

Graia Agentic CX

Empathy-driven automation
across every channel

Overview

Customers expect instant, intelligent, and human service across every channel. The Graia Agentic Customer Experience unifies voice, chat, email, and social engagement into one intelligent flow. It listens, learns, and acts with empathy - helping brands deliver faster resolutions, stronger loyalty, and measurable growth.

Graia transforms contact centers into connected, proactive experience hubs - where AI and people collaborate seamlessly, empathy guides every response, and every interaction drives value.

Key business outcome



Resolve issues faster with 24/7 AI and real-time guidance.



Deliver personalized, empathetic service at scale.



Reduce agent workload and training time.



Improve CSAT, NPS, and first-contact resolution.



Gain real-time visibility and governance across channels.



Lower cost-to-serve while increasing customer loyalty.



Unified Engagement Platform

The Agentic Customer Experience combines the power of Graia's Agentic AI with enterprise-grade CCaaS infrastructure. It provides a human-plus-AI ecosystem that connects conversational agents, live agents, and supervisors in one intuitive workspace.

Core Intelligence Layers



Intelligent Routing Brain

Matches each customer to the best available agent based on history, sentiment, and urgency.



Workforce Optimization Engine

Forecasts volumes, automates scheduling, and ensures the right people are available at the right time.



Automation Layer

Offloads repetitive work, enabling 24/7 self-service while agents focus on complex issues.



Business Intelligence System

Transforms every interaction into actionable insights - identifying churn risks, tracking satisfaction, and guiding strategic decisions

Core Modules:

Conversational AI Agents	Self-service across chat, email, and voice with contextual AI and hybrid RAG retrieval for accuracy.
AI Agent Assist	Real-time support for live agents with next-best-action guidance, summaries, translations, and automated wrap-ups.
Omnichannel Desktop	Unified workspace for handling voice, chat, social, and email — with configurable layouts, real-time analytics, and customizable widgets.
Intelligent Voice & Campaign Orchestration	Handle inbound, outbound, and blended voice operations in one place. Predictive, preview, and callback modes optimize pacing, ensure compliance, and balance agent utilization.
Supervision & Reporting	Real-time dashboards, quality management, and Power BI integration for actionable insights.
Security & Governance	Enterprise-grade controls, audit trails, and privacy-first architecture for safe AI operations.



Key Capabilities and Features

Conversational Intelligence

- Context-aware responses with hybrid RAG retrieval for maximum accuracy.
- Action-driven support with API integrations to CRM, ERP, and RPA.
- Brand-aligned tone, language, and escalation policies.
- 24/7 availability with session continuity across channels.

The screenshot displays a 'Conversation History' window with a 'Download Transcript' button. It shows a user message asking for information about missing packages and their delivery status. The AI response provides a detailed explanation and lists specific package details and delivery options. An 'Event Flow' window is also visible, showing a sequence of events: AI Model Prompt (980 ms), Integration API Call (520 ms), another Integration API Call (156 ms), and Knowledge Base Search (883 ms). The Knowledge Base Search event includes a query and a result regarding parcel size and weight limits.

Conversation History

Download Transcript

Hi, Today, I was supposed to receive two packages: 16408067289420 and 16408067289425, but I didn't get anything, not even an email explaining why the delivery didn't occur. Can you provide me with some information on when I can expect to receive them? Also, what are the size and weight limits for parcels that I can send?

Conversational bot events not resulting in a message!

Hey there! 😊 I'm really sorry to hear that you haven't received your packages yet. Let's check the details for both of them: 1. Package ID: 16408067289420 - Current Status: Out for delivery - Expected Delivery Date: February 18, 2025 - Dimensions: 40cm x 30cm x 20cm - Weight: 5 kg 2. Package ID: 16408067289425 - Current Status: Out for delivery - Expected Delivery Date: February 18, 2025 - Dimensions: 40cm x 30cm x 20cm - Weight: 5 kg It looks like both packages are currently out for delivery and should be arriving soon! If you don't receive them by the expected date, please let me know, and we can look into it further. 🌟 Now, regarding the size and weight limits for parcels you can send with AgileShip: - For door-to-door delivery: - Max weight: 31.5 kg/parcel - Max girth: 300 cm/parcel (2 x height + 2 x width + 1 x length) - Max length: 175 cm/parcel - For Parcel Shop delivery: - Max weight: 20 kg/parcel - Max girth: 250 cm/parcel - Max length: 100 cm/parcel - For delivery to a Parcel Locker: - Max weight: 20 kg/parcel -

Event Flow

Expand all Collapse all

1. 0 ms	> AI Model Prompt	980 ms
	↓	
2. 980 ms	> Integration API Call	520 ms
	↓	
3. 1.5 s	> Integration API Call	156 ms
	↓	
4. 1.7 s	∨ Knowledge Base Search	883 ms

Query:
What are the size and weight limits for parcels that I can send?

Result 1:
Question:
18. What size and weight of parcels can I send with AgileShip?

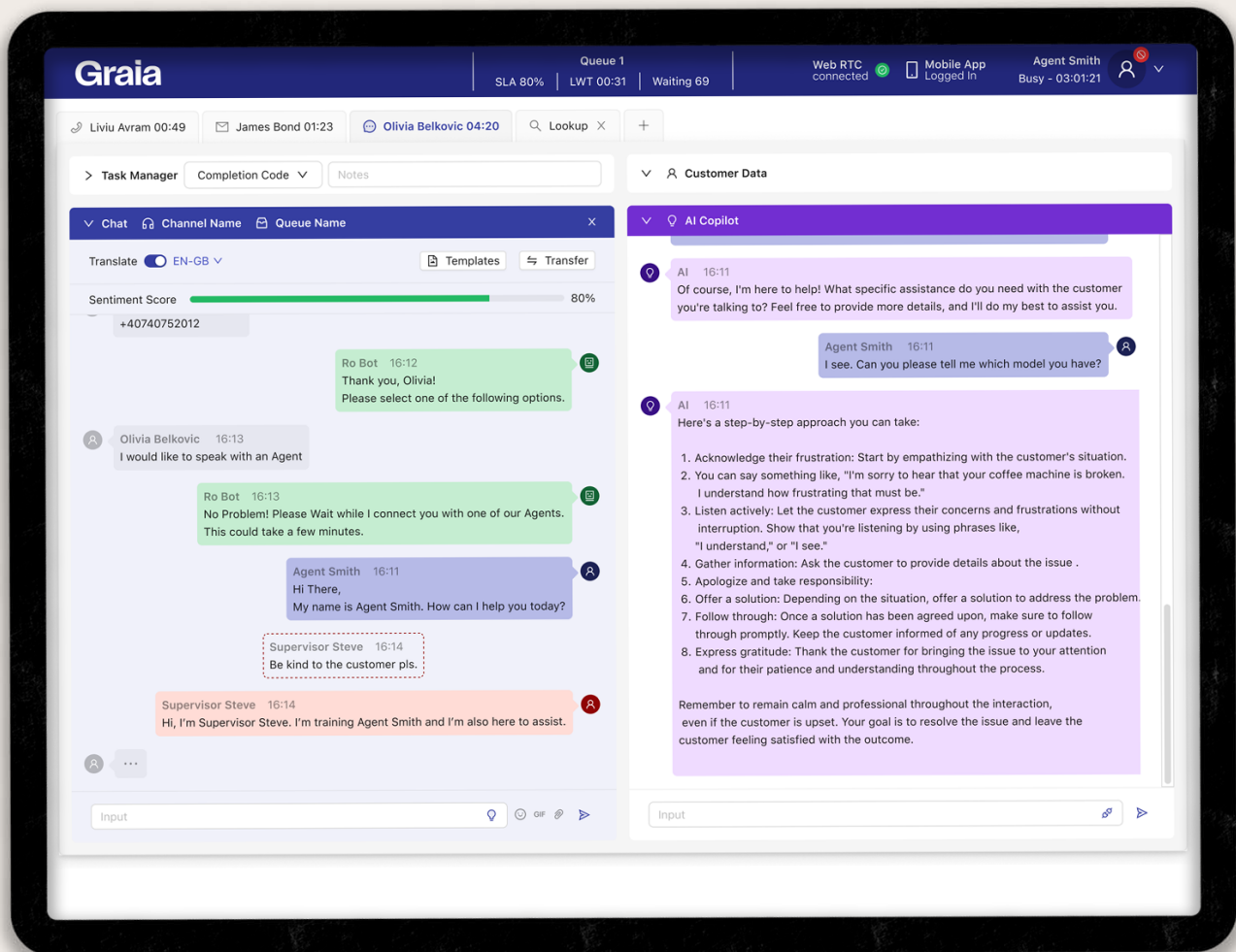
Answer:
The Sender must ensure that each parcel meets the following weight and size limits: For door-to-door delivery: - Max weight:

Conversational Intelligence



Agent Experience

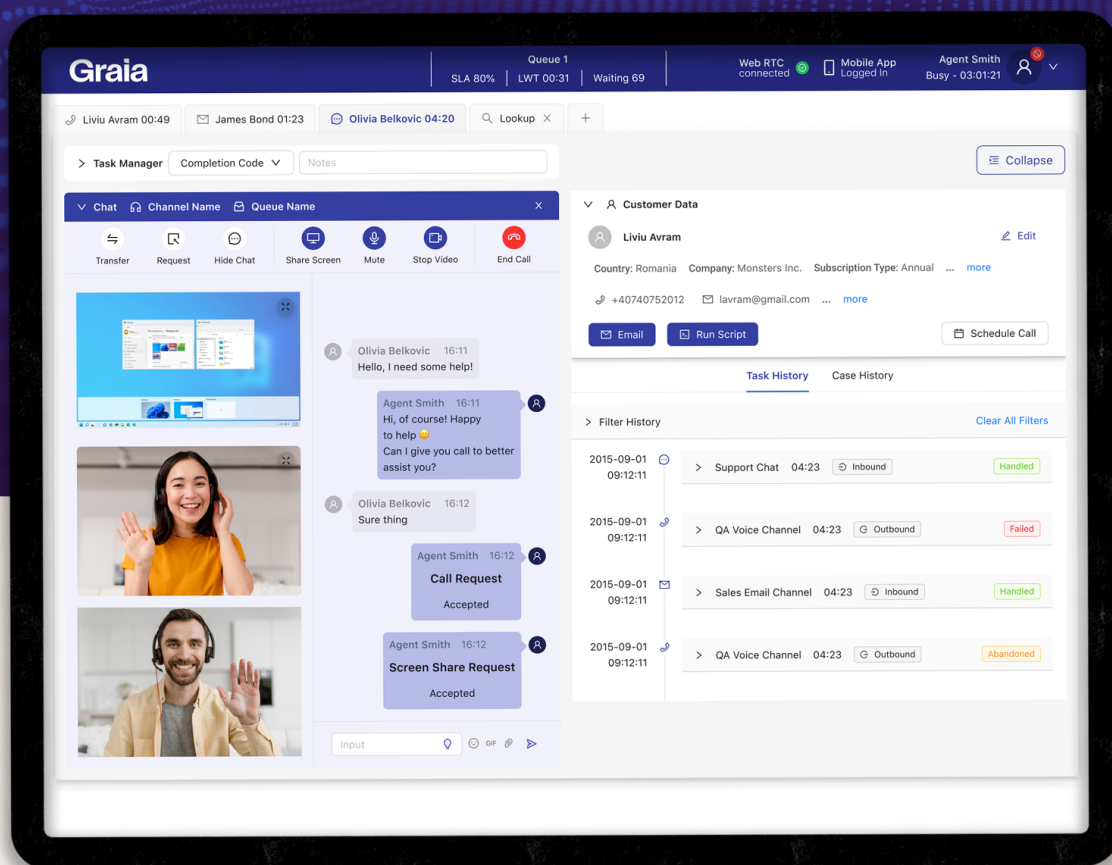
- Next Best Action suggestions to accelerate responses.
- Live Coaching and Compliance monitoring.
- Automated Wrap-Up and Conversation Summaries.
- Real-time Translation across 100+ languages.
- Writing assistant for tone, grammar, and brand consistency.





Omni-Channel Voice & Campaign Management

- **Unified inbound + outbound handling** for service, sales, and proactive outreach.
- **Preview, Predictive & Callback Dialling Modes** for optimal pacing and customer experience.
- **Intelligent Queue Management** with SLA-based prioritization and preferred-agent routing.
- **Adaptive Call Timing & Nuisance Call Controls** ensure compliance and smooth call flow.
- **Dynamic Campaign Configuration** with customizable strategies, rescheduling limits, and completion codes.
- **Real-Time Campaign Analytics** for instant insights and optimization.
- **Multi-Channel Callbacks** converting abandoned calls into follow-ups across voice, chat, and messaging.

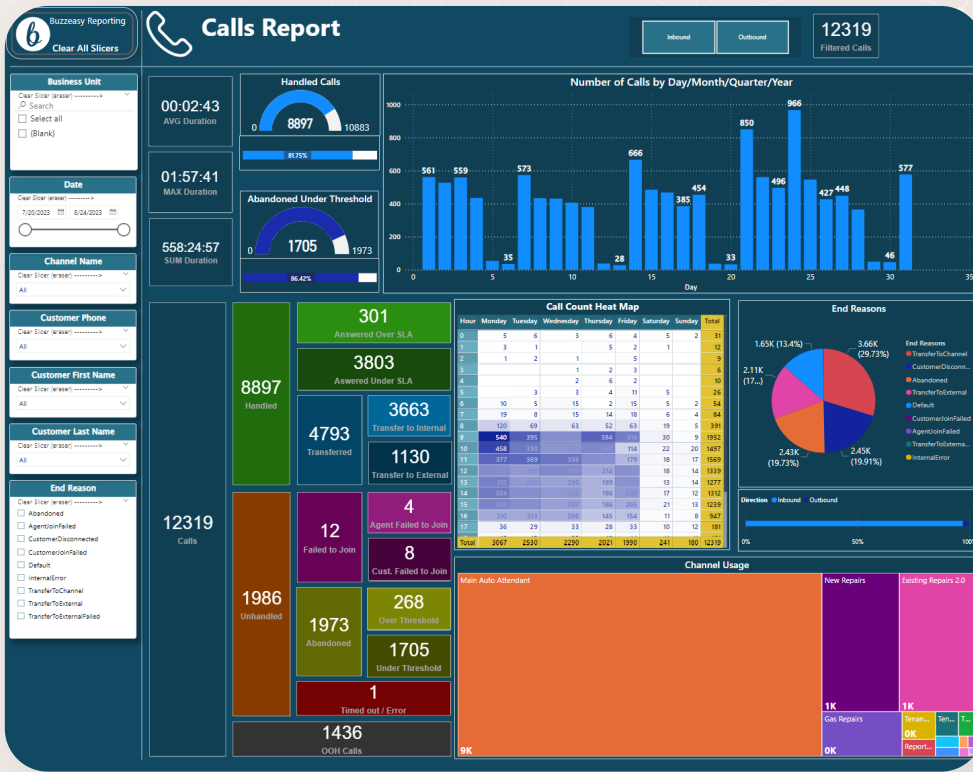


Omni-Channel Voice & Campaign Management

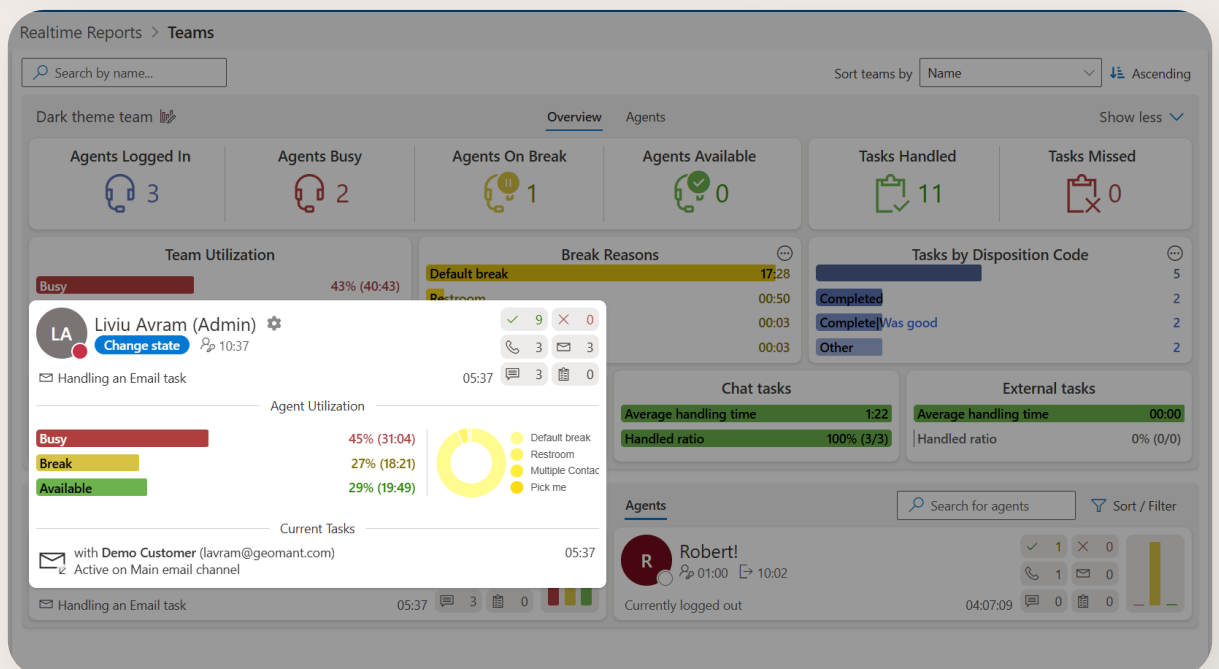


Supervisor & Analytics

- Real-time performance dashboards with KPI visualization.
- Conversation insights and sentiment detection.
- Agent and bot performance reports for continuous improvement.
- Conversation replay, quality monitoring, and audit logs.
- Power BI integration for enterprise-grade reporting.



Power BI reports



Real-time reports



No-Code Setup & Instant Activation ("Next-Next-Create"):

Configure channels, agents, and AI automations in minutes through an intuitive web console — no developer needed.



Visual Drag-and-Drop Workflow Designer

Drag-and-drop nodes to design customer journeys, including AI handovers, routing logic, and escalation paths, all from one canvas.



Centralized Configuration

Manage users, permissions, business hours, workflows, and integrations across all channels in a unified admin hub.



Reusable Templates & Policies

Create once, reuse everywhere - from conversation flows and quality scorecards to campaign rules and compliance settings.



Real-Time Monitoring & Adjustments

Instantly test, preview, and deploy changes with live traffic insights and rollback options for safe, agile operations.

The screenshot displays the Graia Admin Portal interface. On the left is a sidebar menu with categories like System, Administration, Agents, Customers, AI Administration, Realtime Reports, Historical Reports, Insights, Chat, Facebook, Instagram, Infobip SMS, Queue Treatments, Templates, Viber, Webchat, WhatsApp, Workflows, Email, Voice, Integration, Dev preview, Campaigns, and Theme debugger. The main area shows a 'WhatsApp Bot' configuration page with a visual workflow designer. The workflow consists of several interconnected nodes, including a 'Start' node, a 'Greeting' node, a 'Queue' node, and a 'Transfer' node, connected by arrows indicating the flow of the customer journey. The interface also includes a top navigation bar with 'Graia Admin Portal' and 'Administrator'.

Customer journey designer

Security, Compliance & Governance



Graia embeds privacy, compliance, and transparency at every layer — ensuring enterprise-grade trust in every AI-driven interaction.

Core Safeguards:

- Role-Based Access Control (RBAC) and full audit logging.
- PII Masking & Encryption for data in transit and at rest.
- Azure OpenAI Trust Framework with regional hosting and SOC2-aligned standards.
- AI Guardrails & Prompt Shields to prevent off-policy content.
- AI Output Scanning & Policy Checks for brand and legal alignment.

Voice & Dialler Compliance:

- Configurable business hours and dial attempt limits.
- Time-zone and country-based adherence to regulations (e.g., Ofcom, GDPR).
- Custom retention and recording controls per business unit

Service Assurance:

- 99.9% uptime backed by 24x7 Azure monitoring.
- Mean Time to Restore: 4 hours (Cat 1 incidents).
- Proactive SLA tracking and monthly service reports



Measured Impact & Why Graia

Customer Impact:

- 40%** fewer escalations and repeat contacts.
- 60%** faster average resolution times.
- 25%** improvement in agent productivity.
- 30%** uplift in outbound efficiency through predictive pacing.
- 20%** fewer missed callbacks and SLA breaches.



Graia Agentic Customer Experience

where empathy meets intelligence to power every conversation.

Why Graia:

- 25 years of CX innovation, now redefined through Agentic AI.
- End-to-end ownership of Contact Centre and AI IP — for speed, control, and scale.
- LLM-agnostic flexibility to support any model or region.
- Empathy Engine at the heart of every interaction.
- No-code setup for Day-1 automation and self-service deployment.