



The 2025 Guide to

Agentic & Generative AI

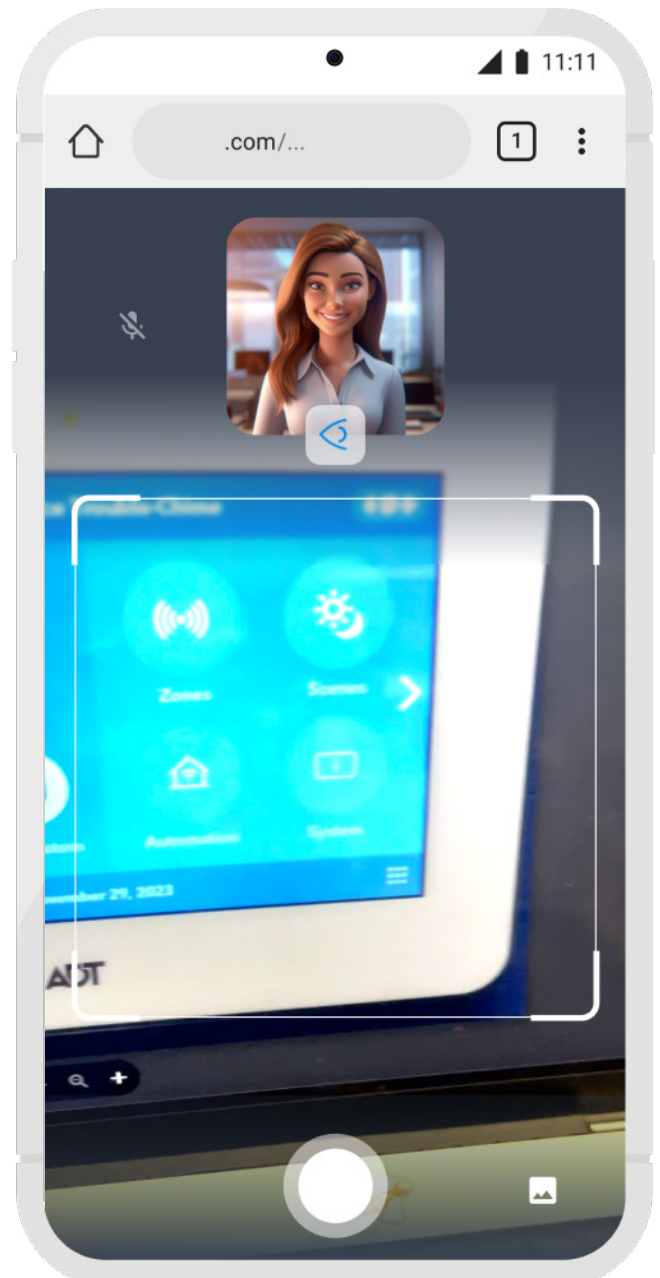
Unlocking Your AI Potential Across Service and CX

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Executive Summary

Agentic AI is transforming the way enterprises operate by automating manual tasks, augmenting human capabilities, and providing actionable reporting that enables real-time decision-making. While many agentic AI solutions are still in early to mid-stage development, **TechSee's Sophie AI** is a proven technology that is already delivering results across industries such as telecommunications, consumer electronics, smart home solutions, and home security. By integrating visual intelligence with advanced agentic AI, Sophie AI provides businesses with the tools they need to enhance customer experience (CX), reduce operational costs, and improve both efficiency and revenues.

This white paper explores the power of agentic AI, with Sophie AI as a prime example of its real-world application. Additionally, the report highlights how TechSee's VRAI is extending these capabilities within the Salesforce ecosystem. From operational efficiencies to customer satisfaction improvements and revenue generation, agentic AI is reshaping enterprise operations, allowing businesses to stay competitive while embracing the future of AI.



What is Agentic AI?

As enterprises shift towards digital-first operations, **agentic AI** has emerged as a critical innovation. Agentic AI capabilities transcend traditional AI models by blending contextual understanding with independent decision-making and, most notably, the ability to act autonomously.



Agentic AI automates routine, repetitive tasks, allowing employees to focus on high-value activities. Furthermore, agentic AI actively assists employees when they perform those high-value activities, automating tasks such as information lookup and taking follow-up actions for employees. This combination of human and AI collaboration is creating a new era

of **operational efficiency** with **enhanced customer experiences and tangible business outcomes**.

By building on previous AI advances in natural language processing and machine learning algorithms, agentic AI can analyze vast amounts of data in real time, make informed decisions, and communicate effectively with customers, enabling enterprises to transform customer experiences by providing **personalized interactions** and tailored actions at an **unprecedented scale**.

Differentiating Agentic AI from Voice AI and Chatbots

While voice AI and chatbots have become increasingly common in customer service, they have limitations compared to agentic AI. Voice AI and chatbots typically operate based on pre-defined scripts and decision trees, which can limit their ability to handle complex or nuanced customer inquiries. They may struggle to understand context or adapt to unexpected situations, leading to frustrating customer experiences.

In contrast, multimodal agentic AI solutions operate with a higher degree of autonomy and intelligence. They can understand and respond to complex customer needs in real time, using visual, voice, and contextual cues to provide personalized solutions. This leads to faster, more efficient issue resolution and improved customer satisfaction.

The Power & Promise of Agentic AI: ROI

Enterprise leaders looking to optimize their customer service operations have already realized that the ROI of agentic AI is undeniable. Businesses can reduce costs, increase customer satisfaction, and enhance employee productivity—all while driving long-term growth.

Reducing Operational Costs and Carbon Footprint

Agentic AI solutions significantly cut operational costs by independently handling complex tasks and offering 24/7 support, which greatly reduces the need for human agents. Industries that deal with many dispatches or product returns see even more critical savings as agentic AI streamlines support, resulting in fewer escalations, returns, and technician dispatches. This also has the positive environmental impact of eliminating millions of tons of CO2 emissions annually.

Improving Satisfaction and Lifetime Value

Agentic AI significantly enhances CSAT and LTV by delivering rapid, precise, and personalized solutions. The ability to understand the full context of a customer's problem via multimodal inputs ensures a high FCR, decreasing the necessity for follow-up interactions. This capability not only increases customer satisfaction but also fosters longer-term customer relationships, thereby enhancing LTV.



Driving Higher NPS and Evangelism

The deployment of agentic AI fosters higher NPS by delivering personalized, efficient customer interactions that contribute to customer loyalty and advocacy. The ability to utilize cognitive memory for tailoring customer interactions further reinforces brand loyalty and a preference for recommending the brand to others.



Enhancing Employee Productivity

Agentic AI increases employee productivity by automating routine tasks, allowing human agents to focus on more complex issues. This delegation reduces the AHT and enables human agents to allocate their efforts to high-value engagements while still handling a greater number of queries, thereby streamlining service operations and enhancing overall productivity.



Enabling Growth and Scale

By reducing onboarding and service interaction costs for new customers, agentic AI supports company growth without proportional increases in human resources. Engaging with customers early on solves the common “infant mortality” problem by stabilizing their experience. This ensures continued customer satisfaction without raising costs, providing a model for growth that leverages agentic AI's autonomous capabilities to manage operations at any scale.

Unlocking Direct Revenue Opportunities

Agentic AI facilitates direct revenue enhancement by providing relevant product recommendations during customer interactions, encouraging upsell and cross-sell opportunities. Its cognitive abilities allow for individualized offerings that align with customer tendencies and needs, increasing the likelihood of conversion and enhancing revenue without traditional sales approaches.

Sophie AI: Visual Intelligence in Action

Sophie AI, TechSee's flagship agentic AI platform, exemplifies the full impact of agentic AI in CX operations. By integrating **visual intelligence**—the ability to "see" and process images and video—Sophie AI automates many aspects of customer interactions, making it more efficient and intuitive.

Unboxing and Setup

Sophie AI's visual intelligence automatically guides customers, remote agents, and technicians through hardware or software setup using augmented reality instructions, walks them through interactive how-to guides, and even automatically provisions or activates their accounts. This improves digital containment, increases first-call resolution rates, and decreases dispatch rates - while reducing user effort and improving customer satisfaction.

Automated Troubleshooting

Sophie AI visually diagnoses the user's issue, delivering real-time guidance to full resolution - even for highly complex and technical issues. This visual/contextual agentic AI helps consumers, remote support agents and field service technicians arrive at faster, smarter, easier solutions.

Product Identification

By processing images, Sophie AI categorizes and identifies products, reducing manual data entry and speeding up service.

Guided Solutions

Sophie AI walks users through complex tasks with visual guidance using integrated augmented reality guidance, improving digital containment and first-call resolution rates while minimizing field service dispatches and the need for human intervention.

Sophie AI's **multimodal capabilities** (text, voice, image, video) enable businesses to deliver faster, more personalized customer and service experiences. This creates a significant advantage, particularly in industries where visual problem-solving is essential.

Key Benefits of Sophie AI:

Automation of your most costly tasks, reducing human intervention in complex or repetitive processes.

Enhanced operational efficiency through faster issue resolution and fewer escalations.

Augmenting human talent, allowing employees to focus on strategic interactions and tasks.



Bridging the Gap: AI That Works in the Real World

AI solutions are rapidly evolving, yet many of the solutions available on the market today are still in their early stages of development. While these AI systems demonstrate potential, they often are best suited to simple use cases, limiting their bottom-line impact. The key challenge lies in striking a balance between creating AI that is **sophisticated** enough to handle complex tasks and **practical** enough to be deployed on a large scale.

Several factors contribute to the limited real-world applicability of many AI solutions. One is the need for AI systems to be highly accurate and reliable, requiring extensive training and validation, which can be time-consuming and resource-intensive. Developing AI systems that can continuously learn and improve is a complex task that requires advanced algorithms and architectures.

Sophie AI stands out in this crowded field because it combines **everything that is best about both humanity and AI**.

This fusion of **AI-driven efficiency** and **human expertise** results in a powerful tool that enhances business performance while maintaining the human touch when necessary for effective customer experience.

Whether working autonomously or alongside human agents, Sophie AI automates manual tasks while improving overall decision-making and operational agility. Sophie's impact has already been demonstrated across multiple sectors, making it one of the few AI solutions that truly work, delivering measurable outcomes today.

Understanding Agentic AI: The Next Generation of AI Capabilities

To better understand the transformative power of agentic AI, **it's essential to explore its key characteristics.** Unlike predictive AI or generative AI, agentic AI acts independently, using data to make real-time decisions and perform complex tasks without direct human input.

This autonomy enables businesses to scale operations, **improving agility and responsiveness while reducing resource dependency.** As Sophie AI demonstrates, when paired with technologies like visual intelligence, agentic AI becomes an indispensable tool in industries with high customer service demands.



Key Characteristics of Agentic AI:

Contextual understanding: AI makes decisions based on real-time data, adapting to changing situations.

Autonomous decision-making and action: AI acts independently without requiring manual input, streamlining workflows.

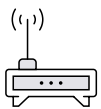
Augmentation and automation: AI simulates and complements human work by taking on tasks that no longer require the human touch, while helping human employees better perform high-value activities.

Agentic AI acts independently, using data to make real-time decisions and perform complex tasks without direct human input



Industry Applications: Real-World Impact of Agentic AI

Agentic AI has proven its value across a range of industries, delivering tangible results by automating processes, improving efficiency, and enhancing customer experience.



Telecommunications

In the telecommunications sector, customer service demands are high, often requiring frequent technician dispatches. With Sophie AI, telecom companies can remotely diagnose and resolve issues, reducing the need for in-person visits.

Impact:

- 45%** reduction in technician dispatches.
- +25%** improvement in call deflection rates.
- +51%** improvement in customer satisfaction scores (CSAT).

By automating troubleshooting and diagnostics, Sophie AI enables telecom providers to deliver faster, more efficient service, significantly lowering operational costs.



Consumer Electronics

Consumer electronics companies often struggle with high call volumes and complex troubleshooting needs. Sophie AI automates support tasks, helping companies handle inquiries more efficiently and reducing escalations.

Impact:

- +30%** improvement in first-call resolution rates (FCR).
- 25%** reduction in average handle time (AHT).
- Higher** customer satisfaction, driven by faster and more accurate service.



Smart Home Devices

With the rapid growth of smart home devices, customer support has become more complex. Sophie AI helps simplify setup and troubleshooting, offering visual guidance that reduces the need for returns and escalations.

Impact:

- +30%** increase in FCR.
- 25%** reduction in return rates.
- +18%** improvement in CSAT, improving customer loyalty and reducing operational strain.



Home Security

Home security systems often require urgent support to resolve critical issues. With Sophie AI, security providers can remotely diagnose and fix problems, reducing technician dispatches while maintaining customer trust.

Impact:

- 35%** reduction in technician dispatches.
- +20%** improvement in CSAT, driven by faster, remote resolutions.

VRAI: Extending Agentic AI Capabilities in the Salesforce Ecosystem

Beyond these industry applications, TechSee's **VRAI (Visual Remote Assistance AI)** extends the capabilities of visual intelligence within the **Salesforce ecosystem**. Through **AppExchange**, **Einstein Bot**, and **Salesforce Flows**, VRAI delivers enhanced **visual diagnostics**, **product identification**, and **automated support**.

VRAI seamlessly integrates with Salesforce tools, enabling businesses to leverage the power of agentic AI within their existing workflows. This integration amplifies the ability to **automate complex visual tasks** while maintaining the flexibility and scalability enterprises need.

Key Features of VRAI:

- Automated product identification via user-submitted images, enhancing workflow efficiency.
- Enhanced troubleshooting through visual intelligence, improving first-contact resolutions.
- Native integration with Salesforce, ensuring seamless deployment and use across enterprise systems.

The Future of Agentic AI in CX

Agentic AI represents the future of customer experience, offering businesses the ability to automate routine tasks, augment human talent, and drive operational efficiency. Solutions like **Sophie AI** and **VRAI** demonstrate that agentic AI is no longer a distant concept but a practical tool that delivers measurable benefits in even the most complex use cases, today.

By integrating real-time decision-making with visual intelligence, these solutions allow businesses to stay competitive while optimizing their customer interactions. For enterprises looking to **enhance operational resilience** and **customer engagement**, agentic AI offers a clear path to success in the evolving digital landscape.

Contact a TechSee expert today to understand how Sophie AI can transform your CX operations.