

REIMAGINING AI IN CUSTOMER SERVICE:

THE RISE OF THE AGENTLESS CONTACT CENTRE



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GENAI AND THE NEW ERA OF CUSTOMER SERVICE

The customer service industry is undergoing a radical transformation, and nowhere is this more evident than in the contact centre. AI-powered solutions are not just enhancing customer experience – they are redefining the way organisations deliver service.

Valued at approximately \$390 billion in 2024, the global AI market is projected to reach around [\\$1.8 trillion by 2030^{\[1\]}](#), reflecting a compound annual growth rate (CAGR) of about 35.9%. Within this, the generative AI (GenAI) sector is anticipated to surge from \$40 billion in 2022 to a staggering [\\$1.3 trillion by 2032^{\[2\]}](#).

GenAI is technology that creates original content – text, images or music, for example – in response to human prompts. Unlike traditional AI, GenAI produces human-like outputs using large language models (LLMs) – and is capable of producing everything from business plans to code and even novel proteins.

Today's customers expect instant, intelligent, personalised interactions – across every channel and around the clock. To meet these expectations – and unlock new possibilities in customer service – forward-thinking businesses are embracing GenAI.

IN THIS GUIDE, WE WILL DIVE INTO THE LATEST AI-POWERED INNOVATIONS, EXPLORING:



AI KNOWLEDGE BASES

Repositories that store vast amounts of structured information and content



AI AGENTS

Intelligent systems designed to perform tasks, help users and make decisions based on data and algorithms



'AGENTLESS' CONTACT CENTRES

An emerging concept driven by real-world client demand, where automation handles most interactions without human involvement

Exploring how businesses can navigate the shift to GenAI, we uncover ways that you can leverage the latest technology to drive cost savings, increase efficiency and deliver 24/7 self-service at scale – and all without disrupting your current infrastructure.



WHAT ARE AI KNOWLEDGE BASES?

AI Knowledge Bases are intelligent databases that store and organise large volumes of content – such as FAQs, product manuals and troubleshooting guides. Unlike their traditional counterparts, AI Knowledge Bases are smart, dynamic and highly interactive.

While AI Agents are designed for conversational engagement and decision-making, an AI Knowledge Base provides accurate, on-demand information in a self-service model. It empowers customers and employees to find the answers they need – and fast. As a result, it reduces reliance on contact centre agents and boosts overall efficiency.

HOW AI KNOWLEDGE BASES WORK



INFORMATION STORAGE

The foundation of a knowledge base is its content. This is stored in a structured format that includes text, images, videos and documents.



CONTENT CREATION AND OPTIMISATION

AI supports the generation, categorisation and continuous improvement of content. For example, it can identify gaps by analysing customer interactions or even generate helpful articles based on recurring queries.



SMART SEARCH AND RETRIEVAL

AI improves the search experience by interpreting queries contextually. Going beyond keywords, it understands intent, synonyms and historical interactions to deliver relevant content.



CONTINUOUS LEARNING

As users interact with the knowledge base, AI learns and adapts – improving accuracy, refining its responses and keeping content up to date automatically.

AI Knowledge Bases empower users to quickly find accurate, relevant information through intelligent self-service, reducing costs and improving customer satisfaction.

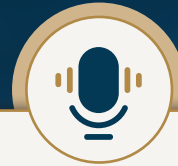


WHAT ARE AI AGENTS?

AI Agents are intelligent software systems designed to help users, solve problems and make decisions based on data, algorithms and contextual understanding. In customer service, AI Agents take the form of chatbots, virtual assistants or conversational agents – and they are capable of interacting with users through text, voice or digital interfaces.

Unlike static systems, AI Agents use technologies like natural language processing (NLP) and machine learning (ML) to understand human input, interpret intent and deliver accurate, real-time responses. They can help customers with queries, troubleshoot issues, provide personalised recommendations or guide them through complex tasks (often without any human intervention).

HOW AI AGENTS WORK



INPUT CAPTURE

The AI Agent receives input from the user – typically a text or voice query.



INTENT PROCESSING

Using NLP, the AI Agent analyses the input to understand the user's intent, sentiment and context.



DECISION

The AI Agent draws on a combination of rules, trained models and resources (including knowledge bases) to determine the most appropriate response or action.



RESPONSE

It then delivers a personalised response to the customer – whether an answer, a recommendation or a completed task – from a knowledge base or its own algorithmic processing.

AI Agents are built to handle multi-step, dynamic conversations. This makes them ideal for modern customer service environments where speed, accuracy and personalisation are essential.



KEY DIFFERENCES BETWEEN AI AGENTS AND AI KNOWLEDGE BASES

While AI Knowledge Bases and AI Agents often work together to deliver seamless customer support experiences, they serve distinct roles and offer different capabilities.

The table outlines their key functions and capabilities.

THIS TABLE EXPLORES THE KEY ROLES OF AI AGENTS AND AI KNOWLEDGE BASES IN CUSTOMER SERVICE.

CAPABILITY	AI AGENTS	AI KNOWLEDGE BASES
PRIMARY FUNCTION	Interact directly with users to resolve queries, perform tasks and provide guidance.	Store, manage and deliver information for users to access self-service answers.
INTERACTION TYPE	Conversational (text or voice), often in real-time.	Non-conversational, typically accessed via search or navigation.
COMPLEXITY OF TASKS	Can handle complex, multi-step interactions and problem-solving.	Provide structured information and answer queries ranging from simple to moderately complex.
LEARNING AND ADAPTATION	Continuously learn from interactions, personalising responses and improving decision-making.	AI-enhanced content generation and dynamic updates based on user feedback or trends.
PERSONALISATION	Provide personalised recommendations based on previous interactions and customer data.	Personalisation limited to offering relevant content based on user queries (not as dynamic as AI Agents).
RESPONSE TIME	Can respond instantly in real-time during a conversation.	Provide answers instantly when the user queries the right information.
DEPENDENCE ON HUMAN INPUT	Handle many tasks autonomously but can escalate to human agents for complex cases.	Mostly operate in a self-service model, though human input is needed for content creation or updating.



THE DYNAMIC DUO: LEVERAGING AI AGENTS AND AI KNOWLEDGE BASES TO SUPERCHARGE CUSTOMER SERVICE

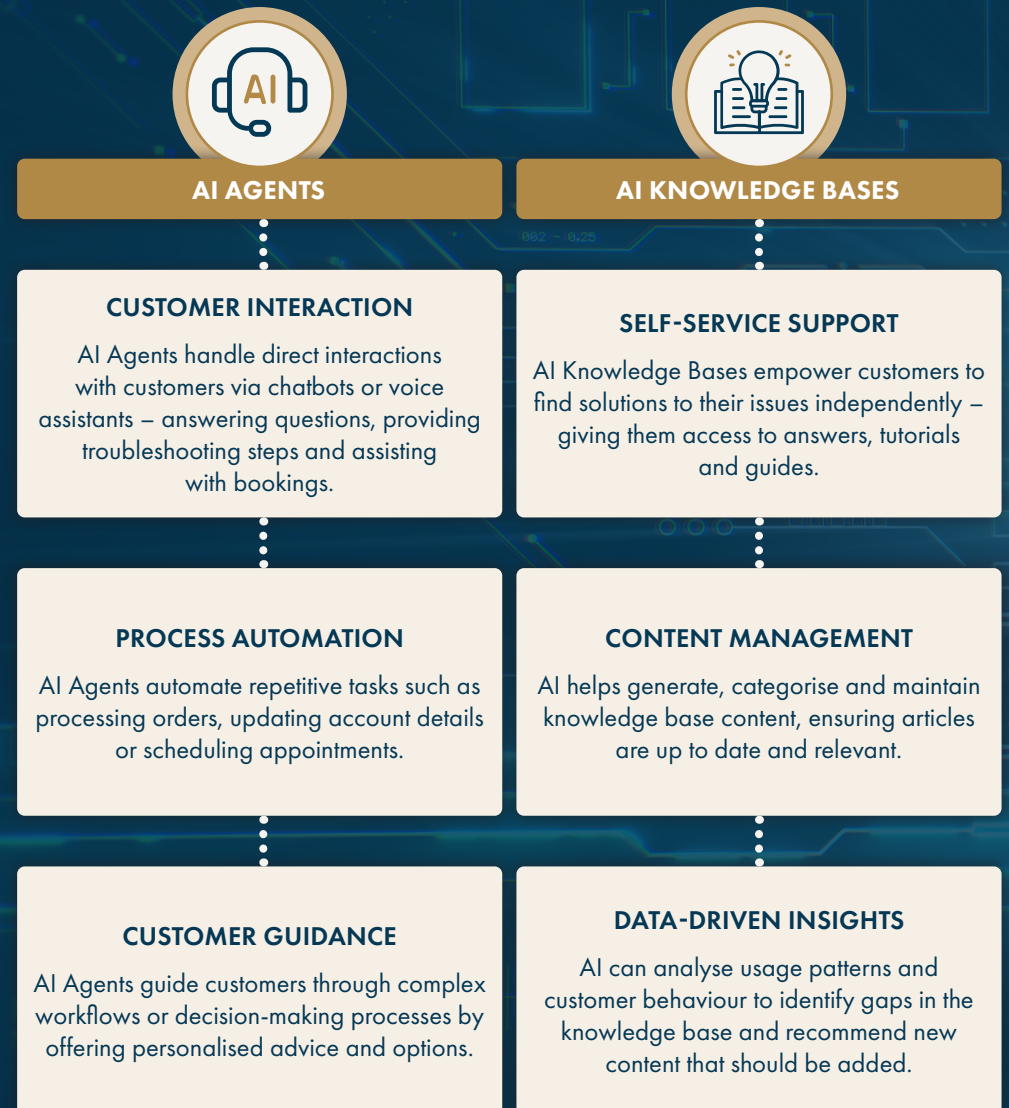
AI Agents are the front line of customer interaction. Engaging users in real-time, they resolve issues, complete tasks or guide people through processes. Meanwhile, AI Knowledge Bases are more of an information backbone – they provide the content and context that customers (and AI Agents) rely on to deliver accurate, efficient support.

Many organisations use AI Knowledge Bases and AI Agents in tandem to deliver seamless, intelligent customer service.

AI Agents handle the conversation, with AI Knowledge Bases supplying accurate, contextually relevant information in real-time. And there is always the option for the AI Agent to escalate to a human agent, if necessary.

This collaboration ensures faster resolutions, consistent answers and an efficient, scalable customer service experience.

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ARE WE ON A PATH TO AN AGENTLESS FUTURE?

Driven by advances in GenAI and automation, the customer service industry is undergoing a rapid transformation that includes a rise in the agentless contact centre.

By leveraging AI Agents and intelligent self-service tools like AI Knowledge Bases, businesses can resolve a growing number of customer queries without human intervention – improving efficiency, reducing costs and enabling 24/7 support.

AI-powered contact centres offer significant benefits...but beware of limitations.

For example, AI systems can **struggle with complex, ambiguous or emotionally sensitive issues**. Although AI Agents are brilliant at handling routine queries and transactional tasks, they can fall short in situations that require empathy, judgment or deep contextual understanding. For this reason, human agents remain essential – particularly when navigating nuanced or emotionally charged interactions.

Another critical factor is **data quality**. AI is only as good as the data it is trained on. If that data contains bias or gaps, it can lead to inaccurate or inconsistent outcomes. To ensure fairness, accuracy and trust, organisations must invest in well-designed models, continuous training and regular performance reviews.

Agentless contact centres are ideal for handling repetitive, low-complexity tasks like checking account balances, providing product information and processing requests like order tracking or password resets. And they are rapidly gaining ground.

However, human agents remain irreplaceable when it comes to understanding nuance, demonstrating empathy and managing complex, emotionally sensitive interactions.





OPTIMISING WITH INSIGHT: THE IMPORTANCE OF CONTINUOUS REPORTING

Data-driven insights are the foundation of any successful AI-powered customer service strategy. Continuous reporting helps monitor performance and efficiency – and uncovers opportunities to optimise the performance of AI Agents and Knowledge Bases.

Continuous reporting – when supported by the right tools – empowers businesses to stay agile, respond swiftly to change and consistently enhance the customer experience. This real-time insight is particularly powerful when paired with AI Agents and Knowledge Bases, which rely on up-to-date data to deliver accurate customer support at scale.

By providing real-time insights, continuous reporting helps you identify painpoints, improve user experiences and adapt to evolving customer needs.

KEY BENEFITS INCLUDE:



REAL-TIME INSIGHTS

Tools like Engage Hub's [Customer Journey Tracker](#)^[3] provide immediate feedback on AI deployment performance or gaps in data, allowing you to spot and address issues quickly



DATA-DRIVEN DECISION-MAKING

Ongoing reviews enable businesses to make informed decisions based on actual customer behaviour, enhancing AI models and Knowledge Base content



IDENTIFYING TRENDS

Analysing data helps you spot recurring issues, allowing teams to adjust content or address gaps



CONTINUOUS IMPROVEMENT

Ongoing tracking ensures systems evolve over time, refining AI interactions and content for better customer service



OPTIMISING JOURNEYS

By tracking touchpoints across every customer journey, you can remove bottlenecks, smooth friction and enhance the experience



THE FUTURE OF CUSTOMER SERVICE

The shift towards AI-powered customer journeys and the emergence of the agentless contact centre marks a fundamental reimagining of customer service.

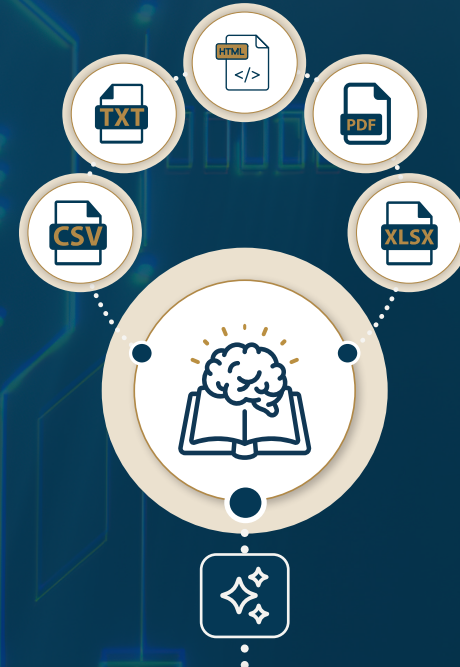
However, as the use of automation increases, so too must our commitment to responsible AI. Balancing machine efficiency with human oversight is essential – not just to resolve complex cases, but to maintain security and safeguard fairness, transparency and trust.

Leveraging AI Knowledge Bases and AI Agents, businesses can automate high-volume, repetitive interactions. And as AI technology continues to evolve, the future of customer service looks agile, intelligent and deeply customer centric.

INTRODUCING ENGAGE HUB'S AI KNOWLEDGE BASE

Take your contact centre from ordinary to extraordinary with our [AI Knowledge Base](#)^[4]. Empowering your customers to solve their issues independently via self-service, our latest feature streamlines operations and frees up Agents to focus on more complex tasks.

Quick and easy to implement, Engage Hub's AI Knowledge Base is a game-changer when it comes to efficiently handling customer queries. Bringing together all data – and helping you discover gaps and blind spots in your FAQs – it responds intelligently to customers without the need to rip and replace your existing infrastructure.



how long will a refund take?

If you posted your item for a refund/replacement within 30 days, it may take up to 2 weeks for postage and 5 to 7 days for the refund to appear in your account, depending on your bank.

ABOUT ENGAGE HUB

EVERY CUSTOMER IS UNIQUE. ENGAGE EACH ONE.

AT ENGAGE HUB, WE UNDERSTAND THE CHALLENGES YOU FACE – FROM DATA SILOS TO LEGACY SYSTEMS AND EVERYTHING IN-BETWEEN.

Our intelligent, AI platform helps our clients to intuitively and effectively select the right solutions that work for their business – while delivering significant cost savings, improving operational efficiencies, cutting call centre waiting times and freeing agents to deal with more complex, valuable queries.

With innovation at the heart of our business, we have extensive experience in delivering journey orchestration and contact centre automation for some of the world's most successful brands across all sectors, such as Sainsbury's, Bank of Ireland, TIM, Medallia, Three Ireland and more. Our customer service and customer experience solutions have been widely recognised by independent market research firms such as Forrester.

Now is the time to power your customer service with our cloud-based AI platform - and deliver effective solutions that work for you.

For more information, visit www.engagehub.com

RESOURCES

- [1] <https://www.grandviewresearch.com/industry-analysis/artificial-intelligence-ai-market>
- [2] <https://www.bloomberg.com/company/press/generative-ai-to-become-a-1-3-trillion-market-by-2032-research-finds/>
- [3] <https://engagehub.com/products/journey-mapping/>
- [4] <https://engagehub.com/a-guide-to-building-an-ai-knowledge-base-3-best-practices/>



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