

Graia Agent Assist

The Agent Edge for Modern Contact Centers

Turn every agent into a top performer — without replacing the human in the loop.

Graia Agent Assist is an AI-powered co-pilot designed to sit beside frontline teams in real time — guiding decisions, surfacing knowledge, and supporting empathy when it matters most.

It doesn't monitor agents.
It empowers them.

The New Contact Centre Reality

Contact centers are no longer ticket factories — they're loyalty engines. Every interaction now shapes brand perception, retention, and revenue. Yet expectations keep rising while complexity accelerates:

Products and policies change constantly

Customers arrive stressed and time-poor

Agents juggle emotional labor, compliance, and speed

First-contact resolution remains difficult to sustain

Traditional tooling — QA systems, workforce platforms, scripts — measures performance after the fact. It records outcomes, but rarely improves them in the moment.

What's missing is real-time human enablement.

Agents need something beside them — not above them.

A system that listens, guides, and reduces cognitive load while conversations unfold.

Enter the Agent's Edge

Most AI deployments in contact centers feel like surveillance — scoring tone, flagging risk, auditing compliance.

Graia Agent Assist begins somewhere else. What if AI supported agents instead of watching them?

Agent Assist acts as a real-time co-pilot — understanding context, intent, and emotion, and delivering the right guidance instantly.

This shift matters:

- **Support drives adoption**
- **Confidence lowers stress**
- **Ramp time shortens**
- **Escalations drop**
- **Performance rises naturally**

This is augmentation, not automation — making expertise shareable across the floor rather than locked in individuals' heads.



What Makes Graia Agent Assist Different

Graia Agent Assist is built around three core principles:

1. Reducing Cognitive Load

Graia removes the mental overload agents face during complex interactions by delivering the right information at the exact moment it's needed:

- Policies, pricing rules, and procedures surface automatically
- Relevant knowledge articles appear based on intent and topic
- Sentiment signals help agents adjust tone in real time
- Key account details are highlighted without manual search

Agents stay focused on the customer instead of navigating systems — driving faster resolution, fewer errors, and greater confidence.



2. Contextual Intelligence

Graia adapts guidance dynamically to each unique conversation rather than relying on static scripts or one-size-fits-all responses:

- Customer history shapes recommendations
- Channel and journey stage influence next steps
- Detected intent refines suggested actions
- Emotional tone adjusts phrasing and escalation paths
- Business rules ensure consistency and governance

Every interaction becomes situational, relevant, and aligned to brand standards — regardless of which agent is on the line.



3. Learning in the Flow of Work

Graia turns daily conversations into continuous skill-building moments instead of relying solely on classroom training or post-call coaching:

- Real-time prompts reinforce best practices
- Policy guidance teaches while resolving
- Sales cues develop confidence naturally
- Tone suggestions model empathetic behavior
- Feedback loops shorten ramp time for new hires

Performance shifts from something individuals struggle to maintain into a system-wide capability shared across the entire operation.



Graia



How Graia Agent Assist Works

1. Intelligent Handover

When self-service or bots escalate to humans, agents receive:

- Conversation summary
- Customer intent
- Emotional cues
- Account data

When self-service or bots escalate to humans, agents receive:

2. Real-Time Co-Pilot Support

During the interaction, Graia:

- Suggests next best actions
- Surfaces policies and knowledge
- Supports phrasing in sensitive moments
- Prompts empathy when frustration rises

Agents stop searching. They start acting.

3. Instant Knowledge Activation

Answers arrive inside the workflow — no portals, no PDFs.

- Accuracy
- Compliance
- Speed
- Confidence

4. Emotional Intelligence

Graia continuously listens for shifts in sentiment and stress signals and supports agents with:

- Tone-aware phrasing suggestions
- De-escalation prompts in heated moments
- Reassurance language when customers feel uncertain
- Empathy cues aligned to brand voice
- Early-warning indicators before frustration escalates

5. Multilingual Enablement

Graia enables seamless global support by offering:

- Real-time speech-to-text and translation
- Instant language switching during live interactions
- Consistent terminology across regions
- Policy-aligned responses in any supported language
- No workflow or tool changes for agents

6. Automated Wrap-Up

After the call, Graia:

- Generates summaries
- Tags issues
- Logs outcomes
- Flags risks
- Feeds QA and analytics

Agents save time. Leaders gain clean data.



Why It Matters

Organizations using AI assistive tools report:

- ~20% lower handle times
- Higher agent satisfaction
- Reduced burnout
- Faster onboarding
- Improved customer experience

For customers: quicker answers, fewer handoffs, more consistent empathy.

For agents: less pressure, more confidence, better days at work.



What Leaders See in the Metrics

Executives track impact where it counts:

- Lower AHT
- Higher CSAT
- Fewer escalations
- Improved retention
- Stronger sales conversion
- Better compliance accuracy

Performance lifts organically — because agents feel prepared, not pressured.



Why Agents Trust It

Graia Agent Assist feels like help — not oversight.
Agents experience:

- Relief from constant searching
- Support before situations escalate
- Confidence when navigating complex cases
- A culture that values them in the loop

Over time, morale improves because people feel equipped rather than evaluated.





Impact Across the Organization

Sales



- Upsell and cross-sell prompts
- Competitive positioning in real time
- Consistent messaging at scale

Operations



- Faster ramp times
- Flexible workforce models
- Cost efficiency driven by outcomes, not cuts

Customer Experience



- Fewer transfers
- Stable service quality
- Empathy embedded into every interaction

IT



- Deploys alongside existing CCaaS
- Governed knowledge access
- Secure, scalable architecture
- No major platform rip-and-replace

Fast, Flexible Implementation

Graia Agent Assist integrates directly with existing CCaaS platforms.

- Knowledge sources connect quickly
- Rules configure tone, compliance, and translation
- Start small, expand over time

Success depends as much on culture as technology.

The best rollouts frame Graia as a teammate joining the floor — not a system imposed on it.

The Future of Human-Centered Service

Contact centers are becoming human resolution hubs.

Automation will handle routine tasks.

Agents will focus on judgment, nuance, and trust.

Graia Agent Assist powers this evolution — turning frontline teams into:

- Problem solvers
- Conversation designers
- Loyalty builders

Technology becomes the teammate.

Agents become the differentiator.



Let's Build Your Roadmap

Schedule your complimentary
AI Strategy Session to explore how
Graia Agent Assist can elevate
your frontline teams.

About Graia

Graia is an Agentic Contact Centre-as-a-Service (CCaaS) and GenAI platform built to deliver more empathetic, autonomous, and intelligent customer experiences at scale.

Combining deep CX expertise with proprietary Agentic AI and fully owned CCaaS IP, Graia helps enterprises drive revenue, improve productivity, and scale confidently.

Graia adapts in real time — interpreting intent, tone, and behavior to personalize interactions across service, sales, and operations.

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