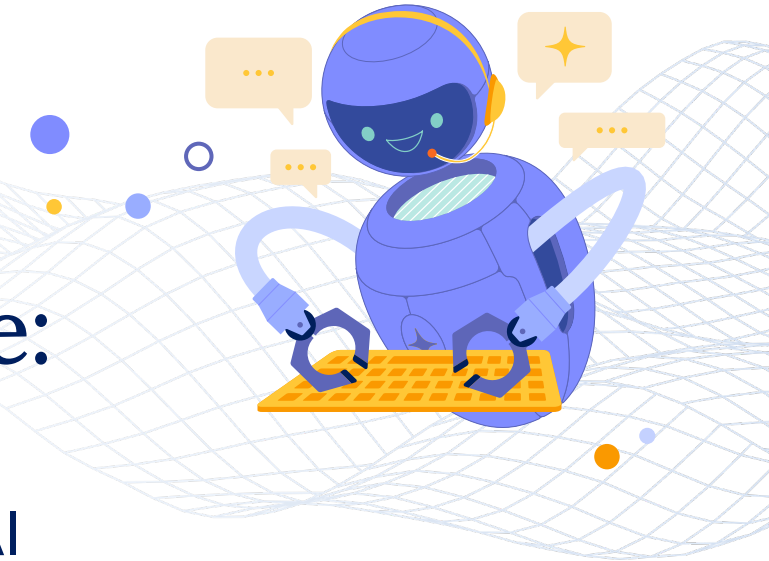# The future of customer service:

From assistants to autonomy with Agentic AI

The $80 Billion shift is underway

Contact centres are at a breaking point:

**Inquiries up
35% since 2021**

**Staffing
flat**

**76% of customers expect
personalised, omnichannel service**

By 2026, AI could slash contact centre labour costs by **$80B** – and elevate the experience at the same time. But not with another bolt-on chatbot.

Why most AI initiatives fail

Today's solutions layer AI on top of rigid systems. That's like adding autopilot to a broken car. True transformation demands more than automation – it needs **agentic AI.**

What is Agentic AI?

Unlike scripted bots, agentic AI:

✦ **Defines** work: Identifies problems + sets priorities autonomously

✦ **Create**s work: Designs tailored service flows for each case

✦ **Executes** work: Orchestrates complex, cross-channel solutions – end-to-end

Why architecture matters

Pega doesn't just deploy AI – it re-architects how work gets done.

✦ **Not another silo** – unified platform

✦ **Built for scale** – 40 years of enterprise-grade experience

✦ **Fast time to value** – launch in 8–12 weeks

Think cruise control vs. a self-driving car.
This is the future of service.

The payoff

60-80%	15-20%	HIGH-VALUE	IMPROVED CLV
reduction in routine inquiries	CSAT lift	Re-skilled workforce focused on high-value interactions	Improved CLV through consistent, personalised service

One global financial firm improved **top agent retention by 35%** after deploying Pega's AI.

Lead the shift. Or lose the edge.

Each month of delay means:

01. Millions in unrealised savings

02. Thousands of missed CX opportunities

03. Ground lost to faster-moving competitors

The future isn't assistants. It's autonomy.

Will you lead or follow?

Learn more or start building at: pega.com/blueprint