

Agentic AI-Led Contact Center with ADAM

Empowering Faster, Smarter, and Scalable Customer Support Experiences

Business Challenge

Traditional contact centers often struggle with siloed systems, manual workflows, and inflexible rule-based bots that fail to adapt to customer context. These limitations lead to prolonged resolution times, fragmented customer experiences, and high operational costs. Agents are left piecing together information from scattered sources, which slows response times and reduces efficiency.

To meet this challenge, industries require a next-generation contact center that can deliver intelligent, real-time assistance while minimizing manual intervention.

Brillio's Agentic AI-Led Contact Center for Next-Gen CX

Brillio reimagines the contact center with a multi-agent AI system that autonomously retrieves and synthesizes information across disparate knowledge sources. By streamlining workflows, enhancing query understanding, and supporting escalation only when needed, the system empowers agents and elevates customer service quality.

- **Natural Language Query Handling:** Accepts user queries in natural language, triggering intelligent processing across the system.
- **Multi-Agent AI Orchestration:** Routes requests to specialized agents that retrieve data from structured and unstructured systems.
- **Intent Recognition:** Understands the query's purpose to deliver the most relevant, contextual response.
- **Sentiment Analysis:** Flags negative sentiment and escalates only when necessary.
- **Automated Follow-Up Suggestions:** Surfaces insights and next-step recommendations.
- **Human-in-the-Loop Support:** Escalates complex issues seamlessly for empathetic resolution.

Use Case Examples

- Deliver faster resolutions by automating knowledge retrieval across multiple systems.
- Reduce agent workload by handling repetitive and low-complexity queries autonomously.
- Provide intelligent support 24/7 through always-available AI agents.
- Identify and escalate complex or sensitive interactions to live agents based on sentiment analysis.
- Generate data-driven recommendations to guide agent responses and follow-ups.

Benefits

- **Reduced lead time** for response resolution.
- **Enhanced customer** satisfaction through real-time support and 24/7 availability.
- **Significant cost savings** with minimal human supervision required.

ABOUT BRILLIO

Brillio is a digital technology services company that drives AI-first engineering and design-led experiences for global enterprises. Born digital in 2014, its consulting-led services span Customer Experience, Data & AI, Product Engineering, and Digital Infrastructure. With an industry-leading NPS of 71, Brillio accelerates time to market through its proprietary BrillioOne.ai platform, powered by AI-ready talent with deep domain expertise.

Brillio is the official Digital Transformation Partner and the official Data and AI Services Provider of Atlassian Williams Racing. Brillio partners with leading technology providers including Microsoft, AWS, Google Cloud, Salesforce, Adobe, Databricks, and Snowflake and operates with 6,000+ “Brillians” across 15 global delivery centers. Consistently recognized as a Great Place to Work® since 2021, Brillio blends innovation, talent, and purpose to deliver measurable outcomes for clients and fulfilling careers for employees.



<https://www.brillio.com/>

Contact Us: info@brillio.com