

Human-in-the-loop agent (HILA): supporting AI supporting customers

AI-first doesn't mean agent-last. Our human-in-the-loop design puts humans where they matter most—supporting smarter AI with GenerativeAgent®.



“Rather than escalate the conversation, AI will consult with human experts behind the scenes, much like how human agents consult with supervisors today. ASAPP is developing a workspace that will enable this workflow.”

“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

FORRESTER®

What makes ASAPP human-in-the-loop agents different



Real-time human-AI collaboration

GenerativeAgent knows how and when to reach out to a human agent for help without a forced hand-off, preserving automation benefits.



Agent-centered design

Next-gen agent workspace delivers context-rich summaries, captures tacit knowledge, and supports new forms of human-AI collaboration.



Continuous optimization

GenerativeAgent learns and improves over time with capture of human decision rationale inputs, elevating automation’s potential in customer service.

Benefits of GenerativeAgent HILA

Expand automation opportunities safely

You control which intents GenerativeAgent will handle and what it should do when it hits a roadblock.

Improve GenerativeAgent performance

Enable self-learning and continuous optimization by capturing and applying human agent decision logic.

Preserve quality while increasing capacity

Let GenerativeAgent manage complex interactions, with the human in the loop intelligently intervening—reduces costs and improves customer experience.

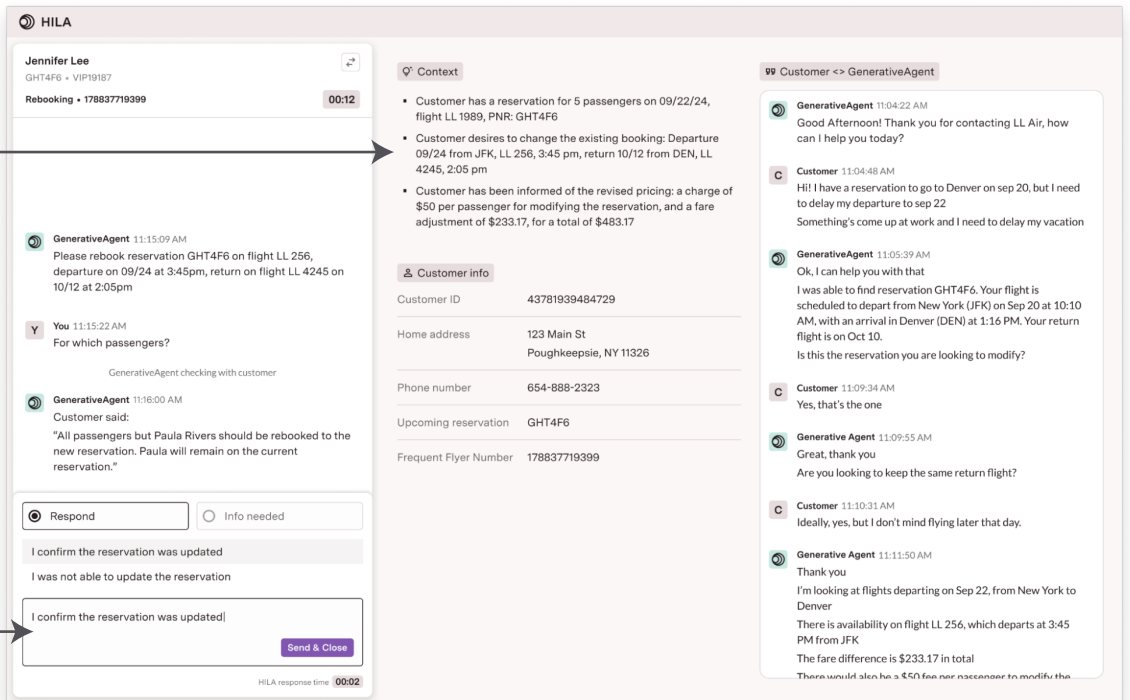
Accelerate adoption and expansion

Human-in-the-loop agents bridge gaps in knowledge and system access, enabling faster deployment and scaling of GenerativeAgent.

How GenerativeAgent engages a HILA for expert input

GenerativeAgent knows to engage a human expert and provides relevant context for informed decision making

ASAPP's desktop interface supports the capture the decision logic of the HILA



Proven results of GenerativeAgent with HILA

49%

Self-service increase

91%

First call resolution

77%

Cost reduction per chat

Take the next step

Book a demo to explore ASAPP's generative AI solutions in action:

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

Self-guided product tour

<https://www.asapp.com/product-tours>

Talk to GenerativeAgent

<https://www.asapp.com/talk-to-generativeagent/>

About ASAPP

ASAPP is an artificial intelligence solution provider committed to solving the toughest problems in customer service. Because we automate what was previously impossible to automate, our AI-native[®] solutions deliver more than efficiency gains. They redefine the role of AI in the contact center and lay the groundwork for businesses to reimagine their customer experience delivery for the age of AI. Leading enterprises rely on ASAPP's generative and agentic AI solutions to dramatically expand contact center capacity and transform their contact centers from cost centers into value drivers.

Trusted by

