

Get more out of your own models with **GenerativeAgent**®

GenerativeAgent is a fully conversational generative AI agent designed to interact naturally with customers and work autonomously to resolve their issues. Beyond providing great support out of the box, it also adapts to your business by integrating with your own tools, systems, and AI models.

Built to fit your business

GenerativeAgent becomes more powerful when connected to the tools and systems your teams already use. It can leverage:

- **Your APIs** to retrieve customer data, process requests, and take actions. (e.g., Fetch order status, update reservations).
- **Databases and CRMs** to connect to internal knowledge bases, customer profiles, and product inventories.
- **Workflow and automation tools** to trigger internal processes, escalate cases, or handle complex workflows.
- **Your home-grown AI models** for more customized capabilities, such as analyzing invoices, summarizing customer interactions, or retrieving contract details.

Enhance Your AI Investments

Already building custom AI models? GenerativeAgent can integrate with your existing AI solutions to compound the value of your investments. Customers have used existing AI solutions with GenerativeAgent for:

- **Smart troubleshooting** to identify common issues, suggest fixes, and proactively prevent escalations.
- **Customer churn prediction** that detects at-risk customers and automatically offers personalized incentives or support.
- **Invoice and billing insights** to retrieve, analyze, and explain charges to customers in real time.
- **Product recommendations** to suggest relevant products and services based on customer behavior and preferences.

How custom AI models are integrated

To integrate with GenerativeAgent, customers should expose their AI models as APIs that GenerativeAgent can query. This allows GenerativeAgent to seamlessly request insights, predictions, or automated decisions from your custom AI models.

Example 1: AI model for invoice insights

A company has a custom AI model that extracts and summarizes billing details from PDFs. The model is hosted on AWS and exposed as an API. You can find more details about [connecting your APIs](https://docs.asapp.com) at <https://docs.asapp.com>.

Request format:

```
{
  "billing_period": "latest",
  "customer_id": "56789"
}
```

Model processing:

- The API receives the request from GenerativeAgent and queries the company's billing database.
- If the invoice is a PDF, the model extracts text, identifies charges, and summarizes key details.

- The model determines if the customer is past due and calculates any late fees.
- The response is sent back in a structured format.

Request format:

```
{
  "total_due": "$120.50",
  "due_date": "2025-03-01",
  "past_due": false,
  "summary": "Your bill for March includes a standard service charge and no past-due balance."
}
```

How GenerativeAgent uses it:

- A customer asks, "Can you check my latest bill?"
- GenerativeAgent calls the API with the customer ID.
- The API returns the total amount due, due date, and summary.
- GenerativeAgent formats a human-friendly response and provides the information instantly.

Example 2: AI model for product recommendations

A retail company has a custom AI model that analyzes customer purchase history, preferences, and seasonal trends to recommend the best products.

Request format:

```
{  
  "customer_id": "56789"  
}
```

Model processing:

- The API uses the customer ID to query their purchase and browsing history.
- The AI model applies collaborative filtering and trend analysis to find the most relevant product recommendations.
- It considers factors like past purchases, frequently bought together items, current promotions, and seasonal demand.
- The model generates a list of the top three most relevant products along with reasons why they are a good fit.

Request format:

```
{  
  "recommendations": [  
    {  
      "product": "Smart Fitness Tracker",  
      "reason": "Pairs well with your running gear and tracks workouts."  
    },  
    {  
      "product": "Wireless Sport Earbuds",  
      "reason": "Ideal for running and gym sessions."  
    },  
    {  
      "product": "Electrolyte Drink Mix",  
      "reason": "Complements your protein powder for post-workout recovery."  
    }  
  ]  
}
```

How GenerativeAgent uses it:

- After helping a customer with their order status, GenerativeAgent can be configured to offer relevant products.
- GenerativeAgent calls the API with the customer ID.
- The API returns the top product recommendations with explanations.
- GenerativeAgent delivers personalized recommendations in natural language: "Based on your past purchases, I recommend a Smart Fitness Tracker to track your workouts, Wireless Sport Earbuds for your runs, and an Electrolyte Drink Mix to enhance post-workout recovery."

Integration requirements for home-grown tools and models

To ensure a smooth integration, customers should provide:

- **API endpoints for model inference:** The AI model must be exposed as a RESTful or GraphQL API so GenerativeAgent can send queries and receive structured responses.
- **Authentication and security:** APIs should require API keys, OAuth, or any other secure authentication method to prevent unauthorized access.
- **Hosting and accessibility:** Models can be hosted on-premises or in the cloud (AWS, Azure, GCP) but must be accessible via an API endpoint.
- **Latency and scalability:** The API should support low-latency responses for real-time interactions.

Flexible and future-proof

Whether you have existing APIs, in-house LLMs, or automation tools, GenerativeAgent seamlessly fits into your tech stack—enhancing what you’ve already built instead of replacing it. And because it’s adaptable, it’s a sustainable solution that will evolve alongside your changing business strategies and technological landscape.

GenerativeAgent fits flexibly into your business through:

- **Integration with existing tools:** GenerativeAgent easily integrates with a wide variety of existing tools, systems, and models that you already use, so you can connect GenerativeAgent with your APIs, databases, CRMs, and custom AI models without overhauling your infrastructure.

- **Adaptability to different use cases:** GenerativeAgent can be configured for various applications, such as customer support, billing insights, product recommendations, and more. This adaptability ensures that it can meet diverse business needs.
- **Customization capabilities:** The platform allows personalization to align with specific business processes and workflows, ensuring it works the way your business needs it to.

Long term, GenerativeAgent grows with your business through:

- **Scalability:** GenerativeAgent is designed to handle growing amounts of data and interactions, so it can continue supporting your business as you expand operations and your customer base. This means it can scale effectively without performance degradation.
- **Compatibility with future technologies:** Because it’s built to integrate with existing APIs and models, GenerativeAgent is also positioned to incorporate future technological advancements. You won’t need to replace it as new AI technologies are developed.
- **Sustained value over time:** GenerativeAgent is designed to be updated and to integrate with new tools and models that may arise, so your investment retains value even as technology evolves.

The combination of flexibility today and adaptability for the future ensures longevity and a larger return on your AI investment.