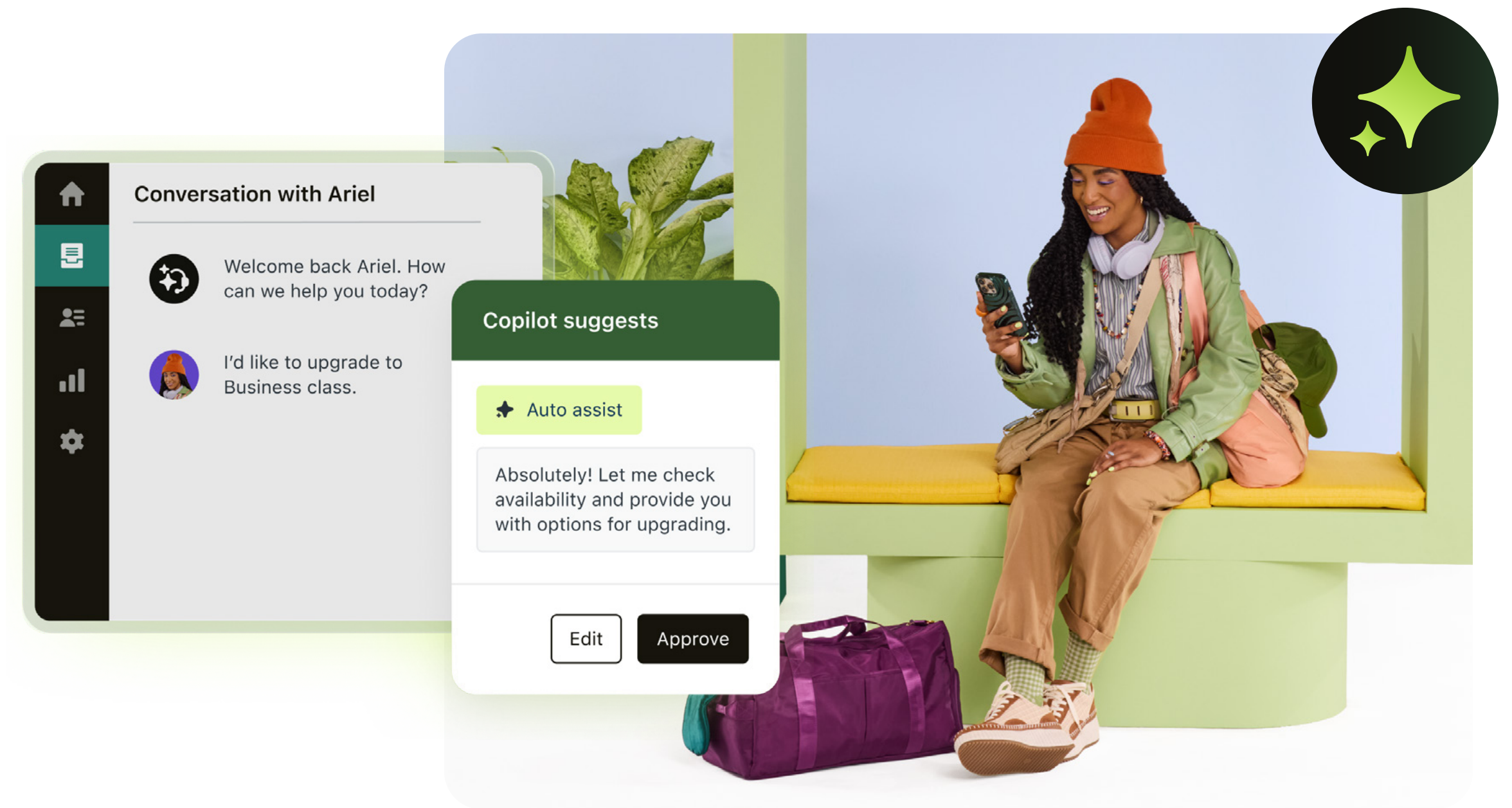


Executive summary

The agentic contact center – unlocking proactive, personalized, AI-powered support

The inflection point: from cost center to strategic growth engine.

The contact center has evolved from a reactive support function into a critical engine for revenue, retention, and loyalty. Today, 92% of leaders agree their contact center directly contributes to revenue growth through upselling, cross-selling, and renewals. By using agentic AI to anticipate needs and resolve issues before they escalate, organizations can deliver personalized service at a scale previously impossible. This is a competitive necessity in an experience-driven economy.



Drive innovation and secure your market lead

The Agentic Contact Center doesn't just cut costs—it delivers on high-level organizational goals. By seamlessly integrating customer service with innovation, customer-centricity, and market leadership, and by using AI trained on deep customer data and domain expertise, leading brands achieve:

Proactive service:



Anticipate issues to increase customer satisfaction by up to 25 percent.

Brand integrity:



Maintain a consistent, high-quality voice across both AI and human agents to build lasting trust.

Continuous improvement:



AI that learns from every interaction, refining accuracy and emotional intelligence in real time.

Scale securely without the legacy baggage

Legacy systems currently prevent 75% of leaders from delivering the seamless, omnichannel experiences customers demand. Agentic AI breaks these silos and future-proofs your architecture:

Autonomous Resolution:



AI drives first-wave resolutions independently, providing instant solutions for refunds, troubleshooting, and policy lookups.

Expert Intervention:



When an issue is complex, AI intelligently escalates to human agents who receive full historical context and sentiment analysis.

Built to Scale:



85% of leaders predict AI will eliminate queues entirely, allowing infrastructure to handle volume surges without increasing overhead.

Proven ROI and risk management

The financial case for the agentic contact center is clear. It protects your bottom line while driving new value:

Efficiency Gains:

83%

of leaders are accelerating AI adoption specifically to reduce operating expenses and improve self-service.

Revenue Protection:

89%

of leaders report that predictive AI will significantly improve churn prediction and customer retention.

Confidence in Outcomes:

97%

of Zendesk customers report a positive ROI on their service investments over the past 12 months.

Lead the transformation

Executive sponsorship is the bridge between technology and results. To drive internal advocacy, focus on these talking points:

“

We are turning customer care into a growth engine by knowing what they need before they realize there is an issue.”

“

We provide consistent, empathetic support by evolving our agents into specialized AI Service Architects.”

“

This secure, AI-first foundation eliminates the friction of legacy silos to future-proof our operation.”

Summary

By adopting an agentic model, you unlock a scalable way to anticipate customer needs. This transformation leads to measurable gains in efficiency, financial performance, and customer loyalty.



[Download the Full 2026 Leader's Guide to the Agentic Contact Center](#)

Discover the 6 components of the agentic contact center and secure your competitive advantage.