

See the future of CX: Agentic AI and more personalized customer experiences

The way we interact with our favorite brands is going through a major transformation. Groundbreaking generative AI and agentic AI capabilities have created an explosion of new, exciting customer experience (CX) possibilities, pushing brands to take a dramatic leap forward into the next generation of AI and CX technology.

Yet to harness this new technology and capture the tremendous potential return on investment (ROI), you'll need an effective strategy and a clear focus to return value from an agentic AI-empowered workforce.

Agentic AI changes the game for CX

In the search for better, AI-driven customer experiences, businesses will encounter a lot of obstacles:

- Customer data from different sources and formats
- Models only trained to complete discrete tasks
- Processes that are siloed when they should be connected

The result is often a disjointed experience from your customer's perspective, and one full of missed opportunities from a business point of view.

Agentic AI offers a significant improvement over traditional analytics capabilities that will unlock more seamless customer interactions. Unlike previous models, AI agents are goal-driven, autonomous systems capable of sophisticated reasoning and execution. With the ability to plan, quickly analyze complex datasets, make decisions, as well as iterate and delegate tasks, agentic systems will benefit customers and businesses alike. For customers, that may mean smarter, faster self-service experiences or customer service interactions that remember customer preferences across channels.

In its most sophisticated applications, agentic AI may make it possible to know customers more deeply by combining unstructured data such as customer service audio recordings, chat logs, and emails with knowledge of customers' past behaviors. The resulting analysis may let businesses identify customer persona and sentiment, then send a targeted offer to customers in real time.

Leaders face high stakes to get AI-backed CX right

The agentic AI revolution is coming fast. According to Gartner, by 2028:

33% of enterprise software applications will include agentic AI, up from less than 1% in 2024¹

15% of day-to-day work decisions will be made autonomously via agentic AI, up from virtually none in 2024²

Leaders are facing intense pressure to choose the right agentic AI systems:

84% of executives expect to see results from AI initiatives within a year, with half intent on improving customer experience³

79% of executives do not have a formal plan to improve CX⁴

The implications of their choice are significant: AI-based CX is only as effective as the data and architecture underneath it. And this new technology brings significant implications for organizational liability, security, and privacy—all of which can be minimized by the right AI platform.

In particular, businesses will strive to deliver better customer experiences with agentic AI because it will:

- Improve efficiency and collaboration across platforms
- Accelerate workflow processes
- Provide significant cost savings through automation
- Enable more frictionless client engagements

3 strategies to drive value with AI for CX

Teradata is helping some of the world's largest companies identify the most effective ways to use agentic AI and generative AI for CX to drive faster ROI from AI.

We partner with organizations from every industry to better monetize their CX programs and in turn deliver a variety of outcomes, such as:

- Increased customer lifetime value
- Introduction of premium experiences
- Reduced customer churn
- Discovery of new revenue streams
- Improved operating efficiency
- Automation and streamlining of processes

These successful strategies fall into three categories for how they benefit customers: discovering sources of friction to create customer experiences that delight, predicting behaviors to deliver more personalized customer offerings, and activating dynamic automation to satisfy customer needs in real time.

By unifying data, analytics, and AI, Teradata empowers businesses to personalize experiences, optimize engagement, and drive meaningful outcomes—meeting you wherever you are on your analytics journey.

Navigating the new AI landscape

To learn more about how top organizations are transforming their customer experiences and driving growth with AI, including customer success stories and demos of our enterprise CX platform, visit teradata.com/cx today.

About Teradata

At Teradata, we believe that people thrive when empowered with trusted information. We offer the most complete cloud analytics and data platform for AI. By delivering harmonized data and Trusted AI, we enable more confident decision-making, unlock faster innovation, and drive the impactful business results organizations need most.

See how at [Teradata.com](https://teradata.com).

- 1 "Top Strategic Technology Trends for 2025: Agentic AI." Gartner, October 21, 2024.
- 2 "Top Strategic Technology Trends for 2025: Agentic AI." Gartner, October 21, 2024.
- 3 NewtonX global survey of 300 C-suite execs and AI leaders from companies with more than 1,000 employees and \$750M in revenue.
- 4 Predictions 2025: Customer Experience. Forrester Research, October 22, 2024.

Discover and remove friction to delight customers.

Analyze data across interactions and channels to better understand and address customer pain points.

- Broken digital journeys
- Multi-touch attribution
- Customer service inefficiencies
- Onboarding program optimization

Predict user behaviors to personalize offers.

Connect millions of data points for pattern analysis and propensity modeling to anticipate customer needs and preferences.

- Hyper-personalization
- Predict intent to buy
- Churn prediction
- Predict and resolve dissatisfaction/CX issues

Activate trusted automation to meet needs in real time.

Operationalize and automate the customer experience with offers, service messages, content, and retargeting in real time:

- Real-time contextualized digital experiences
- Predictive re-targeting
- Real-time cross-sell/upsell recommendations
- Agent recommendations