

## Advanced Sentiment & Context Awareness via Agentic AI

### Introduction

In today's always-on digital landscape, customer expectations aren't just rising—they're transforming. People now expect:

- ✓ Immediate responses
- ✓ Personalized interactions
- ✓ Resolutions that recognize their urgency and emotions

Meeting these expectations requires more than automation. It requires intelligence. That's where **Advanced Sentiment & Context Awareness**, powered by **Agentic AI**, becomes a game-changer.

Unlike traditional AI that processes keywords, Agentic AI understands tone, urgency, emotional cues, and historical context—then adapts actions accordingly. Whether it's calming a frustrated customer on their third ticket or giving a quick update to a routine query, the AI responds with empathy and precision.

With Wavity's **AI-Augmented No-Code Platform**, businesses deliver support that feels **human**, achieves faster resolutions, and builds lasting trust—without adding headcount or complexity.

#### 1. AI That Detects Frustration & Urgency in Real Time

Every support interaction contains subtle signals—words that reflect urgency, frustration, confusion, or anxiety. Traditional systems overlook these cues, treating a distressed user the same as one reporting a minor inconvenience. Agentic AI changes this dynamic through embedded sentiment analysis engines that evaluate the emotional tone of incoming messages.

##### Key Capabilities:

- Emotion tagging based on natural language processing (NLP) and tone detection
- Urgency detection using time-sensitive language cues like “immediately,” “critical,” or “can't access”
- Escalation triggers when negative sentiment surpasses predefined thresholds
- Real-time scoring that dynamically adjusts priority levels for incoming requests

This proactive sentiment mapping allows the system to route emotionally charged or high-urgency cases directly to specialized agents or higher tiers—ensuring distressed users are never left waiting.

## 2. Understanding the Whole Picture with Context Awareness

Sentiment alone isn't enough. To deliver effective support, AI must understand the full context—past interactions, related incidents, user role, device type, issue history, and more. Without this awareness, responses become robotic and disconnected.

Wavity's Agentic AI leverages contextual memory and deep conversation threading to provide a 360-degree view of the user's journey.

### How Context Awareness Works:

- Session continuity preserves dialogue threads across chat sessions, emails, and portal entries
- Historical reference pulls up prior tickets, resolutions, and feedback to inform current actions
- User profiling considers role, location, system configurations, and SLA entitlements
- Linked incidents surface related tickets or trends from the same department or location

This rich context enables the AI to tailor responses that are precise, relevant, and actionable—boosting resolution accuracy and minimizing the need for back-and-forth clarification.

## 3. Emotion-Driven Escalation for Faster Resolutions

With both sentiment and context in hand, Agentic AI is empowered to make emotionally intelligent decisions. Rather than operating on a static priority matrix, the AI adapts its escalation path dynamically:

- Urgent or negatively scored conversations are routed to senior agents or specialized support tiers
- Chatbots transfer control to human agents without friction when frustration is detected
- Follow-up communication tone is adjusted—empathetic and reassuring for distressed users, neutral and concise for routine queries
- AI agents can even pause scripted workflows to allow agents to intervene manually when emotional tension is detected

This emotion-aware automation doesn't just resolve issues faster—it strengthens user trust, reduces escalations, and boosts customer satisfaction scores.

#### 4. Continuous Learning for Better Empathy

Sentiment detection isn't static. Language evolves. User expectations shift. That's why Wavity's Agentic AI continuously learns from every interaction.

##### Ongoing Improvements Include:

- Retraining sentiment models using customer feedback and agent evaluations
- Dynamic sentiment lexicons that evolve with industry-specific or organizational vocabulary
- Contextual escalation thresholds that adjust based on department, user type, or business unit
- Feedback loops that fine-tune escalation criteria and routing logic based on outcome success

With each engagement, the system becomes more precise, more empathetic, and more aligned to organizational tone and culture.

#### How Wavity Enables Sentiment & Context-Aware ITSM

Wavity's ITSM platform is engineered to deliver emotionally intelligent service through embedded AI, seamless integrations, and dynamic interaction management.

##### Here's how Wavity empowers this intelligent capability:

###### Built-In Sentiment Analysis Engine

Wavity's AI analyzes every ticket, message, and chat interaction for emotional tone, urgency, and frustration cues—triggering appropriate escalation paths automatically.

###### Contextual Memory Across Channels

From chatbots to emails, Wavity maintains full conversational continuity. AI uses this memory to respond intelligently and holistically—no matter where the interaction originated.

###### Dynamic Escalation Workflows

With Wavity's workflow engine, escalations based on sentiment or context can be automatically routed to designated roles, tiers, or departments. Human agents are engaged only when necessary—ensuring resources are used efficiently.

###### Smart Response Adjustments

AI tailors responses based on sentiment intensity. For distressed users, the language used is empathetic and human-like. For neutral interactions, efficiency is prioritized.

###### Feedback-Driven Learning

Wavity captures post-resolution sentiment scores and agent feedback to continually

enhance sentiment detection models, ensuring alignment with real-world tone and experience.

### **Custom Thresholds by Role & Region**

Set sentiment sensitivity levels based on department (e.g., VIP support vs. general IT) or cultural tone nuances across regions—offering hyper-personalized escalation logic.

### **Conclusion**

Support is not just about solving problems—it's about how those problems are addressed. In a world where user experience defines brand value, IT teams must go beyond transactional resolution and into emotional intelligence. Agentic AI offers the bridge between operational efficiency and empathetic service delivery.

With Advanced Sentiment and Context Awareness, organizations can empower their service desk to respond not only to the issue—but to the human behind the request. And with Wavity, this capability is no longer futuristic—it's available now.

Book a [demo with Wavity](#) today and experience AI that listens, understands, and acts—just like a human would.