



3 Steps to Creating Value With Agentic AI

Generative AI and agentic AI are rapidly accelerating innovation and raising the stakes for brands competing to provide better experiences and win customers. To create real value, organizations need a holistic strategy to connect agentic AI solutions, unify data, and improve experiences across the customer journey.

A playbook for rapidly improving customer outcomes

Improving customer experience (CX) has always been one of the most effective and cost-efficient ways to capture market share and drive profitability. What's different today is the speed and scale of change. Advancements in AI, particularly the rise of agentic AI, are rewriting the rules for how customers expect to interact with brands.

To create meaningful value, the most effective organizations follow a structured path that balances early wins with long-term impact.



1

Understand the agentic AI opportunity for CX

It's essential to understand how agentic AI is reshaping the customer experience landscape—not only the technology, but also specific instances where customers are demanding proactive, personalized, and seamless interactions.

2

Identify quick wins to build momentum

Early successes are critical for building organizational buy-in. These quick wins demonstrate value, create internal momentum, and lay the groundwork for broader adoption.

3

Choose use cases with maximum CX impact

With momentum established, the focus shifts to high-value initiatives. These are the initiatives that define the organization's competitive advantage in a crowded market.

Together, these three steps form a repeatable playbook that help organizations move from experimentation to enterprise-wide transformation with agentic AI.

Understand the agentic AI opportunity for CX

CX is the new battleground for customer loyalty and growth

AI innovations are moving fast, and so are customer expectations. Brands are competing not only on price and product, but increasingly on their ability to deliver smarter, more seamless, and more personalized experiences.

Customers now expect instant resolutions, tailored recommendations, and a consistent experience across every channel. Agentic AI systems, coupled with in-database analytics and LLMs, are poised to help. With the ability to gather context, reason across large sets of structured and unstructured data, and autonomously take actions within defined guardrails, they can unlock a new level of proactive, personalized, and seamless interactions.



Top use cases driving early impact



Augmented call center operations

Equips human agents with AI copilots that surface real-time insights, next-best-action recommendations, and automated after-call summaries.



Customer complaint resolution agents

Autonomously handle common complaints or escalations, reducing resolution times and improving satisfaction scores.



Customer service automation

Self-service experiences powered by intelligent agents that can handle complex tasks, learn over time, and seamlessly transfer to humans when needed.

Identify quick wins to build momentum

Best practices for fast time to value

Large-scale AI transformation doesn't happen all at once. Successful organizations start with quick wins that deliver value rapidly, prove the technology's potential, and build confidence across teams. These early successes provide measurable ROI, but they also establish credibility and momentum to support larger, more ambitious programs.



Start with a clear and measurable goal

Is the desired outcome to reduce average call resolution times, increase self-service adoption, or improve customer satisfaction scores? Ensure the goal is specific and solvable with agentic AI, so success can be easily tracked and communicated.



Choose initiatives with a short time to value

Focus on projects that realistically can show results within weeks or months. For example, deploying an AI-powered knowledge assistant for call center agents can immediately reduce call times and improve response consistency.



Keep humans in the loop

The best AI agents should complement human expertise. Ensuring employees remain engaged in oversight, review, and exception handling builds trust with both staff and customers while mitigating risk.



Communicate across teams to prevent roadblocks

Clear communication minimizes delays and builds cross-functional trust. Involve IT, data, and business stakeholders early to align requirements, share data access, and address compliance concerns.

Choose use cases with maximum CX impact

Avoiding “shiny object” syndrome

After establishing early momentum, the next step is to scale agentic AI where it matters most: use cases that have the greatest impact on customer experience (CX) and the business bottom line. Selecting the right opportunities ensures that resources are invested in initiatives that deliver lasting value and competitive differentiation. Start with a clear and measurable goal: Is the desired outcome to reduce average call resolution times, increase self-service adoption, or improve customer satisfaction scores? Ensure the goal is specific and solvable with agentic AI, so success can be easily tracked and communicated.

Key questions to ask

- **Does this solve a significant customer problem or pain point?** Prioritize areas where customers feel the most friction, like long wait times, unresolved complaints, or generic interactions. By addressing high-impact pain points, agentic AI not only improves satisfaction but also strengthens loyalty and trust.
- **Does it impact CX with a clear path to ROI?** A strong use case must demonstrate measurable business value. This could be reducing operational costs in call centers, driving higher conversion rates through personalization, or increasing retention by proactively resolving issues. If the link to ROI is weak, the initiative risks being sidelined.
- **Is it scalable?** The best use cases are those that can be extended across channels, business units, or geographies. For example, a complaint resolution agent piloted in one region should be adaptable to other markets with minimal rework. Scalability ensures that early investments compound into enterprise-wide value.

When organizations apply these criteria, they avoid chasing “shiny object” projects that demonstrate technology but fail to move the needle. Instead, they focus on strategic use cases that elevate CX, improve efficiency, and deliver sustainable ROI. Not sure where to start? Consider a maturity audit.

Turning AI into customer intelligence

Agentic AI, when paired with in-database analytics and LLMs, has the potential to transform customer experience—but realizing that potential requires more than deploying isolated solutions. To succeed, organizations must tackle the foundational challenges of data integration, privacy, and security, ensuring that every AI-driven interaction is both intelligent and trustworthy.

The real opportunity lies in adopting a holistic strategy that unifies data, orchestrates multiple AI agents, and scales seamlessly across the enterprise. Organizations have plenty of fragmented customer data. But those who can unify structured and unstructured data into reusable data products and actively detect customer signals will be able to make

smarter, faster decisions across every customer interaction. As a result, these organizations will deliver consistently personalized, proactive, and efficient experiences that drive measurable business results.

At Teradata, we've developed a customer intelligence framework that provides exactly this kind of foundation. By harmonizing enterprise data with interconnected agentic AI solutions, the framework empowers organizations to unlock CX improvements with confidence, speed, and scalability.

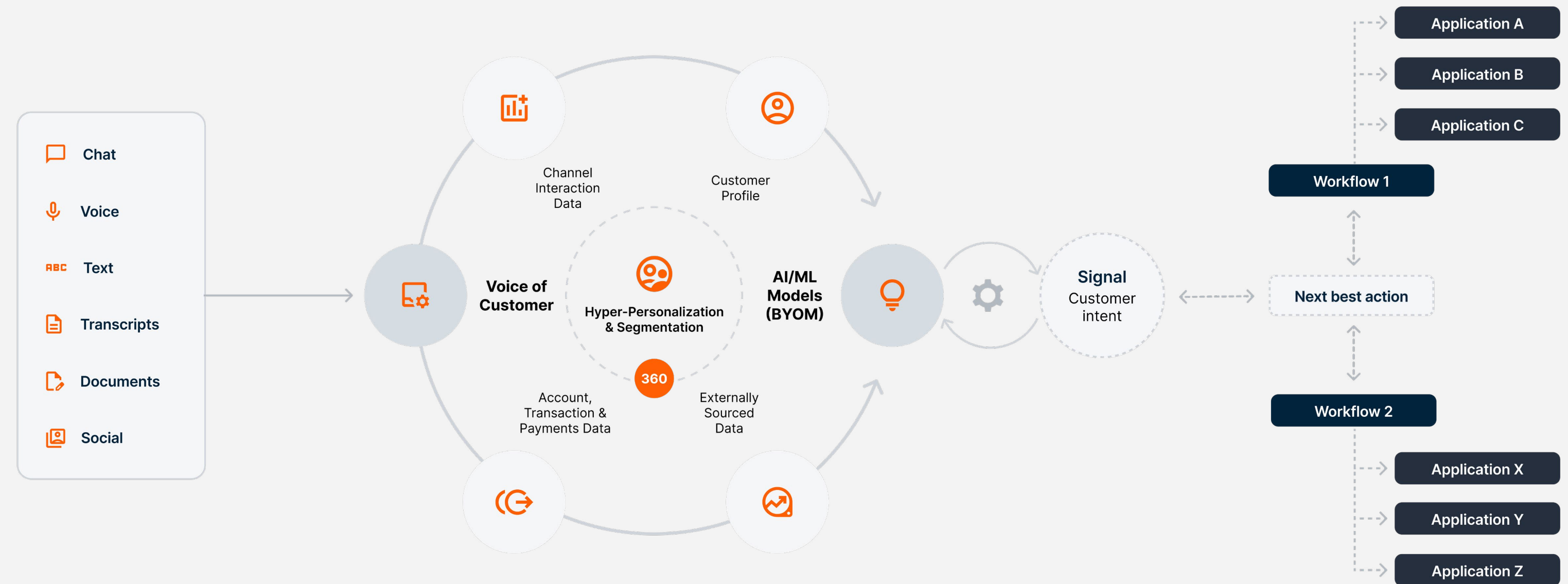


Talk to us

To explore how your business can apply this approach and accelerate its CX transformation, visit our customer experience solutions page and connect with our team.

The future of customer experience will be defined by agentic AI. With the right strategy and enterprise-ready foundation, your organization can lead the way.

teradata.



Teradata's Customer Intelligence Framework

Teradata's Customer Intelligence Framework enables real-time intelligence by detecting, interpreting, and activating customer signals across the organization. It empowers organizations to understand intent, personalize experiences, and drive decisions across every customer interaction — using AI-ready and reusable data products, scalable models, and application-layer integration. Learn more at teradata.com/cx.

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