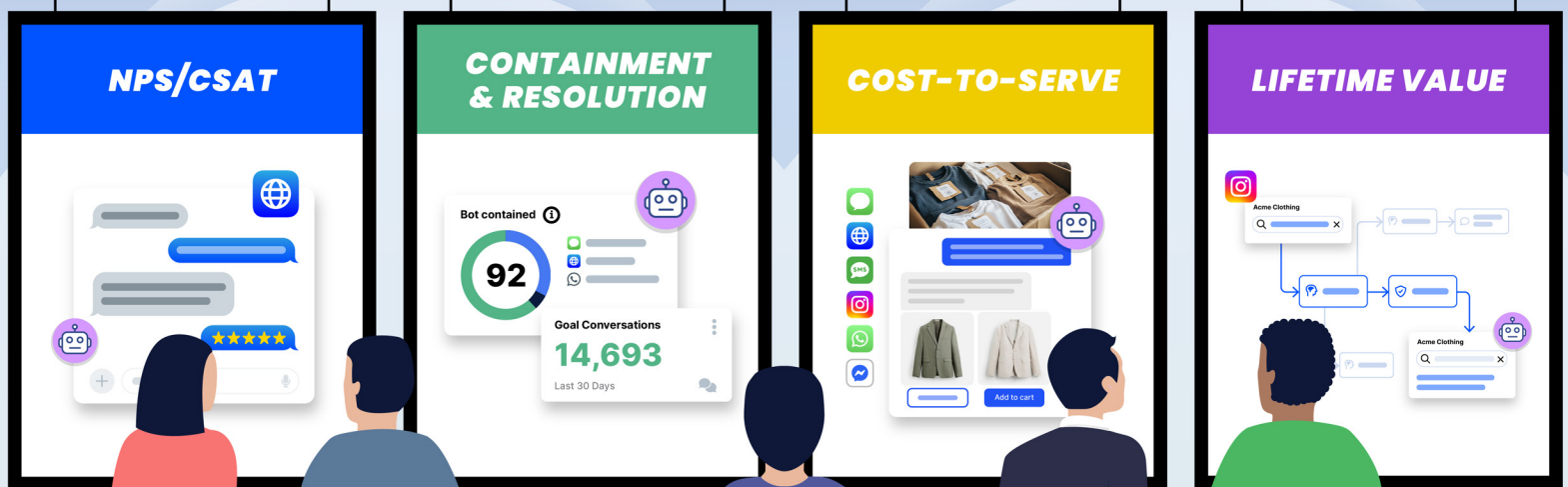


# The Essential Guide to Agentic AI Use Cases for CX

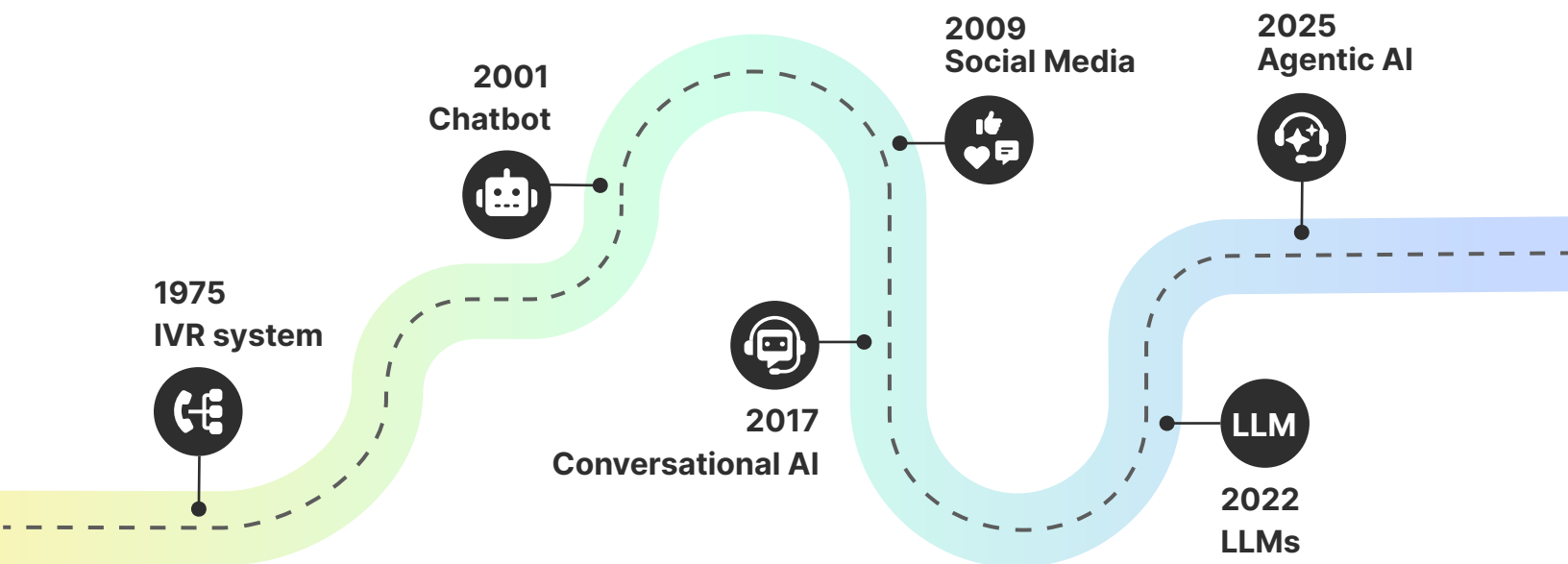
9 Real World Examples of How Enterprises are Transforming CX with Agentic AI



# Exploring 9 Transformative (and Totally Tangible) Agentic AI Use Cases

Society has been chattering about machines that can communicate, reason, and act like humans for decades, yet none of these technological advancements have successfully made it off movie screens and into real life. Until now.

[Agentic AI](#) — a type of AI designed to autonomously execute tasks, make choices, and adapt to evolving conditions in real time — has entered the chat (literally). Its ability to reason and take action to proactively achieve specific goals opens up a whole new world of possibilities, which is both exciting and overwhelming for CX leaders.

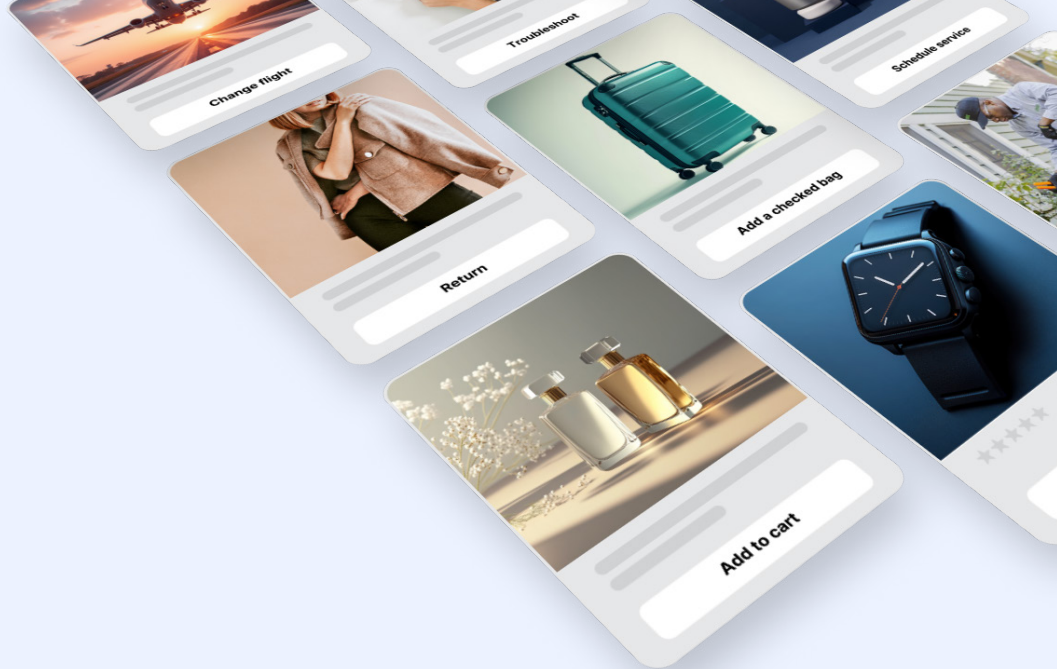


However, amidst all this uncertainty, one thing is for sure: The CX teams that figure out how to harness agentic AI sooner rather than later will be lightyears ahead of the competition. And this all starts with separating fact from fiction and understanding what's truly achievable with agentic AI.

 **Spoiler alert: It's totally transformative.**

This guide explores agentic AI across three key industries: retail, travel and hospitality, and consumer services. We'll dive into three progressively advanced agentic AI use cases for each sector, and share examples of companies driving real results with this cutting-edge technology. Buckle up!





# 01. RETAIL

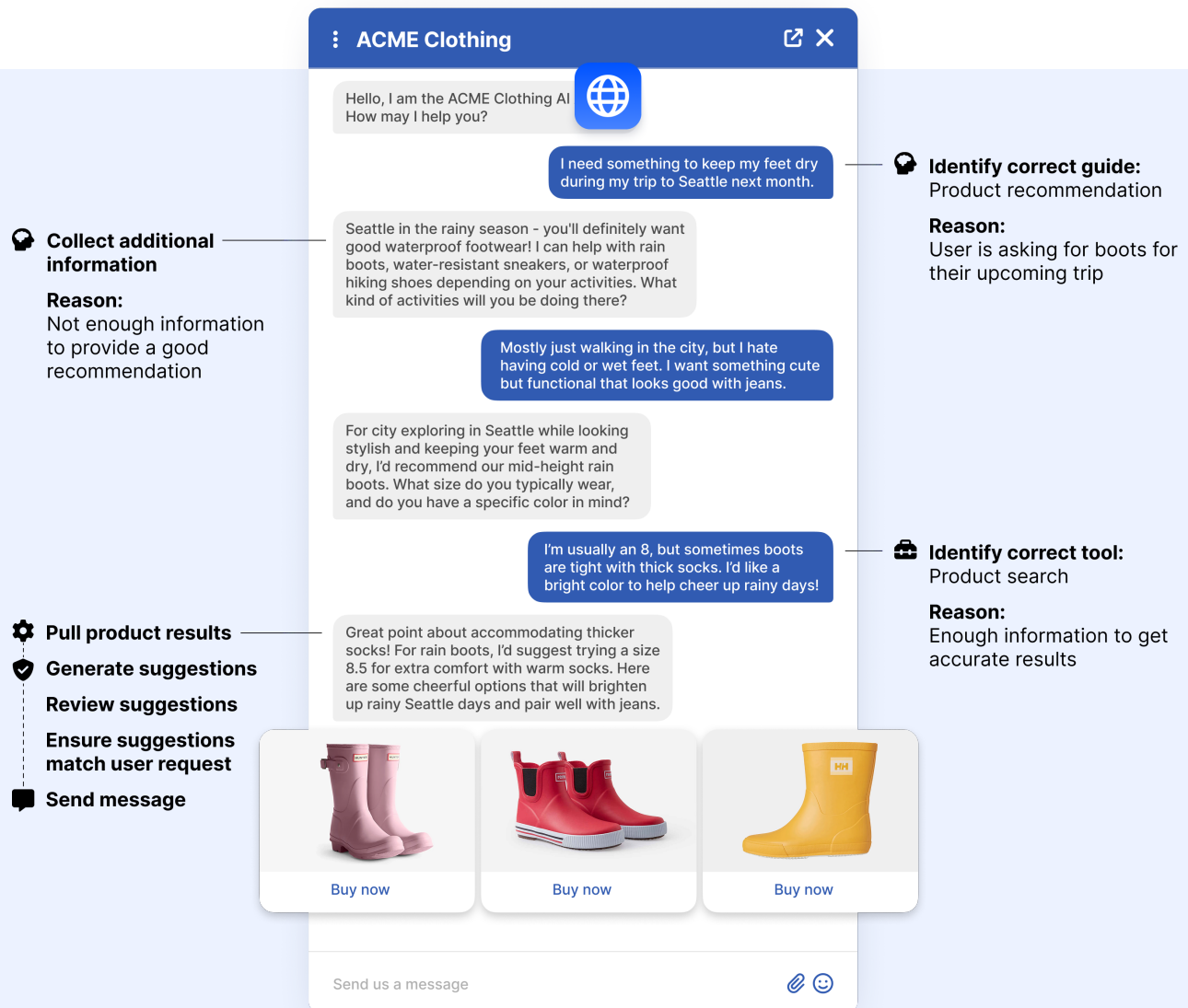
Many retailers operate on [tight profit margins](#) that they compensate for with high sales volumes. Meeting escalating consumer demands for personalized support and handling even routine inquiries across a growing number of channels is putting increased strain on already drained CX resources.

Retailers are likely familiar with using AI to help cut costs and improve human agent productivity by managing FAQs or tracking orders. But agentic AI is opening the door to premium self-service and proactive customer engagements throughout the customer journey that drive revenue and push the boundaries of efficiency.



## START WITH AGENTIC AI: Conversational Product Recommendations

This AI agent can identify and collect the information necessary to make relevant product recommendations to customers, regardless of the way in which the data is provided. It understands users' intent based on contextual cues to drive cross/up-sells at the appropriate moments and in a conversational manner, just like a human agent.





## ✦ What Makes This Agentic

Unlike previous generation AI chatbots, agentic AI agents are given specific “jobs” and the tools, knowledge, and use case-specific guides they need to do them effectively, just like human agents. They harness the full reasoning power of LLMs to understand the entire context of a conversation and all information provided before generating a timely, relevant response that ideally gets them closer to their assigned goal — in this case, to recommend a relevant product.

In contrast, chatbots are rules-based and use traditional Natural Language Processing (NLP) to attempt to match users’ questions to specific, pre-defined queries and responses. Because of this, they are unable to comprehend information they aren’t already expecting, or generate holistic responses in service of an “ultimate” goal. Instead, they are “programmed” to follow rigid paths to collect specific details they have been told are necessary to answer certain questions. These data points must be received one at a time and in a particular order, even if a customer proactively provides them, resulting in a robotic and repetitive experience.





## ADVANCE WITH AGENTIC AI: Orchestrate Reward Programs Across Systems

This use case involves an AI agent that can combine knowledge of loyalty program policies with specific customer data from across systems to provide highly personalized service and rewards. It can dynamically automate key decisions and processes to issue credit, offer discounts, upgrade shipping, and more based on a customer's tenure, rewards card status, loyalty points tier, purchase history, return frequency, etc. Any actions taken or additional data points gathered are recorded in the appropriate systems to help eliminate information silos.

### Identify correct tool Order modification

#### Reason:

Need user specific account information to process request

### Select return type

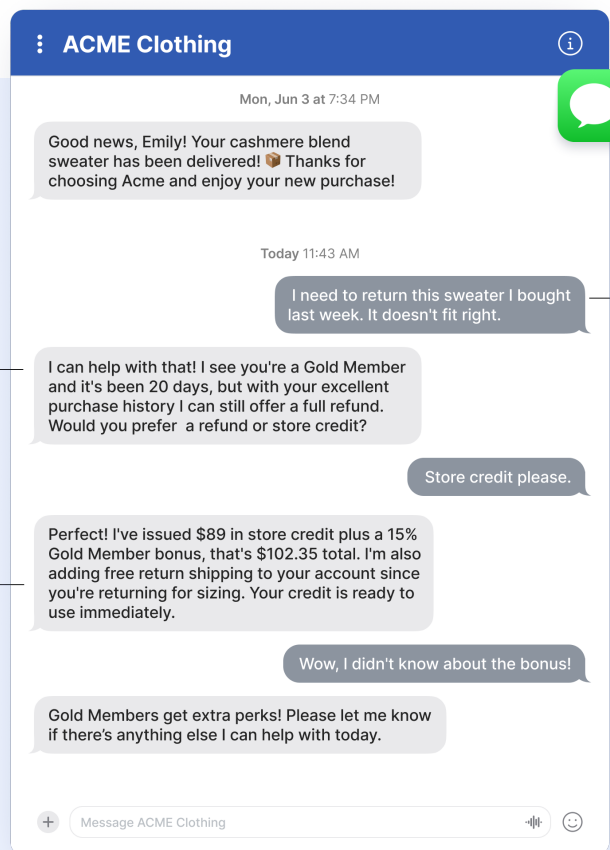
#### Create return

### Generate answer

#### Review answer

#### Verify claims

### Send message



### Identify correct guide: Warranty and returns

#### Reason:

User is asking to return their recent order



## ✦ What Makes This Agentic

In addition to offering custom, bi-directional integrations with other CX tools, true agentic AI platforms provide an orchestration layer that guides the conversation flow. The AI agent leverages various use case guides to dynamically adapt and respond to users' questions.

These guides provide general instructions for handling particular tasks, while also specifying which tools and knowledge the agent can invoke when appropriate. In this refund scenario, the AI agent can:

- Look up customer information including order status and membership level
- Access knowledge bases containing return and warranty policies
- Generate a personalized response based on all available context
- Initiate the return process on the customer's behalf

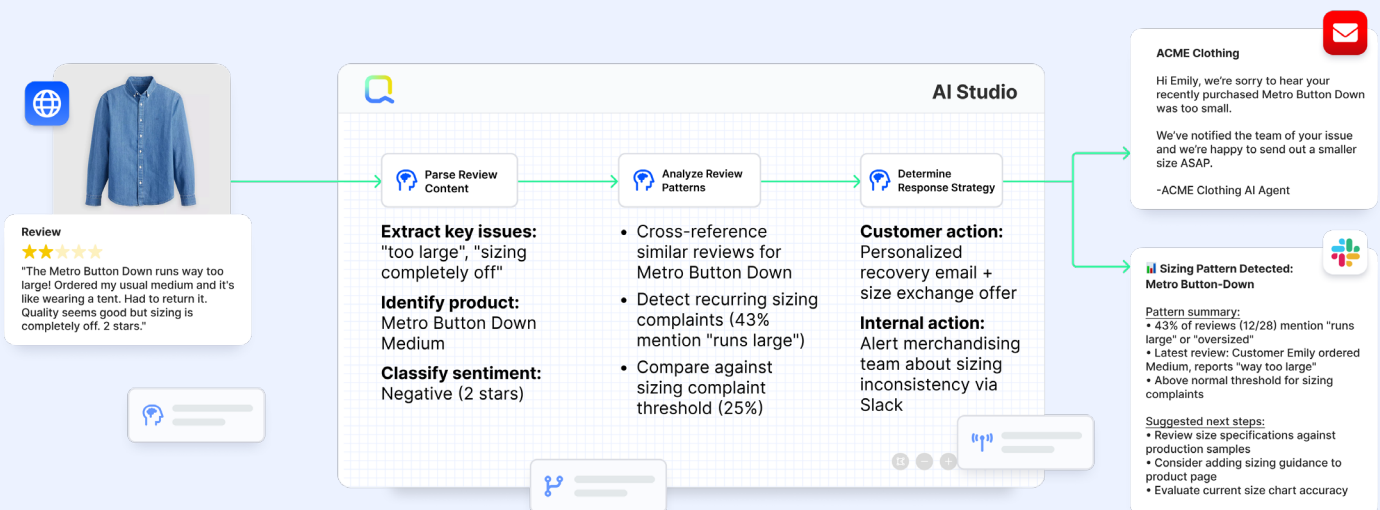
Rather than relying on predefined, rigid if/then logic, the AI agent determines which actions to take based on conversational context. Every interaction passes through a series of pre- and post-generation guardrails that combine LLMs, business rules, and other validation mechanisms to ensure the exchange is appropriate, on-brand, accurate, and genuinely resolves the customer's issue.



## LEAD WITH AGENTIC AI: Reviews and Feedback Analysis Engine

This highly customizable agentic AI service involves monitoring customer reviews to identify and alert the appropriate team members of any emerging trends or issues. For example, imagine a customer leaves a bad product review stating they never received their order. A human agent will be instantly notified via Slack or other preferred channel and instructed to proactively reach out to this customer to offer a refund.

Simultaneously, an agentic AI service could be instructed to monitor all negative customer reviews for a particular shirt over time. If it determines that 10% of all reviews over the past week have been negative, it can analyze them and discover that many customers say the shirt runs large and had to be returned, for example. This agentic AI service can then route this insight directly to someone on the merchandising team, or add it to the team's weekly meeting dashboard.



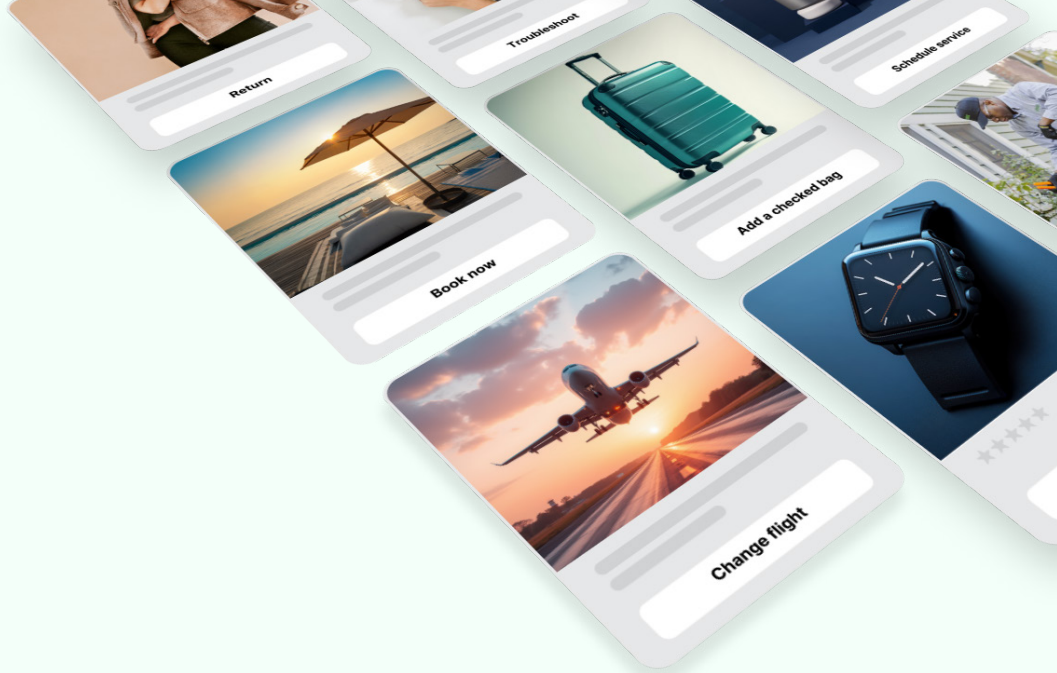


## **REAL RESULTS: Major Furniture Retailer**

A leading US furniture retailer knew an AI agent was the answer to efficiently scaling to meet the needs of its growing order volume and customer service demands. But with such a wide range of inquiries, large tech stack, and notoriously high customer experience standards, not just any old chatbot would do. The team wanted an agentic AI agent that could handle conversational experiences in both pre- and post-sales contexts across channels, as well as intelligently determine when to use one integrated system versus another.

Thanks to Quiq, the retailer's AI agent is able to automatically classify conversation intent to provide personalized, contextual product recommendations and escalate customers to the right internal sales team for follow up. On the post-sales side, the AI agent can help customers look up their order status, answer account-related questions, and schedule deliveries. It also engages each of the brand's multiple underlying order and delivery management platforms at exactly the right moments to successfully coordinate and process even the most complex delivery rescheduling requests.





## 02. TRAVEL & HOSPITALITY

The hospitality industry is notoriously demanding and subject to [high employee turnover](#). Mass layoffs and the shift to remote work caused by the COVID-19 pandemic further exacerbated existing labor shortages, and the industry is still feeling the effects five years later. However, travelers have no sympathy for overworked and overwhelmed staff.

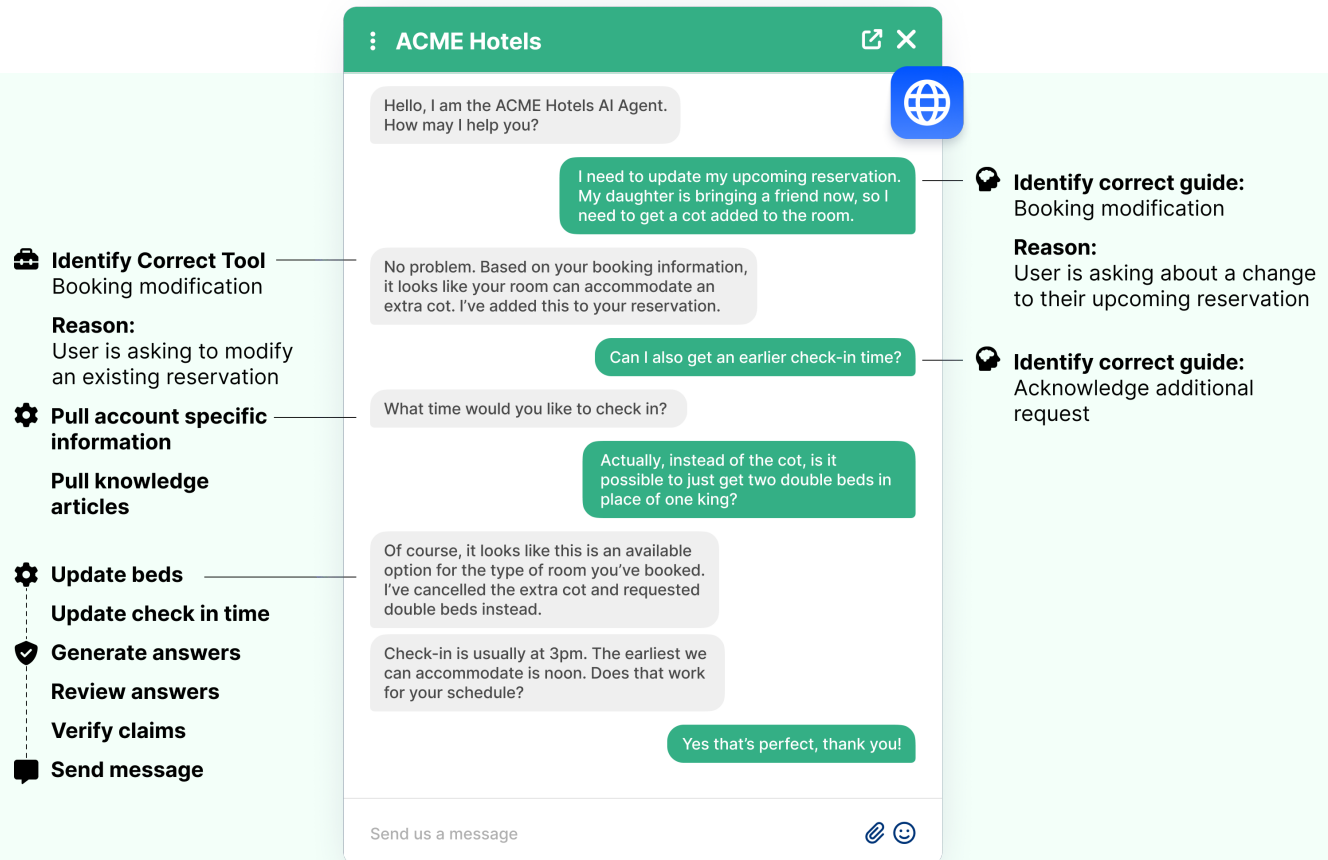
Travel is a luxury for most, and increased prices mean increased expectations. Customers demand nothing short of white glove service at every turn, making the traditional chatbot experience simply unacceptable and leaving human agents to bear the brunt of this frustration. Fortunately, agentic AI has the power to provide personalized support that elevates both the employee and customer experience to new heights.





## START WITH AGENTIC AI: Reservation Modification Agent

An agentic reservation modification agent can handle multiple, straightforward reservation changes at once in a conversational, human-like manner. It determines whether a customer's requests are feasible given their current booking, and makes the appropriate adjustments accordingly.



## What Makes This Agentic

As we discussed in the [Conversational Product Recommendations](#) use case example earlier in this guide, traditional AI chatbots rely on predefined user intents and rigid conversation flows to answer questions. This is why they often leverage decision-tree menus that force customers to choose a single, specific issue. Lack of access to CX systems outside of a knowledge base also renders them unable to do anything other than provide general information and basic company policies.

In contrast, agentic AI agents have specific jobs or objectives — in the above example, the goal is to help the customer with their reservation. To accomplish this, the AI Agent harnesses both the communication and reasoning power of LLMs during every step of the customer interaction. It evaluates each message against the context of the conversation, the current use case guide, and additional information from external systems to determine what to do next — just like a human agent would.

This allows the AI agent to seamlessly switch topics (as long as it's within the AI agent's pre-defined scope) and handle follow-up questions without disrupting the flow of conversation. This includes reading/writing information across CX systems as needed to take the appropriate, personalized actions.





## ADVANCE WITH AGENTIC AI: Travel Experience Coordinator

In this use case, agentic AI is used to power a human agent AI assistant. Although the human agent is talking directly to the customer about their hotel stay, an agentic AI assistant is working in the background to understand the context of the conversation. Using LLM reasoning capabilities, access to key customer details, and the sophisticated orchestration layer we discussed in the [Retail Rewards Program](#) example, it's able to suggest relevant responses at the right moments. For example, the AI assistant can recommend a restaurant that aligns with the customer's party size, dietary restrictions, and past reservations, and even automatically book a reservation on the human agent's behalf, significantly increasing human agent efficiency.

The screenshot displays a chat interface for a travel experience coordinator. On the left, a sidebar shows 'ACME Hotels' with a chat icon. The main chat area shows a conversation with 'Emily'. The messages are as follows:

- Emily: "Hi! I'm wondering if you can help with a last minute dinner reservation? It's my husband's birthday and we need a table for 2 tonight 🥳"
- Agent: "Hi Emily! Absolutely, I'd be happy to help you find a great spot for tonight. What time were you hoping to dine?"
- Emily: "Around 7 or 8 PM. We're pretty flexible though!"
- Agent: "Perfect! I see from your previous stays that you enjoy vegetarian cuisine - is that still the case?"
- Emily: "Yes, exactly! My husband always look for places with good veggie options."
- Agent: "Wonderful! I'd love to recommend our rooftop restaurant, Garden Terrace. They have an incredible plant-based menu and it would be perfect for your anniversary celebration!"
- Emily: "They currently have an open table for 2 at 7:30 PM, would you like me to go ahead and reserve it for you?"
- Agent: "Yes please!"
- Agent Assistant: "Great! I'll go ahead and book that for you. One moment."

The right-hand panel contains 'Customer Info' (First Name: Emily, Email: Emily@myemail.com, Membership: Gold) and 'Guidance' (You should complete the 7:30 PM booking at garden terrace for Emily and her husband.). Below this is an 'Actions' section with a 'Book Reservation' button, and a 'Resources' section with links to 'Garden Terrace Menu', 'Garden Terrace Directions', and 'Garden Terrace Info'.

Annotations highlight the following features:

- Suggest response based on conversation context:** Points to the 'Agent Assistant' section.
- Tool calling:** Create reservation option: Points to the 'Book Reservation' button.
- Tool calling:** Pull relevant knowledge resources: Points to the 'Resources' section.

## Parlez-vous français?

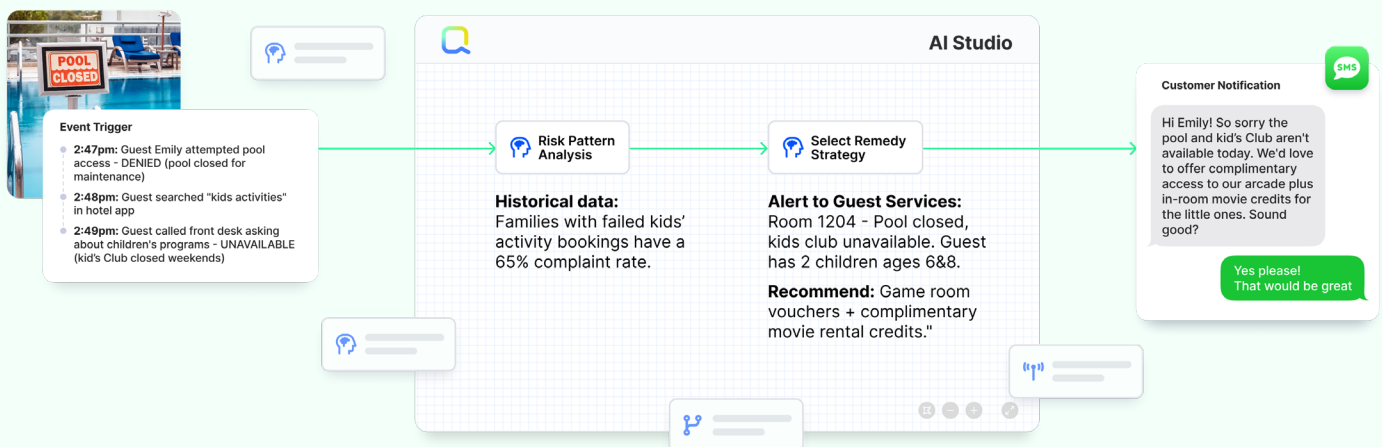
Multi-language support is critical in travel and hospitality, perhaps more so than in any other industry. A single AI agent can “speak” dozens of languages, and can be used to communicate directly with customers or translate conversations back and forth between customers and human agents.



## LEAD WITH AGENTIC AI: Proactive Service Recovery

Using this agentic AI service enables travel and hospitality companies to detect customer patterns that typically lead to negative experiences based on historical data, and proactively address them to improve guests' experiences. For example, imagine a guest arrives with their children, only to find both the pool and Kids' Club are closed.

A front desk employee may receive an automated email alert flagging these issues due to the effects they had on previous guests. To proactively improve this customer's experience and increase the chances they will re-book with the hotel in the future, it's recommended they offer complimentary access to the hotel arcade and two free in-room movie credits. Or, the agentic AI service could automatically address these concerns by text messaging these vouchers to the guest directly.



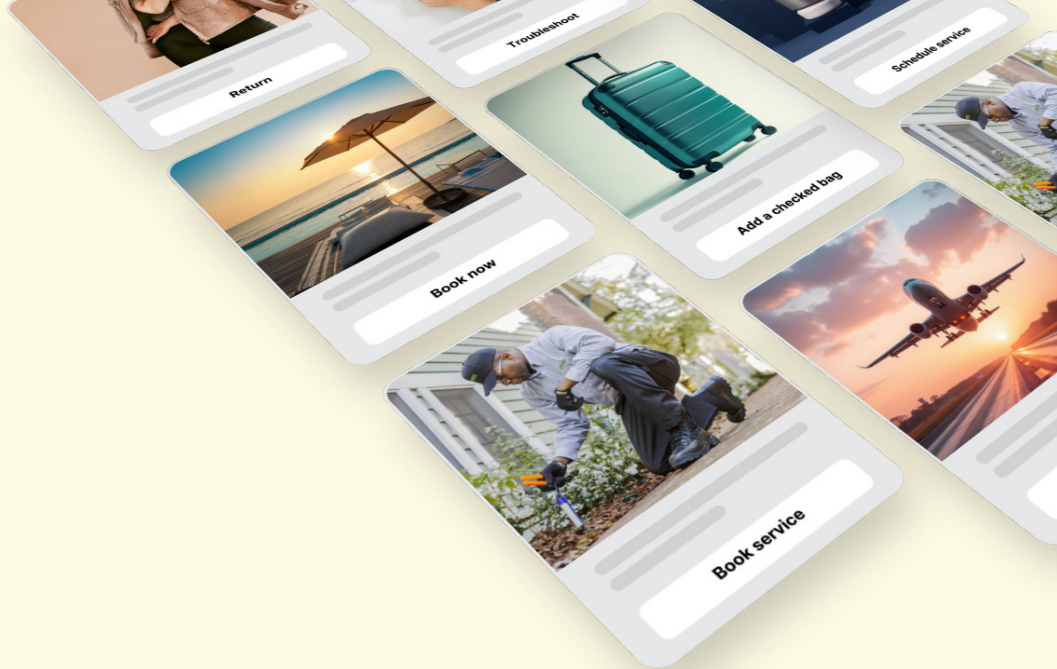


## **REAL AGENTIC RESULTS: Leading North American Airline**

A major airline wanted to improve its customer experience by enabling its AI agent to solve a wider variety of more complex inquiries and take action across a larger number of systems — without requiring rigid, predefined conversation flows. It was also important for the AI agent to provide a truly seamless omnichannel experience with a consistent brand voice and quality support across SMS, Voice, and Apple Messages for Business, and more.

With Quiq's agentic AI platform, the airline successfully launched a cohesive omnichannel self-serve experience that spans voice, web, and messaging touchpoints. The AI agent provides consistently accurate, on-brand assistance for a variety of complex requests including updating reservations, checking bags, and changing flights, resulting in a 40%+ automated resolution rate. This enhanced efficiency translates into a 16% reduction in average conversation times, and a 20% reduction in conversation times for inquiries that are escalated to human agents, freeing the team to focus on more complex issues.





## 03. CONSUMER SERVICES

Modern consumers [expect convenient, consistent service](#) across touchpoints. However, it simply isn't cost-effective for consumer services organizations to provide always-on human agent support on every channel across the globe. In fact, attempting to do this often causes more harm than good by spreading employees too thin and negatively impacting service quality.

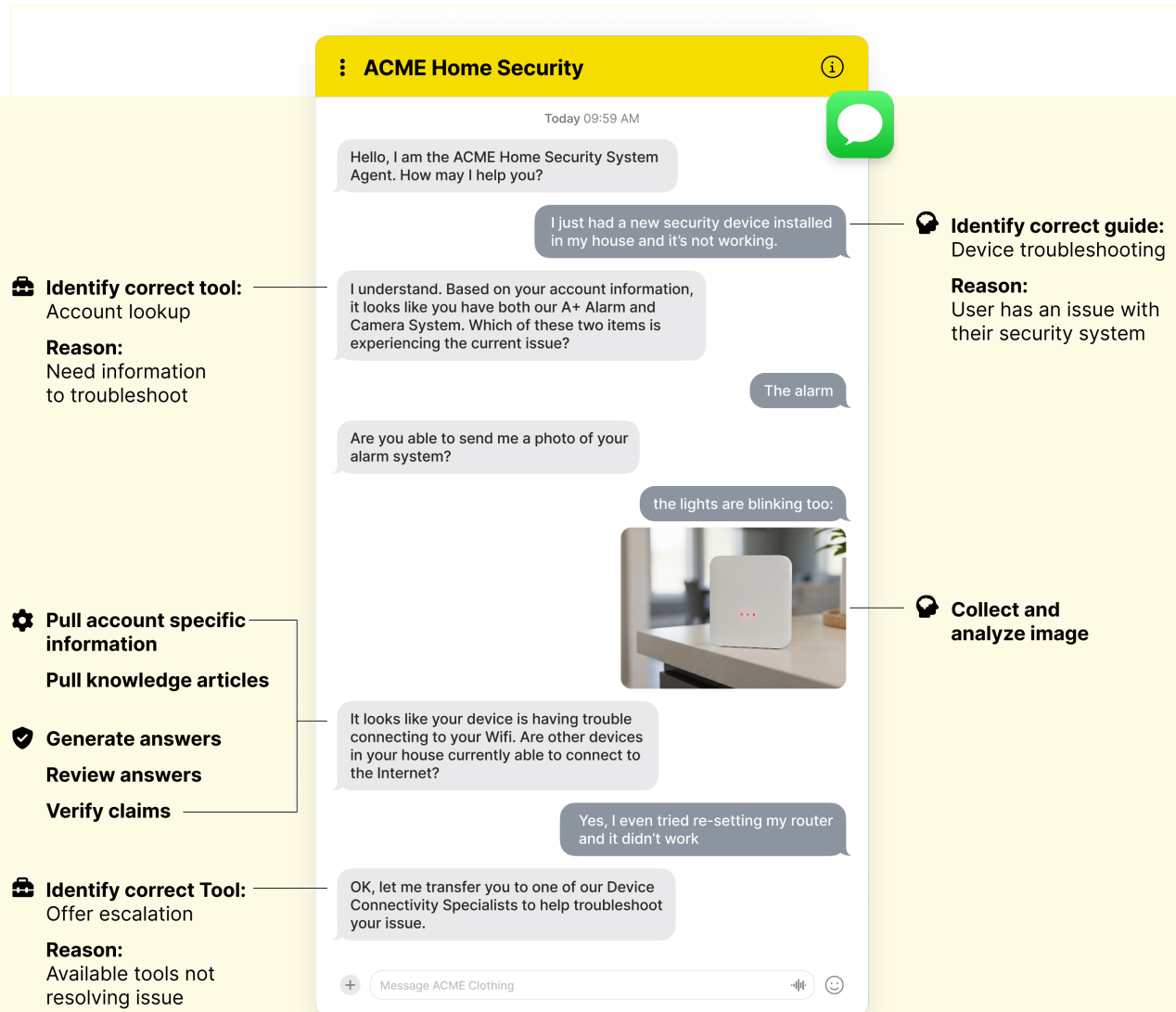
While first-generation chatbots seemed to offer a solution to help navigate this increasingly complex customer journey, their failure to handle even routine tasks effectively, coupled with poor handoffs to human agents, only exacerbated the problem. With agentic AI, consumer services orgs are finally able to offer customers 24/7 personalized assistance across channels, plus seamlessly pass conversations to human agents as needed.





## START WITH AGENTIC AI: Diagnosis and Routing via Image Recognition

In this scenario, the agentic AI agent is used to accurately diagnose product issues and route customers to the appropriate human agents for troubleshooting. The AI agent does this by leveraging sophisticated image recognition and combining it with both general product and account-specific information gathered during the conversation and from across other systems.



## ✨ What Makes This Agentic

Not only does this AI agent use the communication and reasoning power of LLMs to fully comprehend language and users' inquiries, but it also leverages image processing as part of its problem-solving guide. It's similar to how human technicians are taught to know when to ask for an image and look for visual cues to accurately diagnose an issue. The AI agent can then factor this knowledge into the context of the conversation and take the appropriate next step by escalating the customer to just the right human agent.

The best part? All the information the AI agent collects over the course of the conversation, including the image and data accessed from other systems, is passed to the human agent at the time of escalation. In addition to receiving an AI-generated summary, the human agent is also able to read back over the full conversation in detail. This seamless handoff ensures the customer never has to repeat themselves, significantly accelerating time to resolution.



## ADVANCE WITH AGENTIC AI: Cross-channel Service Orchestration

This agentic AI agent uses LLM reasoning capabilities, access to key customer details, and a sophisticated orchestration layer to take action, just like we discussed in the [Retail Rewards Program](#) example. However, not only can it do this on different channels (multi-channel), but it can also do it across multiple channels simultaneously (multimodal) or over the course of multiple conversations (omnichannel), without losing context. For example, if a customer calls in to schedule an appointment via Voice, the agent can conveniently text her available service slots in her area to choose from while they're on the phone, rather than making her listen to a laundry list of potential dates and times.

### ✱ Going Beyond Multi-channel

The best agentic AI platforms provide an optimal combination of multimodal and omnichannel customer experiences, depending on the situation.

#### Multi-channel

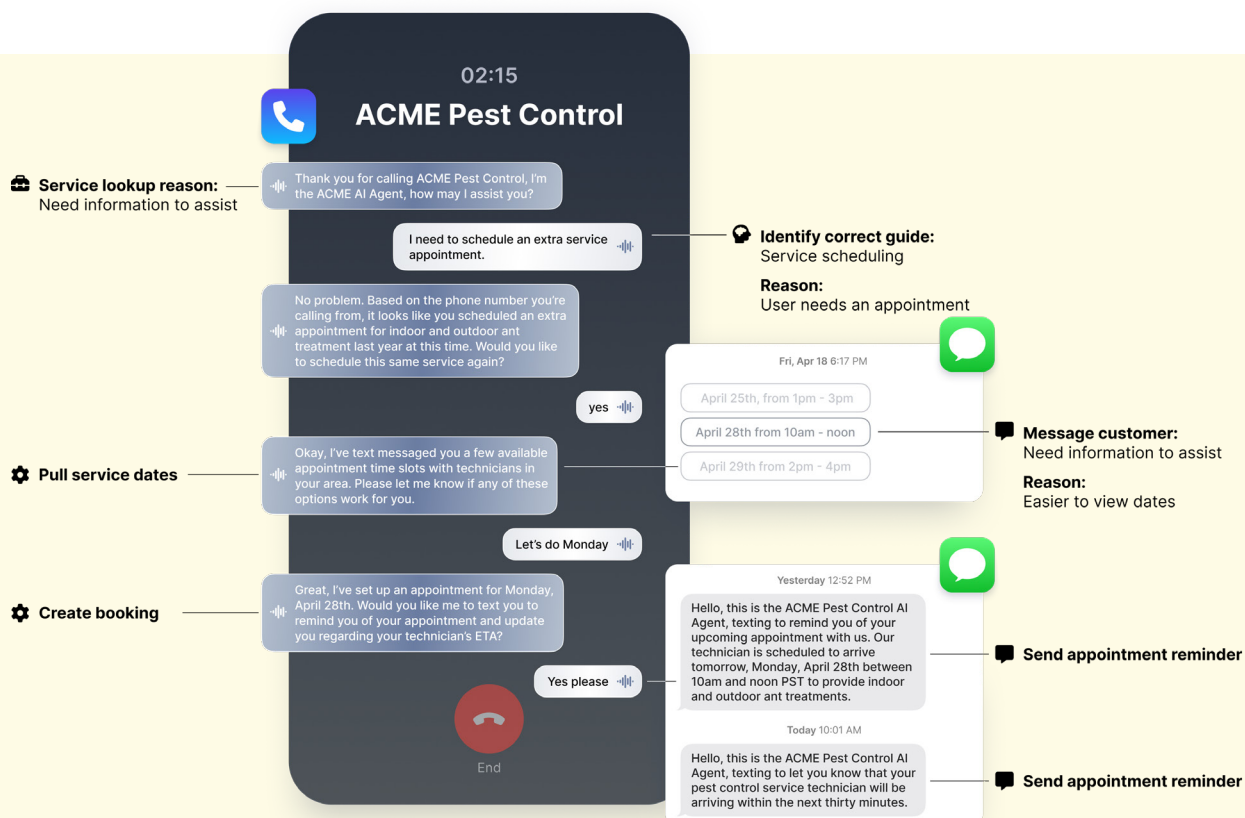
Customers can engage with brands using a variety of channels, but they must choose one at a time, and conversation history and context is lost once they switch channels.

#### Multimodal

Customers can engage with brands using a variety of channels and have a cohesive conversation that spans more than one channel – often simultaneously – in a single interaction.

#### Omnichannel

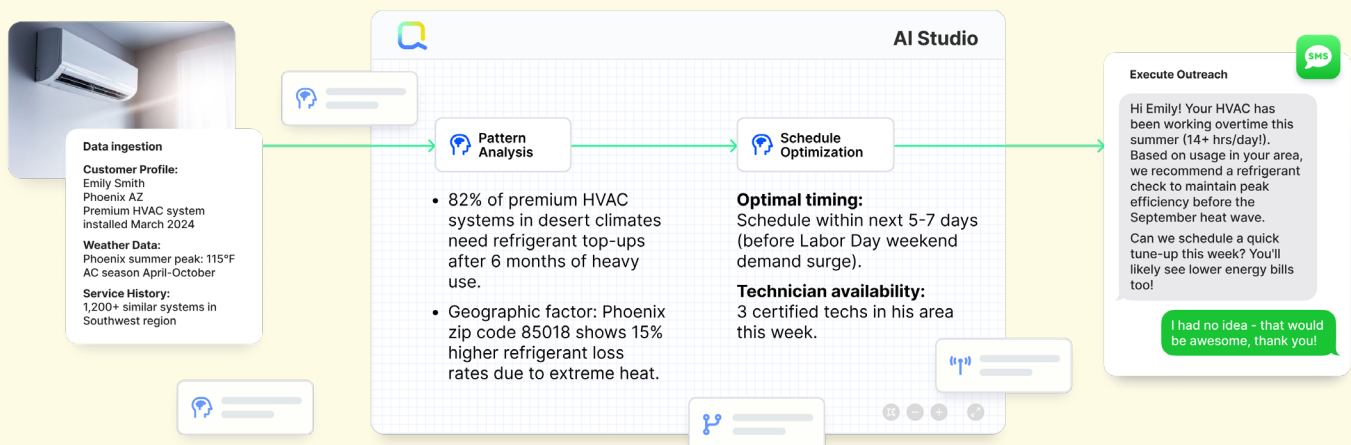
Customers can engage with brands using a variety of channels, and conversation history and context follow them across every channel and future interaction.



## LEAD WITH AGENTIC AI: Predictive Maintenance Scheduling

Predictive maintenance scheduling is an agentic AI service that allows organizations to proactively identify services customers are likely to need based on factors including their geography, purchase history, and similarity to other customers. For example perhaps a customer living Phoenix buys a new air conditioner.

An agentic AI service may identify that other customers in this state who purchased the same HVAC system tend to have issues with the air conditioner's refrigerant levels in hotter months. Using this information, it may proactively reach out to this customer to recommend and schedule maintenance prior to the end of the summer season. Similarly, it could also keep track of these insights in a business intelligence dashboard to inform human agents' outreach strategies.





## **REAL RESULTS: Top Aesthetics Brand and Medspa**

A leading wellness brand sought to free its human agents to focus on higher value work by leveraging an AI agent to automate responses to frequent, routine care questions. However, it also wanted this AI agent to generate and capture qualified leads. This required an agentic AI agent capable of engaging in natural, nuanced conversation and consultative selling using multiple knowledge sources and integrations.

Since deploying Quiq's agentic AI agent on its website just five months ago, the brand has already seen a 5.2x return on investment. This is driven primarily by revenue generated due to the AI agent's consultative selling capabilities, as well as its ability to handle routine care questions so human agents can focus on higher value activities.



## Bringing the Art of the Possible to Life

It's easy to feel overwhelmed by too many options. In fact, that's why geniuses like Einstein and Obama prefer to have closets full of the same color clothes! However, choosing the right agentic AI use case for your CX organization is much more critical than deciding what shirt to wear. Or, at least we think so.

While the use cases presented in this guide are far from exhaustive, we hope they help bring agentic AI to life in your mind's eye, and inspire you to take the next step toward implementing agentic AI across your customer journey. And whether you're looking to start, advance, or lead with agentic AI, Quiq is here to help you turn the possible into the practical.

There's a reason why hundreds of CX teams from cutting-edge brands like Bob's Discount Furniture, Spirit Airlines, and Brinks choose Quiq. Curious to see whether our agentic AI platform can support your preferred use case? [Let's talk.](#)







Architecting the future of CX with AI.

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