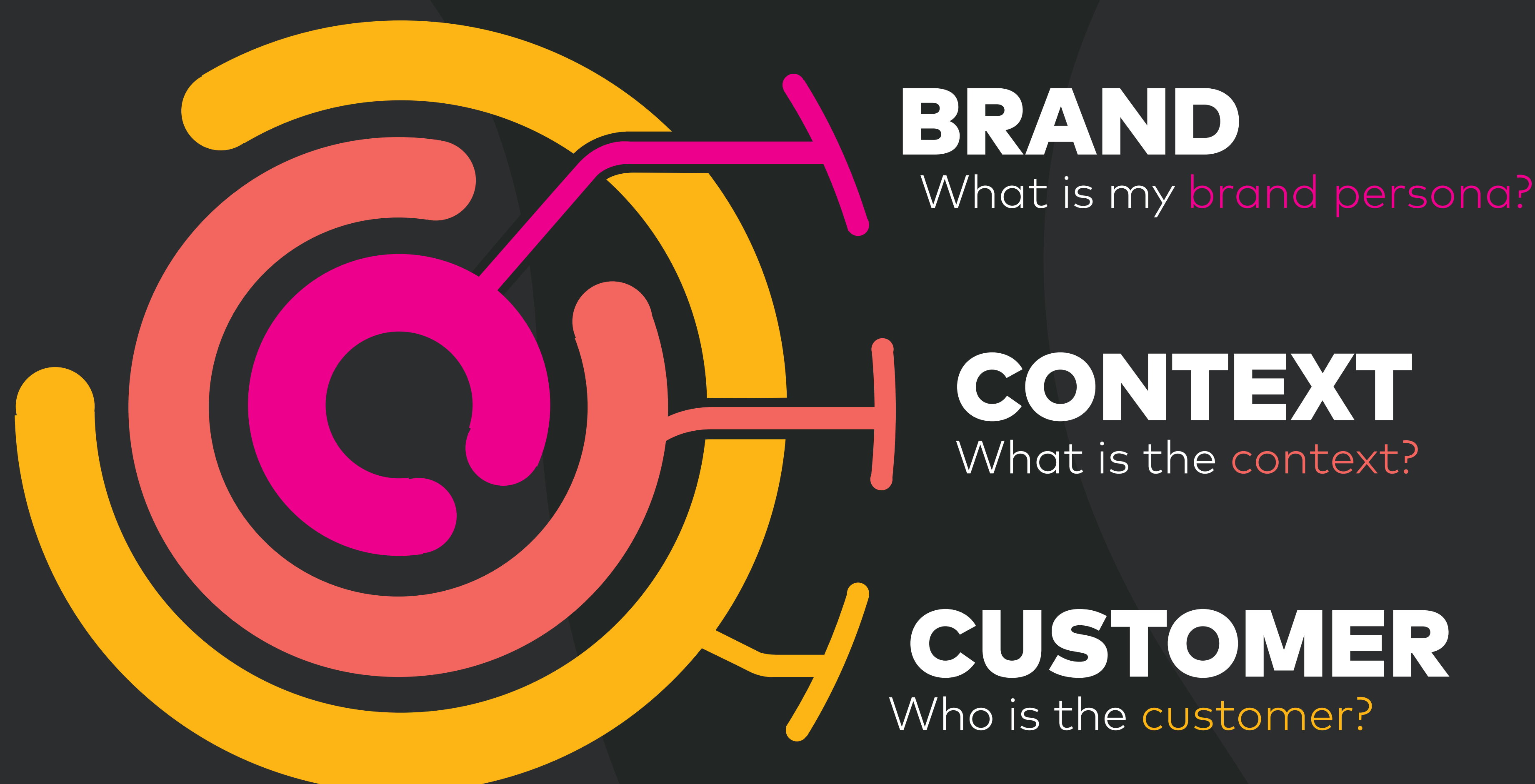


BRAND NEW FRONTIER

Rethinking brand & customer experience in the agentic era

For decades, brands built loyalty through human agents and digital interactions. Now, in the agentic era, autonomous agents act as brand representatives, reflecting values and engaging customers. AI has evolved from a tool to a key extension of the brand, demanding thoughtful design to shape perceptions

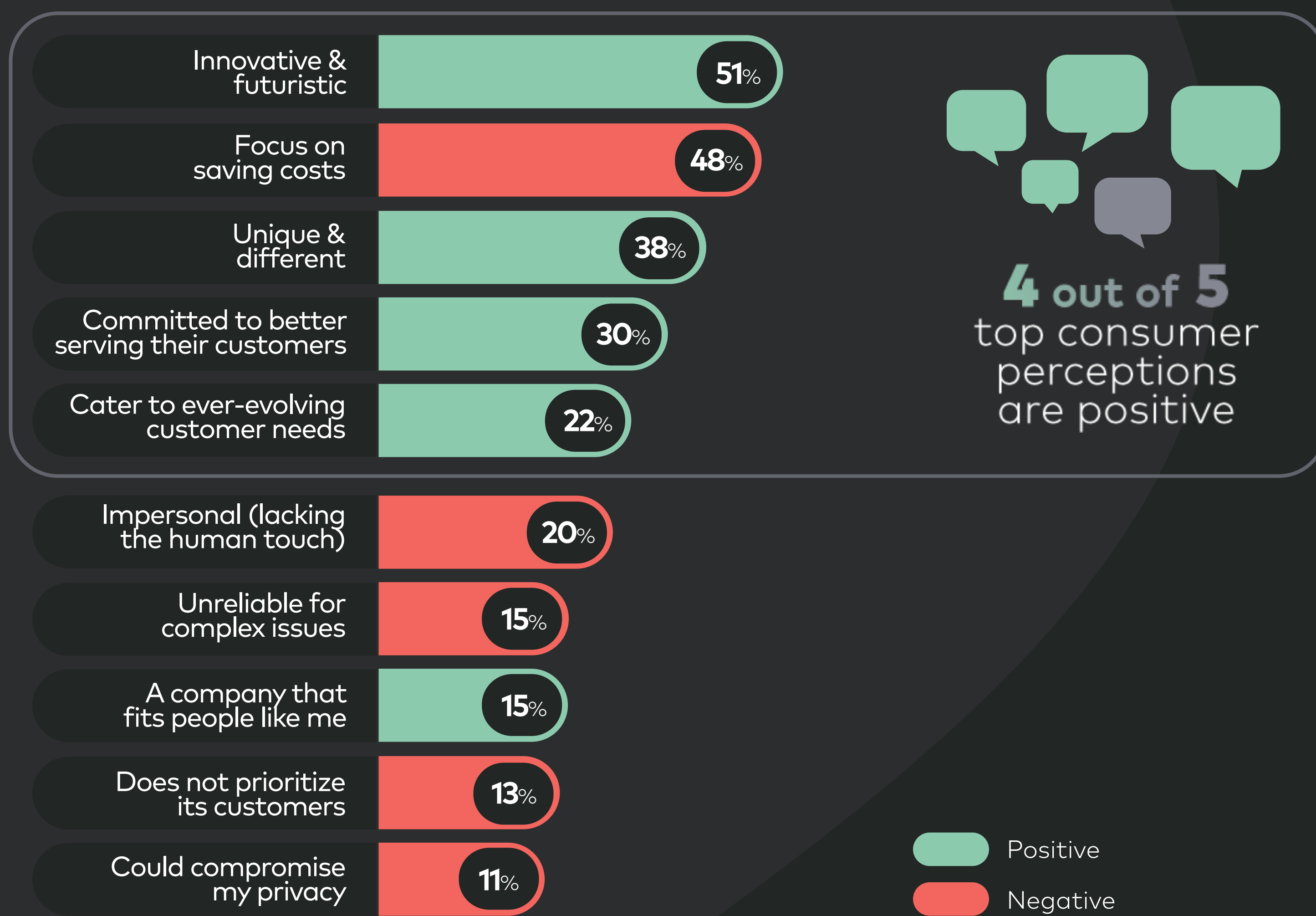
THE NEW BRANDING PARADIGM IN THE AGENTIC ERA



BRAND NEW FRONTIER is a first-of-its-kind consumer and industry study by Amdocs, rethinking brand and customer experience in the agentic era

CONSUMERS ARE WILLING TO ADOPT AI AGENTS

Consumers perceive the use of AI agents mostly as positive



What would you think about service providers if they used Gen AI agents?

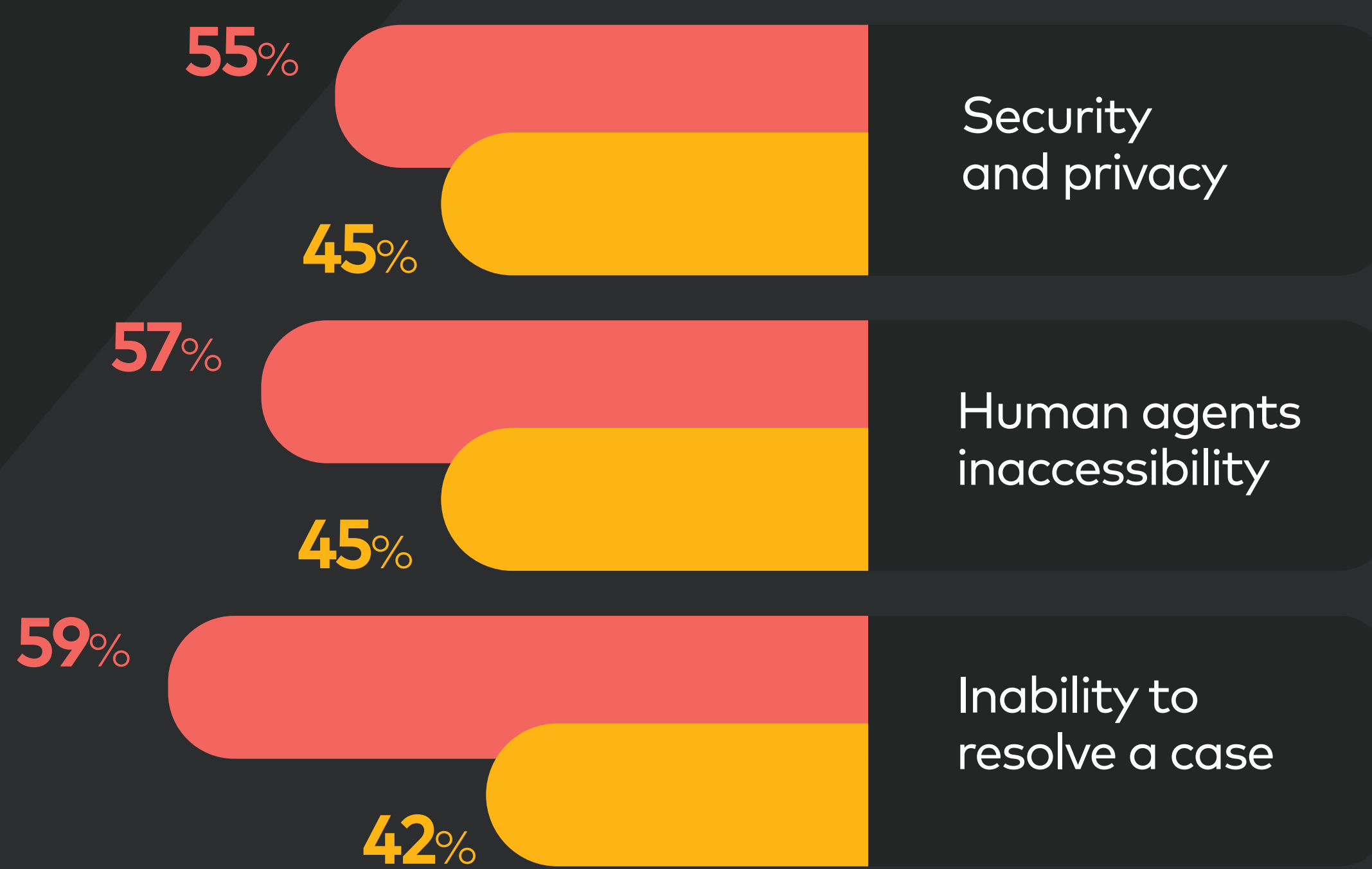


Consumer skepticism towards AI agents is consistently lower than CSPs think it is

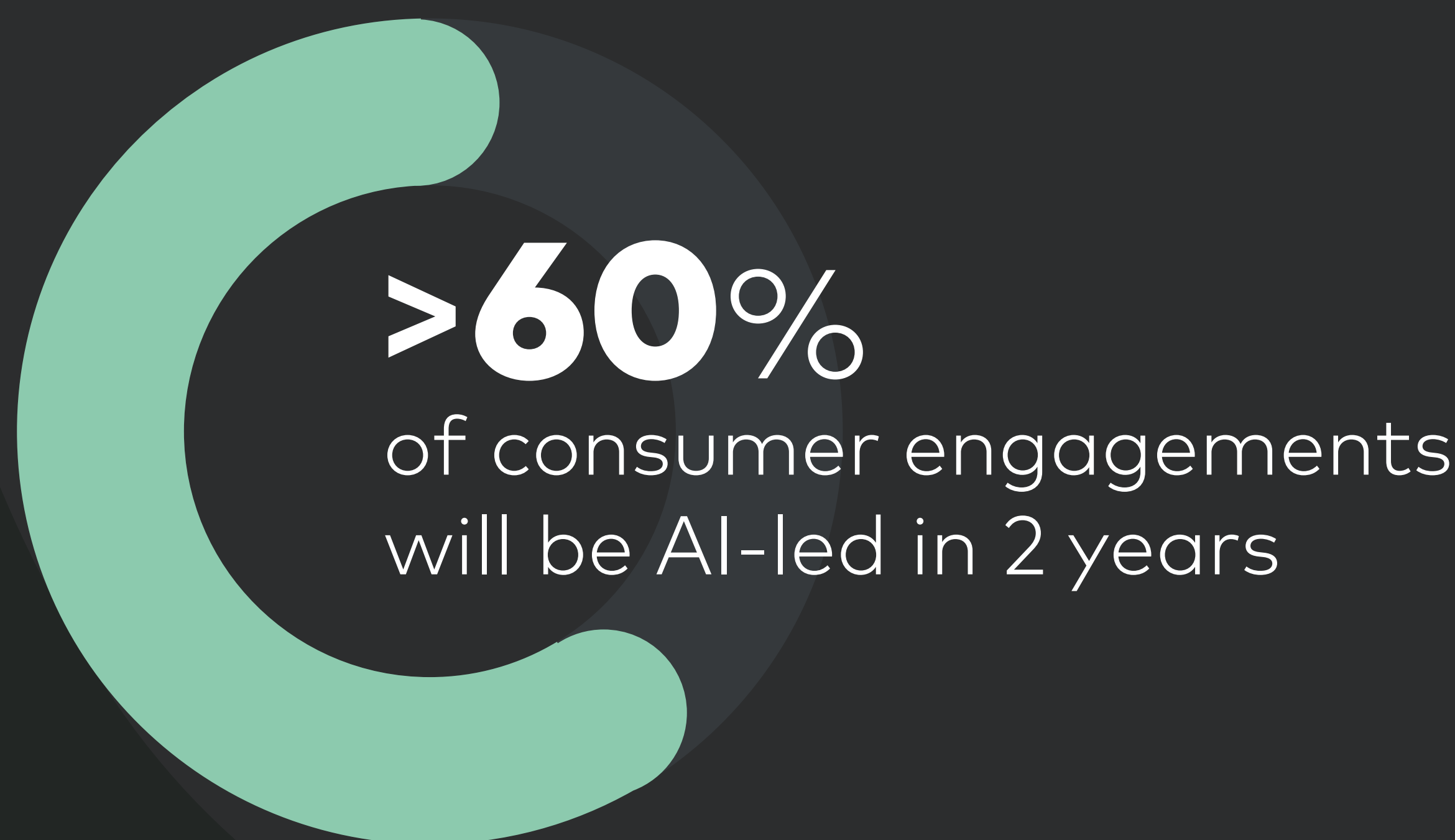
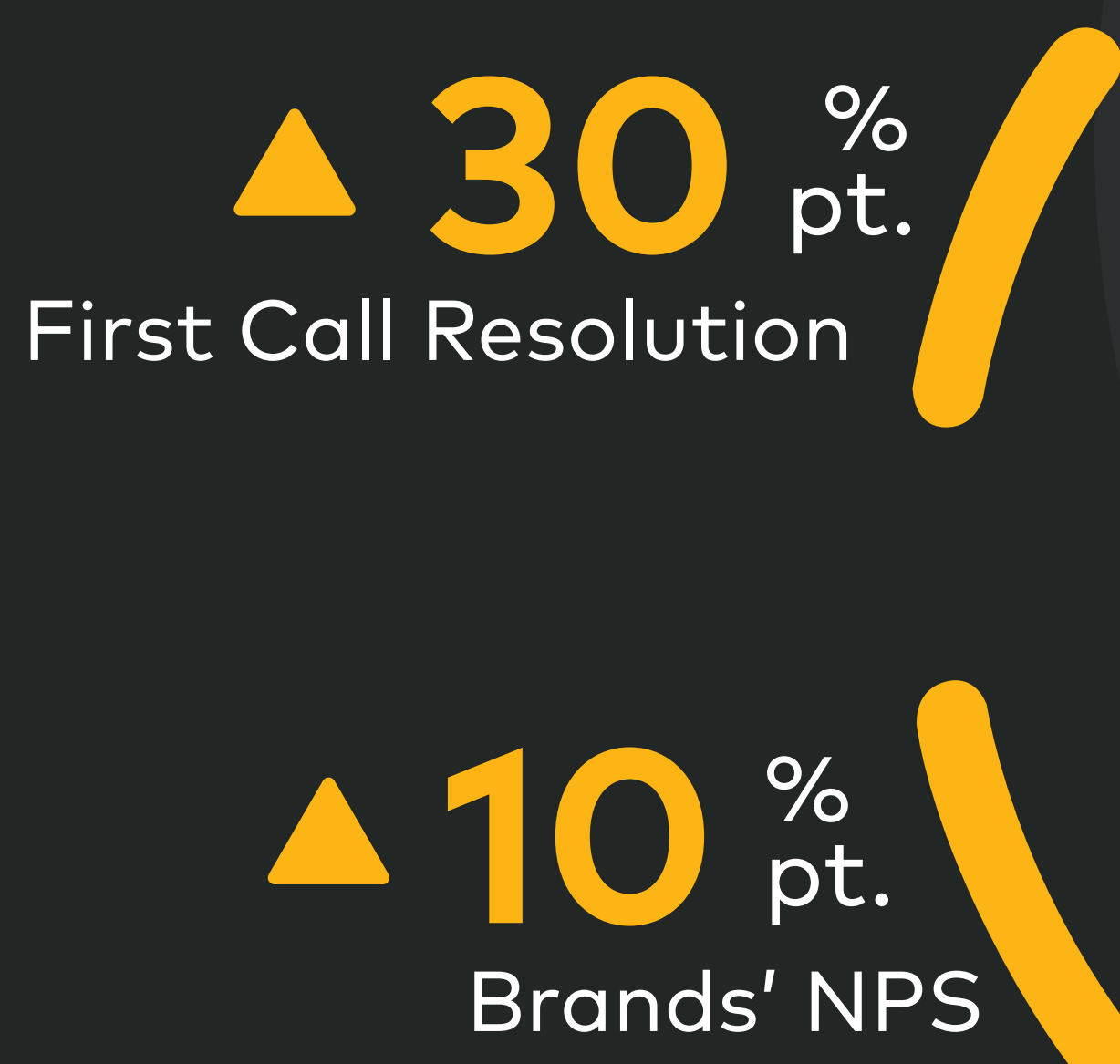


What are your concerns about interacting with AI agents?

Consumer (Yellow), CSP (Red)



CSPs HAVE HIGH EXPECTATIONS FROM AI AGENTS



TO HELP COMPANIES MASTER THE AI AGENT ROLLOUT



Amdocs developed a comprehensive brand playbook, packaging the **main findings, insights and recommendations** from the study.

READY TO UNLEASH AI AGENTS?

CONTACT US TODAY!

* Survey, interviews and focus groups of 120 CSP leaders and 7,025 consumers aged 18-69 in 14 countries across North America, Europe, and Asia.