



INTRODUCES

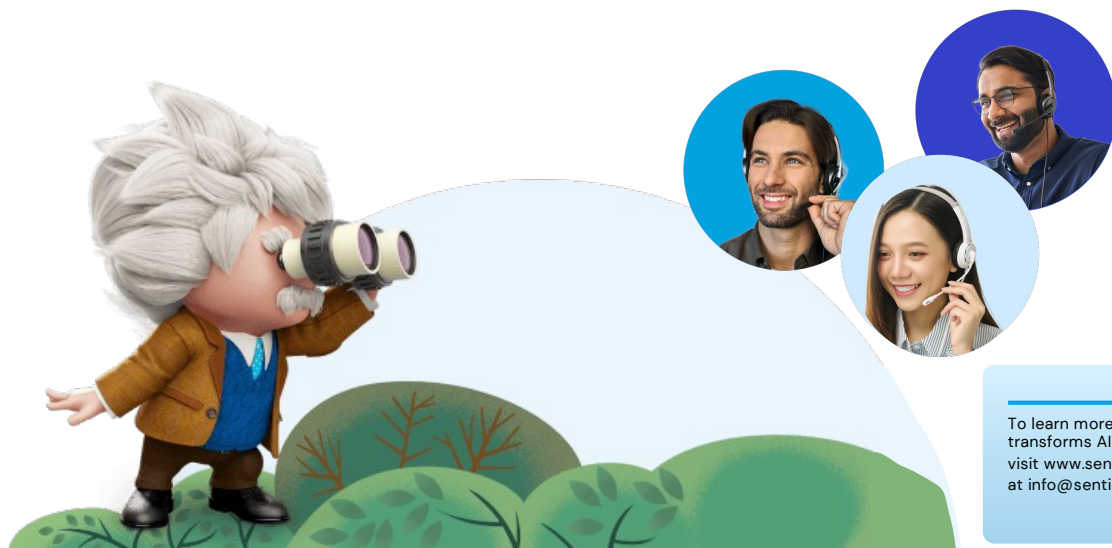
ExpertLoop™

The Right Expert At The Right Time

WHEN AI MUST BRING IN THE RIGHT HUMAN EXPERT EVEN DURING PEAK DEMAND

Today, AI powers more customer interactions than ever. And that's great – until it's not. As AI agents proliferate, human involvement remains essential for reasons of **trust, complexity, compliance, and empathy**. The challenge isn't just knowing *when* a human expert should step in – it's also knowing *how* to ensure the right expert is brought into the conversation, even when demand exceeds capacity. That's why today's AI-driven support systems are great at automation but fall short at escalation. And that's when you risk frustrating your most important clients.

To solve this, we've built ExpertLoop: a native Salesforce app that **orchestrates flawless access from AI to human experts** – seamlessly embedded across the Salesforce platform with Agentforce, CRM and Service Cloud – all under one roof.



To learn more about how SenticCX transforms AI-to-human transitions, visit www.senticcx.com or contact us at info@senticcx.com

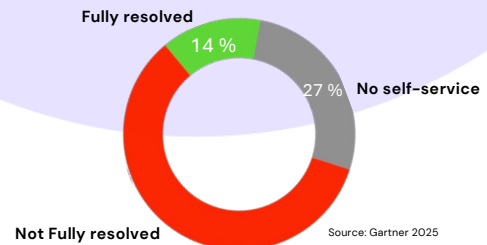


WHAT'S BROKEN TODAY?

SELF-SERVICE FALLS SHORT

59% of customer service interactions fail to reach resolution through self-service.

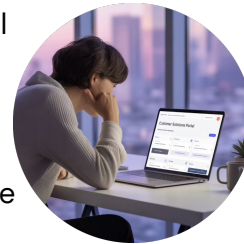
This leads to frustration, lost sales, and churn.



REACHING THE RIGHT EXPERT

60% of customers say AI makes it harder to connect with a real person. When AI fails, Customer Experience drops by more than 50%.

Customers who need human expertise often end up stuck in queues, deflected, or misrouted – facing long and unpredictable wait times.



RESOLUTION BREAKS DOWN

After long, unpredictable wait times, nearly half of escalated conversations still land with the wrong agent – someone who isn't equipped or authorized to help.

Poor matching means resolution fails again, compounding frustration.

WHY IT MATTERS ?

- Digital interactions are rising, but first-time resolution is falling.
- AI-only models hit a wall unless the right human expert steps in – exactly when it matters most.



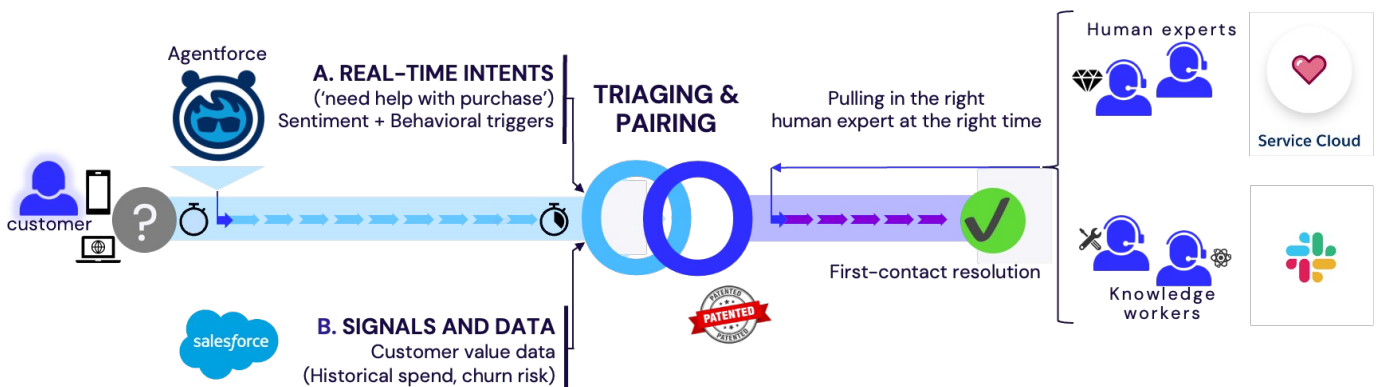
“The more we automate, the sharper this problem becomes: AI agents solve many issues, leaving behind complex, high-stakes cases that demand human expertise and judgment immediately. This makes triaging and pairing with the right expert more critical than ever”

The ExpertLoop™ solution

ExpertLoop transforms escalations into high-impact resolutions — ensuring every conversation reaches the right expert, at the right time. By leveraging real-time intents, sentiments, CRM data and signals, it continuously triages conversations and pairs them with the best-suited expert who can resolve the issue at first-contact.

1. CONTINUOUS PRIORITIZATION BY VALUE

2. PAIRING THE RIGHT EXPERT AT THE RIGHT TIME

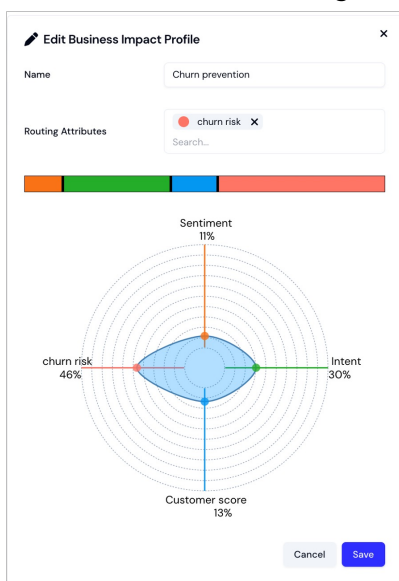


THE EXPERTLOOP EDGE

Expertloop is the embedded orchestration layer within Salesforce to orchestrate seamless transitions from AI to human experts to drive faster resolutions, and business impact.

OPTIMIZE FIRST-TIME RESOLUTION BY MORE THAN 60% THROUGH INTENT-LEVEL PAIRING

ExpertLoop identifies and predicts the right human expert—based on skills, authorization, and other attributes—and brings them into the conversation.



DRIVE IMPACT THROUGH CONTINUOUS TRIAGING

ExpertLoop prioritizes incoming interactions in real time, based on business value, sentiment and contextual data, such as purchase intent or churn risk.

During wait-time, it continues to reprioritize and adjust decisions as customer context and sentiment evolve.

PRIORITIZE IMPACT WHILE PROTECTING CAPACITY

When demand rises and agent availability becomes limited, ExpertLoop intelligently prioritizes high-value interactions while automatically offering helpful fallback options for lower-value interactions. This ensures that human experts are reserved for moments that matter most, protecting service levels and maximizing impact during periods of high demand.

IMPROVE SERVICE-LEVEL ATTAINMENT WHILE REDUCING OPERATIONAL COSTS

Cut supervisor interventions by 76% through AI-driven supervision – ensuring optimal resource allocation and measurable cost savings.