

Agentic AI Datasheet

GROWTH THROUGH EMPATHY

Detailed product documentation on how Graia makes agentic AI different

Product overview

Graia Agentic AI is a platform that turns artificial intelligence into a dependable digital workforce. It doesn't replace people; it works with them, keeping humans in charge whenever judgment, tone, or brand reputation matter. From Agent Assist and Chatbots to Automations and Translation, everything runs in one place where you can design, launch, and govern agents, tools, and integrations. Built-in budgets, controls, and audits make scaling safe and predictable.

Graia is grounded in a simple belief: growth happens when customers feel understood. The platform listens to signals, understands context, and acts with empathy. At key moments it can pause and involve a person, turning promises made in conversations into outcomes customers can see and feel.

Key platform capabilities



Solution and agent designers

Designers are where work begins. Teams sketch how a journey should run on a clear canvas. They create Flow Agents that follow steps and keep state, and Directive Agents that accept missions in natural language but still stay inside policy. Publishing is guided, with checks that catch risky choices early. When teams need to change something, versioning and rollback make it safe to learn and improve. An Empathy-Speed-Cost slider helps tune the experience to the moment: more empathy when the topic is sensitive, more speed when the customer just needs to get something done, and a close eye on cost throughout.



Knowledge management

Agents and bots ground answers in facts, not guesswork. Semantic search and simple filtering help them find the right page, paragraph, or field and present it in clear language. Collections and access rules keep information in front of the right teams. Sensitive details are hidden by default. This reduces repeat questions, speeds resolutions, and keeps the brand voice consistent.



Personalization

Empathy means seeing the person, not just the ticket. Graia builds profiles with language, channel preferences, purchase and service history, and recent behavior to shape the next step. It skips questions already known, pre-fills forms, and reaches out on the customer's preferred channel at the right time. The platform recommends the next best help for today's need. Tone adapts in sensitive moments, options are clear, and it is always easy to opt out. Customers feel respected because they remain in control.

Turning signals into seamless journeys



Signal	How we use it
Language & tone	Replies match the customer's language and formality
Channel preference	Outreach happens on the channel they actually use
Purchase & service history	Skip repeat questions; propose fixes that worked before
Recent behavior	Escalate faster and acknowledge the effort already made
Vulnerability cues	Offer human help and flexible options first

Empathy in action



Workspaces

Workspaces act like governed digital offices. Each has its own budget, guardrails, and audit trail. Every action is tagged to its workspace for clear accountability. When cases move between teams, Graia transfers them with full context — customers never have to repeat themselves. Regional hosting and transparent oversight support compliance and trust.



Human-in-the-Loop tasks

Some steps deserve a human decision. Graia can pause any process for review or approval. Requests appear inside the agent desktop, web portal, or a secure link, with timers and ownership clearly shown. High-risk steps can require dual approval. Sensitive cases — like billing disputes or hardship — are routed to the right person with the full story attached. This protects both customers and brand.



Empowerment

Automation should make people feel in charge, not managed by a machine. Graia gives agents and customers clear choices and one-click actions. Forms are pre-filled, next steps suggested, and checklists keep complex tasks on track. The platform shows what will happen next and how long it should take, while making it easy to change course or opt out.



Templates and marketplace

Teams start quickly with reviewed templates, agents, sensors, tools, and skills. Everything is versioned and policy-checked before going live. Guidance for inclusive language, de-escalation, and handoff rules is built in, so every journey feels respectful and human.



Integrations and shared setup

Graia connects to core systems without duplication. A shared Integration object holds setup for CRM, billing, email, knowledge, and more, reusable across teams. A standard connector enables AI adoption inside contact centers without disrupting live-agent workflows.



Execution and reliability

The platform runs long-lived work that might take days or weeks, without losing context. It supports streaming responses when speed matters. Retries, alerts, and status views keep teams informed so they always know what is happening and what to do next.



Decisions and rules

Some decisions must be exact. Graia uses clear decision tables for strict steps and blends them with AI where flexibility helps. Outcomes are repeatable and explainable, which is essential for trust and compliance.



Compliance and data protection

Teams start quickly with reviewed templates, agents, sensors, tools, and skills. Everything is versioned and policy-checked before going live. Guidance for inclusive language, de-escalation, and handoff rules is built in, so every journey feels respectful and human.

How the platform works



Graia turns signals into outcomes through eight simple steps.



Listen

Sensors capture new messages, sentiment shifts, payments, and form submissions -without disrupting existing systems.



Understand

The platform considers policy, context, and business goals to identify what the customer is trying to achieve and what matters most right now.



Personalize

Personalized profiles, historical data, and real-time signals shape the next step, with tone, channel, and timing customized to suit the individual and the context.



Empower

Users access clear options and one-click actions, choosing self-service or support, while effortlessly switching channels without losing context.



Act

Tools perform tasks like sending messages, creating or updating records, scheduling appointments, or initiating translations, with every action logged for transparency.



Involve people

When judgment is needed, Graia pauses and routes the request to the right person with a clear SLA, ensuring swift, traceable approvals and reviews.



Handoff

When another team steps in, Graia hands off the case with complete context, eliminating data duplication and ensuring smooth, frictionless continuation of work.



Assure

Guardrails enforce PII redaction, cost caps, approval rules, and audits at every stage, mitigating risks before they impact customers.

Business impact



Happier customers



Customers get clearer answers, fewer transfers, and kinder conversations. This comes from grounded knowledge, empathy tuning, and human review at the right moments. Personalization and empowerment reduce effort and create a sense of care.

More productive teams



Agents spend less time on after-call work and re-keying data. Suggestions and next steps speed up resolutions. Clean handoffs between teams stop work from getting stuck. Shared integrations cut setup time and reduce errors.

Lower cost-to-serve



Self-service handles more routine tasks. Repeat contacts go down because follow-ups happen on time. Long-running flows keep cases moving without manual chasing. Ownership is clear, so work finishes faster.

Faster time-to-value



Teams launch in weeks with templates, marketplace assets, and a simple designer. Shared setup and versioned assets remove duplicate work. A guided publish flow lowers risk so stakeholders can say “yes” sooner.

Stronger control



Budgets are set per workspace. Approvals are visible. Every action is audited. Spend stays within caps and policy exceptions are caught early.

Higher loyalty and conversion



Help and offers are relevant to the person and the moment. Customers get updates on their preferred channel and can act with one click. This reduces repeat questions and builds trust.



Growth through empathy in practice

Graia first understands intent and emotion. It then offers help that fits the moment: self-service for simple tasks, people for sensitive ones. People get clear choices and transparency, not a maze. Messages reflect the brand's voice.

Promises are kept with reliable follow-ups and proactive updates. That is how empathy turns into growth.

At the core of our Empathic AI approach is the belief that technology should augment — not replace — human capabilities. By combining the unique strengths of live employees with specialized AI agents, we create a “master team” that delivers exceptional customer experiences around the clock. Each AI agent focuses on its area of expertise: some excel in reading emotions and intent, others in procedural knowledge, while others fill gaps in context or insights. Together, they enhance human performance by providing support precisely where it’s needed, ensuring consistency, accuracy, and empathy in every interaction — without fatigue or compromise.

Our Empathic AI framework operates through four key pillars: active listening, personalized interactions, empowerment, and strategic human intervention. AI agents listen attentively at scale, recognize individual customer cues, and tailor responses to create meaningful connections. By instantly collaborating behind the scenes, they resolve issues without unnecessary delays, while humans step in at critical moments to reinforce trust. Leveraging data continuously, our AI agents learn and adapt, delivering experiences that feel personal, thoughtful, and empathetic. This synergy of human and artificial empathy drives customer satisfaction, loyalty, and sustainable growth, turning every interaction into a genuine opportunity to create value.

Who benefits most



These impacts are realized across roles:

Role	What they gain
Head of Contact Center / CX	Higher CSAT and NPS, shorter handle time, fewer escalations
Operations and Compliance	Approvals, audit, and policies in one place; faster risk reviews
Agents and Team Leads	Real-time coaching, instant summaries, clearer next steps, simple one-click actions
IT and Automation CoE	Reusable integrations, versioned assets, safe handoffs across teams
Finance	Budgets by workspace and predictable spend with live usage visibility
Customers	Clear choices, transparent progress, and service in their preferred language and channel

Applications in action

Graia's capabilities translate into real-world applications that deliver value across industries:

Application	Primary value	Where it helps
Agent Assist	Faster, kinder resolutions; less after-call work	Voice and chat queues with high volume
Chatbots	Always-on service with warm handoff	Web, app, social, and messaging channels
Automations	Promises kept without manual effort or transfers	Approvals, status updates, scheduling, reminders
Translation	Serve every customer in their language	Cross-border support and mixed-language teams
Personalized outreach	Relevant next steps and timely offers	Retention, renewals, and service recovery

About Graia

Graia Xperience Platform is an Agentic Contact Center-as-a-Service (CCaaS) and GenAI platform purpose-built to deliver more empathetic, intelligent, and autonomous customer experiences at scale. By combining deep customer experience (CX) expertise with proprietary Agentic AI and fully owned CCaaS IP, Graia Xperience Platform helps enterprises drive revenue, enhance productivity, and scale support with confidence.

Unlike traditional platforms, Graia adapts in real-time, interpreting user intent, tone and behavior to personalize interactions across service, sales and operations. Graia's conversational and GenAI models prioritize the user's perspective, allowing brands to deliver human-like responsiveness and bring a new level of understanding to every user interaction.

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