



NOVOMIND  
MEA

# AI-Powered Customer Service: **Your 3-Step Guide to Smart Automation**

Learn how to modernise your customer service and build a future-ready support strategy with AI.

GUIDE

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novomind iAGENT Automation Platform

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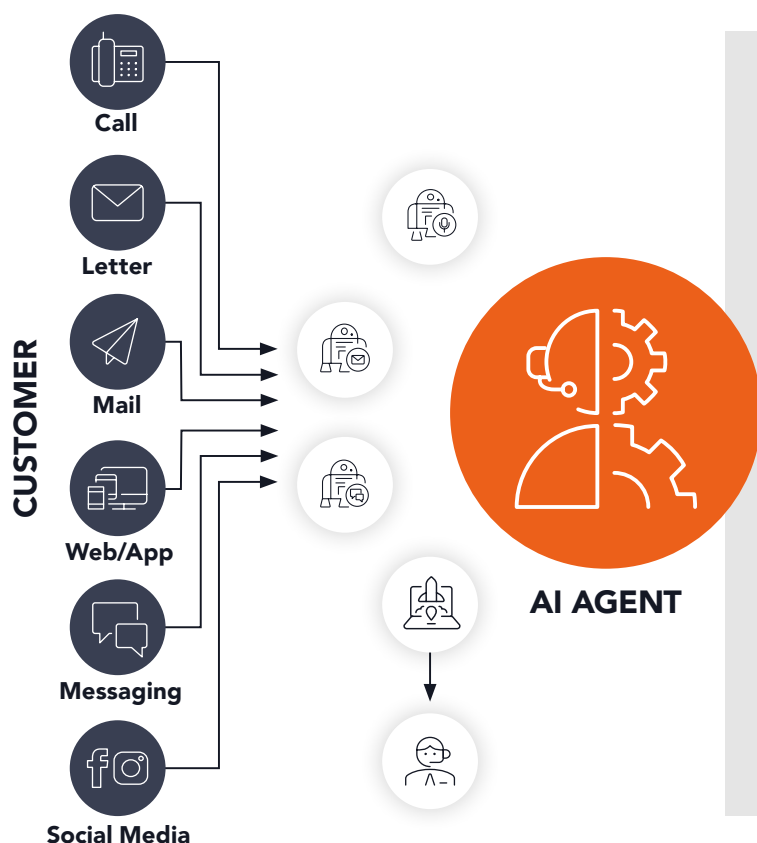
## Introduction

# Customers Today Expect Fast, Personalised Service: Anytime, Anywhere.

AI-powered automation makes this a reality by enabling seamless self-service, empowering support teams with intelligent tools, and allowing virtual agents to resolve customer enquiries 24/7. In our Automation Guide, you'll discover how to transform your customer service in three practical steps: from selecting the best automation opportunities for your business to implementing and scaling AI-driven solutions.

### novomind iAGENT Automation Platform

- Design, implement, test, deploy, and monitor AI agents to automate emails, chats, and calls.
- Streamline customer communication across all channels with intelligent automation.
- Boost efficiency, reduce workload, and deliver faster, more consistent service.



- ✓ Native Use of Generative AI
- ✓ Monitoring and Analytics
- ✓ Omnichannel Automation
- ✓ Agent Support Through GenAI
- ✓ No-Code / Low-Code Agent Builder
- ✓ Seamless Agent Handover
- ✓ Process Automation
- ✓ Knowledge Management and Utilisation (RAG)
- ✓ Easy Integration Into Your Ecosystem

# Future Customer Service

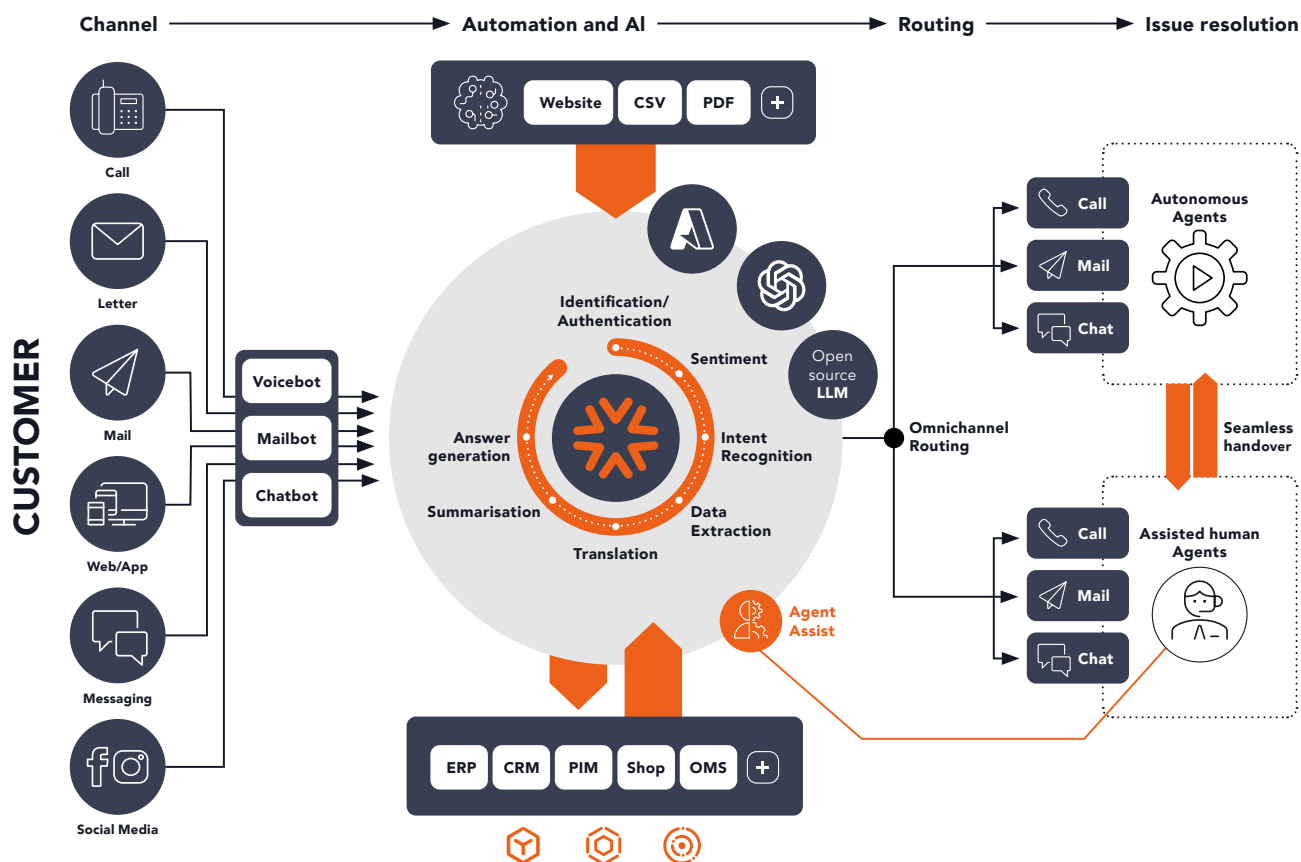
## GenAI meets Human - The Perfect Team for all Channels

### Meet rising customer expectations with fast, personalised support across every channel.

Today's customers want instant, seamless help — from email and chat to WhatsApp and social media — without navigating webpages for answers. Our AI-powered platform empowers them with self-service and equips your teams with the tools to respond smarter and faster.

### Transform your service operations from cost centre to profit centre

By combining intelligent bots with guided agent workflows, our solution accelerates resolution, improves consistency, and delivers truly personalised experiences — turning support into a strategic asset that drives both customer satisfaction and revenue growth.



# User Scenario: Customer Self-Service


Empower Customers to Help Themselves

Today's customers expect fast, convenient, and personalised service — on their terms and on their timeline. With AI-powered self-service tools, they can find answers, complete routine tasks, and solve common issues instantly — anytime, anywhere, and without relying on human agents.



## Example

A logistics company uses AI chat to let customers track parcels or reschedule deliveries instantly, without calling a hotline.

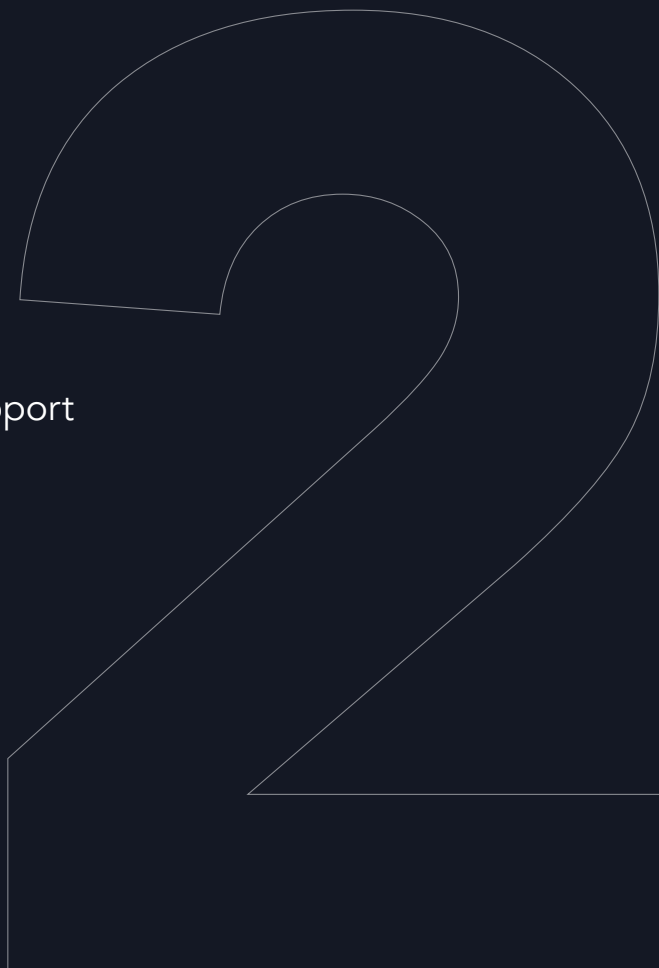
A woman with long brown hair, wearing a blue blazer over a light blue button-down shirt and tan trousers, is smiling and looking down at a white tablet she is holding with both hands. The background is a blurred office setting with a man in a white shirt visible in the distance.

Self-service is more than a chatbot on a website. It includes intelligent FAQs, virtual assistants, interactive voice systems, and knowledge bases that are continuously learning and improving with AI. These tools can interpret customer intent, provide accurate information, and even take action — reducing contact center volumes while improving customer satisfaction.

Whether it's tracking a delivery, checking account details, resetting a password, or updating personal information, customers get what they need without waiting in a queue or being transferred between departments.

# User Scenario: Agent Assist

Supercharge Your Agents with AI Support



Even the best service teams need support — and that's where AI-powered Agent Assist comes in. By equipping your frontline agents with intelligent tools, you empower them to work faster, more accurately, and with greater confidence.

AI Assist provides real-time suggestions, context-aware knowledge retrieval, and automated workflows during live interactions. Whether it's surfacing the right information from internal systems, recommending personalised responses, or pre-filling forms, AI removes the manual burden from your agents — so they can focus on what really matters: solving customer problems. Instead of juggling multiple systems or searching for standard operating procedures

(SOPs), agents receive in-the-moment support tailored to the customer's inquiry, history, and tone of voice. This not only reduces response times but also boosts consistency, customer satisfaction, and employee morale.

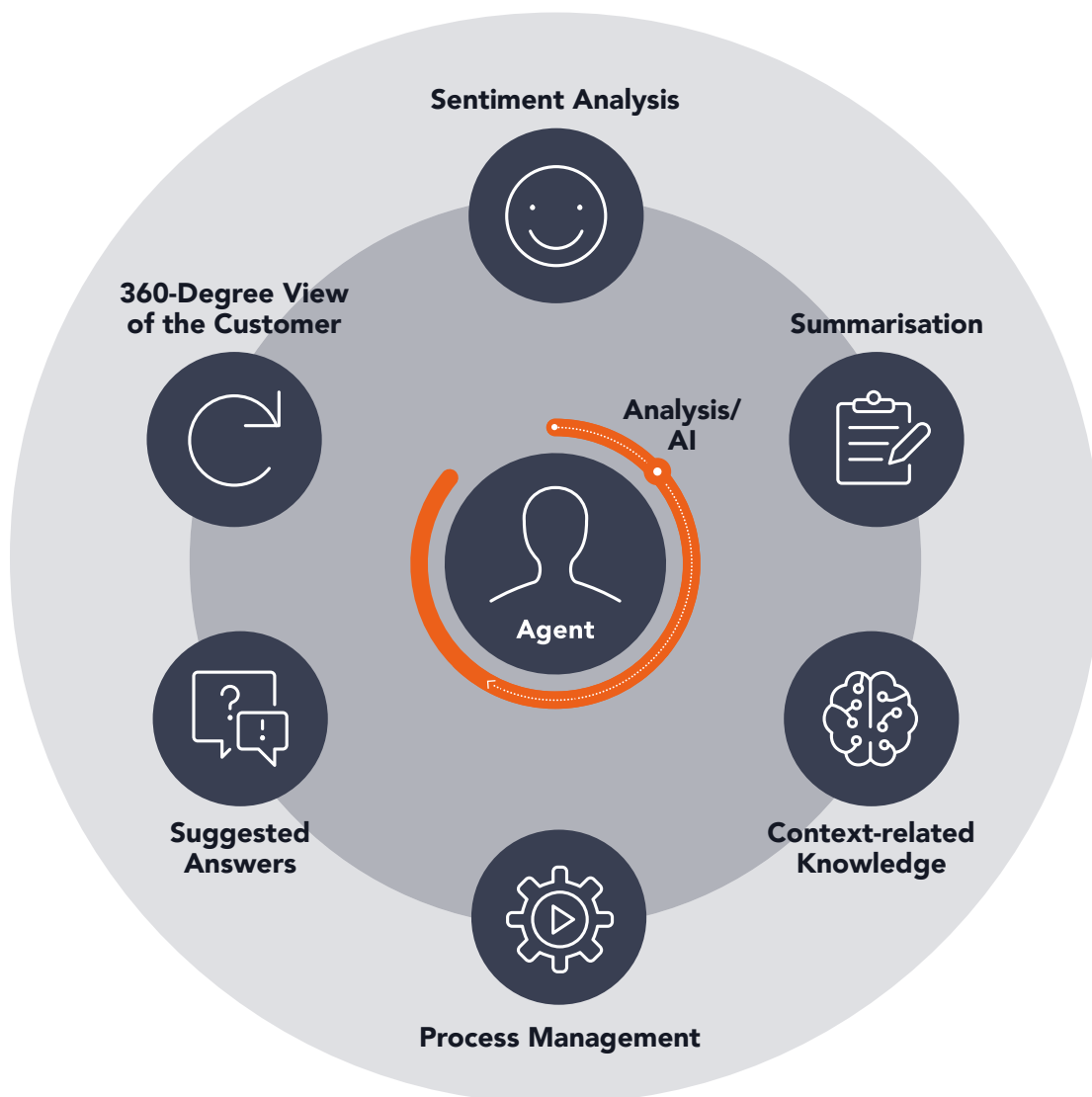


## Example

A telecom provider uses AI to suggest next-best actions and generate draft replies during live chats, helping agents handle 3x more cases daily.

# All AI Features in One Seamless Communication Platform

Support your agents with instant knowledge, all in one place. Agents can resolve complex enquiries faster with intelligent guidance drawn directly from your knowledge base. All generative AI features - from summarisation and response suggestions to data extraction - are fully embedded within the central novomind iAGENT platform.



# User Scenario: AI Agents

Automate Routine Enquiries with  
AI - Available 24/7



AI Agents handle repetitive, high-volume queries - from billing to appointment bookings - without human intervention. Trained on your processes, they understand intent, extract key data, and respond with natural, accurate answers.

Human agents can now prioritise nuanced and sensitive cases.



## Example

A government agency uses AI Agents to manage citizen queries about application statuses, reducing hotline volume by 40%.



### Facts, Figures and Data

#### → **2025**

According to the ECC Club Study 2025 'Intelligence Rising – Into the future with data, AI and mindset', **82% of companies are looking at implementing AI**, with **53% hoping to increase efficiency**.

#### → **By 2028**

At least **15% of all work decisions** will be made autonomously by agentic AI, according to Gartner forecasts.

#### → **By 2029**

According to Gartner, agentic AI will solve **80% of all common customer service enquiries** without human intervention.

# Deep Dive: Understanding AI Agents

Deeper Insight Into the Topic AI Agents

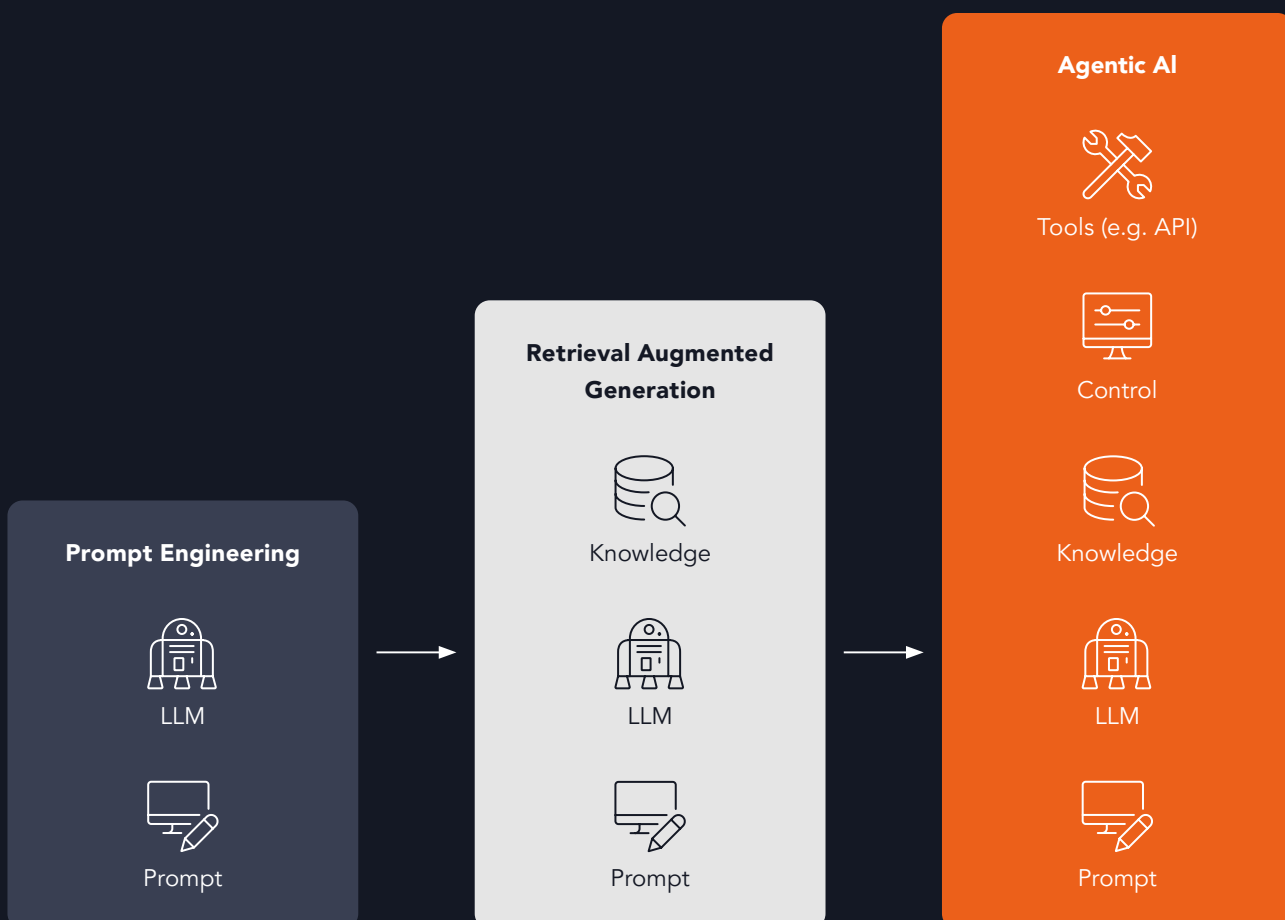


# Deep Dive: Agentic AI

## Evolution of GenAI Applications

From simple prompt-based models to fully autonomous agentic systems.

- 🔥 **Prompt Engineering:** At the foundation, prompts are used to guide large language models (LLMs) in generating responses. This stage relies on manually crafted input to achieve specific outputs.
- 🔥 **Retrieval-Augmented Generation (RAG):** The next step integrates external knowledge sources, allowing the LLM to access and reference dynamic, domain-specific information for more accurate and context-aware responses.
- 🔥 **Agentic AI:** At the most advanced stage, agentic AI combines LLMs with external tools (e.g., APIs), knowledge bases, and decision-making logic. These AI agents not only understand and respond but also take action — enabling end-to-end automation of emails, chats, and calls in customer service.

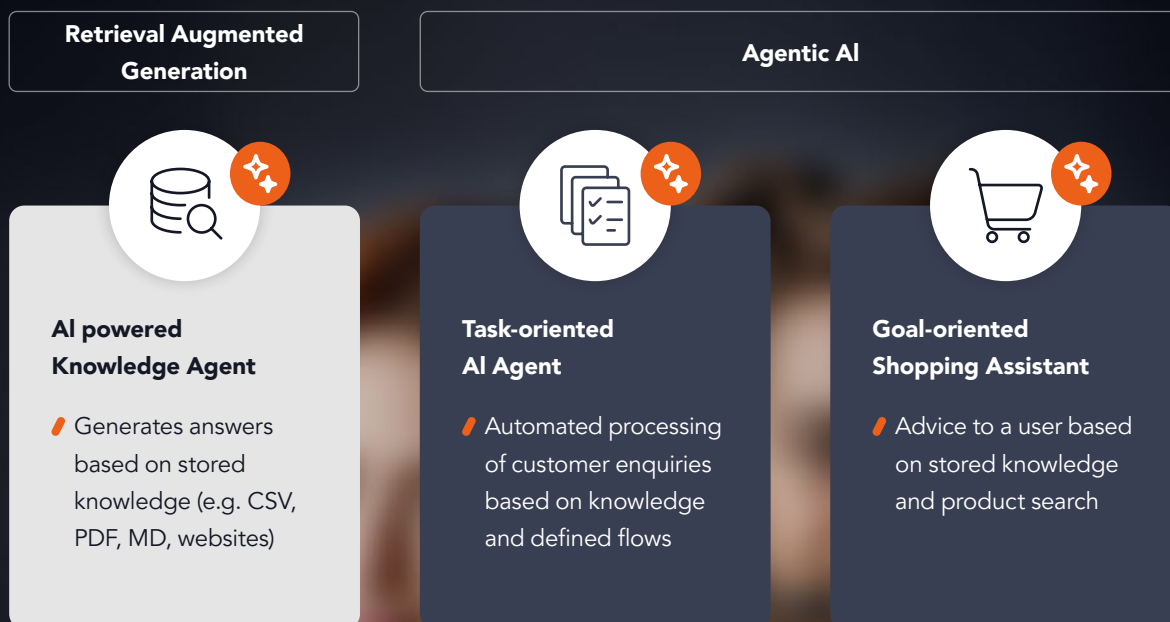


# Deep Dive: Agentic AI

## Types of Agents for Different Use Cases

RAG-based systems, such as AI-powered Knowledge Agents, enable the generation of accurate responses by leveraging structured and unstructured data sources (e.g., CSV files, PDFs, websites).

Building on this foundation, Agentic AI introduces autonomous, purpose-driven agents capable of executing tasks and achieving user goals. These include task-oriented AI agents for handling customer inquiries through predefined workflows and goal-oriented assistants that support users in making complex decisions, such as product selection. Together, these advancements mark a shift from reactive information delivery to proactive and intelligent service automation.



# Deep Dive: When to use RAG & Agentic AI

## AI powered Knowledge Agent

- Realisation of a simple chatbot based on stored knowledge with the aim of dynamically answering the user's questions
- Support of the agent in the context of novomind iAGENT Assist, e.g. to access product descriptions, article details, etc.

### Retrieval Augmented Generation



## AI powered Knowledge Agent

- Generates answers based on stored knowledge (e.g. CSV, PDF, MD, websites)

## Task-oriented AI Agent

- (Partial) automation of emails, chats and calls
- Comprehensive recognition of concerns and extraction of data
- Integration of APIs for the realisation of self-services
- Utilisation of stored knowledge to answer questions

### Agentic AI



## Task-oriented AI Agent

- Automated processing of customer enquiries based on knowledge and defined flows

## Goal-oriented Shopping Assistant

- Providing product advice with a dialogue that is as free as possible
- Individual dialogue tailored to the user
- Utilisation of stored knowledge (e.g. opening hours, care instructions, etc.)
- Use of the novomind iSHOP product search function

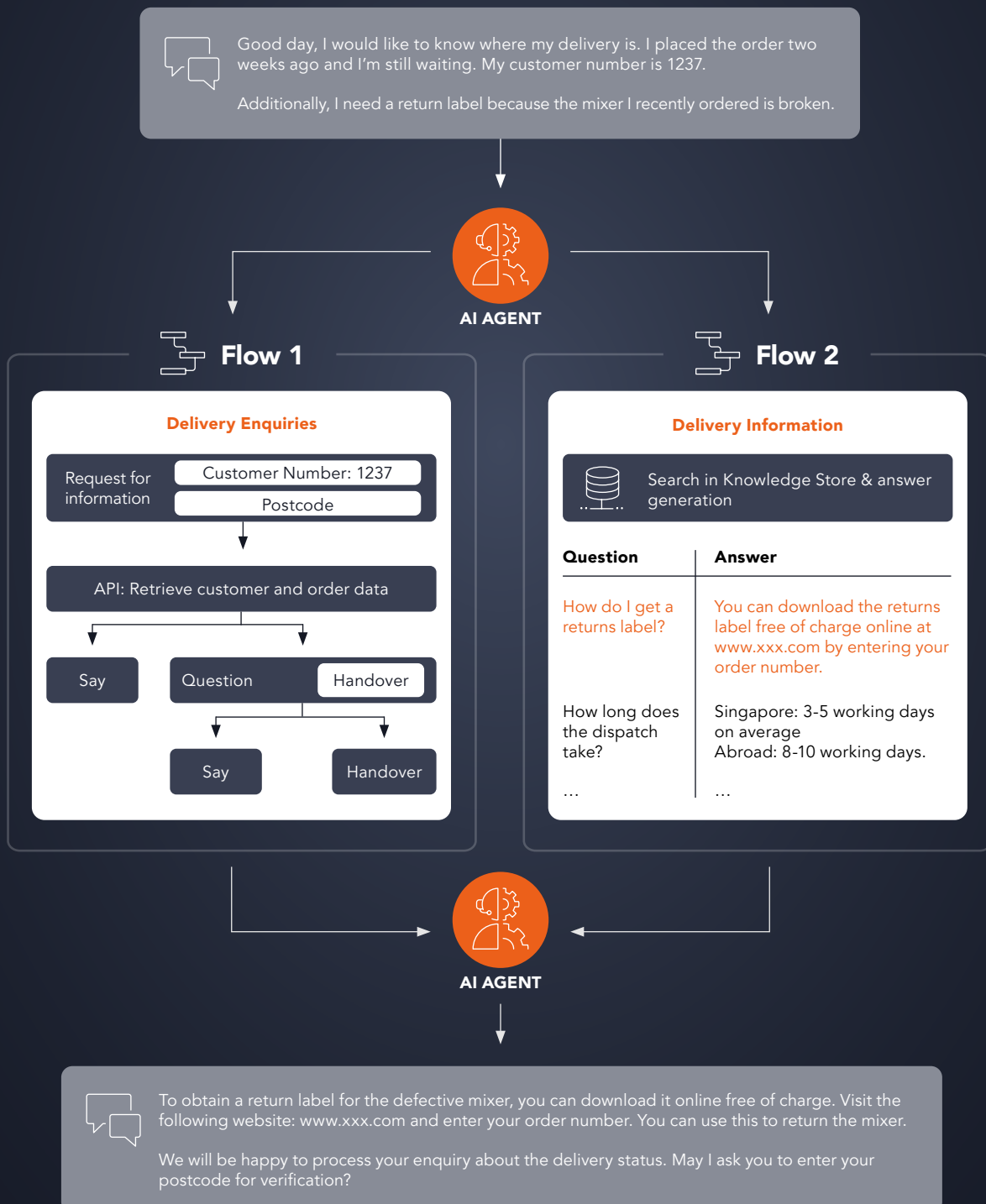
### Agentic AI



## Goal-oriented Shopping Assistant

- Advice to a user based on stored knowledge and product search

# Deep Dive: How novomind's Task-Oriented AI Agents Work



## Key Takeaways

# Keep Your Competitive Edge



### Be Always On

Deliver 24/7 support with AI.



### Scale Without Hiring

Handle more enquiries without growing your team.



### Stay Consistent

Ensure accurate, brand-aligned responses every time.



### Resolve Faster

Speed up resolutions with smart, automated actions.



### Lead the Change

Ensure accurate, brand-aligned responses every time. And deliver more personalised experiences.

## About novomind

novomind AG develops tailored software solutions for customer service and digital commerce across the world. The highest level of dedication, maximum customer focus and close collaboration across all levels are at the centre of its product development and implementation. As an owner-managed company in Germany, novomind is one of the market-leading providers of AI-based software and services from a single source and specialises in companies in the enterprise segment. Its portfolio includes standardised yet flexible-to-use software products such as novomind iAGENT.

novomind APAC, the Asia-Pacific subsidiary of novomind AG, brings this legacy of innovation to the region, combining cutting-edge technological expertise with a deep understanding of local market needs. We are dedicated to providing tailored customer service solutions that empower governments and businesses to thrive in the digital age. With a strong focus on cutting-edge AI, a diverse portfolio of software products, and a highly skilled local team, we deliver solutions that are both globally recognised and uniquely adapted to the challenges of the APAC market.

More information about our company at [www.novomind.com](http://www.novomind.com)

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CUSTOMER FOCUSED TECHNOLOGY