# The rise of AI automation: transforming business landscapes



In the evolving landscape of business operations, the integration of Artificial Intelligence (AI) is becoming increasingly prevalent, with companies leveraging AI automation to enhance efficiency, streamline processes, and drive growth across various industries.

Wishpond Technologies Ltd., based in Vancouver, British Columbia, has recently articulated its strategy to develop a fully autonomous, AI-driven marketing and sales platform aimed at optimising the customer acquisition journey. The company's all-in-one solution incorporates tools such as SalesCloser, a conversational AI-based virtual sales agent that conducts personalised sales calls and product demonstrations using generative AI technologies.

Ali Tajskander, CEO of Wishpond, highlighted the company's vision for 2025 in a letter to shareholders, stating that the goal is to eliminate tedious tasks for marketing and sales teams, allowing them to focus on strategic initiatives. "When AI handles the routine, it gives humans the freedom to do what we do best: connect, innovate, and lead," Tajskander remarked. The firm is intensifying its efforts towards expanding its sales team and increasing the adoption of SalesCloser to ensure sustainable growth.

Meanwhile, the market for agentic AI is on an upward trajectory, with a projection to rise to USD 196.6 billion by 2034, up from USD 5.2 billion in 2024, showcasing a compound annual growth rate (CAGR) of 43.8% during the forecast period. Agentic AI refers to systems that possess a high degree of autonomy, executing tasks without direct human intervention. Industries such as finance, healthcare, and supply chain management are increasingly incorporating these autonomous systems to enhance decision-making processes and operational efficiency.

North America is currently the leading region in the agentic AI market, holding more than 38% of the global share in 2024, bolstered by substantial investments in AI development from major technology firms and supportive government policies. According to a recent report, by 2028, 33% of enterprise software applications are expected to integrate agentic AI, rising from less than 1% in 2024.

Accenture projects that the healthcare sector could benefit significantly from agentic AI, potentially saving around USD 50 billion annually by improving drug discovery and patient care. In consumer engagement, 75% of customers reportedly prefer businesses that utilise agentic AI for a personalised experience.

However, the growth of AI in business doesn't come without challenges. Issues surrounding data privacy and security are prominent, with strict regulations in place, such as the General Data Protection Regulation (GDPR) in Europe and the California Consumer Privacy Act (CCPA) in the United States, which necessitate careful consideration by businesses implementing AI systems.

Recent developments in the field include initiatives by Kore.ai, which unveiled a no-code platform designed to facilitate the automation of knowledge-intensive operations, and Accenture's launch of AI Refinery, aimed at enabling companies to develop industry-specific AI solutions quickly.

Looking forward, key industry players such as IBM, Oracle, and Microsoft continue to innovate, contributing to the rapid shift towards AI-driven strategies that promise to reshape various sectors by significantly enhancing operational capability and customer engagement through intelligent automation. The trajectory of the agentic AI market indicates that businesses are gradually recognising the strategic advantages of adopting such technologies, with the potential to transform operations fundamentally as they move into the future.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

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* <https://www.marketsandmarkets.com/Market-Reports/agentic-ai-market-29337013.html> - This URL provides market research on the agentic AI market, supporting the projection of its growth to USD 196.6 billion by 2034.
* <https://www.gartner.com/en/newsroom/press-releases/2023-02-13-gartner-says-ai-will-be-in-33-percent-of-enterprise-software> - This URL supports the claim that by 2028, 33% of enterprise software applications are expected to integrate agentic AI.
* <https://www.accenture.com/_acnmedia/Accenture/next-gen-5/pdfs/Accenture-Healthcare-Technology-Vision-2023.pdf> - This URL provides information on Accenture's projections for the healthcare sector benefiting from agentic AI, potentially saving around USD 50 billion annually.
* <https://www.kore.ai/platform/no-code-platform/> - This URL supports the claim about Kore.ai's no-code platform designed to automate knowledge-intensive operations.
* <https://www.accenture.com/us-en/services/applied-intelligence/ai-refinery> - This URL corroborates Accenture's launch of AI Refinery, aimed at enabling companies to develop industry-specific AI solutions quickly.
* <https://www.ibm.com/cloud/learn/ai> - This URL supports the ongoing innovation by key industry players like IBM in AI-driven strategies.
* <https://www.oracle.com/artificial-intelligence/> - This URL highlights Oracle's contributions to AI innovation, contributing to the shift towards AI-driven strategies.
* <https://www.microsoft.com/en-us/ai> - This URL supports Microsoft's role in innovating AI solutions, enhancing operational capability and customer engagement.