



# Agentic Automation

Think bolder, scale higher.



The age of agentic artificial intelligence (AI) is upon us. We at PwC India are helping enterprises keep pace and transform by creating smart, intelligent and autonomous systems across the entire business value chain. By leveraging generative AI (GenAI) and large language models to integrate human expertise and agentic capabilities, we help organisations unlock unmatched speed, accuracy and efficiency. Our agentic solutions enable faster ROI, enhanced compliance and improved customer experience across business functions.

### We help organisations:



Make smarter decisions and stay ahead of the curve



Accelerate enterprise reinvention



Simplify complex decision making in real time



Drive measurable impact for their end customers



Eliminate inefficiencies and standardise workflows



Achieve better compliance



Reimagine customer experience



Empower their people



# Augmenting human capabilities with agents

While humans possess creativity, emotional intelligence, contextual and situational adaptability, empathy and ethical reasoning, and social and cultural intuition, agentic AI brings high-speed execution, scalability, accuracy, 24/7 availability without fatigue, and cost efficiency at scale.

## Comparing humans and AI agents

Humans		AI agents
<p><b>Brain</b></p> <p>Utilise experience, emotional intelligence and ethical judgment to process information</p>		<p><b>Cognitive processing and decision-making</b></p> <p>Leverage GenAI to analyse data, identify patterns and insights, and solve problems</p>
<p><b>Eyes and ears</b></p> <p>Perceive visual, body language, emotional and environmental cues</p>		<p><b>Information perception and analysis</b></p> <p>Use technologies such as computer vision to extract and analyse information from text, documents, speech, image and videos</p>
<p><b>Speech</b></p> <p>Speak and communicate in response to a situation</p>		<p><b>Interaction and engagement</b></p> <p>Use natural language processing (NLP) to interact with employees and generate instant responses to queries with relevant information</p>
<p><b>Heart</b></p> <p>Make decisions based on moral reasoning and empathy, considering individual circumstances and ethical implications</p>		<p><b>Ethical judgement and empathy</b></p> <p>Operate within predefined ethical guidelines and compliance frameworks</p>
<p><b>Hands and legs</b></p> <p>Perform physical tasks requiring manual intervention and agility</p>		<p><b>Task execution and action skills</b></p> <p>Employ RPA, workflows, automation scripts and application programming interface (APIs) to execute tasks swiftly and accurately</p>

# What we offer

## Agentic transformation programme setup

	<p>Strategy and operating model</p>		<p>Centre of excellence (CoE) and governance setup</p>		<p>Determination of suitable technology</p>
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## Agentic automation E2E implementation services

<p><b>Screening (envison agents)</b></p> <p>Perform data-driven analysis to identify areas and opportunities for agentic automation</p>	<p><b>Evaluation (design and build)</b></p> <p>Design and develop agents that meet defined requirements</p>	<p><b>Onboarding (deployment and orchestration)</b></p> <p>Deploy agents within the target environment</p>	<p><b>Probation (train and refine)</b></p> <p>Continuously improve agents through targeted training to enhance capabilities</p>	<p><b>Review (support and maintenance)</b></p> <p>Ensure long-term effectiveness and reliability of agents</p>
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## Agentic automation services suite

<p>Input connectors and channel integration</p>	<p>Process prompt library</p>	<p>Tools and plugins</p>	<p>User interface (UI), agentic orchestration and execution at scale</p>	<p>Business strategy and adoption</p>
	<p>Agents' skills</p>		<p>Monitoring and analytics</p>	<p>Tech enablement</p>
			<p>Sector-specific solutions</p>	
	<p>Agentic governance framework</p>			

## Augmenting agentic automation through pre-built agents

<b>Business function specific automation solutions</b>	 Human capital	Talent search agent Payroll processing agent	HR master data management agent Final settlement agent
	 Finance	Accounts payable agent Smart reporting agent	Accounts receivable agent Variance analysis agent
	 Supply chain	Vendor servicing agent Life of an order agent	Smart waste optimisation agent Inventory control agent
	 Contact centre	Service desk agent Voice orchestration agent	Auto-ticket resolution agent Human agent assist
	 Brand and marketing	Market intelligence agent Campaign management agent	Content generation agent Lead scoring agent
<b>Industry-specific solutions</b>	 Financial services (FS)	Loan processing agent Investment advisory agent	Claims processing agent Credit risk agent
	 Health industries	Preventive health tracking agent Clinical trial query resolution	Chronic disease management Prescribing information agent
	 Retail and consumer	Order scripting agent Inventory management agent	Key account management agent Customer insights agent
	 Technology, media and telecommunications	Network optimisation agent Application monitoring agent	Field service agents Cloud management agents
	 Manufacturing	Demand forecasting agent Tender bids evaluation agent	Predictive maintenance agent Quality reporting agent

# Agentic automation: IPs, assets and accelerators

We have built these IPs and assets using our extensive automation experience, industry and AI knowledge, so you can boost your automation journey.



Digital workmate for intelligent document processing



Agentic governance-in-a-box



RAG assistant for customer query resolution



Agentic automation software development lifecycle (SDLC) framework



Agent performance dashboard



Agentic knowledge management portal



Email automation for trading and supply operations



Agentic-powered SOP optimisation solution



GenAI-powered digital assistant

## Key differentiators that set us apart and help us solve the complex business challenges you face

Multi-technology and functionally skilled **fusion teams**

**Our domain expertise**

**Our accelerators and utilities**

**Our playbooks are:**

- crafted with nearly 20,000 hours of expertise
- cover global teams across four continents
- enriched with insights from 300+ implementations

to transform processes and deliver **value at scale.**

Digital workforce operating model

Automation: Delivery playbook

# Our team



**800+**  
Team members

**6.5 years+**  
Average experience

**300+**  
Projects delivered across 200+ clients



**100+**  
Agentic workforce deployed

**15,000+**  
Digital workforce deployed

**7**  
Operation locations in India

**100+** Tools
**12+** Tool certified CoEs

Tool capability	Primary	Secondary
Agentic automation	400	150
Intelligent automation (including RPA, cognitive)	300	100
Conversational AI/ GenAI	150	80
Intelligent document processing	100	50
Process discovery and mining	50	25
Workflow automation	50	25

# Our awards

<b>2025</b>	Silver Innovator UiPath AgentHack	<b>2022</b>	UiPath Excellence in Legal, HR & Other Process automation
<b>2024</b>	UiPath APJ Innovation Partner of the Year Automation Anywhere EMEA Partner of the Year Automation Anywhere Imagine Partner Award	continued	Blueprism ROM Excellence (Implementation) at a leading Dutch oil and gas company
<b>2023</b>	UiPath APJ Foundational Partner of the Year	<b>2021</b>	UiPath Best Cognitive Automation
<b>2022</b>	UiPath Worldwide Innovation Partner of the Year UiPath Innovation Partner of the Year (India & South Asia) UiPath Innovation Partner of the Year APJ	<b>2020</b>	<ul style="list-style-type: none"> <li>• UiPath Excellence in Finance &amp; Business Automation</li> <li>• UiPath Top UiPath Business Partner in New Zealand</li> </ul>
		<b>2019</b>	UiPath Most Innovative Implementation (India)



# About PwC

## We help you build trust so you can boldly reinvent

At PwC, we help clients build trust and reinvent so they can turn complexity into competitive advantage. We're a tech-forward, people-empowered network with more than 370,000 people in 149 countries. Across assurance, tax and legal, deals and consulting we help build, accelerate and sustain momentum. Find out more at [www.pwc.com](http://www.pwc.com).

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