



Want to bridge the agentic AI trust gap?

Guardrails protect brand and consumer trust

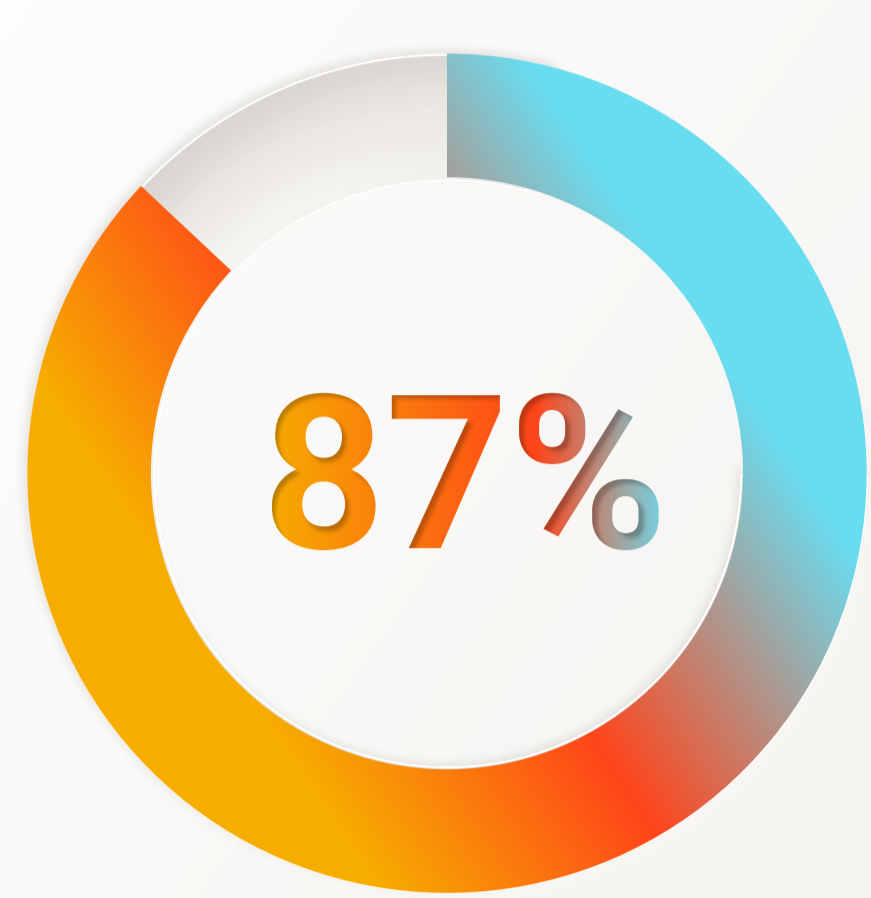
Agentic AI is the next transformative technology in customer and employee experience:

91% of CX leaders surveyed believe agentic AI will allow them to deliver better experiences to their customers.

While the potential is clear, navigating the path forward may be more complex. Genesys surveyed 4,000 consumers and 1,600 CX and IT professionals globally to understand attitudes and concerns around agentic AI.

Dive in to see what we found.

Regulatory compliance is a key concern



87% of CX leaders surveyed cite **regulatory compliance** as a major concern when deploying these technologies.

CX leaders agree: Guardrails on agentic AI are needed

BRAND REPUTATION	91%	agree that they help ensure brand reputation isn't damaged
TRUST AND LOYALTY	91%	agree that they build long-term trust and loyalty with their consumers
PROTECTION	92%	believe they protect their organizations from potential liability
CONSUMER COMFORT	90%	believe they increase consumer comfort with more autonomous systems

Only **31%** of CX leaders surveyed feel they have comprehensive, organization-wide AI governance with clear policies and oversight.

Yet **more than half** said they'd feel comfortable deploying agentic AI in CX today.

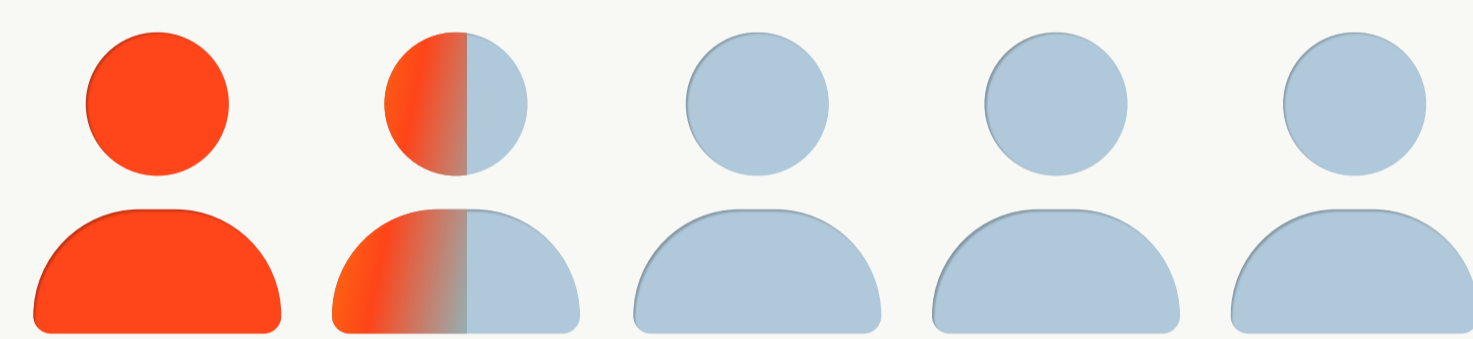


35% of CX leaders surveyed cited having **little to no AI governance policies**

28% of those who have no AI governance policy feel their organizations are **ready to deploy agentic AI**

Consumers have concerns about more autonomous AI

- 1 Clarity on how AI uses their personal data is the top concern for consumers.
- 2 Knowing there are rules in place that limit what the tech can and cannot do comes second.



Nearly one third of consumers (31%) surveyed believe AI hallucinates; demonstrating a need for guardrails and transparency.



59% of CX leaders surveyed believe that agentic AI hallucinates/makes stuff up, putting their brands at risk of losing customer loyalty, potential litigation and reputational damage.

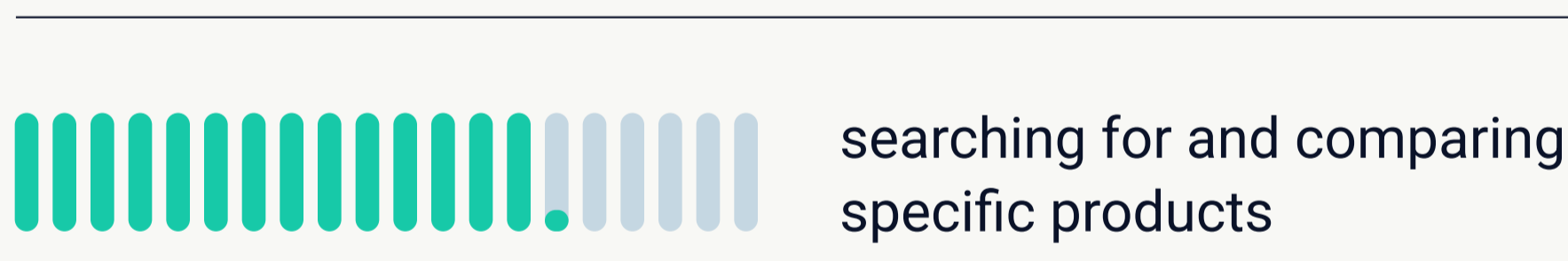


74% of CX leaders surveyed believe their business users are concerned about their ability to build agentic AI in a way that doesn't pose a risk for their organization.

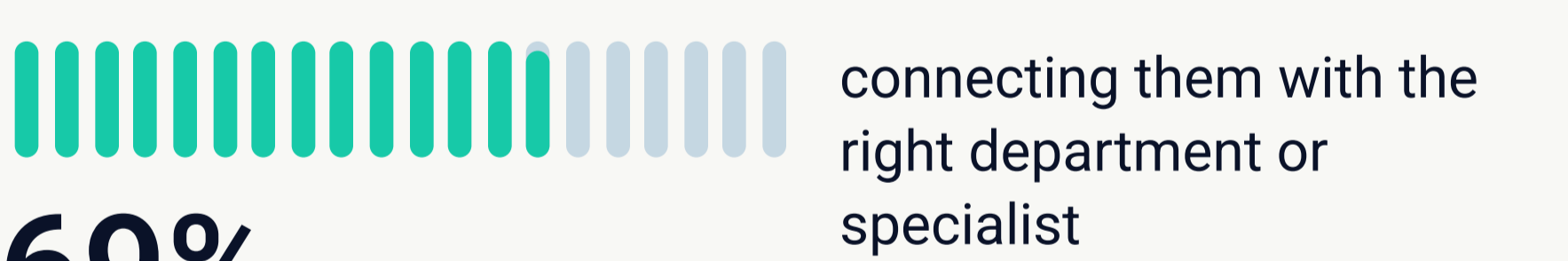
The crucial disconnect: Trust

The AI trust gap shows that while **74% of businesses surveyed are comfortable using AI agents** for high-stakes tasks like billing, financial transactions and account security, consumers surveyed remain cautious.

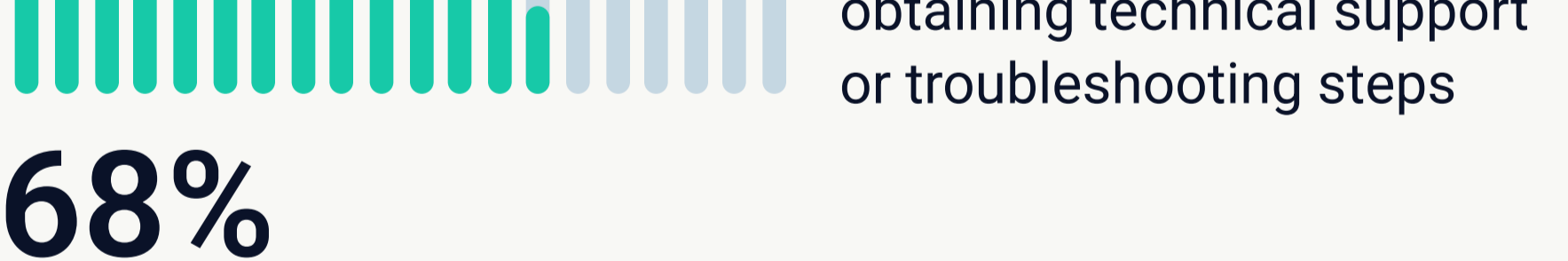
Consumers are **MOST** comfortable with agentic AI:



71% searching for and comparing specific products

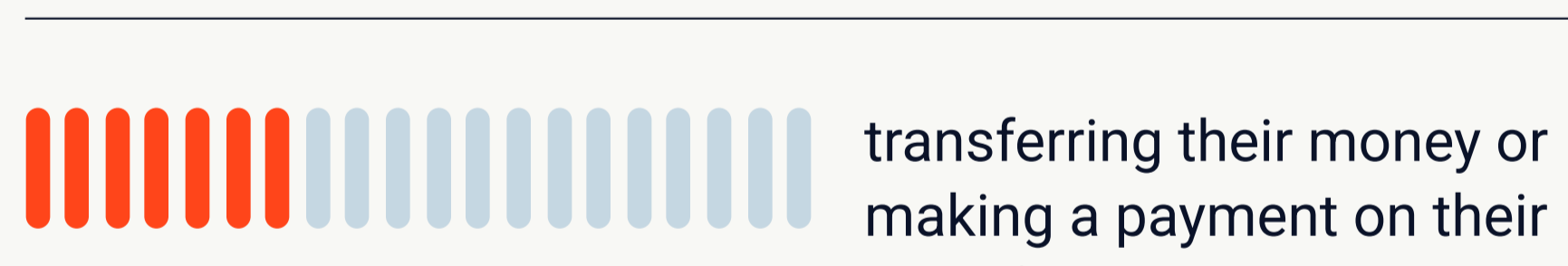


69% connecting them with the right department or specialist

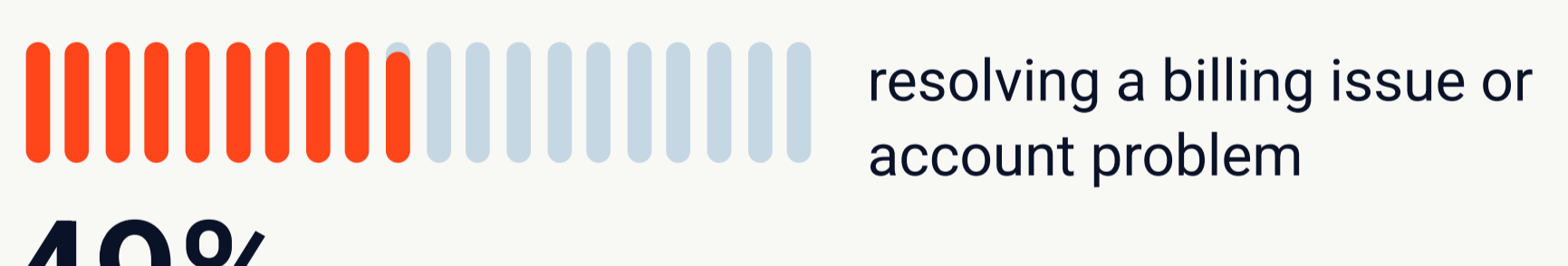


68% obtaining technical support or troubleshooting steps

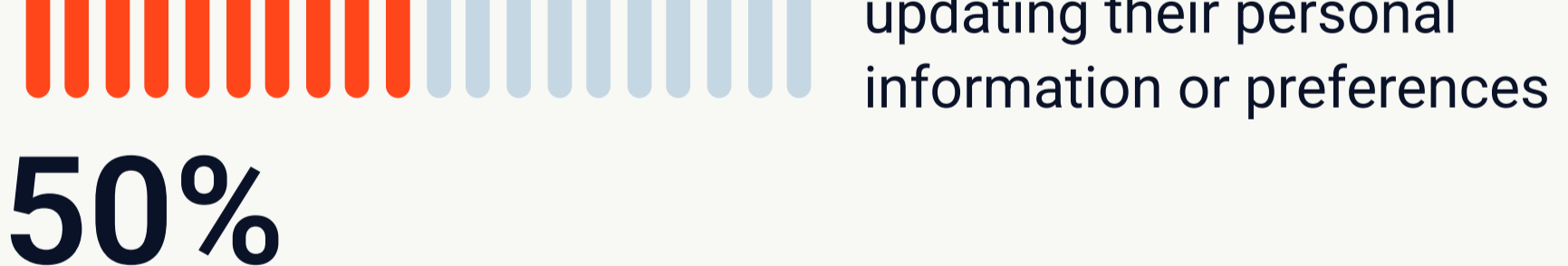
Consumers are **LEAST** comfortable with agentic AI:



35% transferring their money or making a payment on their behalf

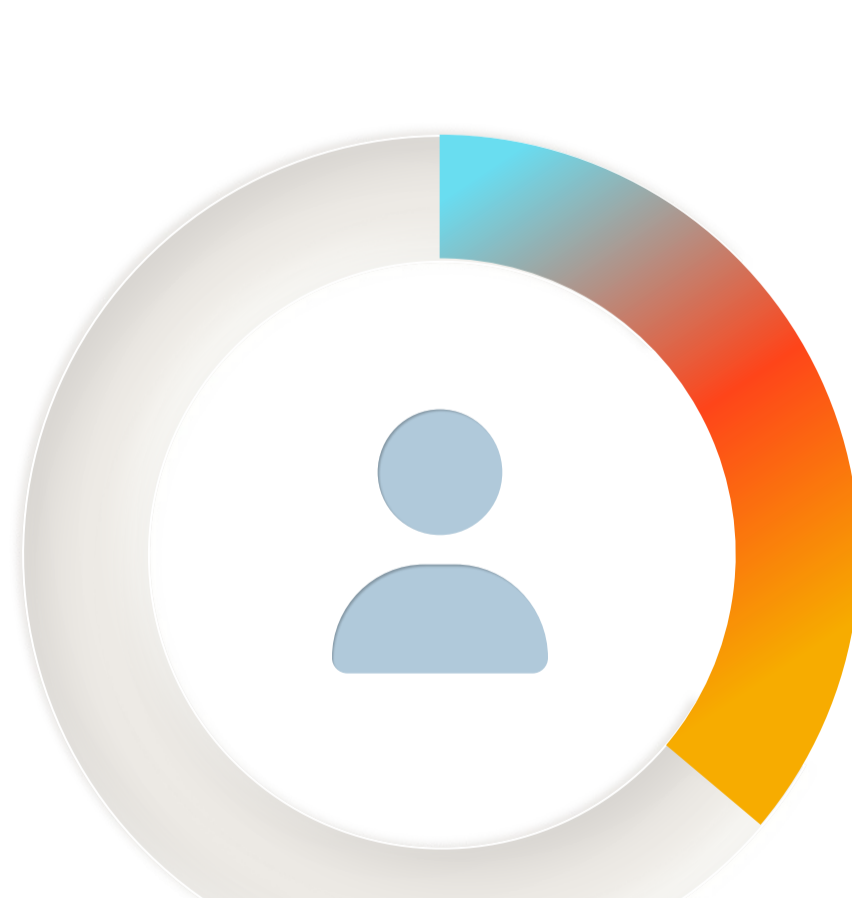


49% resolving a billing issue or account problem



50% updating their personal information or preferences

The same gap is evident when it comes to data.



36% Consumers trust agentic AI with their personal info

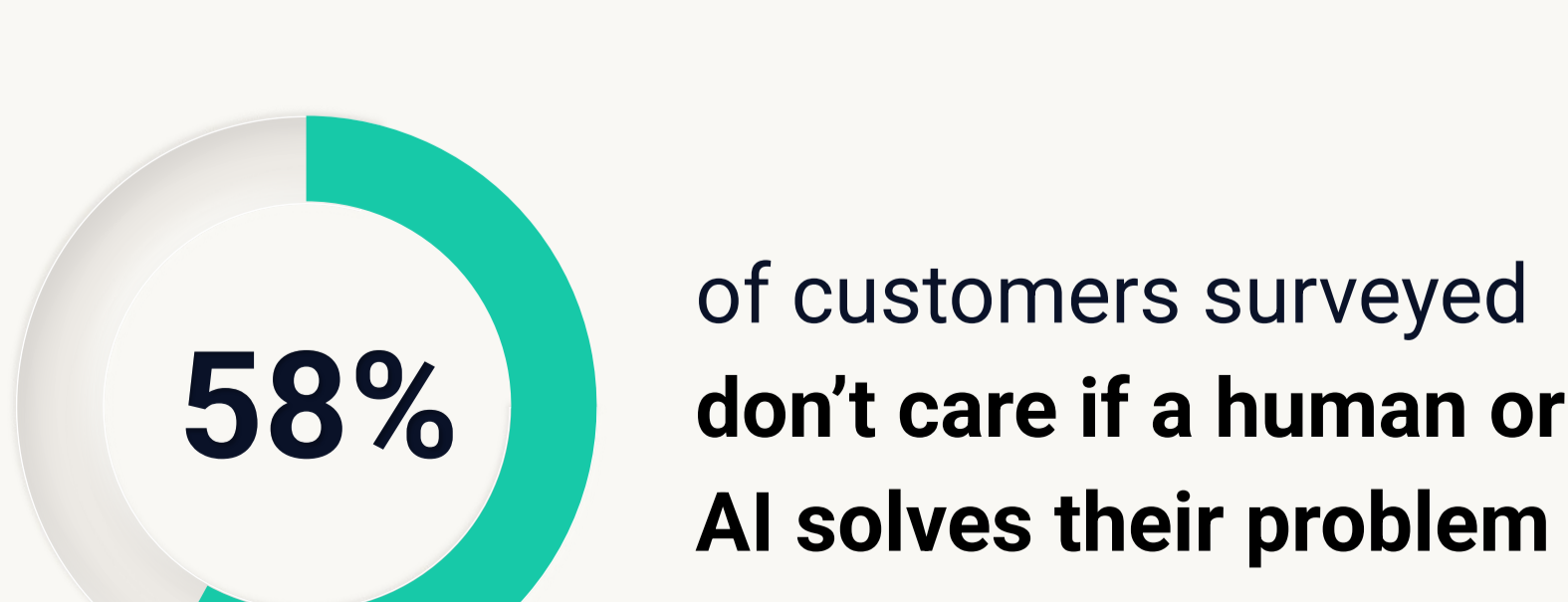


81% Professionals trust agentic AI with customer data

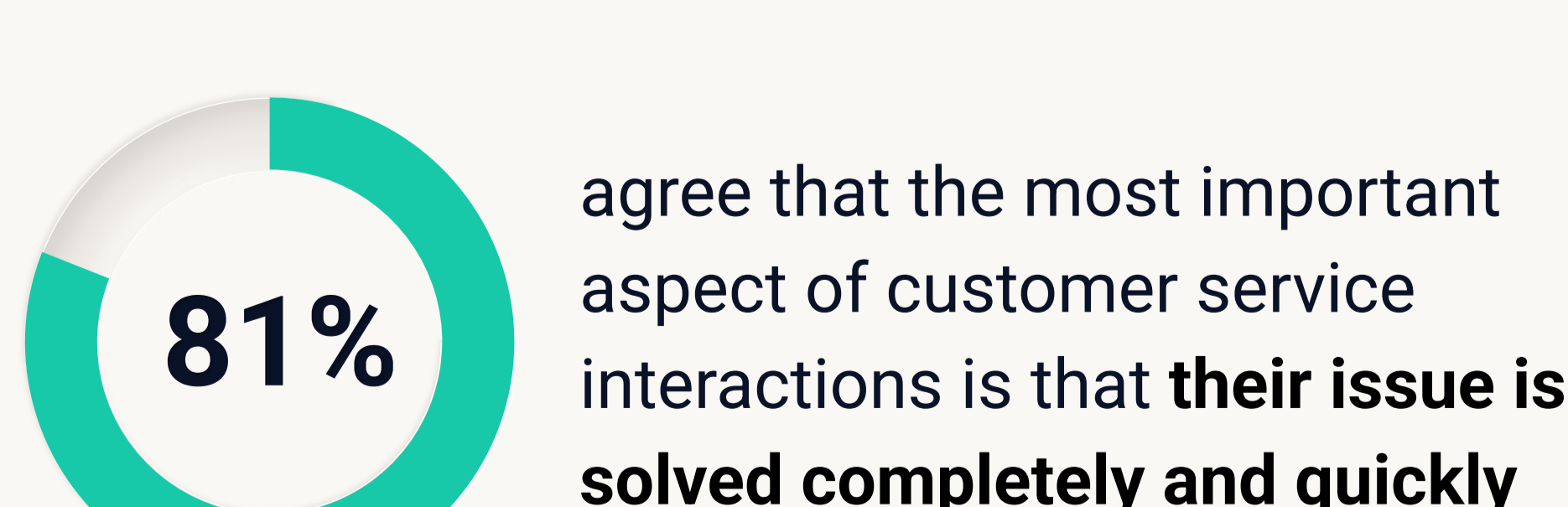
This demonstrates a **stark disconnect** between those deploying the technology and those experiencing it.

The opportunity: Deploy agentic AI with guardrails

Consumers prioritize results in customer experience



58% of customers surveyed **don't care if a human or AI solves their problem**

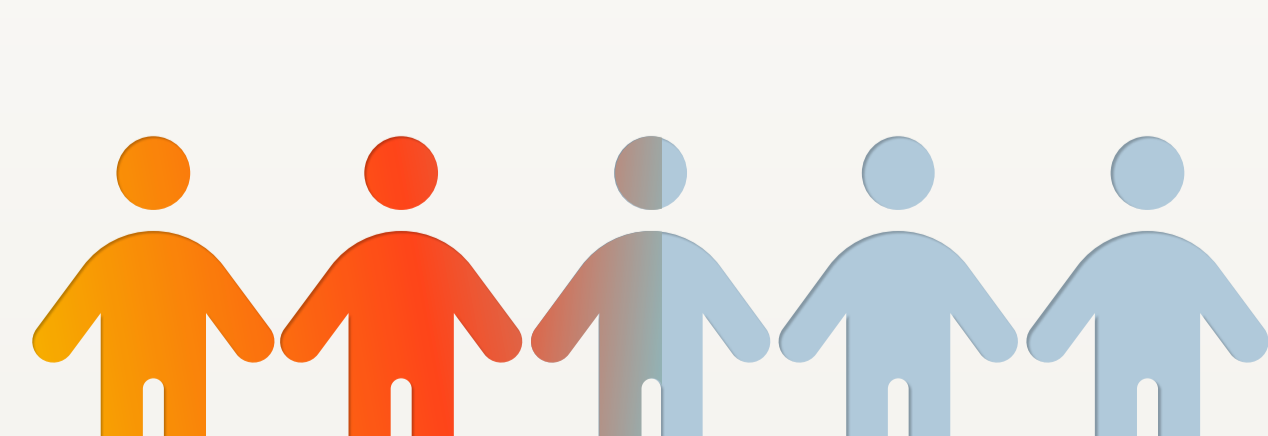


81% agree that the most important aspect of customer service interactions is that **their issue is solved completely and quickly**

Bridge the trust gap



4 out of 5 consumers surveyed want clear governance of AI interactions



53% of CX leaders are listening: **53% of CX leaders** surveyed recognize that strong guardrails and oversight are essential for building customer comfort in autonomous AI systems

Agentic AI guardrails build trust and help protect the brand.