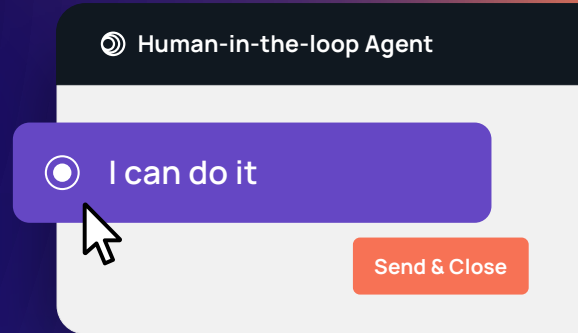


Human-In-the-Loop Agent (HILA™)




Why escalate when you can resolve?

Other AI agents transfer to a human when they get stuck. Give your customers a better experience—bring human judgment into AI conversations for fast, accurate and safe resolutions.



What makes ASAPP HILA different

As part of the ASAPP CXP, HILAs support GenerativeAgent® with:

-  **Real-time human-AI collaboration:** Built-in human-AI workflow equips HILAs to support AI behind the scenes without a forced hand-off, preserving automation benefits and CSAT.
-  **HILA Approver Mode:** 100% human oversight where a HILA reviews every AI chat response before it reaches the customer. Ensures alignment with brand, tone and policy, while training AI to sound like your best agent.
-  **Continuous optimization:** Your AI agent learns and improves over time with capture of human inputs, elevating automation’s potential in customer service.





FORRESTER®

“Rather than escalate the conversation, AI will consult with human experts behind the scenes, much like how human agents consult with supervisors today.”

“ASAPP found in its user research that agents want to include logic behind their thinking in case the decision is ever questioned. That human expert’s rationale is tacit knowledge that, once captured, will allow the brand to advance customer service automation far beyond current levels.”

- Tacit Knowledge Will Power The AI-Led Contact Center”, Jan 2025

Benefits to using HILA

 <p>Expand automation safely & reliably</p> <p>You control which intents your AI agent will handle and what it should do when it hits a roadblock.</p>	 <p>Achieve voice concurrency</p> <p>A single HILA can scale to manage multiple voice conversations.</p>	 <p>Preserve quality & increase capacity</p> <p>Scale by letting AI manage complex interactions, getting help from a HILA as needed.</p>	 <p>Bridge integration gaps</p> <p>Use HILAs as your “biological APIs” for legacy system integration to speed deployment and scaling.</p>
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How a HILA engages for expert input

Human agents guide GenerativeAgent on what to do next.

Human-in-the-Loop Agent

Context

- Customer has a reservation for 5 passengers on 09/22/24, flight LL 1989, PNR: GHT4F6
- Desires to change: Departure 09/24 from JFK, LL 256, 3:45 pm, return 10/12 from DEN, LL 4245, 2:05 pm
- Revised pricing: Charge of \$50 per passenger for modifying the reservation

Customer

Customer ID	43781939484729
Home address	123 Main St Poughkeepsie, NY
Phone number	654-888-2323
Upcoming reservation	GHT4F6
Frequent Flyer Number	178837719399

Human-in-the-Loop Agent

Jennifer Lee 00:02

GenerativeAgent 11:04:22 AM

Customer said:
"All passengers but Paula Rivers should be rebooked to the new reservation. Paula will remain on the current reservation".

Respond Info needed

I can confirm the reservation was updated

I was not able to update the reservation

Send & Close

Agents have access to insights, relevant policies, full transcript and customer profile.

*ASAPP HILA for GenerativeAgent is also supported in additional platforms including Salesforce Service Cloud, Amazon Connect, and more.

Increased
containment & FCR

Fewer
escalations

Risk
mitigation

Improved
CSAT

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
www.asapp.com/get-started
hello@asapp.com
 +1 (646) 386-8639



Learn more at
www.asapp.com/cxp

Trusted by

