**CXP**
BY **ASAPP**

# The Customer Experience Platform for the Agentic Enterprise

## A personalized AI agent for every customer

The AI-native® foundation for the agentic enterprise — resolve autonomously, govern safely, and transform CX from cost center to growth engine.

### What makes CXP different?

CXP unites automation, human-AI collaboration, and system intelligence to handle every interaction - across every customer journey.

**FORRESTER®**

**"ASAPP is this market's undisputed leader in AI-led innovation."**

— Forrester Wave™: Digital Customer Interaction Solutions, Q2 2024

## Measurable outcomes & business impact

Elevate service quality and loyalty, drive operational efficiency and scale.

| ↓ 23% | ↑ 17% | 91% | ↑ 49% | 5X |
|---|---|---|---|---|
| Cost to serve per customer | Higher CSAT vs. virtual agent | First Contact Resolution (FCR) | Increase in self-service | Return on investment (ROI) |

# Core capabilities

Other systems can talk or route. CXP listens, reasons and acts. It's the platform that makes intelligence operational with a unique set of capabilities.

## GenerativeAgent®

A customer-facing conversational AI agent for voice and digital resolution that makes every customer feel like a VIP.

## Humans + AI

Scale your human expertise. Empower agents, not replace them, with HILA™ workflows and AI tools built for human + AI collaboration.

## Low-code builder

Launch new AI agents in weeks, not quarters. Gain ROI faster with drag-and-drop orchestration, API connectors, and simulation.

## Full observability

Know what's happening with customers and why. Get instant insights and QA at scale with real-time dashboards and alerts.

## Platform Integration

No rip-and-replace. Connect CXP to enterprise systems—CRMs, ERPs, and more—and consolidate data to make your AI agent smarter.

## Interaction Intelligence

Create a single, lifelong customer record with everything from intent to conversation to context. Turn every conversation into intelligence.

## Cross-channel experiences

Extend intelligence across all channels—voice, chat, web, and emerging AI app ecosystems—for consistent, personalized experiences.

## Orchestration & Reasoning

The command center guides every interaction across channels and systems so each step is purposeful and context-aware.

## Take the next step

Book a demo of ASAPP's CXP

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Learn more at
www.asapp.com/cxp

## About ASAPP

ASAPP is an artificial intelligence solution provider committed to solving the toughest problems in customer service. Its AI-native Customer Experience Platform, powered by GenerativeAgent® integrates with existing systems and uses generative, personalized interaction to bring radical efficiency to every customer workflow. 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 agentic enterprise. 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. To learn more about ASAPP, visit **www.asapp.com.**

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