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AI Agents in Customer Experience

Harness the transformative power of artificial intelligence to help improve CX

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The talent-technology convergence: AI agents as the new CX workforce multiplier

The rise of AI agents in customer experience (CX) is perfectly timed to address some of the most pressing challenges faced by businesses today. In response to talent shortages and the growing complexity of customer demands, AI agents offer a scalable, efficient, and effective solution. Here's why their adoption isn't just valuable for modern CX teams, but essential:

1 Good CX talent is hard to keep

The demand for skilled CX professionals has outpaced supply, leading to high turnover rates and difficulty retaining top talent. This creates operational inefficiencies and inconsistency in service quality.

According to Deloitte, 57% of CX leaders report that retaining skilled service agents is one of their top challenges[1], while KPMG notes that high employee churn leads to increased training costs and slower service delivery[2].

AI agents can help alleviate staffing pressures by automating routine interactions, such as answering common customer queries or addressing simple issues. By reducing the workload for CX employees, businesses can improve job satisfaction and retention rates while maintaining service quality.

2 CX professionals hate busy work

Repetitive tasks such as answering the same questions, writing emails, or manually logging data are a significant source of dissatisfaction among CX professionals. These tasks not only reduce morale but also limit the time employees can devote to higher-value activities that require strategic thinking, creativity, or empathy.

Recent research from IDC highlights that 87% of CX professionals believe automation reduces agent effort, allowing them to focus on more meaningful work. Additionally, 92% report faster issue resolution when AI is integrated into CX workflows[3].

By automating repetitive tasks such as ticket routing, data entry, and basic troubleshooting, AI agents can help free up employees to engage in more complex problem-solving and customer relationship–building activities. In this way, this shift can improve both employee satisfaction and operational efficiency.

3 Big data and AI are ready for complex tasks

AI technology has matured significantly over the past decade, enabling it to handle complex, agent-like tasks that were once thought to require human intervention. Today's AI agents leverage advanced natural language processing (NLP), machine learning (ML), and predictive analytics to deliver sophisticated solutions at scale.

According to KPMG, businesses that integrate AI into their CX strategies report a 30% reduction in operational costs and a 40% increase in team productivity[4]. IDC further notes that 41% of organizations now use AI-powered copilots for customer service, reflecting the technology's readiness for complex roles[3].

Modern AI agents can manage multistep customer interactions, address nuanced issues, and even detect sentiment during conversations. Their ability to process vast amounts of data helps allow for faster resolutions.

[3] IDC, "AI-Powered Customer Service Insights," 2025
[4] KPMG, "Customer Experience Excellence Report," 2024

4 Many customers prefer AI-driven experiences

The application of AI is transforming customer experiences across multiple touchpoints. In marketing, AI analyzes browsing patterns and preferences to deliver precisely timed and relevant content. During the sales process, AI-powered tools provide personalized recommendations and instant product insights, while post-purchase support leverages intelligent systems for order tracking, troubleshooting, and account management.

The data substantiates this transformation. According to Gartner, 25% of customer service interactions will be handled by AI by this year[6], signaling a significant technological shift. McKinsey & Company reports that 50% of businesses now use AI for personalization, demonstrating its widespread adoption across industries[7].

This application of AI is particularly compelling given the importance of personalization among consumers. In fact, McKinsey notes that 71% of consumers expected companies to deliver personalized interactions, and 76% got frustrated when that didn't happen. Deloitte's research further affirms AI's potential in this space, with 90% of service leaders expressing confidence that AI can improve customer experience[8].

However, consumer perspectives reveal both excitement and nuance. Boston Consulting Group discovered that 43% of customers are excited about generative AI[9], yet Cogito noted that 53% still prefer human interaction for complex issues[10]. This suggests that while AI can automate some customer engagements, the human element remains critical. In complex customer service scenarios, AI is at its best as an augmentative technology, not an outright replacement for dedicated CX professionals.

[6] Gartner, "Hype Cycle for Customer Service and Support Technologies," 2023
[7] McKinsey & Company, "Unlocking the next frontier of personalized marketing," 2025
[8] Deloitte, "The AI Paradox: How Technology Can Enhance Humanity in the Customer Experience," 2024
[9] BCG, "Consumers Know More About AI Than Business Leaders Think," 2024
[10] Cogito, "AI Cannot Replace Human Interaction," 2024

Key KPIs and metrics to measure the impact of AI

To assess the effectiveness of AI in CX, organizations should track specific KPIs that reflect both operational efficiency and customer satisfaction. These include:

	KPI	Description	Why it matters
Customer-centric	Customer Satisfaction Score (CSAT)	Measures how satisfied customers are with their interactions with AI tools	High CSAT scores indicate that the AI is meeting or exceeding customer expectations
	Net Promoter Score (NPS)	Gauges customer loyalty by asking how likely customers are to recommend the service	Positive NPS trends suggest that AI fosters better relationships with customers
	Customer Effort Score (CES)	Evaluates how easy it is for customers to resolve issues using AI tools	Lower effort scores correlate with increased satisfaction and retention
	Customer Retention Rate	Tracks the percentage of customers who continue using the service over time	High retention rates reflect long-term satisfaction and loyalty driven by effective AI solutions
Operational	First Contact Resolution (FCR)	Measures the percentage of inquiries resolved during the first interaction without escalation to an employee	A high FCR indicates efficient issue resolution by AI systems
	Automated Resolution Rate (ARR)	Tracks the proportion of issues resolved entirely by AI with no human intervention	Higher ARR reduces costs while improving efficiency
	Average Handling Time (AHT)	Measures the time taken by AI tools to resolve issues or inquiries	Lower AHT reflects faster service delivery and cost savings
	Churn Reduction Rate	Monitors the decrease in chrun rates attibuted to improved CX via personalization and proactive support	Reduced churn highlights the effectiveness of AI in retaining customers
	Revenue Uplift	Assesses revenue increases from personalized offers, improved conversion rates, or enhanced loyalty programs supported by AI tools	Attributable revenue uplift demonstrates tangible business value from AI investments
Engagement	Interaction Volume Handled by AI	Tracks how many queries are managed by AI systems versus employees	High interaction volumes handled by AI signify scalability benefits without compromising quality
	Engagement with Recommendations or Offers	Analyzes how often customers interact with personalized recommendations generated by AI tools	High engagement rates indicate relevance and effectiveness of personalization efforts

By aligning these KPIs with business objectives, organizations can measure the tangible impact of their AI investments on CX while identifying areas for continuous improvement.

About Oracle AI agents

Oracle AI agents set a new standard for efficiency, innovation, and growth in business operations. These powerful tools assist users via generative AI–powered services that are seamlessly embedded into specific business processes and transactions. By using data found in Oracle Fusion Cloud Applications, customer-specific documentation, and various connected sources, these AI agents provide up-to-date, contextually relevant information and aid. They excel in functions that require cognitive reasoning, such as answering complex questions and offering personalized recommendations, and completing certain administrative tasks on behalf of employees. The dynamic and secure use of data lets Oracle AI agents deliver accurate, timely, and relevant support, helping to enhance decision-making and improve operational efficiency across the organization.

Each Oracle AI agent is unique in how it interacts with its environment to produce highly relevant and contextual services for every business user. That said, all Oracle AI agents operate on a common foundation, and are built to deliver consistent services across the entire organization such as:

Autonomous capabilities: AI agents function as sophisticated digital assistants that automate manual or repetitive tasks and respond to changing environments, giving managers and teams time to work on more strategic activities.

Interactive dynamics: AI agents mimic human interactions, making them an approachable resource in daily operations. They are programmed to store and learn from past interactions to improve over time, and can help manage complex, multiagent workflows to enhance organizational efficiency.

Expanded workforce capacity: AI agents can help significantly expand the capabilities of employees by automating many routine tasks. This allows CX teams to provide a higher level of service without increasing headcount.

Role specialization: AI agents can be tailored to perform specific roles within marketing, sales, and service, enhancing their effectiveness in managing complex aspects of each department's operations.

Oracle Cloud Applications incorporates AI, including agents, directly into existing systems. This seamless integration fosters rapid AI adoption across familiar platforms, helps reduce the need for extensive training, and enables high-quality outcomes through robust evaluation mechanisms and customization options.

AI agents for marketing

Help boost team efficiency and elevate customer engagement with AI-powered agents embedded in Oracle Marketing. Seamlessly design end-to-end campaigns, deliver real-time personalized experiences at every touchpoint, and drive better results with proactive AI insights.

Campaign Planning Agent

The Campaign Planning Agent empowers marketers with AI-driven propensity models to help predict churn, engagement, purchases, and product interest. It can enhance targeting with lifetime value (LTV) analysis; precise attribution; and recency, frequency, and monetary (RFM) scoring. It can also identify high-value opportunities through look-alike modeling for both contacts and accounts. These capabilities drive personalized campaigns, maximize ROI, and help deliver meaningful customer experiences.

Campaign Content Creation Assistant

The Campaign Content Creation Assistant harnesses generative AI to streamline content creation, offering short-form assisted authoring for email subject lines, SMS, and push notifications, as well as long-form support for emails and landing pages. By delivering engaging on-brand copy tailored to each channel, marketers can scale personalized campaigns, accelerate time-to-market, and captivate audiences more effectively.
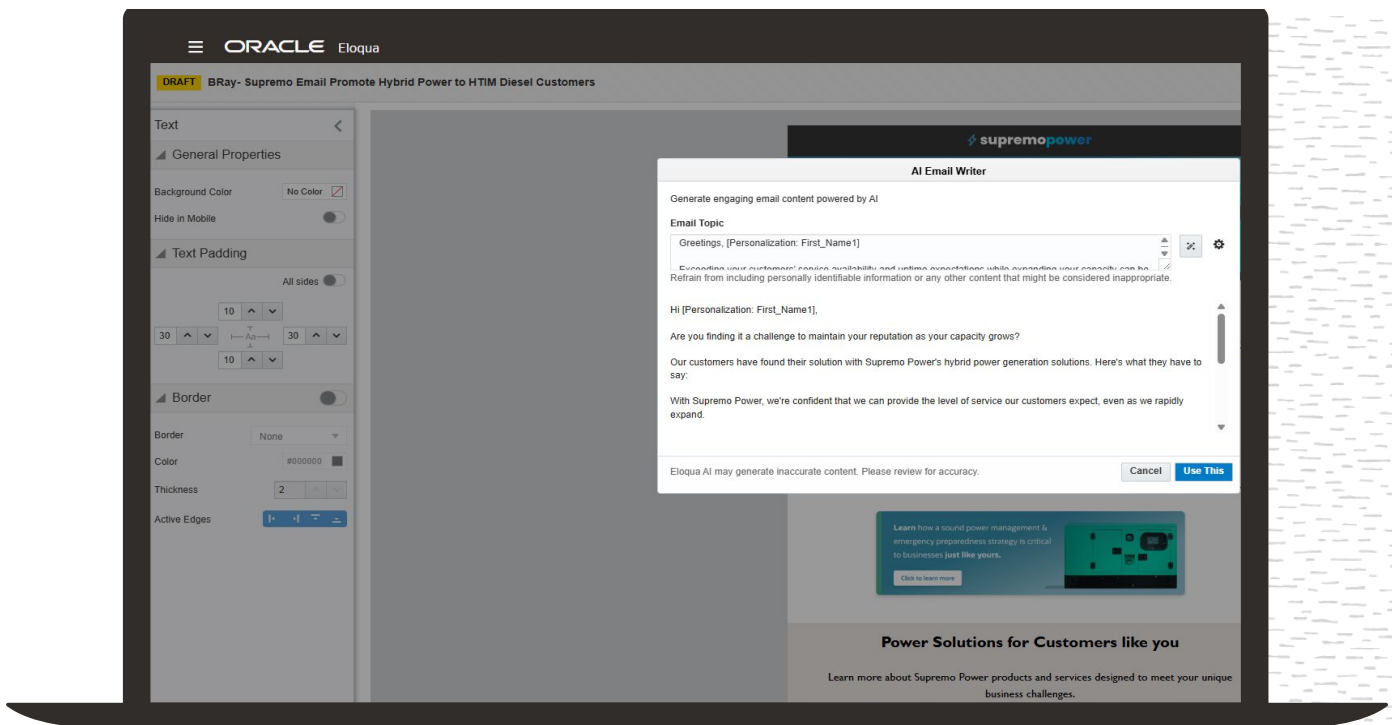
Campaign Optimization Agent

The Campaign Optimization Agent leverages AI to help determine the next best action, offer, product, or promotion, allowing for personalized and timely customer interactions. It also enhances campaigns with strategies such as send time and subject line optimization (STO/SLO), real-time content recommendations, and predictive insights to help maximize engagement and impact.
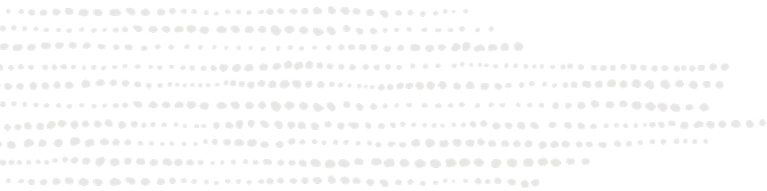
AI agents for sales

Oracle's AI agents for sales—including the Opportunity-to-Quote Guide, Account Engagement Guide, and Incentive Compensation Plan Advisor—can help streamline sales workflows, enhance customer engagement, and simplify compensation plans, empowering sales teams to build stronger relationships, help close deals faster, and align with strategic business goals.

Opportunity-to-Quote Guide

The Opportunity-to-Quote Guide empowers sales teams to streamline the quoting process and help close deals faster with generative AI and real-time insights. It provides a comprehensive account overview, including in-process orders, usage, and invoice status, enabling sellers to quickly understand customer relationships and next steps. The AI agent crafts engaging emails for call scheduling, pricing proposals, and product details, all within the tools sales reps already use (such as Microsoft Outlook). It suggests alternative discount levels based on corporate margin targets, customer history, and budget, facilitating optimized quotes. The AI can also generate professional proposal documents and emails, track deal progress, update opportunity statuses in Fusion Sales, and provide win stories after deal closures to bolster future opportunities. It can achieve all this while helping facilitate seamless integration with Oracle Fusion Cloud Order Management and other Fusion suite tools.

Account Engagement Guide

The Account Engagement Guide empowers sales teams by automating account planning and research tasks while providing actionable insights. It leverages AI to summarize key information across back-office, middle-office, and front-office functions, delivering a comprehensive view of account health and helping ensure all relevant information is accurate and up to date. The AI agent identifies opportunities for upselling and cross-selling and assists in securing renewals, thereby helping maximize revenue potential. It also analyzes uploaded documents, such as 10-Ks, to uncover key stakeholders and corporate initiatives. By taking over routine tasks such as email generation, account summaries, and sales activity overviews, the Account Engagement Guide allows sales professionals to focus on building relationships and driving growth in their accounts.
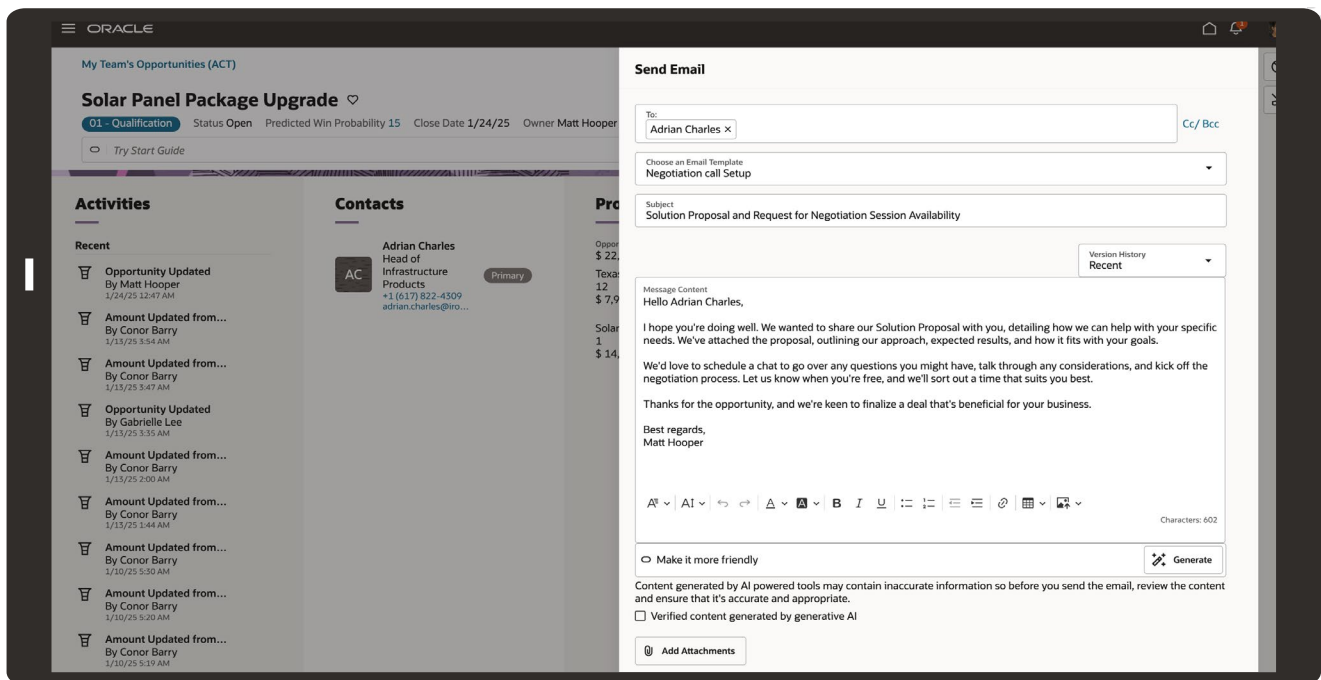
Incentive Compensation Plan Advisor

The Incentive Compensation Plan Advisor helps organizations motivate sales teams by simplifying complex compensation plans into clear, easy-to-understand language. AI translates intricate plan components into plain-language, while enabling plan administrators to review and refine the resulting explanations before sharing them with employees. It also weaves these explanations into a cohesive narrative that outlines the overall plan and strategies for maximizing earnings. By communicating strategic intent effectively, the application of AI can help assure reps that earning potential remains strong despite changes, driving alignment with corporate goals and boosting motivation.

AI agents for service

Oracle's AI agents for service—including the Service Request Triage Agent, Knowledge Authoring Assistant, Self-Service Chat Agent, and Knowledge Search Assistant—enhance customer support by automating routine tasks, improving self-service, generating knowledge content, and providing instant and contextually relevant answers to service agents and field engineers.

Self-Service Chat Agent

The Self-Service Chat Agent brings precision and convenience to self-service scenarios through the automation of routine tasks, such as answering common questions and performing typical processes such as returns or service status checks. The agent can reduce customer search effort by surfacing critical information directly from the knowledge base, providing AI-generated responses supplemented with direct links to relevant knowledge articles. The agent supports a wide range of self-service use cases, including knowledge search, guided troubleshooting, order and service appointment tracking, product registration, and returns. It also efficiently escalates to human support when necessary, driving higher self-service adoption and helping reduce service costs.

Knowledge Search Assistant

The Knowledge Search Assistant empowers service agents and field service engineers by providing quick, contextually relevant answers from the knowledge base. When a question is asked, the AI agent searches through the knowledge base and generates a response, citing the specific article the answer came from. It also offers direct links to the full knowledge articles, enabling agents to access additional context and details as needed. This helps streamline information retrieval, supplying agents with the most up-to-date and relevant knowledge to enhance response accuracy and efficiency.
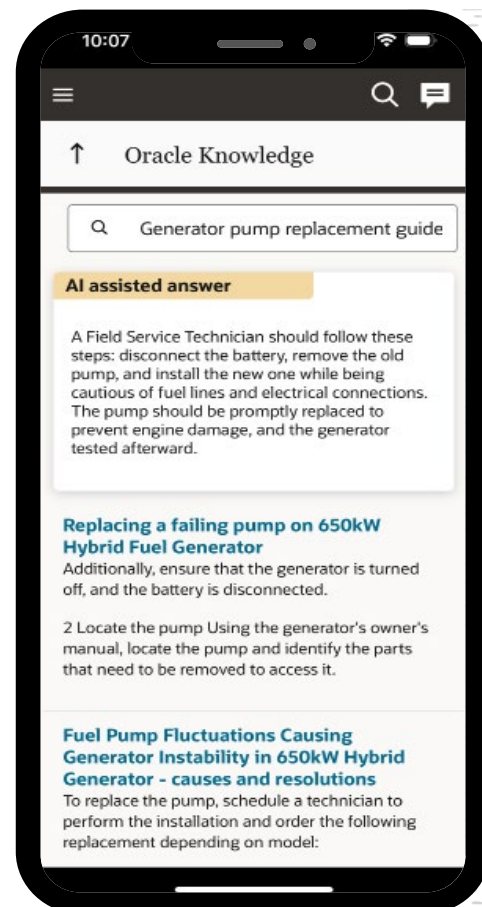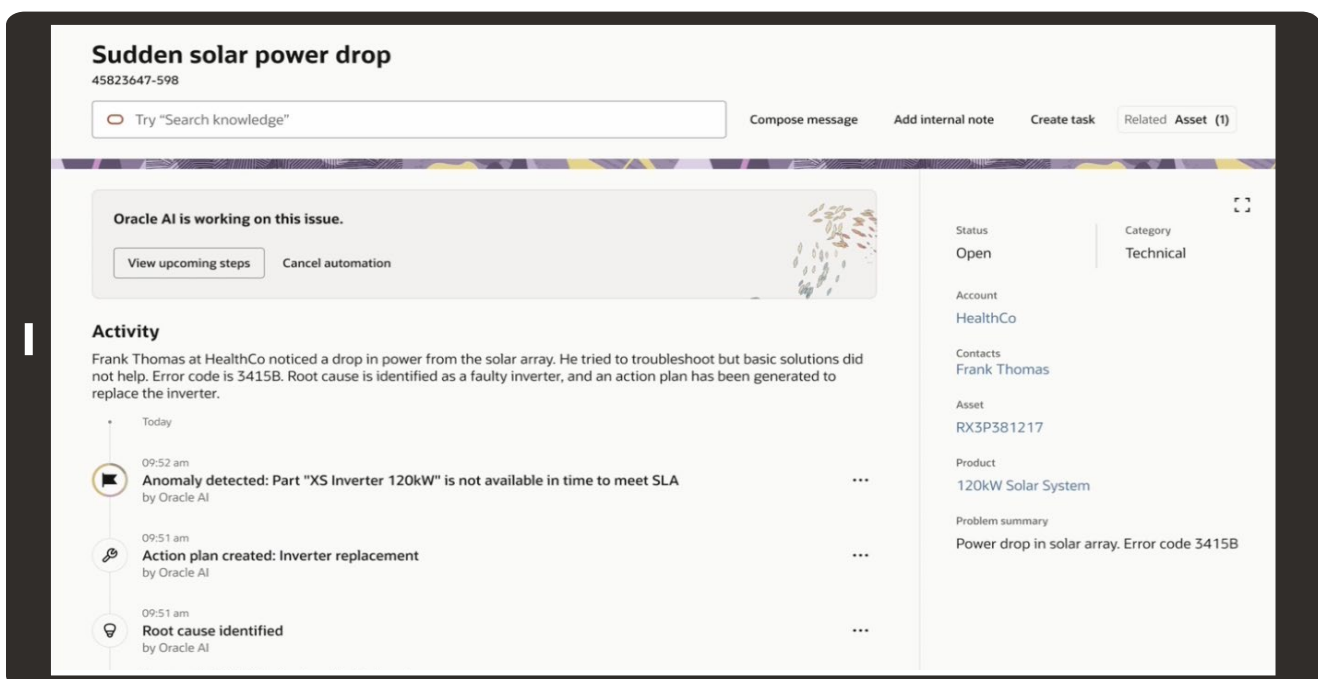
Knowledge Authoring Assistant

The Knowledge Authoring Assistant enhances service team productivity by automating the creation of new knowledge base content. It ingests relevant information from external documents or service requests, then uses this data to generate high-quality knowledge articles. The application of AI helps ensure that all content is written in a consistent style and tone across regions and business units, providing a unified and cohesive knowledge base. By taking over the writing process, the AI agent allows service teams to focus on higher-value tasks while facilitating timely and accurate   knowledge delivery.

Service Request Resolution Assistant

The Service Request Resolution Agent helps reduce agent workload and contact center handling time by providing AI-recommended resolution steps and surfacing relevant knowledge articles for incoming service requests. It empowers agents to deliver accurate solutions faster, improving efficiency and customer satisfaction.

Service Request Triage Agent

The Service Request Triage Agent leverages generative AI to streamline service request processes. It categorizes and classifies incoming service requests (SRs) to help enable routing to the appropriate teams. The AI agent also evaluates whether each SR contains sufficient information for effective processing. If not, the AI automatically prompts service agents to request details from customers, enabling a smoother and faster resolution.

The perfect opportunity: Why now is the time for AI agents

The convergence of workforce challenges and technological advancements makes this the ideal moment for businesses to adopt AI agents in CX roles. Here's why:

- **Cost savings:** Businesses using AI agents report an average cost reduction of up to 30% in customer service operations.[11]

- **Improved employee morale:** Automating rote work allows employees to focus on fulfilling tasks, with organizations reporting a 37% improvement in team collaboration when using AI.[12]

- **AI maturity:** With the arrival of large language models and AI agents, AI is now positioned to handle complex customer service tasks, managing nuanced interactions and data processing at scale.

- **Customer preference:** A staggering 81% of customers prefer to access AI-powered self-service options before engaging with a service agent, demonstrating the growing acceptance of this technology.[13]

By capitalizing on emerging AI capabilities, businesses can create a win-win scenario—enhancing both employee satisfaction and customer experiences while driving operational efficiency.

[11] Gartner, Deloitte, "Generative AI Dossier," 2024
[12] IDC, "AI-Powered Customer Service Insights," 2025
[13] KPMG, "Customer Experience Excellence Report," 2024

Get started with Oracle AI for Fusion Applications

Oracle delivers AI built for business, helping you make more-informed decisions faster and empowering your employees to work more effectively. With classic and generative AI embedded in Oracle Fusion Cloud Applications for CX, you can instantly access AI outcomes wherever they're needed—without leaving the software environment you use every day to power your business.

Learn more about Oracle CX

Learn more about AI in Oracle CX

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