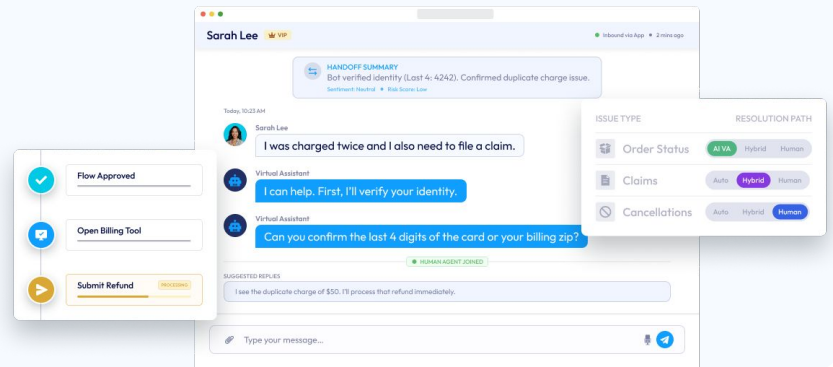


AGENTIC EXPERIENCE ORCHESTRATION



Executive Summary

Since the original rise of AI in the contact center, almost a decade ago, AI leaders and vendors have been selling a lie – that human contact center agents and the cost associated with them are the problem with CX. But as organizations have deployed AI virtual agents and automated workflow, the AI panacea has not been realized. Organizations either have not decreased headcount, or they end up consuming more AI and costs than expected, limiting Return on Investment (ROI). Meanwhile, the vast majority of consumers still prefer, or simply need to, speak to a human contact center agent when they need support. This should not come as a surprise, since humans are the ones that build trust, loyalty, consumer relationships, and ultimately, lifetime customer value for businesses.

The real problem plaguing the contact center industry for decades are the tools that contact center agents use, and the fragmented, static systems of record that make up contact center infrastructure. These silos introduce complexity, cognitive overload, and are the source customer and agent friction and frustration. The result? Long handle and hold times, repeat contacts, inconsistent answers, and a lack of insight that makes the system and operations hard to improve.

UJET Agentic Experience Orchestration (AXO) is a transformative architectural framework designed to eliminate the systemic complexity that has historically hindered the customer service industry. AXO moves beyond front-end automation by introducing a persistent AI layer that natively integrates enterprise-wide data and systems, supercharging human agents rather than replacing them, and helping organizations build deeper customer loyalty through unprecedented operational efficiency.

Market Dynamics & Challenges

Today's CX-focused organizations face significant hurdles in our AI-first world, where legacy Contact Center as a Service (CCaaS) providers have failed to solve:

- **The Integration Burden:** Human agents act as the manual integration layer between real-time conversations and disconnected CRM, ERP, Billing, Shipping, Knowledge Base, and other enterprise systems.
- **The Administrative Debt:** On average, contact center agents are using 4-10 tools during a single interaction, with swivel-chair data entry resulting in a 30% productivity loss.
- **The Fragmented Data Silos:** Static systems of record - like legacy ticketing and case management tools - create insight gaps and friction, making it difficult for AI to understand and respond to customer context.
- **The AI (ROI):** Many organizations consume more AI than expected without decreasing headcount, leading to limited ROI based on the Total Cost of Ownership (TCO).
- **The Relationship Gap:** Despite top-down pushes for automation, many consumers still prefer, or require, human interaction to build trust and deliver on long-term lifetime value.

KEY BUSINESS CHALLENGES



50%

of companies that attributed headcount reduction to AI will hire back (Gartner)



85%

of consumers prefer to interact with human agents over AI (Metrigy)



4-10

tools used by human agents during an average customer interaction (Forrester)

Introducing: Agentic Experience Orchestration

UJET AXO represents a fundamental shift from the outdated approach of siloed data and fragmented desktops. It is an AI-first and data-led platform built to turn every interaction into a positive outcome.

CX Challenges (The Outdated Approach)



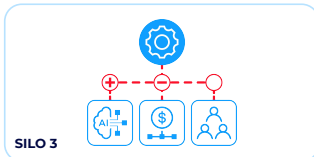
FRAGMENTED DATA

- Disconnected Customer Context
- Manual Synthesis
- Batch Data Only



FRAGMENTED DESKTOP

- Humans act as integration layer
- 30% productivity loss due to administrative debt



AI STRUGGLES

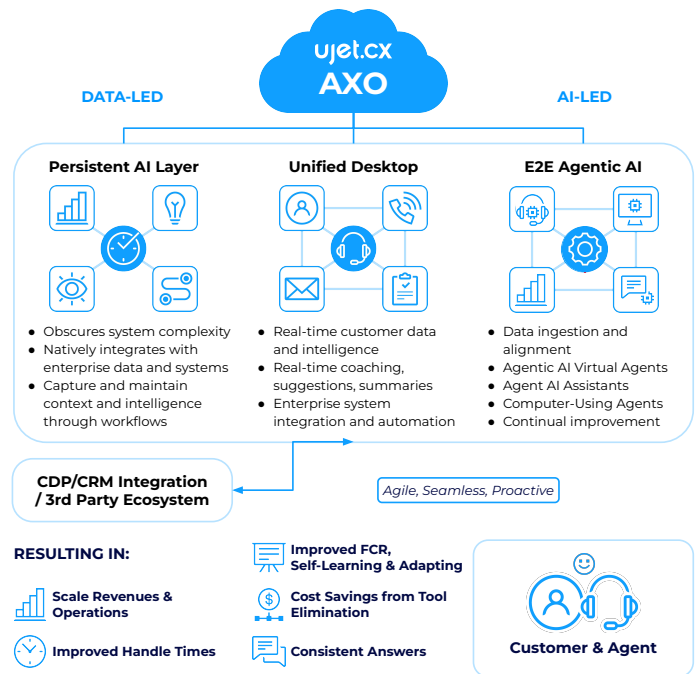
- Organizations aren't decreasing headcount
- Businesses consuming more AI than they expect
- Limited ROI based on TCO

RESULTING IN:

- Long Handle Times
- Inconsistent Answers
- Repeat Contacts
- Hard to Improve



AXO: The Contextual System of Intelligence



AXO Framework Differentiators

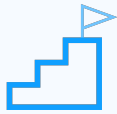
- **Persistent AI Layer:** Unlike "bolted-on" AI platforms, AXO uses AI and Machine Learning to unify disparate data and systems, maintaining contextual, personalized intelligence throughout the entire CX workflow—from the initial onboarding and deployment, to agentic Virtual Agent automation and AI assistants, through interaction resolution, and powering analytics and continual improvement..
- **Unified Agent Workspace:** A single interface that provides real-time contextual intelligence and "click-to-execute" enterprise system integration, eliminating the need for agents to navigate multiple back-office applications.
- **Computer-Using Agents (CUA):** Advanced LLM-based AI agents that can "see," "think," and interact with third-party tools autonomously, executing workflows even when traditional APIs are unavailable.
- **Variable AI Control:** Build and fine-tune AI Virtual Agent workflows autonomously based on customer interactions and outcomes, while providing administrators with humans in the loop controls to control exactly how much, or how little, AI is deployed per customer segment or flow type.

Core Features & Capabilities



- 1. Data Ingestion:** UJET's AXO ingests historical conversations and customer data like tickets, conversations, events, and knowledge bases to automate system configuration, and agent building, while auto-identifying data types like customers, tickets, orders, billing information, refunds, and claims to drive real-time context during customer interactions.
- 2. Autonomous Agent Deployment & Hybrid Control:** Agentic Virtual Agents are autonomously created based on conversations and customer data ingestion, while providing human in the loop controls that allow administrators to tune the system and control how much AI to deploy per customer, segment, and flow type.
- 3. Agentic AI Virtual Agents:** Automate low-value interactions and autonomous tasks and seamlessly escalate to human agents when interactions are high-value or require emotive support.
- 4. Seamless, Contextual Handoffs:** Virtual Agents stay in the conversation as it escalates to human agents, acting as a contextual, real-time assistant, providing full AI summaries and customer context.
- 5. Agentic AI-Assisted Human Support:** AI agents stay in the loop to surface relevant customer information from the CDP/CRM based on conversational context, providing real-time summaries, suggested responses, next-best action, and click-to-execute workflow automation without the need for other, siloed business tools.
- 6. LLM-Based Computer-Using Agents:** Execute workflows across disparate back-office systems, even when APIs are not available (ex. filing claims, processing refunds, etc.)
- 7. Single Source of Truth Automation:** Sync structured tickets and summaries to your data lake, CDP, or CRM to maintain a single source of truth.
- 8. Continuous Improvement Engine:** The platform continually learns from interaction outcomes, optimizing automated flows based on successful resolutions, best practices, and customer sentiment.

The Benefits of AXO



Scale revenues and operations using the existing workforce with agentic virtual agents and AI assistants



Potential **cost savings** from elimination of costly and complex ticketing and case management systems



AI assistants provide employees with superpowers that drive **empathetic, contextual conversations that build relationships and loyalty**



Eliminate manual workflows with autonomous agentic actions and Computer-Using Agents that take action based on customer/business context



Drive First Contact Resolution and improve CSAT through the industry's first unified CX interface that extends far beyond channels & AI assistants



Continually improve employee and virtual agent performance with AI analytics from all your customer conversations and feedback sources

UJET CUSTOMER SPOTLIGHT



"UJET's AXO platform represents a fundamental shift in how we think about AI in customer service. Rather than replacing our human agents and creating frustrating automated experiences, AXO will enable us to deliver personalized, contextual support at every touchpoint. For a fintech company serving small businesses where every interaction matters, this allows us to maintain the personal touch our customers value while handling complex queries around our product suite. AI that augments our team is essential to maintaining the service standards that define Capital on Tap."

Damian Brychcy, CEO at Capital on Tap



AXO Business Outcomes and Value

By bridging the gap between customer data and interaction management, AXO delivers measurable seven-figure ROI across three primary pillars:



System Elimination

\$3M+
savings/year

From **removing the need for complex, costly customer data sources** (ex. ticketing, case management) and costly professional services



Customer Satisfaction

\$10-100M
new revenue/yr

Generated from a **7%↑** improvement in CSAT



First Contact Resolution

\$1M+
savings/yr

From as little as **4%↑** improvement in FCR

AXO allows brands to scale operations with their existing workforce by automating "chores" so humans can focus on building high-value relationships.

Ready to see how AXO can transform your CX architecture? Onboarding begins in April 2026 for select UJET CCaaS customers, with general availability in the second half of 2026. Visit ujet.cx/axo to learn more.

About UJET

UJET leads the way in AI-powered CX transformation, delivering a future-proof, cloud platform that redefines the customer experience with advanced agentic AI, multimodality, and a mobile-first approach. We infuse agentic AI across every aspect of the customer journey – from build and deployment, to end-customer, agent, and supervisor experiences – to drive automation and efficiency. UJET's AI solutions empower agents, optimize customer journeys, and elevate customer interactions with actionable analytics. Built on a cloud-native architecture, UJET ensures unmatched security, scalability, and prioritized data analytics. Designed for effortless use, UJET partners with businesses to deliver exceptional interactions, smarter decision-making, and accelerated growth in the AI-driven world.

[Learn more at ujet.cx](https://ujet.cx)