Persistent

The Agentic AI Shift in Customer Experience

A customer calls a support line on a busy afternoon. The issue is simple, and the customer expects a quick answer. The agent who answers is capable and willing to help, but the systems slow everything down. The information the agent needs sits across several tools. One system has the order details. Another has the delivery status. A third has a note from a previous call. None of them speak to each other. The agent clicks through screens, apologizes for delays, and updates each record by hand. The customer gets a resolution, although the experience feels heavier than it should.

Scenes like this play out across industries every day. They capture a truth that many organizations understand but do not always say. Digital transformation improved the surface of the customer experience, but it did not fix the seams underneath it. Channels modernized. Interfaces improved. Self service grew. Yet the core systems that support these experiences continue to operate in functional silos. The work of connecting them has fallen on people, not on the technology.

This is the fault line that now defines the next stage of customer experience. Companies want to act on information across the enterprise. They want to automate steps that do not require judgment. They want to give human agents the space to focus on empathy and complex problem solving. The technology landscape has not fully supported this vision. Most workflows remain rigid. Data remains scattered. Automation remains limited to rule based tasks that do not adapt to context. Traditional AI has been able to answer questions, but not to take action.

Agentic AI changes the trajectory. These systems combine perception, reasoning, planning, and execution. They process signals across customer history, intent, and real time interactions. They understand a goal and chart a path toward it. They act across systems like Salesforce and Five9, observe the result, and adjust the next step. Agentic AI does not hold a conversation for its own sake. It works toward resolution. This shift from response to orchestration marks a new era in how enterprises operate customer service.

Industry watchers see this shift gaining momentum. In these environments, AI agents collaborate with human teams, manage operational steps, and complete customer journeys that once required manual intervention. Early studies forecast that agentification will anchor the next generation of enterprise automation. These AI agents will diagnose issues, plan multi step tasks, and complete full service loops across systems. The signals from research and industry point in the same direction. A new model of work is emerging.

Many conversations in the market focus on the promise of this technology. Fewer focus on the path to making it real. Persistent sees a more grounded picture. Agentic AI requires engineering depth. It needs unified data, secure access to systems, and trust in every action taken. It depends on integration work that connects CRM, telephony, workflow engines, and operational platforms. It also requires governance that protects privacy, ensures compliance, and creates full visibility into every decision an AI

agent makes. Without these foundations, autonomy becomes risky. With them, autonomy becomes safe and scalable.

The platform has grown from a CRM into a foundation for agentic customer service. Service Cloud supports case management and real time workflows. Data Cloud unifies information across the enterprise and builds a complete profile that AI agents can reason over. Einstein Copilot provides intelligence that can interpret intent and guide actions. Flow coordinates automated processes across teams and systems. Agentforce brings these capabilities together into an architecture designed for autonomous work. Connected to platforms like Five9, this stack forms a complete environment for agentic orchestration.

Companies that have begun to adopt this model are already seeing meaningful results. In environments where Agentic AI supports interactions across Salesforce and Five9, the numbers show clear improvements. Average handle time drops from seven minutes to a little more than four. First contact resolution climbs from the high sixties to the mid eighties. Self service success more than doubles. These shifts are not cosmetic. They change how teams work. Systems take on the high volume routine tasks. Humans apply their skills to complex issues and relationship building. The result is a service model that is faster, clearer, and more resilient.

The road to this outcome is not simple. Organizations that treat Agentic AI as a series of disconnected experiments rarely see sustainable impact. The ones that succeed treat it as an evolution of their operating model. They begin with high volume, low risk use cases such as password resets or order status checks. These interactions build confidence in the system. From there, they expand to workflows that involve more systems and more steps. They also invest in training for teams and establish guardrails for transparency and explainability. This steady, structured approach allows autonomy to grow safely.
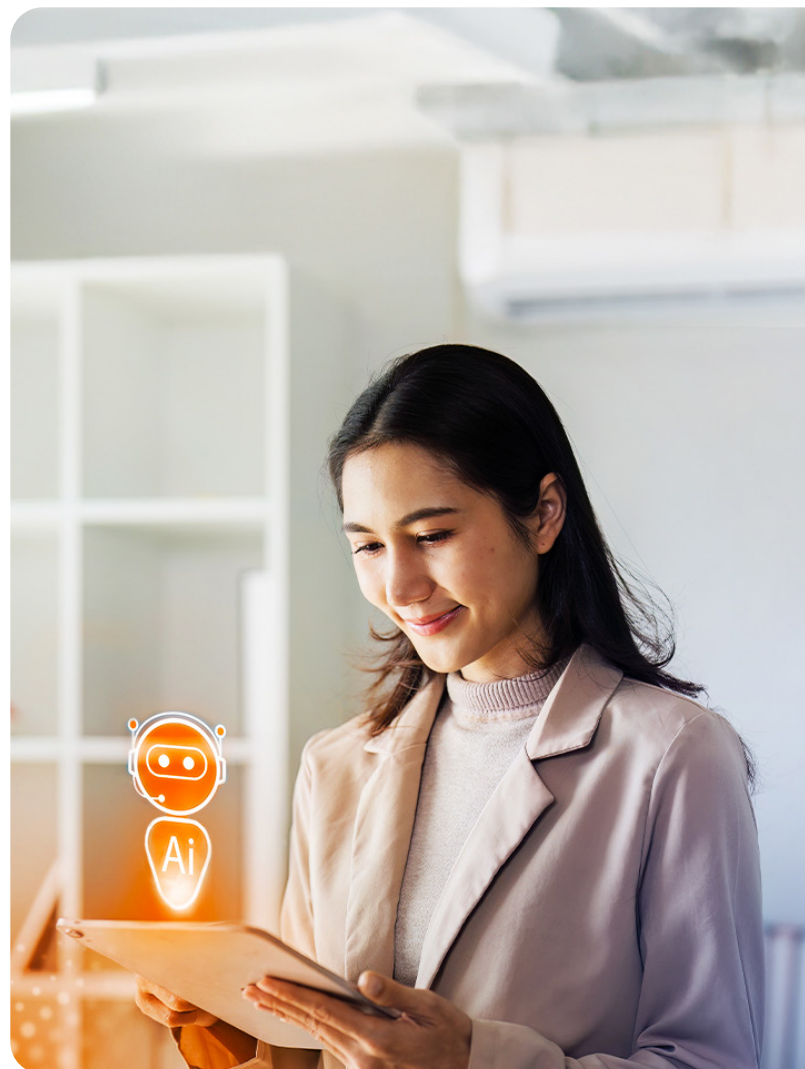
The coming years will bring a clear divide. Enterprises that invest in agentic foundations will accelerate. They will see compound gains in cost, quality, and efficiency. They will anticipate customer needs, prevent issues, and resolve problems before they reach the front line. They will move from reactive support to proactive orchestration. Forecasts suggest that more than 40 percent of AI initiatives will include autonomous capabilities by 2027. Only the organizations with mature data and governance will translate that capability into real value. The rest will see early promise but limited return.

The shift toward agentic systems will also reshape the role of human agents. Instead of handling repetitive tasks, they will work with AI teammates. Their role will focus on empathy, judgment, and complex scenario management. Their work will become more strategic. AI will not replace human intuition. It will support it and strengthen it. The organizations that prepare their people for this collaboration will gain an advantage in both performance and morale.

Persistent guides clients into this future with clarity and purpose. Our work starts with understanding the systems that support the customer experience today. We assess the data foundation, the integration landscape, and the workflows that matter most. We create a phased plan that introduces Agentic AI safely and builds trust at every step. We ensure that privacy and compliance requirements are met. We make every decision traceable. We also prepare teams for a new way of working. This approach aligns technology with responsibility. It ensures that autonomous systems serve the goals of the enterprise and the expectations of its customers.

As the landscape evolves, one truth becomes clear. Agentic AI will transform customer experience. That part is no longer in question. The real question is who will build the systems that last. The companies that move with purpose will gain a structural advantage. They will deliver service that feels seamless and human. They will operate with speed and precision. They will set the standard for the next era of customer experience. Persistent stands ready to help them lead that change.

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About Persistent

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