

# Control the Experience. Not Just the Conversation.

CX leaders are measured on speed, scale, and efficiency – not activity.

ASAPP's Customer Experience Platform (CXP) gives you the control layer to govern how AI, human agents, and enterprise systems execute across every interaction. At its core: GenerativeAgent® – the AI agent that listens, reasons, and acts.

## Why CXP?

AI creates capability.  
Control delivers results.

Without a control layer, AI only generates responses. With CXP, it delivers measurable performance – coordinating GenerativeAgent, human agents, and enterprise systems from first engagement to full resolution.

## CXP Differentiators

Speed

### End-to-End Resolution

CXP connects AI directly to your enterprise systems so transactions execute, policies validate, and requests reach full resolution – in one workflow, without handoffs.

Scale

### Governed AI Execution

Monitor performance, enforce policy, and manage rollout with full visibility into every AI decision. Scale automation responsibly – without losing control.

Savings

### AI + Human Collaboration






When AI reaches its limits, CXP embeds human agents directly into the interaction via Human-in-the-Loop (HILA) – shared execution, not escalation. Less cost, more resolution.

Intelligence

### Compounding Performance

Every interaction generates structured insight that improves AI precision, increases consistency, and surfaces trends for CX leadership. Performance compounds over time.

# How CXP is different

Capability	CXP	AI-first
 Outcome focus	* Governs outcomes	Optimizes conversations
 Workflow	* Resolves within one workflow	Escalates when blocked
 Scope	* Orchestrates across the CX ecosystem	Operates as a point solution
 Performance	* Improves resolution performance	Measures containment
 Learning	* Builds compounding intelligence	Stores transcripts

## Scaling AI requires more than conversation

It requires speed, control, and performance at scale.

CXP gives CX leaders the authority to automate responsibly – improving resolution, protecting trust, and driving operational efficiency.

### About ASAPP

ASAPP is the agentic Customer Experience Platform (CXP) purpose-built for enterprise customer service. CXP orchestrates AI agents, human expertise, and enterprise systems to resolve customer issues faster and more accurately across voice and digital channels.

At the core of the platform is GenerativeAgent®, created to autonomously listen, reason, act, and improve through interaction intelligence. Enterprise service teams use ASAPP to run their operations with measurable outcomes, governance, and production-scale reliability.

### Take the next step

Book a demo of ASAPP's CXP  
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