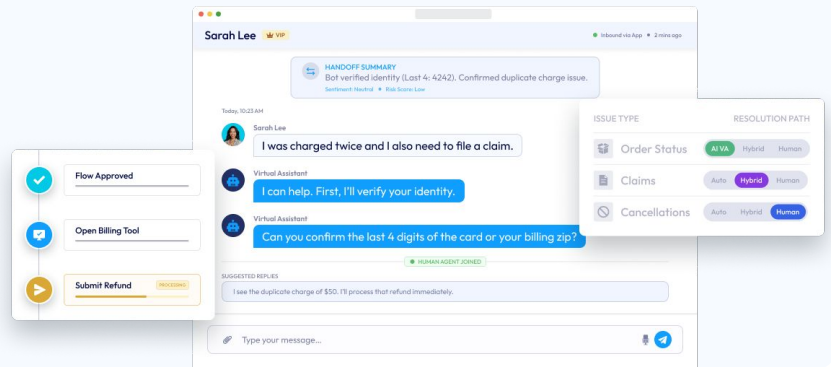


# AGENTIC EXPERIENCE ORCHESTRATION



## Executive Summary

**For years, the customer experience (CX) and artificial intelligence industry (AI) has been pushing a narrative that humans are the problem with customer experience.** From a balance sheet perspective, it almost made sense. Human agents are often more than half of the cost to run a contact center. And, those same agents get frustrated, burn out, and churn – adding even more cost to operations. The industry’s solution was simple: add automation, reduce headcount, and push more customers to self service. But the dream of achieving a Return on Investment through automation has struggled to deliver. Organizations have not been replacing agents. Consumers still prefer to speak with humans. And the cost of AI has risen to the point that it is near par with the cost of a human-led interaction.

The problem with CX has never been humans; it’s always been the 4-10+ applications the humans need to use in order to resolve a customer’s inquiry. AI has just bolted yet another layer onto an already fragmented stack. Customers are greeted by AI agents and immediately ask to speak with a human agent. Customers repeat themselves. Agents search across disconnected applications while a conversation is happening. Supervisors and analysts reconstruct the truth after the fact. AI pilots struggle to move from a promising demonstration to measurable business impact.

UJET Agentic Experience Orchestration (AXO) takes a different approach. AXO is an end-to-end CX platform with persistent AI across the customer journey. It connects conversations, enterprise data, human judgment, and action that drives outcomes all from a unified operating layer. It helps organizations improve customer experience by removing tool and system complexity, not by removing the people customers trust.

**This is the subtraction economy:** value created by retiring redundant software and applications, reducing manual integration work, and shrinking the number of systems required to serve a customer. **Keep the humans. Cut the software.**

## Market Dynamics

Today's CX-focused organizations face significant hurdles in our AI-first world, where legacy Contact Center as a Service (CCaaS) providers have failed to solve:

- **The Integration Burden:** Human agents act as the manual integration layer between real-time conversations and disconnected CRM, ERP, Billing, Shipping, Knowledge Base, and other enterprise systems.
- **The Administrative Debt:** On average, contact center agents are using 4-10 tools during a single interaction, with swivel-chair data entry resulting in a 30% productivity loss.
- **The Fragmented Data Silos:** Static systems of record - like legacy ticketing and case management tools - create insight gaps and friction, making it difficult for AI to understand and respond to customer context.
- **The AI (ROI):** Many organizations consume more AI than expected without decreasing headcount, leading to limited ROI based on the Total Cost of Ownership (TCO).
- **The Relationship Gap:** Despite top-down pushes for automation, many consumers still prefer, or require, human interaction to build trust and deliver on long-term lifetime value.

### KEY BUSINESS CHALLENGES



# 50%

of companies that attributed headcount reduction to AI will hire back (Gartner)



# 85%

of consumers prefer to interact with human agents over AI (Metrigy)



# 4-10

tools used by human agents during an average customer interaction (Forrester)

## AI Was Added to the Wrong Foundation

Most customer experience stacks were assembled one renewal at a time. A contact center platform handled the interaction. A CRM or ticketing tool held the case. Separate products handled virtual agents, agent assist, quality management, workforce management, analytics, and reporting. Each product solved one problem, but each also introduced another login, another integration, another copy of the customer record, and another contract to maintain.

AI was then bolted onto this architecture and asked to transform it.

That is why so many AI programs stall. The model may be capable, but the surrounding system cannot provide reliable context, execute a governed workflow, or learn from outcomes across the full customer journey. Gartner predicts that more than 40% of agentic AI projects will be canceled by the end of 2027 because of escalating costs, unclear business value, and inadequate risk controls.

Frost & Sullivan recently wrote about this in their 2026 Competitive Strategy Leadership Recognition report:

*Enterprises are confronting an uncomfortable paradox: despite unprecedented AI investment, measurable returns have been elusive. Broadly speaking, organizations are not reducing headcount. They are consuming more AI than expected, the cost of AI is rising, and ROI has been limited—to the point that some organizations that let people go are hiring them back because the cost per contact for AI is almost equal to that of an outsourced agent. Simultaneously, Frost & Sullivan research indicates that most consumers still prefer to speak with a real person when they need to communicate with a business. These realities are compelling CCaaS providers to rethink their value propositions: from tools that merely automate to platforms that intelligently orchestrate contextual data, agent workflows, and outcome optimization across the full customer journey.*

The answer is not another point solution. It is a different operating model for customer experience.

## ROI From the Subtraction Economy

Every traditional software pitch starts with addition: add a bot, add an assistant, add an orchestration layer, add another analytics product.

AXO runs the equation in reverse. The subtraction economy starts with a simple question: What can the business stop buying, integrating, and maintaining? AXO is designed to consolidate capabilities over time so each phase can remove complexity from the stack. The path is deliberate:

1. **Conversational analytics** through Spiral – Bring customer conversations and feedback into one intelligence layer, consolidating data analysis and removing the need for custom Business Intelligence tools and data analysts.
2. **Quality management** – Use that intelligence to automate evaluation and improve coaching without maintaining a separate manual process.
3. **Workforce management** – Apply richer operational data to planning and performance.
4. **Virtual Agents & AI Assistants** – Consolidated with a persistent AI layer using UJET's AXO platform.
5. **Ticketing and case management** – Move beyond static records toward real-time orchestration connected directly to the enterprise data layer through AXO's bi-directional, real-time data synchronization.

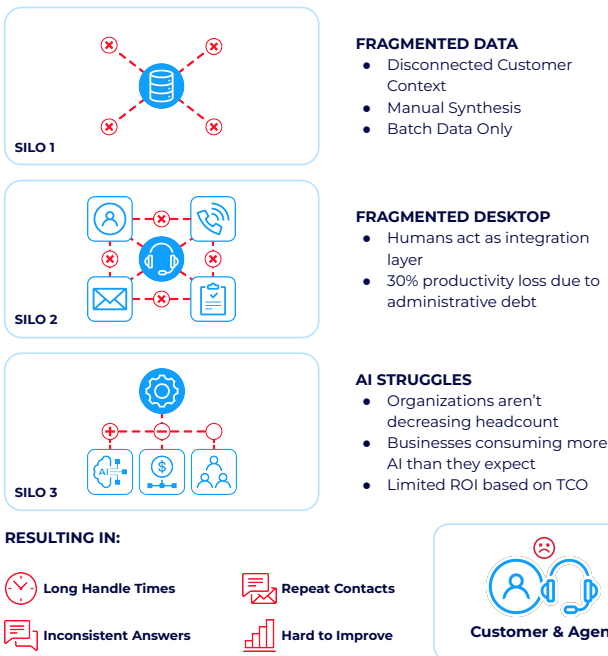
The goal is not disruption for its own sake. It is a smaller software footprint, fewer integration points, less administrative work, and a customer experience that improves while the conversation is still happening.

Software sprawl is already a material business problem. Zylo reported that the average organization manages roughly 275 SaaS applications and wastes about \$21 million annually on unused licenses. The subtraction economy turns consolidation from an IT clean-up exercise into a CX and margin strategy.

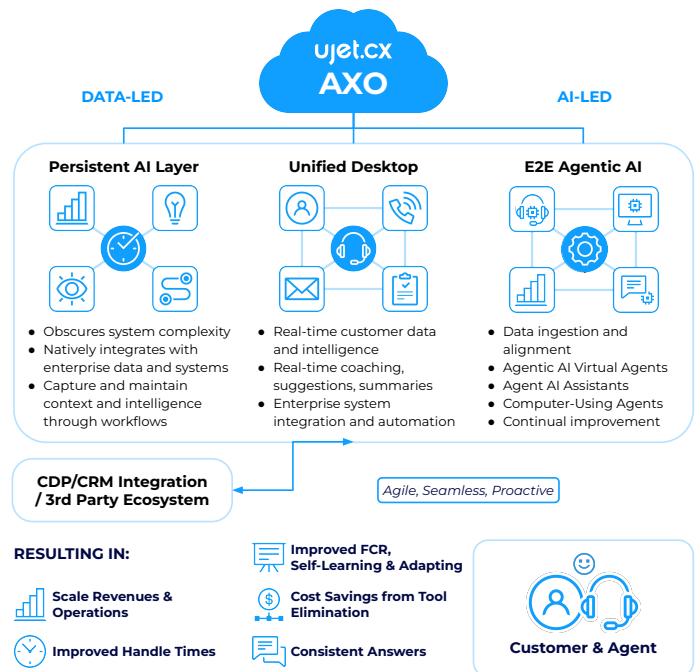
## Introducing: Agentic Experience Orchestration

UJET AXO represents a fundamental shift from the outdated approach of siloed data and fragmented desktops. It is an AI-first and data-led platform built to turn every interaction into a positive outcome.

### CX Challenges (The Outdated Approach)



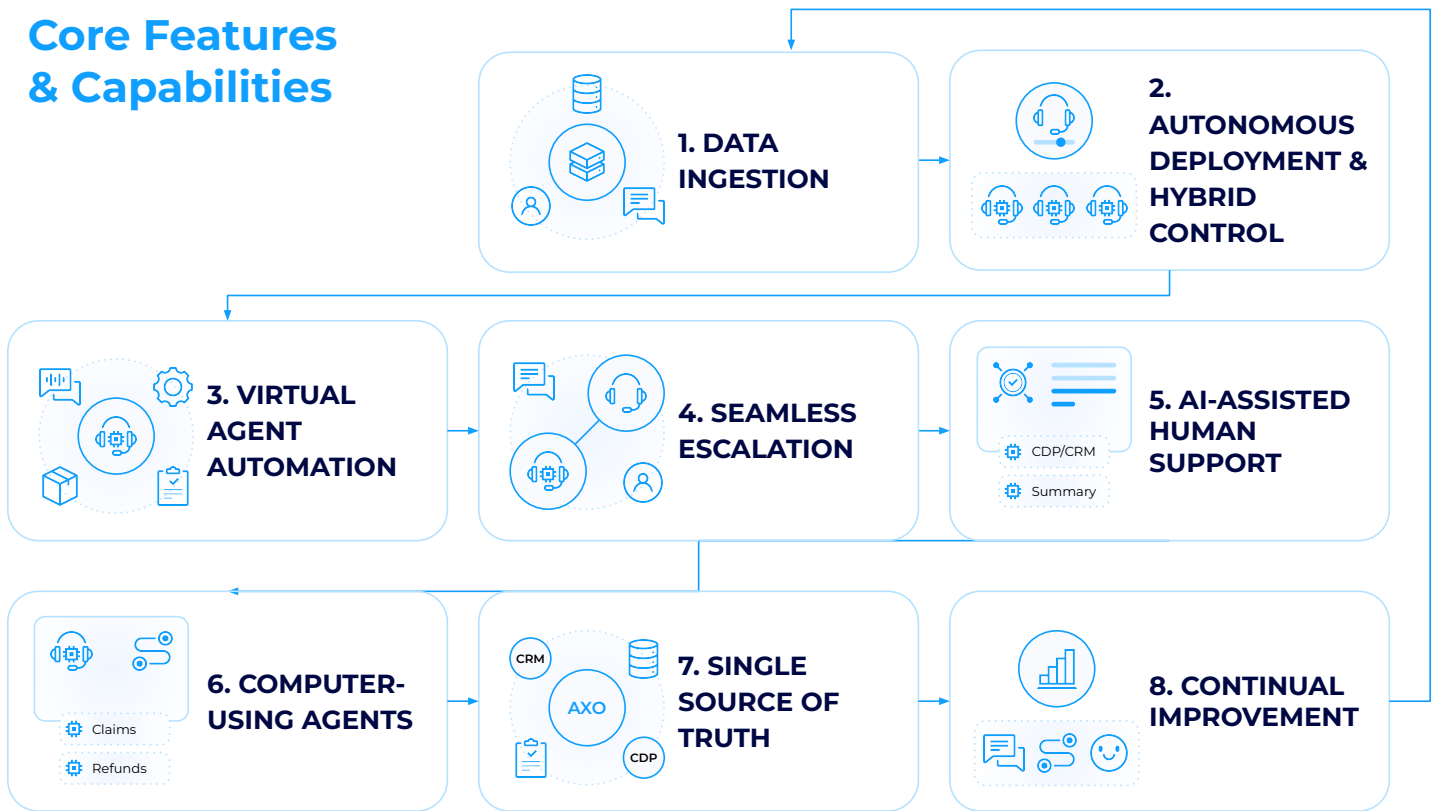
### AXO: The Contextual System of Intelligence



## AXO Framework Differentiators

- **Persistent AI Layer:** Unlike "bolted-on" AI platforms, AXO uses AI and Machine Learning to unify disparate data and systems, maintaining contextual, personalized intelligence throughout the entire CX workflow—from the initial onboarding and deployment, to agentic Virtual Agent automation and AI assistants, through interaction resolution, and powering analytics and continual improvement..
- **Unified Agent Workspace:** A single interface that provides real-time contextual intelligence and "click-to-execute" enterprise system integration, eliminating the need for agents to navigate multiple back-office applications.
- **Computer-Using Agents (CUA):** Advanced LLM-based AI agents that can "see," "think," and interact with third-party tools autonomously, executing workflows even when traditional APIs are unavailable.
- **Variable AI Control:** Build and fine-tune AI Virtual Agent workflows autonomously based on customer interactions and outcomes, while providing administrators with humans in the loop controls to control exactly how much, or how little, AI is deployed per customer segment or flow type.

## Core Features & Capabilities



- 1. Data Ingestion:** UJET's AXO ingests historical conversations and customer data like tickets, conversations, events, and knowledge bases to automate system configuration, and agent building, while auto-identifying data types like customers, tickets, orders, billing information, refunds, and claims to drive real-time context during customer interactions.
- 2. Autonomous Agent Deployment & Hybrid Control:** Agentic Virtual Agents are autonomously created based on conversations and customer data ingestion, while providing human in the loop controls that allow administrators to tune the system and control how much AI to deploy per customer, segment, and flow type.
- 3. Agentic AI Virtual Agents:** Automate low-value interactions and autonomous tasks and seamlessly escalate to human agents when interactions are high-value or require emotive support.
- 4. Seamless, Contextual Handoffs:** Virtual Agents stay in the conversation as it escalates to human agents, acting as a contextual, real-time assistant, providing full AI summaries and customer context.
- 5. Agentic AI-Assisted Human Support:** AI agents stay in the loop to surface relevant customer information from the CDP/CRM based on conversational context, providing real-time summaries, suggested responses, next-best action, and click-to-execute workflow automation without the need for other, siloed business tools.
- 6. LLM-Based Computer-Using Agents:** Execute workflows across disparate back-office systems, even when APIs are not available (ex. filing claims, processing refunds, etc.)
- 7. Single Source of Truth Automation:** Sync structured tickets and summaries to your data lake, CDP, or CRM to maintain a single source of truth.
- 8. Continuous Improvement Engine:** The platform continually learns from interaction outcomes, optimizing automated flows based on successful resolutions, best practices, and customer sentiment.

## The Benefits of AXO



**Cost savings** from elimination of costly and complex ticketing and case management systems, and consolidating the agent desktop, and conversational analytics, workforce management, and quality management tools.



**Scale revenues and operations** using the existing workforce with agentic virtual agents and AI assistants



AI assistants provide employees with superpowers that drive **empathetic, contextual conversations that build relationships and loyalty**



**Eliminate manual workflows** with autonomous agentic actions and Computer-Using Agents that take action based on customer/business context



**Drive First Contact Resolution and improve CSAT** through the industry's first unified CX interface that extends far beyond channels & AI assistants



**Continually improve employee and virtual agent performance** with AI analytics from all your customer conversations and feedback sources

### UJET CUSTOMER SPOTLIGHT



*"UJET's AXO platform represents a fundamental shift in how we think about AI in customer service. Rather than replacing our human agents and creating frustrating automated experiences, AXO will enable us to deliver personalized, contextual support at every touchpoint. For a fintech company serving small businesses where every interaction matters, this allows us to maintain the personal touch our customers value while handling complex queries around our product suite. AI that augments our team is essential to maintaining the service standards that define Capital on Tap."*

Damian Brychcy, CEO at Capital on Tap



## AXO Business Outcomes and Value

By bridging the gap between customer data and interaction management, AXO delivers measurable seven-figure ROI across three primary pillars:



### System Elimination

**\$3M+**  
**savings/year**

From **removing the need for complex, costly customer data sources** (ex. ticketing, case management, quality management, workforce management) and costly professional services



### Customer Satisfaction

**\$10-100M**  
**new revenue/yr**

Generated from a **7%↑ improvement** in CSAT



### First Contact Resolution

**\$1M+**  
**savings/yr**

From as little as **4%↑ improvement** in FCR

## The Business Case for System Subtraction and Consolidation

The AXO business case begins with outcomes the organization can measure in its own environment. It does not depend on speculative headcount reduction or an invented savings benchmark. Measure the change in:

- Software categories and contracts retired
- License spend eliminated
- Integration projects avoided
- Total CX technology cost and cost per contact
- After-call work and administrative time
- First contact resolution, customer satisfaction, and repeat contact rate
- Time to deploy and improve an automated workflow
- The percentage of AI investment tied to a measurable P&L outcome

This approach makes the value visible phase by phase. The organization can begin with Spiral and conversational intelligence, then remove additional systems as capabilities and confidence expand.



## AXO Business Outcomes and Value

The next era of customer experience will not be won by the company that adds the most AI. It will be won by the company that removes the most friction.

AXO replaces a stack of disconnected experiences with persistent intelligence, governed action, human judgment, and continuous learning. It helps organizations stop treating people as the problem and start fixing the complexity around them.

## ***Keep the humans. Cut the software.***

That is Agentic Experience Orchestration. That is the subtraction economy. That is how the contact center becomes an experience Center.

**Ready to see how AXO can transform your CX architecture?** Visit [ujet.cx/axo](https://ujet.cx/axo) to learn more.

### **About UJET**

UJET leads the way in AI-powered CX transformation, delivering a future-proof, cloud platform that redefines the customer experience with advanced agentic AI, multimodality, and a mobile-first approach. We infuse agentic AI across every aspect of the customer journey – from build and deployment, to end-customer, agent, and supervisor experiences – to drive automation and efficiency. UJET's AI solutions empower agents, optimize customer journeys, and elevate customer interactions with actionable analytics. Built on a cloud-native architecture, UJET ensures unmatched security, scalability, and prioritized data analytics. Designed for effortless use, UJET partners with businesses to deliver exceptional interactions, smarter decision-making, and accelerated growth in the AI-driven world.

[Learn more at ujet.cx](https://ujet.cx)