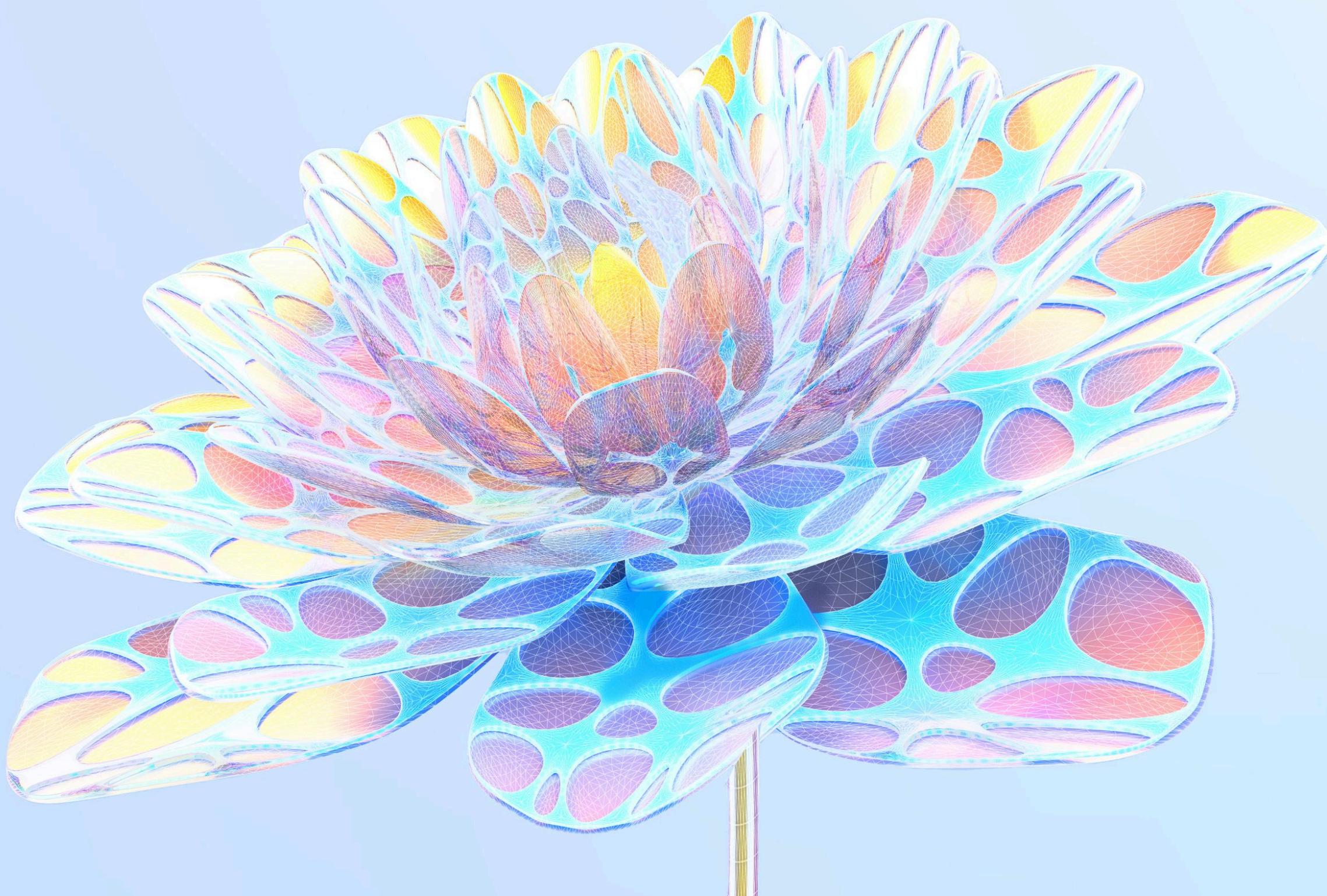


Agents for growth:

Four ways leaders are turning agentic AI promise into impact





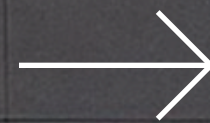
1

Think value, not agents

Identify where agents can accelerate outcomes

AI-driven personalization
can **increase revenue by**

8%

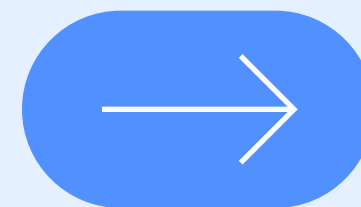


An airline used predictive AI to
personalize compensation to
achieve a

59%

reduction in churn among
high-value travelers

2



Reimagine workflows, not tasks

Redesign end-to-end workflows
around agents

Human–agent collaboration
can be **adaptive**



An insurer reimagined sales
with **collaborative agents**
yielding

2–3x

higher conversion rates



3

Build collaborative agents

Treat agents as digital partners,
not add-on tools

Onboard and manage
agents **with clear KPIs**



A homebuilder coached AI sales agents to emulate top human sellers resulting in a

3x

conversion-to-appointment rate

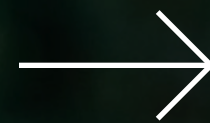


4

Build the agentic organization

Minimize “agent chaos” with a human-AI model

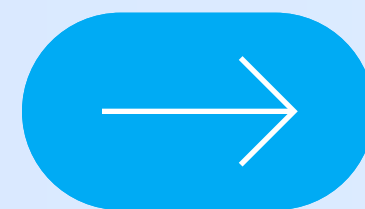
Agents execute. **Humans strategize and oversee.**



An outdoor goods brand brought
**human-AI collaboration to
customer service** with agents
analyzing and diagnosing

30,000+

service tickets and shifting
humans to resolutions



Growth won't come from AI tools alone

It's how you build, deploy,
and manage agents



Growth leaders are turning agentic AI promise into **impact**

Learn how you can get started

