

ASAPP's vision for agentic AI and a unified experience layer

AI is revolutionizing how companies interact with their customers, and ASAPP is dedicated to helping companies move from just offering customer support to providing the best customer experiences.

In this agentic AI environment, new protocols and frameworks are emerging to enable LLMs to interact with other technologies and with each other within agentic AI systems. Today, **Model Context Protocol (MCP)** and **Agent-to-Agent (A2A)** are leading the way in connecting tools to AI agents and connecting AI agents to each other.

What is MCP?

[Model Context Protocol \(MCP\)](#) is an open standard that enables AI agents to securely connect to external data sources and tools. Commonly referred to as the USB-C of AI, it is a **universal adapter** that allows AI systems to access real-time information, perform actions, and integrate with existing business systems without requiring custom integrations for each platform.

MCP has seen rapid adoption, becoming a standard for connecting tools to AI agents.

ASAPP is building on these technologies to position our [Customer Experience Platform \(CXP\)](#) as the foundation for enterprises to thrive in the agentic AI world.

What is A2A?

[Agent-to-Agent \(A2A\)](#) is a new communication protocol from Google that enables AI agents to directly interact with each other, creating networks of **specialized agents** that can collaborate to solve complex problems. Where MCP connects agents to tools and data, A2A connects agents to other agents.

A2A is a relatively new protocol, but multi-agent interactions are expected to play a key role in the future of agentic AI.

The ASAPP advantage

With ASAPP, customers get best-in-class agentic AI that works in complex production environments. While MCP and A2A open new possibilities, ASAPP delivers the enterprise-grade foundation enterprises expect: proven voice infrastructure, built-in safety controls, and a centralized customer data platform.

Our results speak for themselves, with a recent Fortune 500 company in the travel and hospitality space achieving both [cost savings \(77% reduction in cost per chat interaction\)](#) and [revenue potential \(49% increase in self-service\)](#).

Meet your customers where they are

While we are delivering on the promise of AI automation via [GenerativeAgent[®]](#) and our Customer Experience Platform (CXP), we recognize a shift in how customers interact with companies and what their expectations are for service.

Today, customers engage with companies primarily through direct channels like voice calls and chat conversations. These are the foundational touchpoints where customers expect immediate assistance, personalized responses, and professionalism in every interaction. GenerativeAgent excels in these channels, delivering robust and scalable voice and chat capabilities that work reliably in production.

Looking ahead, customer interactions are evolving beyond these traditional channels. Customers will increasingly engage through indirect agents like conversational AI platforms (ChatGPT, Claude, Gemini, etc.), personal AI assistants, and automated systems that act on their behalf. They'll research, schedule, purchase, and get support all through these agent-driven channels.

To truly meet customers where they are, brands must recognize the shift toward the AI agent networks that customers will use in the future.

This requires building a universal interface that can be discovered and utilized by those AI agents, creating seamless experiences whether a customer contacts you directly or through their preferred AI assistant.

The future of AI agents and CXP

Agentic AI systems are rapidly evolving. As we look to the future, we see a few key trends in the way AI agents interact with the world and with each other.

1. Using MCP as a backend integration

MCP enables AI agents to connect to external tools and data sources through a standardized protocol. This reduces the complexity of building custom integrations for each system an agent needs to interact with.

ASAPP's approach

We are actively building out support in GenerativeAgent to use MCP servers for performing actions and fetching data from customer systems. This allows customers to connect any number of MCP servers to their GenerativeAgent, taking advantage of the growing MCP ecosystem while also enabling customers to expose their own MCP servers to GenerativeAgent.

We also provide advanced tooling to optimize GenerativeAgent performance. Since AI agents can be sensitive to their interface, our tooling includes filtering and request transformation capabilities to ensure GenerativeAgent has an optimal interface for maximum effectiveness with minimal integrations.

What about A2A as backend integration?

There is clear value in GenerativeAgent using MCP to connect to tools and data sources. Comparatively, A2A is still new and not yet well-suited for the real-time interactions required for GenerativeAgent. While there isn't a use case now, as A2A becomes a more robust interface in the future, there is potential for GenerativeAgent to leverage A2A to connect to other AI agents as backend services.

2. Conversational AI as a channel

Conversational AI platforms like ChatGPT, Claude, and Gemini have grown immensely popular with hundreds of millions using them to research, discuss, and look up information.

But as of now, there are two shortcomings in many of these systems:

1. They rely on their pre-trained knowledge and basic web search capabilities to answer questions instead of using direct information from the relevant company.
2. Users are unable to take actions using these platforms, like booking flights and purchasing products.

In the future, these shortcomings will be resolved. Users will go from merely looking up information for a vacation, like locations, hotels, and activities, to researching and booking a hotel stay, buying a flight, and paying for it, all within a conversational AI platform.

The current trend to enable these expanded capabilities is to use Model Context Protocol (MCP) or, in some cases, Agentic Commerce Protocol (ACP).

ASAPP's approach

ASAPP is researching possibilities to develop a conversational AI channel for GenerativeAgent that will enable enterprises to engage with their customers on conversational AI platforms. This will allow enterprises to expose their GenerativeAgent via MCP (and potentially A2A) and make them available on conversational AI platforms.

This makes conversational AI a new channel for companies to engage with their customers.

Enterprises will be able to create a GenerativeAgent that can help users in chat, voice, and directly in ChatGPT.

3. Personal AI agents

We see a future in which customers rely on personal AI agents to handle a wide range of needs on their behalf. Personal AI agents are agents that users create to represent their personal preferences, goals, and needs. Users will give their personal agent directions on what they would like to accomplish, or the agent will proactively identify and address the user's needs.

For example, consider a customer who wants to plan a vacation in Hawaii. Today, they would spend time researching, planning, and reaching out to travel companies to make reservations. In the future, they will simply ask a personal AI agent to research options and come back with suggested itineraries. Once the customer has decided on one, they will ask the AI agent to go ahead and book the trip.

These agents will need to interact with systems and other AI agents to realize their full potential. This is where MCP and A2A come into play.

ASAPP's approach

The ASAPP Customer Experience Platform (CXP) and GenerativeAgent capture your company's user needs, knowledge, and capabilities. Via GenerativeAgent, you will be able to expose the CXP to enable direct user interaction, conversational AI channels, and personal AI agents.

4. Companies' internal users

As companies evolve their contact centers, the Customer Experience Platform (CXP) will be key to the success of the company as a central point of truth for employees.

The CXP will be a treasure trove of information about the company and its customers. This information will be used to improve the company's products and services.

Just like their customers, a company's staff will expect to use conversational AI platforms and other agentic AI-powered tools to interact directly with the CXP. They'll use personal AI agents to extract insights, do research, and perform actions on their behalf.

ASAPP's approach

We will expose MCP and A2A servers to enable this interaction. This integration will be essential for both improved customer experience and revenue potential from the hyper-personalization capabilities of agentic systems. This will become the standard experience expected by employees.

The unified experience layer

As the ASAPP Customer Experience Platform (CXP) becomes the foundation for customer service, it enables something unprecedented – a universal interface to every aspect of a company's operations.

When a company's GenerativeAgent has access to all aspects of their CXP through MCP and A2A protocols, it creates a powerful new paradigm. The GenerativeAgent becomes the public interface for everything about that company - their products, services, knowledge, capabilities, and customer relationships.

This universal interface opens limitless opportunities:

- **Complete customer journey control:** GenerativeAgent itself represents the full customer journey, regardless of how users engage – through conversational AI platforms, company websites, phone calls, SMS, or even via third-party partnerships and cross-selling opportunities.
- **Safety and control:** MCP servers typically expose powerful tools, APIs, and other administrative controls, so proper safeguards are critical. GenerativeAgent provides robust safety and security through its rules, logic, and edge case handling, making it safer to expose functionality to external systems.
- **Ecosystem connectivity:** Third-party platforms, marketplaces, and services can integrate directly with company capabilities. GenerativeAgent becomes a useful integration point for a wider range of systems and services.
- **Data and insights access:** The more central GenerativeAgent becomes, the more external systems will want to query company data and insights through GenerativeAgent.

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This represents a fundamental shift from companies having multiple disconnected touchpoints to having ASAPP-powered universal customer interfaces that can handle any customer need across any channel or platform.

Trust, safety, and observability

With the autonomous nature of agentic AI, it is important to have a strong trust and safety framework in place. GenerativeAgent already comes with [security and governance mechanisms](#) to keep it safe from accidental or malicious abuse. And as the agentic ecosystem expands, ASAPP is continuing to create new safety mechanisms to address emerging risks.

GenerativeAgent has a multi-layer safety network, real-time conversation monitoring, and comprehensive simulation and testing tools, to ensure that the agent is behaving as expected, even in the face of unanticipated circumstances.

Additionally, we have audit and API logging, data redaction, PCI and PII handling flows, and more to ensure that not only is the agent behaving safely, but that the company is also compliant with all relevant regulations and standards.

We are also employing prompt and tool versioning, multi-environment testing, and canary deployments so that our customers have confident and direct control over GenerativeAgent deployments.

These mechanisms are the groundwork that ensures not only our current systems' performance, but also will provide the same protections for future agentic interactions.

[Learn more at ASAPP's Trust Portal.](#)

HILA™ (Human-in-the-Loop Agent) workflow

Our [Human-in-the-Loop Agent](#) feature also helps GenerativeAgent perform successfully by requesting human feedback. When GenerativeAgent reaches a point of uncertainty due to a lack of knowledge, needs approval for an explicitly defined process, or must perform a complex task that a human would be better suited to, it will request human assistance.

This both gives you confidence in the agent's behavior, particularly in autonomous A2A use cases, and also helps you identify opportunities for improvement and training.

The path forward

Agentic AI is reshaping customer experience, and ASAPP is building the infrastructure to support this shift. By integrating emerging protocols like MCP and A2A with our existing enterprise platform, we're developing a universal customer interface that works across channels and platforms.

Our phased approach to enabling an agentic ecosystem balances immediate value delivery with preparation for evolving AI technologies. From MCP-enabled backend integrations to conversational AI channels and personal agent networks, ASAPP provides the foundation for companies to operate effectively in an increasingly agentic environment.

Companies that succeed in this landscape will integrate AI deeply into their operations, with GenerativeAgent serving as a central component of their customer experience. ASAPP's CXP, safety frameworks, and architecture provide the tools needed to navigate this transition.

The transformation is happening. The question is whether you'll be prepared. ASAPP provides that preparation.

