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On the Radar: ASAPP sets the reference architecture for the agentic customer experience

Summary

Catalyst

ASAPP is setting a new operational standard for enterprise contact centers as leaders push for more automation, a lower cost to serve, and measurable customer experience (CX) gains. Last November, the company launched its Customer Experience Platform (CXP), a large language model (LLM)-native system. At the core is GenerativeAgent, a customer-facing agent that retains context, executes approved actions across enterprise systems, and escalates to humans when required—while preserving continuity. Unlike legacy conversational automation built on brittle flows, ASAPP uses an LLM-native approach with governance and observability built in, and it integrates directly into enterprise workflows. This launch signals a major shift: CX platforms are evolving from passive systems of record into active systems of action that drive measurable gains in containment, cost to serve, and CX.

Omdia view

The market opportunity for ASAPP is large and accelerating as enterprises move from experimenting with generative artificial intelligence (AI) pilots to deployment in production. Global contact centers employ millions of agents and spend hundreds of billions annually on labor, training, and legacy tools—yet automation in the contact center remains limited. ASAPP's CXP directly targets this gap. By promising 50–90% potential automation rates across voice and messaging, enterprises can reduce cost-to-serve while simultaneously improving speed, containment, and first-contact resolution.

More importantly, ASAPP supports a structural shift: contact centers can become a managed resolution engine that protects loyalty and captures revenue that would otherwise churn. The platform's multi-agent architecture, persistent interaction data, and enterprise-grade governance let companies run personalized, compliant workflows end to end—with auditability and operational control that most stacks lack. By unifying channels, integrating with existing systems, and supporting real-time control, ASAPP functions as an operational execution layer coordinating humans and automated actions at an enterprise scale.

Why put ASAPP on your radar?

ASAPP delivers production automation with governance and observability built in so that enterprises can scale automation without losing control, traceability, or service quality. The platform closes cost and CX gaps through end-to-end task completion, approved action execution across systems, and controlled escalation, delivering faster time to value with enterprise-grade safety. For enterprises modernizing their CX, ASAPP represents a strategic, defensible advantage for architecture-first automation that incumbents struggle to retrofit and point vendors struggle to govern.

Market context

ASAPP operates at the intersection of three rapidly converging enterprise technology markets: the customer engagement platform (CEP) market, contact center as a service (CCaaS), and AI. Historically, each category addressed a different piece of the customer service value chain. CEPs focused on orchestrating multichannel interactions; CCaaS providers delivered the telephony, routing, and operational backbone of the contact center; and conversational AI vendors automated specific tasks or provided bot-driven experiences. However, generative AI has collapsed these boundaries. Enterprises are no longer seeking point solutions; they want unified systems of action capable of resolving end-to-end customer needs with intelligence, context, and governance.

The convergence is reshaping buyer expectations and competitive dynamics. Traditional CCaaS players are layering AI onto their platforms, but they often struggle to evolve beyond legacy infrastructures optimized for routing, not reasoning. CEPs are embedding more automation but lack deep operational intelligence and multimodal orchestration. Meanwhile, conversational AI players are racing to mature AI beyond simple intent recognition to handle complex workflows and integrate safely with enterprise-scale systems. The winner in this space will not simply offer "a better bot" but a holistic platform that connects data, systems, policies, and actions into a cohesive customer resolution engine across channels.

This convergence is driving a new category: the agentic CXP, where ASAPP is already operating. Enterprises do not want incremental automation; they want measurable improvements in containment, first-contact resolution, cost to serve, and CX with traceability and control. They want AI that not only converses but also performs work. They want transparency, auditability, and real-time governance. And they want a rapid time to value without rearchitecting legacy systems.

ASAPP fits this moment because its architecture is LLM-native, workflow-driven, and designed with enterprise-grade safety and observability from day one. Rather than bolting generative AI onto deterministic flows, ASAPP treats the generative agent as the core of the customer interaction engine, giving enterprises the ability to have both generative and deterministic flows available to them at any time. This aligns strongly with where the market is heading: toward agentic platforms capable of

planning, acting, learning, and collaborating with humans in complex operational environments, not just responding to them.

To win in this market, ASAPP must continue leaning into three strategic pillars:

- Deep enterprise integration: Unify existing systems of record rather than replace them. Here, ASAPP's application programming interface (API)-first and CCaaS-agnostic approach is essential.
- End-to-end automation with clear governance: ASAPP enables high automation rates and pairs it with risk controls, transparency, and human-in-the-loop oversight.
- Rapid deployment and iterative expansion: ASAPP's ability to deliver fast time to value will differentiate it from larger, slower-moving enterprise vendors.

In a market defined by convergence, complexity, and rising expectations, ASAPP's agentic enterprise approach positions the company to lead as enterprises transition from customer service workflows based on scripts and routing to those powered by intelligent agents capable of delivering personalized, context-aware, and operationally safe automation at scale.

Product/service overview

ASAPP's CXP is an LLM-native system designed to resolve customer interactions by planning, executing approved actions, and orchestrating escalation across voice and messaging. It is fundamentally different from traditional conversational automation because it does not rely on rigid, deterministic flows for every scenario. Instead, it uses a generative, planning-based architecture that reasons to determine customer intent, consults enterprise knowledge, and executes actions across systems through a multi-agent framework.

At the core of the platform is GenerativeAgent, an autonomous and customer-facing AI agent capable of performing end-to-end workflow execution. When a customer initiates an interaction, the system transcribes (for voice), interprets intent, and then performs a planning step. During this planning phase, the agent determines how to resolve the issue—how and when to use a generative conversational flow, a deterministic transactional workflow, or a human agent. For example, a customer can move from voice to messaging mid-journey without losing context, history, or the in-progress plan. This decisioning model, combined with governed execution, supports high automation potential across voice and messaging.

A major differentiator is the governing orchestration layer, designed to ensure safety, auditability, and compliance in production environments. ASAPP incorporates specialized models that reduce hallucination risk, defend against prompt injection, enforce data policies, and restrict actions to enterprise-approved operations. This gives enterprises confidence that automation and AI-augmented actions are effective, secure, and traceable—an essential requirement in regulated industries, such as financial services, telecom, and healthcare.

ASAPP's platform uses a multi-agent structure. Specialized agents handle execution, monitoring, and optimization. Observability agents flag anomalies and opportunities for improvement, supporting controlled iteration of workflows. Auxiliary agents automatically observe live interactions to flag anomalies, identify areas for improvement, and update workflows in real time. This self-improving

architecture ensures that automation quality increases continuously without requiring engineers to manually rewrite flows.

From a deployment standpoint, ASAPP's CXP integrates with major CCaaS platforms (natively to Genesys, Amazon Connect, Twilio, and Alvaria), allowing enterprises to add automation without replacing routing and telephony infrastructure. ASAPP's platform also integrates with CRMs, billing systems, ticketing platforms, and proprietary internal systems via existing APIs. This interoperability is key because enterprises can adopt ASAPP's CXP incrementally, beginning with select use cases and scaling as value is demonstrated.

The CXP is designed for human–AI collaboration. Its Human-In-the-Loop Agent (HILA) ensures that human agents always remain available and equipped to support the GenerativeAgent when assistance or oversight is necessary. The HILA provides controlled escalation and oversight, preserving context so that humans can step in quickly without restarting the interaction. The CXP's Agent Desk also empowers human agents with generative AI's suggested responses, conversation context, and optimized routing—improving speed and accuracy.

ASAPP addresses a structural data problem: the lack of organized, usable interaction data. Traditional contact centers generate massive volumes of audio and text logs that are underutilized. ASAPP solves this through a persistent memory layer that captures structured outputs—fueling measurements, workflow improvements, and consistent personalizations over time. This data becomes fuel for learning, optimization, and enterprise decision-making, continuously improving personalization and creating interaction intelligence that compounds value over time.

Ultimately, ASAPP solves the core problems the market faces today: fragmented systems, brittle automation, a lack of contextual continuity, inconsistent agent performance, and insufficient observability. By combining generative AI with workflow intelligence, enterprise integration, real-time governance, and human collaboration, ASAPP positions its CXP as the operational execution layer for the agentic enterprise—delivering safer, smarter, and far more complete automation than legacy platforms can achieve.

Company information

Background

ASAPP was founded more than a decade ago with a singular mission: to solve difficult and persistent problems in the contact center by automating what had previously been considered impossible to automate. The company began by building large-scale enterprise messaging platforms, which became the foundation for its expertise in real-time communication, workflow orchestration, and high-volume operations. Over time, ASAPP expanded into AI services, developing advanced machine learning and natural language technologies that supported agents, accelerated workflows, and generated structured intelligence from customer interactions.

ASAPP has been funded by leading venture capital firms and strategic investors who recognized the potential of generative automation in enterprise customer service early on. With this backing, the company expanded from its early messaging products into a full suite of agent-assist, self-service, and analytics solutions used by some of the largest enterprises in the world.

Last March, ASAPP appointed Priya Vijayarajendran as CEO. As the former CTO and president of technology, she brings decades of enterprise AI and software leadership at Microsoft, IBM, and SAP, aligning product, engineering, and commercialization around production-grade automation. ASAPP's board of directors' belief is that under Vijayarajendran's leadership, the company will quickly transform the quality and monetization of AI-enabled CX.

ASAPP's customer base spans major and global brands, including Fortune 100s among major airlines, telecom providers, financial services institutions, insurers, media companies, and retailers—verticals where CX, operational efficiency, and regulatory compliance are mission-critical. Over the past several years, the company has returned to its original vision with a renewed focus, culminating in the launch of its CXP, an agentic platform designed to power the next era of enterprise-grade CX.

Current position

ASAPP's position reflects a decade of building enterprise-scale messaging, orchestration, and AI now consolidated into a single platform designed for governed, end-to-end resolution. The company began by solving complex, high-volume communication challenges for some of the world's largest enterprises, building a deep understanding of contact center operations, agent workflows, and the limitations of legacy automation. As generative AI matured, ASAPP recognized that traditional intent-based bots and deterministic flows would never deliver end-to-end resolution at scale. This insight led to the development of the GenerativeAgent and, ultimately, the CXP.

The CXP represents a unification of ASAPP's historical strengths—deep expertise in AI applied to the CX across messaging and automation, agent assistance, analytics, and orchestration—and layers them into a governed, multi-agent architecture. This positions ASAPP not as another conversational AI vendor but as an execution layer for enterprise customer service—where planning, action, and escalation operate as one system.

ASAPP's go-to-market (GTM) strategy reflects both the sophistication of the technology and the urgency of enterprise demand. The company is pursuing a hybrid GTM model that includes direct enterprise sales focused on telecom, travel, financial services, insurance, healthcare, and retail—verticals where a high contact volume and complex workflows create outsized automation opportunities. Simultaneously, ASAPP is deepening partnerships with strategic partners to embed its agentic capabilities into existing deployments. Channel and systems integrator partnerships are expanding to accelerate implementation, deliver a rapid time to value, and scale adoption. This combined approach allows ASAPP to strike a balance between deep enterprise relationships and broad distribution leverage.

Future plans

Looking ahead, ASAPP's roadmap is centered on expanding the capabilities, intelligence, and reach of the CXP while extending the agentic model across the enterprise. The near-term focus is to advance the next generation of its voice technology—to improve turn-taking latency and recognition accuracy—supporting higher containment and shorter handle times in voice automation. ASAPP also plans to expand its specialized agents with functions for discovery, business intelligence, and data enrichment to support continuous improvement with controlled change management.

Another key priority is deepening enterprise integration by broadening connectors so enterprises can unify disparate systems—CRMs, billing platforms, ticketing solutions, and custom line-of-business applications—into a single, coherent system of action. This will position the CXP as the intelligence

layer that sits above traditional systems of record so that actions are governed, traceable, and consistent across channels.

On the commercial front, ASAPP aims to scale through expanded channel partnerships, deeper CCaaS integrations, and verticalized solutions tailored to regulatory-heavy industries. Long term, the company intends to push its agentic paradigm beyond customer service so that ASAPP will become the core enterprise engine and generative AI not only understands customers but performs work across the entire business.

Key facts

Table 1: Data sheet: ASAPP

Product/service name	CXP	**Product classification**	Enterprise AI agents for CX
Version number	n/a	**Release date**	November 2025
Industries covered	Financial services (BFSI) Telecom & media Healthcare Travel & hospitality Retail Insurance Utilities	**Geographies covered**	US, Canada
Relevant company sizes	Enterprise	**Licensing options**	Platform
URL	https://www.asapp.com	**Routes to market**	Direct sales Partner ecosystem
Company headquarters	New York City, New York, US	**Number of employees**	200+ full-time

Source: Omdia

Analyst comment

The CX market has moved decisively beyond experimentation with AI. Enterprises are now under pressure to operationalize generative AI in environments where cost control, regulatory compliance, and CX are inseparable. The contact center sits at the center of this challenge. It remains one of the most labor-intensive, least automated, and most visible enterprise functions—making it both a cost liability and the primary proving ground for agentic AI.

This shift exposes a structural weakness in legacy CX and CCaaS platforms. Most were architected for routing, queuing, and script-driven workflows—not for reasoning, planning, or autonomous execution. As a result, many incumbents are attempting to layer generative AI onto deterministic infrastructures

that were never designed to support dynamic decision-making or end-to-end resolution. This creates fragility: brittle automations, limited containment gains, rising integration complexity, and governance gaps that become more acute as AI takes on higher-value work.

ASAPP matters because it starts with execution and control and then builds the conversation layer on top—not the other way around. Rather than bolting AI onto legacy CX stacks, it treats the generative agent as the core execution engine of the platform. Its CXP is designed as an LLM-native, multi-agent system that can reason about customer intent, plan across systems, take action, and involve humans intelligently—with governance and observability embedded by design. This architectural choice directly addresses what enterprises are struggling with today: high interaction volumes, escalating service costs, inconsistent resolution quality, and the economic limits of scaling human labor.

As the market converges—collapsing CEPs, CCaaS, and conversational AI into a single category centered on systems of action—buyers are raising the bar. They are no longer evaluating vendors on bot accuracy or incremental deflection alone. They are asking whether a platform can safely resolve complete customer journeys across voice and digital channels, integrate with existing infrastructure, and deliver measurable improvements in cost to serve, containment, and first-contact resolution without prolonged transformation programs.

ASAPP is well-positioned to compete—and win—in this environment for three reasons. First, its depth of automation is materially higher because reasoning and execution are native capabilities, not add-ons. Second, its enterprise-grade governance, observability, and human-in-the-loop controls reduce the risk profile of deploying autonomous AI at scale, particularly in regulated industries. Third, its CCaaS-agnostic, API-first approach allows enterprises to adopt advanced automation rapidly without ripping and replacing existing systems, accelerating time to value.

The competitive implication is clear. Legacy platforms optimized for scripts and routing face structural inertia as AI-driven expectations rise; they must retrofit intelligence into architectures that resist change. By contrast, ASAPP's agentic model is aligned with where enterprise demand is heading—toward platforms that can plan, act, learn, and collaborate with humans in real operational environments.

As CX platforms evolve from passive orchestration layers into operational intelligence engines, sustainable differentiation will come from the ability to unify data, systems, and generative agents into a governed execution layer. In that future, ASAPP serves as a reference point for what production-grade, agentic CX looks like—and why LLM-native architecture is becoming a prerequisite, not a feature, in the AI-first era of customer service. Vendors that cannot move beyond routing, scripts, and narrow bots will struggle.

Appendix

On the Radar

On the Radar is a series of research notes about vendors bringing innovative ideas, products, or business models to their markets. On the Radar vendors bear watching for their potential impact on markets, as their approach, recent developments, or strategy could prove disruptive and of interest to tech buyers and users.

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