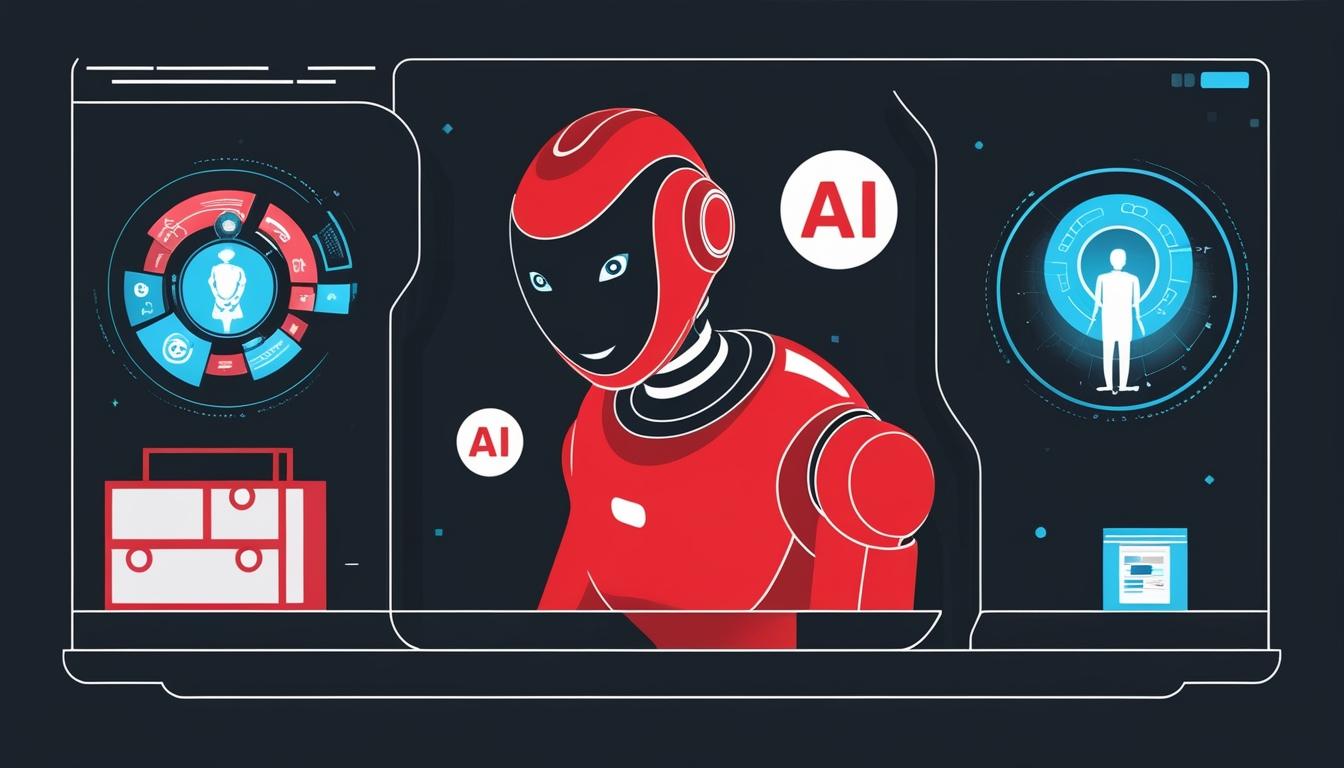
# Talkdesk launches AI agents for retail to enhance customer service



Talkdesk has unveiled a new offering in the realm of artificial intelligence with the launch of its AI Agents for Retail. This innovation is part of the company's Ascend AI platform, designed specifically to enhance customer service capabilities within the retail sector by providing autonomous conversational agents.

The AI Agents are powered by generative AI and aim to deliver a service experience that “surpasses human capabilities,” according to Talkdesk. These agents are programmed to manage intricate retail processes autonomously, operating around the clock. They offer highly personalized self-service experiences by assessing customer interactions in real time and adapting their responses based on contextual data.

Ed Durbin, Vice President and General Manager of Industry Strategies for Retail and Consumer Goods at Talkdesk, elaborated on the motivation behind targeting the retail customer experience segment. Speaking to CX Today, he noted, “Today’s retailers are experiencing significant change, driven by shifting consumer behavior, global uncertainty, and technological evolution. Increasingly, retailers are looking to do more with their existing resources, and these innovations directly address that need.” Durbin emphasized that the AI Agents represent a leap forward in enabling retailers to provide intelligent, cohesive, and hyper-personalized customer experiences.

The official release outlines several key features of the Talkdesk AI Agents for Retail, which includes:

* **Streamlined Design**: Enhances the creation of AI agents using natural language, supported by large language models and generative AI for increased accuracy.
* **Advanced NLP**: Capable of engaging in fluid conversations across multiple topics.
* **Platform Compatibility**: Seamlessly integrates with existing commerce platforms and APIs.
* **Versatile Functionality**: Capable of handling tasks such as customer authentication, real-time order updates, address changes, and directing queries to in-store experts, thereby optimizing key performance metrics like average handling time (AHT) and first contact resolution (FCR).

In addition to the AI Agents for Retail, Talkdesk also announced improvements to its Service Directories tool, which now leverages agentic AI. This updated tool allows retailers to effectively direct customers to suitable offline channels based on their specific needs and geographic location. The enhanced Service Directories feature provides personalised and contextual information about store locations, available services, and expert staff. Furthermore, it includes geolocation capabilities, an intuitive visual interface for selecting locations, comprehensive service and specialist directories, and pre-built AI templates for conducting location-based searches.

This latest launch follows the introduction of the Ascend AI platform in October of the previous year, which aimed to incorporate AI agents across Talkdesk's full suite of AI solutions. The platform utilises agentic AI to improve Talkdesk’s offerings, including Talkdesk Autopilot, Copilot, and CX Analytics. By embedding AI agents throughout its technology stack, Talkdesk claims to deliver notable efficiency gains for contact centres and to enhance the delivery of autonomous and personalised customer experiences.

Durbin reiterated the company’s dedication to expanding its portfolio of generative AI innovations, stating, “We continue to expand our portfolio of GenAI innovation and build on the success of our industry motion to meet the specific CX needs of our key industries.”

In related developments, Talkdesk previously launched Talkdesk Express, positioned as a contact centre-as-a-service solution aimed at small to medium-sized businesses (SMBs). This solution features an omnichannel interface, conversational interactive voice response (IVR), a knowledge base, analytics, journey orchestration, and integration with more than 70 business applications. The first channel partner for Talkdesk Express is Windstream, a managed communications service provider.

Additionally, Talkdesk has rolled out Talkdesk Embedded, facilitating the integration of its CCaaS tools into third-party customer relationship management (CRM) and helpdesk systems, such as Salesforce, ServiceNow, Dynamics, Pega, Oracle, and Zendesk. Designed to streamline workflows for agents and simplify the operational experience in contact centres, Talkdesk Embedded utilises no-code and low-code tools to incorporate features from Workspace, Conversations, and Copilot.

These developments reflect a broader trend in the utilisation of AI technologies within the business landscape, particularly as companies strive to evolve their service strategies in response to changing consumer demands and the increasing complexity of operational environments.

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

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