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Beyond chatbots: How agentic AI is revolutionising customer experience

Introduction

Agentic AI is increasingly being adopted to enhancing customer experience and move beyond traditional chatbots. These advanced systems generate responses to customer queries based on past data which enables them to generate responses on their own unlike traditional bots where only predefined set of rules are followed to answer customers which makes their query resolution and responses limited.

These systems not only handle the responses of customers in an effective way but also give personalised responses based on individual users' past experiences and recommendations. They also retain the context in lengthy conversations unlike traditional chatbots which can only retain limited context.

Limitations of traditional bots

Chatbots work on a rule-based approach. So, if a customer inputs a complex problem beyond the scope of the predefined context, bots are unable to resolve it. Regular chatbots also lack emotional intelligence and a clearly defined escalation matrix due to which the bots stay stuck in a loop of predefined answers which often leads to low customer satisfaction score.

Application areas of agentic AI

Though agentic AI is gaining prominence across various domains, given below is an overview of how this technology is helping the following sectors:

Travel and hospitality

It reduces travel inconveniences and autonomously rebooks in case of flight cancellation. It also handles compensation and rearranges the itinerary as per new schedule. This reduces the time spent in resolving various disruptions.

Health and life sciences

If a customer logs in to symptoms via a healthcare app, the agentic AI support immediately analyses the symptoms and books an appropriate clinician's appointment and sends the history of the patient to the doctor. Similarly, the medicine refill pattern is captured and sent to the caregiver so that it can be refilled on a timely basis. This reduces the burden of administrative work and focuses more on patient care

E-commerce

Imagine a customer buying a product which is damaged. He tries to return it and seeks a returns process from agentic AI. The agentic AI-enabled chatbot can seamlessly initiate a return or refund money based on a single click of input from the user. It can also give step-by-step personalised responses to each customer based on the tone of the user. This reduces purchase friction. If a customer sets an alert to place an order when the price of an item decreases, the agent can automatically place an order without any manual intervention, thereby increasing the possibility of repeat sales.

Telecom

In customer facing apps, agentic AI is embedded to guide them through diagnostics, runs remote checks, and even push firmware updates to modems or devices. Agents can detect outages automatically, notify affected customers, and trigger compensation without waiting for complaints. Agents analyse usage and proactively suggest tailored plans or upgrades. They can also identify anomalies in bills, issue corrections, and process refunds instantly, eliminating long customer support waiting time. In smart home or enterprise setups, agents autonomously monitor connected devices, resolve connectivity issues, and escalate only when human intervention is needed.

Organisational benefits

Since AI agents can handle majority of the inquiries, human agents can focus on more complex queries. Agents can also minimise the scope of human errors which could incur losses. Organisations can also use agentic AI to autonomously guide new employees through training modules, answer questions contextually, and adapt content delivery reducing the need for lengthy training processes. In regulated industries, agentic AI can autonomously monitor transactions and flag potential compliance breaches, proactively alerting teams and thus reducing organisational risk compared to reactive chatbot setups. Agentic AI can also assess workload patterns and automatically reassign resources (staff shifts, inventory distribution), optimising operations without manual oversight. Agentic AI agents can autonomously aggregate and analyse data across business units and generate actionable insights that inform executive decisions faster than traditional chatbot data collection allows. With agentic AI monitoring systems and infrastructure, organisations can detect anomalies and initiate corrective actions instantly at any time, minimising downtime and impact.

Implementing agentic AI solutions in customer-centric applications

Some of the key considerations while adopting agentic AI in customer service are:

1

Defining clear use cases:

Review processes related to high volumes of query handling, tracking order and others and understand if they can benefit from agentic AI.

2

Ensure data readiness:

Prepare data as per the agentic AI solution's requirements.

3

Choose the right platform/partner:

Evaluate capabilities for autonomy, system integration, adaptability, and learning.

4

Human and AI collaboration:

Clearly demarcate the tasks which need to be automated, and which need human review.

5

Governance and trust:

Inform the customers about the processes and provide guidance to ensure that they are informed and can opt out of the automated, making decisions to ensure privacy.

6

Measure key metrics:

Measure customer satisfaction score (CSAT), resolution time, first contact resolution and other metrics and identify how they can be improved by deploying the AI agents.

7

Pilot and scale:

Implement the agentic AI solutions in scale to large number of processes

8

Continuous learning:

Agentic AI agents need to continuously learn from the historical response of all the users and provide each user with their customised sets of responses. Therefore, it is important to provide a continuous learning feedback mechanism for the agents.

9

Data security and privacy:

Collect only necessary details and use end-to-end encryption for customer data in transit. Authenticate every request before accessing sensitive API's and predefine rollback strategies.

Conclusion

As businesses move beyond the limitations of traditional chatbots, agentic AI could bring a transformative capability—one that redefines customer experience. These systems not only respond to queries; they anticipate intent, act autonomously, and improve continuously through real-time learning. In the coming years, agentic AI could further enable organisations to develop customer journeys, optimise internal processes, and power predictive decision-making. It could also help in delivering hyper-personalised services, unlock new revenue models, and strengthen the trust that customers place in digital interactions. Organisations that embrace agentic as a core capability will lead the next era of innovation.

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PS/December 2025 - M&C 50173