



The future of customer service:

Unlocking potential with agentic AI



Engineering the autonomous customer service enterprise

Introduction: The \$80 billion opportunity your competitors are already seizing

Customer service leaders are drowning. Inquiry volumes are up 35% since 2021 yet staffing remains flat. Meanwhile, 76% of customers now expect personalized service across all channels. This perfect storm is why 87% of enterprise leaders now view autonomous service as a strategic imperative, not just a nice-to-have.

Forget incremental improvements – customer service is about to undergo a seismic shift. While competitors talk about AI assistants, Pega is architecting truly autonomous customer service operations that fundamentally redefine what's possible. We're not just predicting the future; we're building it. Together, **Pega and AWS** are building agentic AI into every workflow for true enterprise transformation.

Imagine a customer service operation where 85% of inquiries never reach a human agent, yet customer satisfaction scores are at an all-time high. Where complex issues that once took days resolve in minutes. This isn't science fiction – it's happening today with Pega's agentic AI.

By 2026, Gartner predicts AI could reduce contact center labor costs by \$80 billion. And that's just the labor savings. We haven't even touched on the experiential upsides: immediacy, consistency, and autonomy that create sustainable competitive advantage.



Why most AI customer service initiatives fail (and how to make sure yours doesn't)

The market is flooded with bolt-on AI tools that create more integration headaches than they solve.

Unlike these fragmented approaches, Pega's unified platform – built to run seamlessly on cloud providers like AWS – means you're not building yet another silo. Our clients typically deploy initial autonomous capabilities in 8-12 weeks, with each subsequent use case deploying faster.

Our obsession with architecture isn't just technical pride – it's the foundation that makes autonomous customer service possible when others' solutions crumble under enterprise complexity. (P.S. We've been perfecting this approach for 40 years while others are just discovering the importance of enterprise-grade architecture.)



The missing element in your competitor's strategy

Agentic AI doesn't just respond to queries – it independently identifies problems, creates solutions, and executes complex workflows across systems without human guidance. It's the difference between an assistant and a true autonomous partner.

While others bolt AI onto rigid workflows, Pega's architecture was built from the ground up for intelligent adaptation – it's the difference between teaching a robot to follow a map versus giving it the ability to explore and navigate any terrain.

Running on scalable cloud platforms like AWS, Pega's architecture ensures that intelligent decisioning and orchestration aren't just possible – they're optimized for performance, resilience, and speed.

Think of Pega's case management as the traffic control system guiding AI agents – ensuring every vehicle moves in perfect coordination on the road ahead. Your competitors are offering cars without GPS or traffic signals. Traditional automation is like cruise control – helpful but limited. Pega's agentic AI is the fully autonomous vehicle of customer service – navigating complex journeys, avoiding obstacles, and reaching destinations without constant human guidance.



The autonomous service transformation

Pega's agentic AI solutions are distinguished by their ability to not just execute predefined tasks but to actively define, create, and execute work across the customer service lifecycle:

1

Define work

Identify emerging customer needs, determine appropriate service actions, and establish work priorities without human guidance.

2

Create work

Generate new service workflows, content, and solutions tailored to specific customer situations.

3

Execute work

Carry out complex multi-step processes across systems and channels to resolve customer issues end to end.

This represents a fundamental shift from traditional automation approaches that merely follow rigid scripts to truly intelligent agents that transform customer service operations.



Customer story: First Tech FCU

How First Tech Federal Credit Union transformed their approach to omni-channel customer service

The challenge:

First Tech Federal Credit Union serves the employees of the world's leading technology companies, meaning its members have extraordinarily high expectations for a stellar customer experience. However, legacy tech made it hard to deliver the best member experience possible.

First Tech relied on several disjointed systems that disrupted customer experience, while manual work resulted in inconsistent service and increased the risk of errors.

Agents relied on more than 100 SharePoint forms and Outlook templates to complete day-to-day member service requests. As the credit union grew its business, different tools and systems remained a barrier to delivering quality service to members.

The solution:

The credit union implemented Pega Customer Service™ to serve as the cornerstone for its enterprise transformation strategy.

Using Pega, the credit union successfully converted more than 100 manual service forms into automated workflows called “per forms.” The results were immediate – the member experience improved dramatically, and representatives no longer need to fill out manual forms for service requests, resulting in faster time to resolution and fewer manual input errors.

Additionally, the credit union migrated off outdated CRM platforms to reduce system bloat and streamline experiences for members and employees.

The results:

- Estimated \$200M+ business case based on 5-year NPV
- NPS improved by 20%
- Average call handle time reduced by 40%
- Employee licensing cost reduced by 85%
- Reduced open and in-flight cases by 60%
- Data accuracy of back-office forms improved by 100%
- Domestic wire transfer process reduced from 105 steps to 5



The numbers that matter

Pega clients typically see a 60–80% reduction in routine service inquiries within six months, while simultaneously improving CSAT scores by 15–20%.

But the true transformation goes deeper – enabling organizations to scale service operations without proportional headcount growth for the first time.

The most successful implementations don't eliminate CSRs – they transform their roles from routine task processors to high-value problem solvers and relationship builders. One global financial services client actually increased retention of top service talent by 35% after implementing Pega's autonomous service capabilities.



Beyond cost savings

Pega's approach creates a sustainable, competitive moat.

While competitors struggle with fragmented customer experiences across channels, your customers enjoy consistent, personalized service regardless of how they engage – creating loyalty that transcends price competition.

Each month of delay represents millions in unrealized value and thousands of customer interactions that could be building your competitive moat instead of draining resources. The autonomous customer service revolution isn't coming – it's here. Organizations that delay implementation aren't just missing efficiency gains; they're ceding competitive advantage that will become increasingly difficult to reclaim. By 2026, the leaders will have established insurmountable advantages in cost structure and customer experience.



CONCLUSION

The autonomous enterprise imperative

Agentic AI isn't just another technology investment – it's the foundation of sustainable competitive advantage in customer service.



Organizations that successfully implement this approach don't just reduce costs – they fundamentally transform their customer relationships, while creating operational agility that competitors can't match.

The question isn't whether your customer service operations will become autonomous – it's whether you'll lead that transformation or follow others who seized the opportunity first. Pega's comprehensive framework provides the only enterprise-grade path to autonomous customer service that delivers immediate value while building long-term competitive advantage.

Pega, alongside AWS, builds agentic AI into every workflow for true enterprise transformation.

