turn AI into a seamless, end-to-end accelerator for customer experience engineering. To truly understand how we deliver on this vision, let's take a look under the hood of CX AIRun and examine its structure.

What is Brillio CX AIRun?

Brillio CX AIRun is a layered methodology that pairs embedded AI agents with persona based observability and DevSecOps. It combines four pillars:

- 1. **AI powered developer tooling:** GitHub Copilot, Agentforce for Developers, Apex Guru, and BrillioOne.ai code analyzers surface context aware snippets, governor limit advice, and security checks directly inside VS Code, IntelliJ, or browser IDEs.
- 2. **Autonomous workflow agents:** Bots that auto generate test suites, score backlog items, and triage failed builds, then open or close Jira issues without human intervention.
- 3. **Real time persona dashboards:** Live telemetry rendered as role specific insights—velocity for developers, escape rate for QA, risk heat maps for product owners, and spend curves for FinOps.
- 4. **Tool agnostic orchestration:** Terraform modules and pre baked CI templates integrate seamlessly into any stack, from Salesforce DX pipelines to Adobe Cloud Manager or Kubernetes based microservices.



Why we built it

- **Speed:** Release cadences have shortened from quarterly to weekly, yet legacy toolchains still rely on manual pull request (PR) reviews, handwritten tests, and post hoc compliance scans.
- **Quality:** IDC estimates that 30% of CX defects reach production because QA is squeezed between faster sprints and static test capacity.
- **Scalability:** Each new digital touchpoint (web, mobile, kiosk, voice) multiplies the engineering load, but reuse across platforms remains low, making the delivery cost curve linear rather than exponential.
- **Agentic AI opportunity:** Platforms such as Salesforce are rolling out agent frameworks (e.g. Agentforce for Developers) that can write, review, and even reason about code. Organizations need a model to harness these capabilities safely and systematically. So, how does it all come together in real-world delivery cycles? Here's a closer look at CX AIRun in action, layer by layer.

How CX AIRun works: The five layer flow

1. **AI augmented planning:** Sprint backlogs are scanned nightly by a language model agent that flags duplicate stories, clarifies acceptance criteria, and forecasts complexity using historical burn data. Product owners receive a prioritization brief before grooming sessions.
2. **Smart dev and test automation:** Take Salesforce, for example. A developer opens versus Code, triggers Agentforce for Developers, and dictates, "Create a bulk safe Apex REST endpoint to update Opportunity Stage". The agent scaffolds the class, inserts platform event publishing, and generates positive or negative test methods. Copilot then finalizes the comments and performs field level security checks. The result? Hours are compressed into minutes.
3. **Persona dashboards and insights:** Every commit, build, and deployment streams metrics to Brillio's telemetry lake. Dashboards refresh in seconds: developers see PR cycle time and code churn trends; QA sees flaky test hotspots; executives track value delivered versus story points committed.
4. **Embedded quality gates:** Before merging, Apex Guru and Brillio SecureLint execute; findings are pushed as GitHub checks. If a new SOQL query risks hitting governor limits, the merge stalls with a suggested refactor. Similar gates exist for JavaScript (ESLint AI mode) and Java (SonarQube + LLM). Security, performance, and compliance are enforced upstream—long before production.
5. **Autonomous triage and continuous improvement:** When a test fails in the integration org, an agent clusters the stack trace with past incidents, drafts a root cause summary, and posts a Slack thread tagging the original author. If the failure matches a known quick fix, the agent proposes a patch as a pull request. Mean time to acknowledge drops to minutes; fixes land before users notice.

Beyond the technical layers, what truly sets us apart is how we elevate AI-native delivery into an enterprise-grade, governed, and scalable solution.

Beyond generic AI tooling: What sets us apart

We make AI-native engineering tangible and measurable it for large enterprises. WinSmart is our proprietary prompt library designed to elevate AI pair programming into an enterprise-grade practice. Unlike ad-hoc queries, WinSmart delivers industry-aligned, battle-tested prompt templates tailored for engineering copilots, like GitHub and Agentforce for Developers. These templates adhere to secure coding standards, governor-limit best practices, and naming conventions, enabling teams to scale safely without reinventing the wheel.

But powerful prompts are just the beginning. Because we operate directly within vendor-native frameworks like Agentforce for Developers, we're not replacing existing tools; instead, we are enhancing them. Our platform-native accelerators generate Apex, LWC, Flow, and Metadata API artifacts that automatically align with Salesforce best practices. Prompts, outputs, and AI-generated suggestions are version-controlled and fully auditable. Our PII scrubbing protocols ensure that nothing sensitive ever leaves the enterprise boundary.

For clients working across multiple ecosystems, we ensure cross-cloud portability. The same AI playbooks extend to platforms like Adobe AEM (via Codeium), SAP Hybris (via Java LLM bots), and modern headless front-end frameworks, delivering consistency without compromise. All our engagements begin with baselining KPIs—story point velocity, test coverage, escape defect rates—and we ensure double-digit percentage improvements for these within 90 days.

Measurable impact in action: A Fortune 100 retail client

The retailer was running on Salesforce Service Cloud and faced long case resolution times and code review bottlenecks. We succeeded in effecting positive change within 12 weeks of the client adopting CX AI Run as follows:

- **Sprint velocity increased by 22%, thanks to AI-assisted coding via Copilot and Agentforce.**
- **QA escape defects dropped by 30%, supported by auto generated Apex tests and stricter merge gates.**
- **Mean time to resolve customer cases improved by 40%, as Slack integrated triage bots summarized case history, recommended macros, and auto assigned owners.**
- **And developer satisfaction rose from 6.1 to 8.3 out of 10—proof that happier engineers build better experiences.**

Brillio CX AIRun turns AI hype into an engineering habit. By weaving intelligent tooling and embedded automation through planning, coding, testing, and operations without disrupting existing stacks, we guide enterprises to deliver richer customer experiences at the speed of business. Whether you're on Salesforce, Adobe, Hybris, or a headless future, the next leap in CX performance starts with AI native engineering.



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.



<https://www.brillio.com/>

Contact Us: info@brillio.com