



AI BOOST: NUOVE ENERGIE

MODULE 3

AI AGENT E CO-CREAZIONE CON GLI OPERATORI

27 Gennaio 2026

An abstract graphic on the left side of the slide featuring vibrant, swirling colors like blue, orange, red, and purple, creating a sense of motion and depth.

AGENDA

Topic 1: Difference between traditional chatbots and AI Agents

What is an Agent?

Chatbot vs AI Agent

Topic 2: Increase efficiency using AI Agent

Agent in Customer Service: Agent Assist

Agent in Customer Service: Self-Service Agent

Agent in Customer Service: Knowledge Management Agent





TRADITIONAL CHATBOT VS AI AGENT



What is an Agent

Agents use AI to **automate and execute business processes**, working alongside or on behalf of a person, team, or organization.

Deploy to...



Internal tools

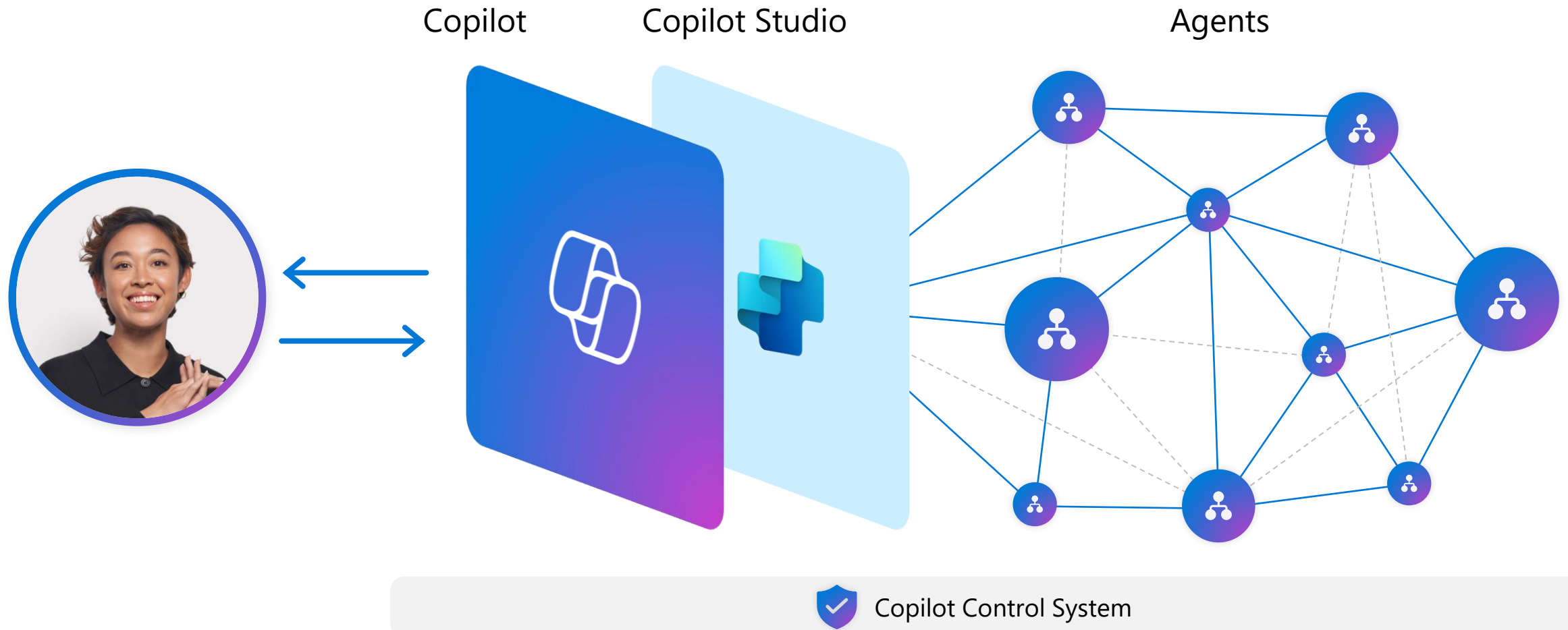


Your applications



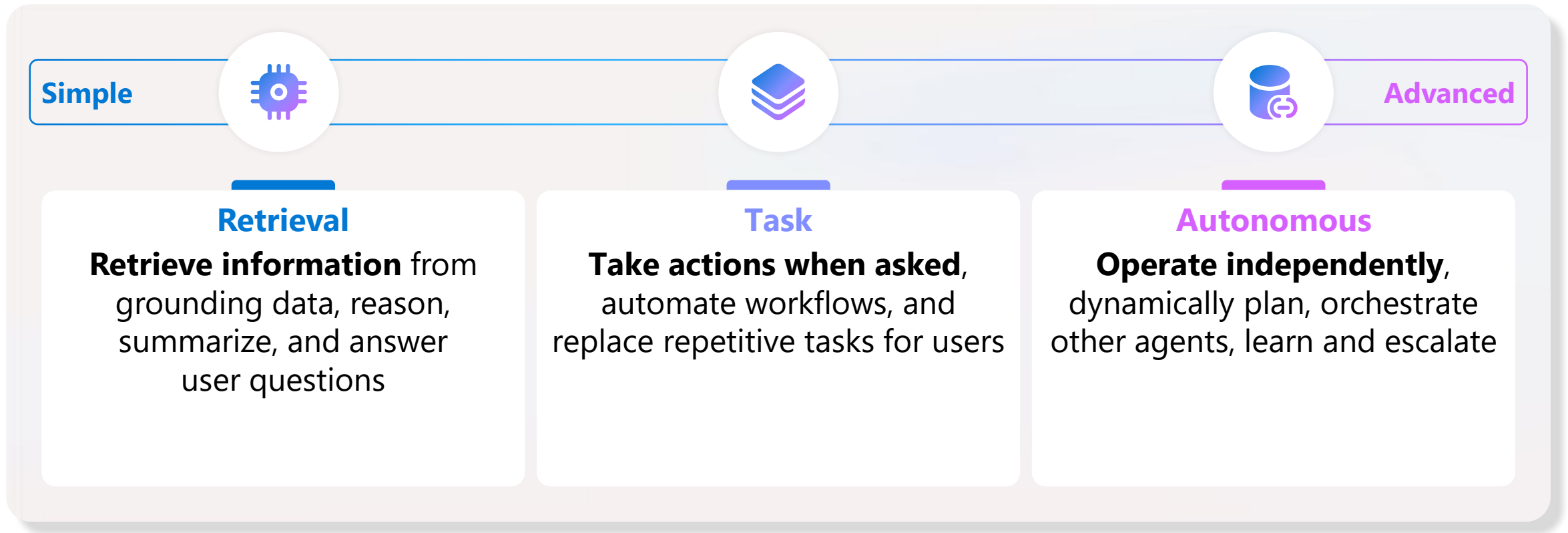
Your websites

What is an Agent



Chatbot vs AI Agent

Agents extend traditional chatbots by adding reasoning, skills, and knowledge, or by autonomously executing tasks and automating workflows.



Traditional chatbots handled predefined questions and followed rigid conversation flows



INCREASE EFFICIENCY USING AI AGENT



Agent Assist AI



An **Agent Assist AI** supports Customer Service Representatives in real time during customer interactions (chat, email, voice). It does **not interact directly with customers**, but augments the agent's capabilities by providing contextual and intelligent assistance.

Use Case Scenario:

Real-time response suggestions during chats or calls

Instant access to **the knowledge base**

Automatic conversation **summarization** and ticket completion

Compliance and script guidance (regulatory or internal rules)

Language translation and tone adaptation

Benefits:

Reduced Average Handling Time (AHT)

Agents spend less time searching for information.

Lower error rates

Responses remain consistent and policy-compliant.

Faster onboarding of new agents

Junior agents perform at the level of experienced staff.

More consistent service quality

Reduced variability across agents.

Improved agent experience

Lower cognitive load and reduced stress.



Self Service AI Agent



A **Self-Service AI Agent** interacts directly with customers (chatbot or voicebot) to autonomously resolve common and repetitive issues, without human intervention.

Use Case Scenario:

Guided troubleshooting flows for technical or product-related issues

Handling standard requests (order status, returns, invoices, password reset)

Dynamic diagnostics through adaptive question flows

Smart escalation to human agents with full context when needed

Benefits:

⚙️ **Significant reduction in first-level contact volume**

Up to 60–80% of requests resolved autonomously.

⌚ **Instant responses, available 24/7**

No waiting time for customers.

📋 **Improved Customer Experience (CX)**

Faster resolution with fewer steps.

📦 **Reduced unnecessary escalations**

Human agents focus on complex or sensitive cases.

💰 **Lower operational costs**

Reduced dependency on human resources.



Knowledge Management AI Agent



A Knowledge Management AI Agent creates, updates, and optimizes the knowledge base by analyzing real customer interactions, resolved tickets, and internal documentation.

Use Case Scenario:

Automatic generation of FAQ and help articles from resolved tickets

Continuous updates of procedures when products or policies change

Identification of knowledge gaps (frequent questions without clear answers)

Content optimization for clarity, readability, and consistency

Alignment between internal and external knowledge bases

Benefits:



Always up-to-date and reliable knowledge base



Reduce manual effort required for agents to create and maintain the knowledge base.



Continuous improvement of self-service effectiveness

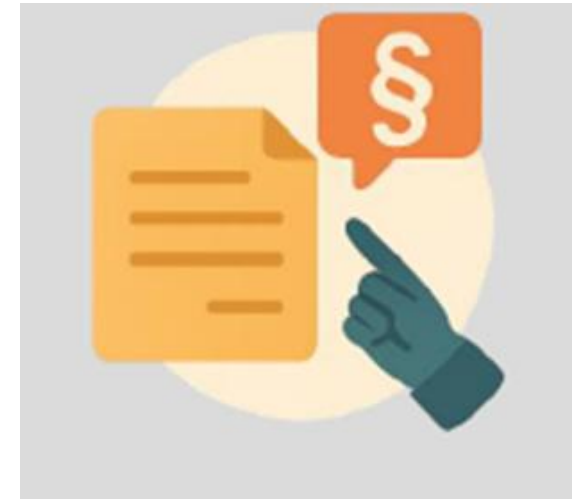


Preservation of organizational knowledge



Data-driven service improvements

Based on real customer issues, not assumptions.



www.clusterreply.it

