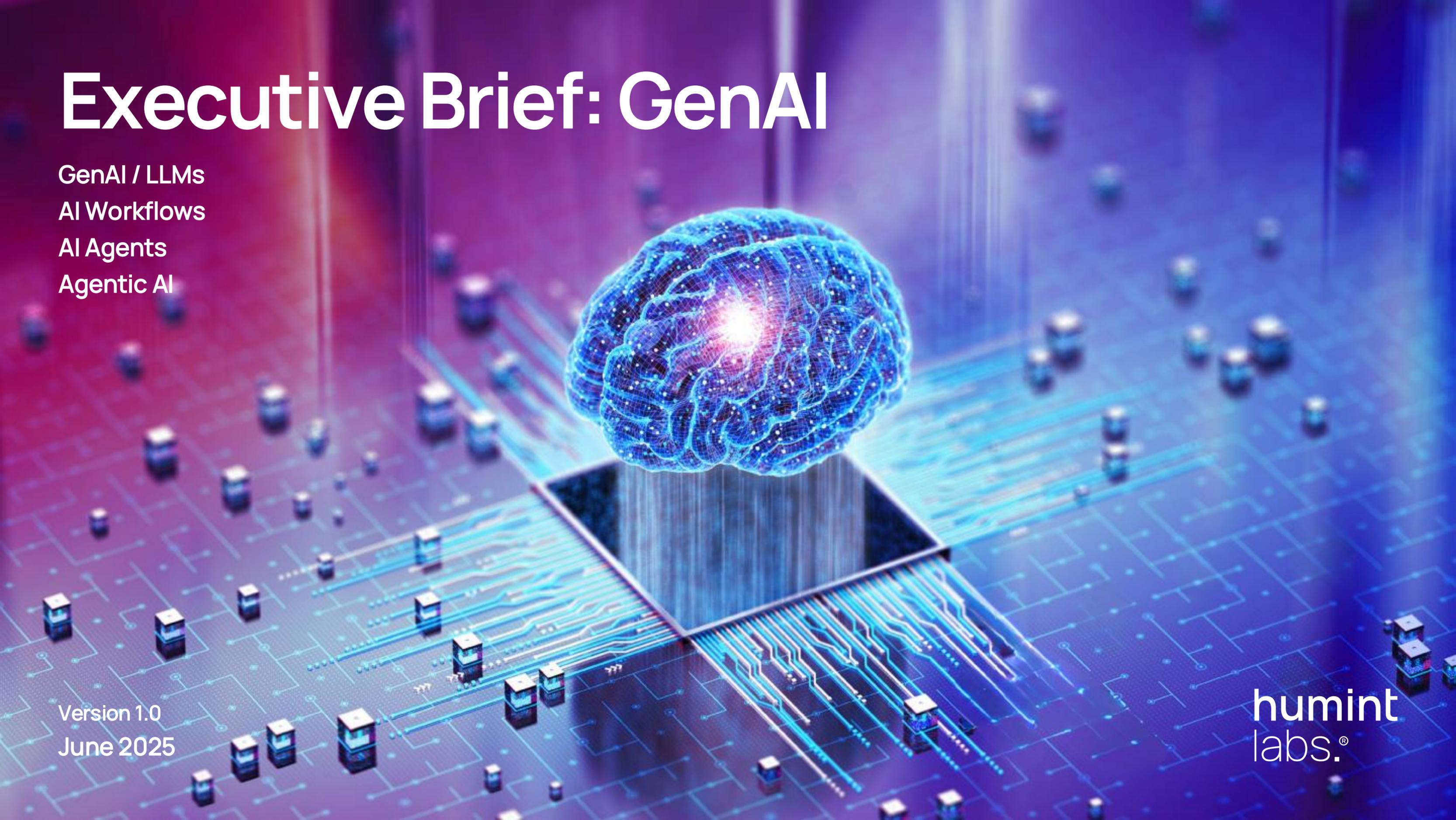


# Executive Brief: GenAI



GenAI / LLMs

AI Workflows

AI Agents

Agentic AI

Version 1.0  
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# Executive Overview

## Generative AI & LLMs

### The foundation

- Generate new content on demand – text, images, code, data summaries
- LLMs specialise in natural-language understanding and generation
- Provide the “thinking” layer for many enterprise automation and CX solutions

## AI Workflows

### Automated sequences

- User-defined chains of steps across apps, data and logic
- May embed LLM calls for smarter decisions or content creation
- Reactive by design – they run when a trigger fires and stay within set guard-rails

## Agentic AI

### Autonomous, goal-driven systems

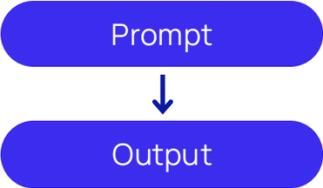
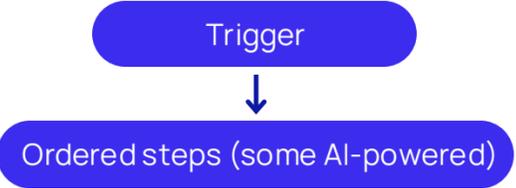
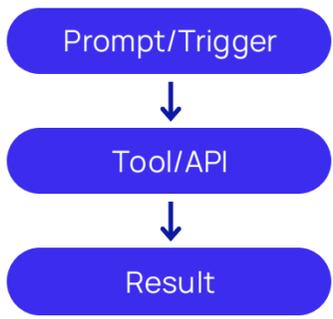
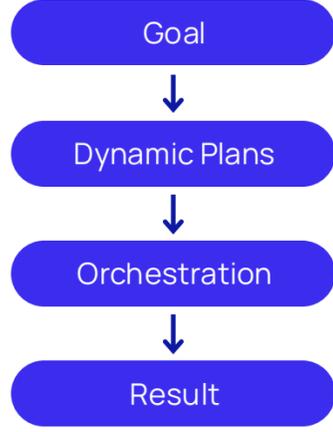
- Accept high-level goals then plan, execute, and adapt multiple steps to deliver outcomes
- Orchestrate many agents, tools and data sources while learning from feedback
- Operate with strategic rather than tactical horizons and adjust in real time

## AI Agents

### Task-focused automation bricks

- Software entities built to complete a defined task with limited autonomy
- Often combine prompting, a tool or API call, and an output (e.g. a chatbot answering FAQs)
- Deployed as individual helpers or as steps inside larger workflows

# Comparison

Dimension	Generative AI & LLMs	AI Workflows	AI Agents	Agentic AI
<b>Core role</b>	Content creation engine	Automates multi-step processes	Executes a single task	Achieves complex goals end-to-end
<b>Mechanism</b>	 <pre> graph TD     A[Prompt] --&gt; B[Output]         </pre>	 <pre> graph TD     A[Trigger] --&gt; B[Ordered steps (some AI-powered)]         </pre>	 <pre> graph TD     A[Prompt/Trigger] --&gt; B[Tool/API]     B --&gt; C[Result]         </pre>	 <pre> graph TD     A[Goal] --&gt; B[Dynamic Plans]     B --&gt; C[Orchestration]     C --&gt; D[Result]         </pre>
<p><i>"RAG/GraphRAG illustrated in AI Workflows, multi-LLMs and transfer learning underpin all stages of an Automation Roadmap"</i></p>				
<b>Autonomy</b>	Reactive	Reactive within flow design	Higher within task scope	Highest - proactive and adaptive
<b>Planning horizon</b>	Minimal	Defined by workflow	Single- or short-term	Multi-step, recursive, strategic
<b>Tool coordination</b>	None	Sequential hand-offs	Usually one tool	Concurrent, multi-tool, feedback-driven

# Use-Case Spotlight: End-to-End Customer Care Transformation

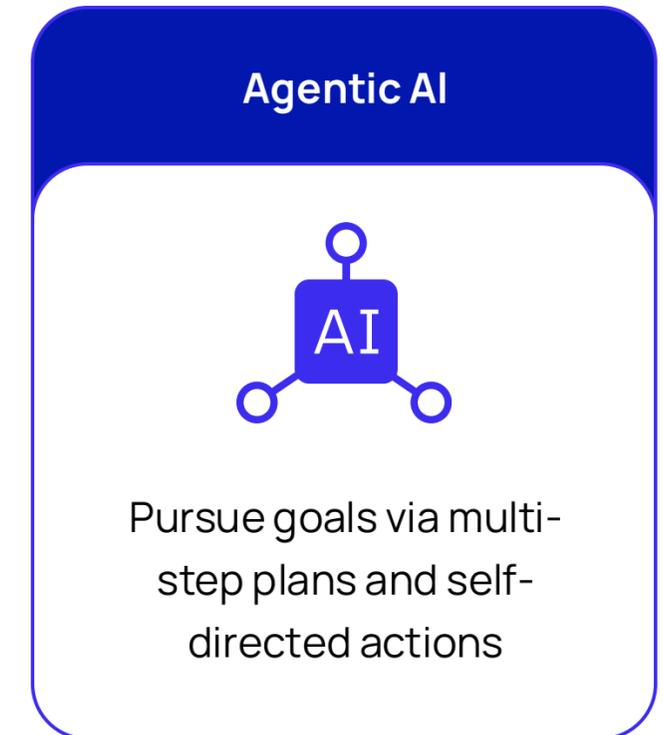
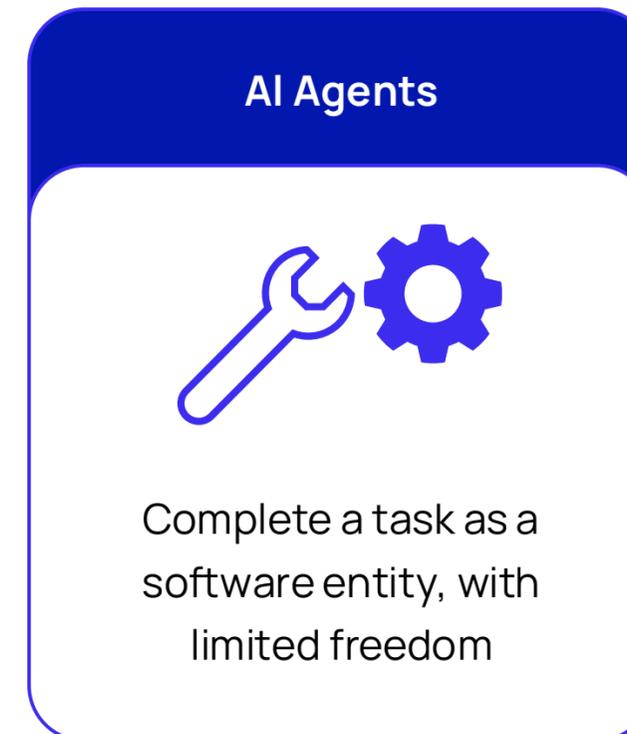
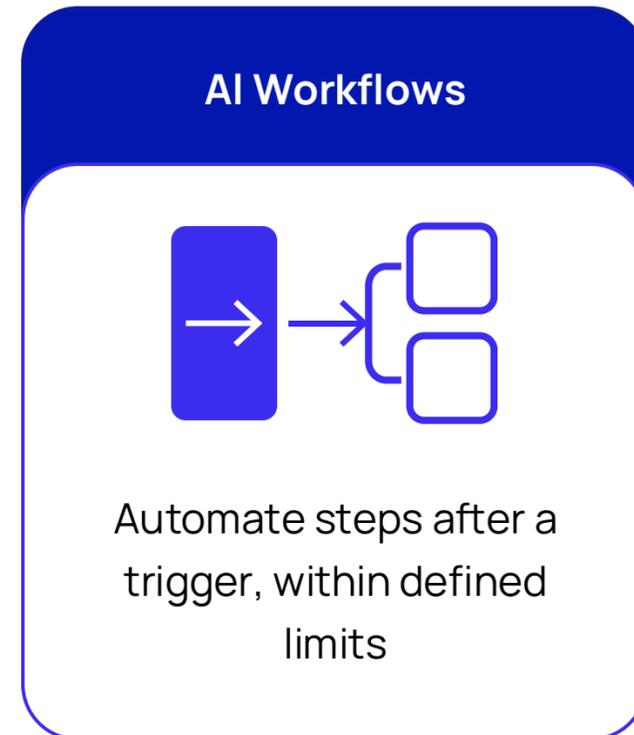
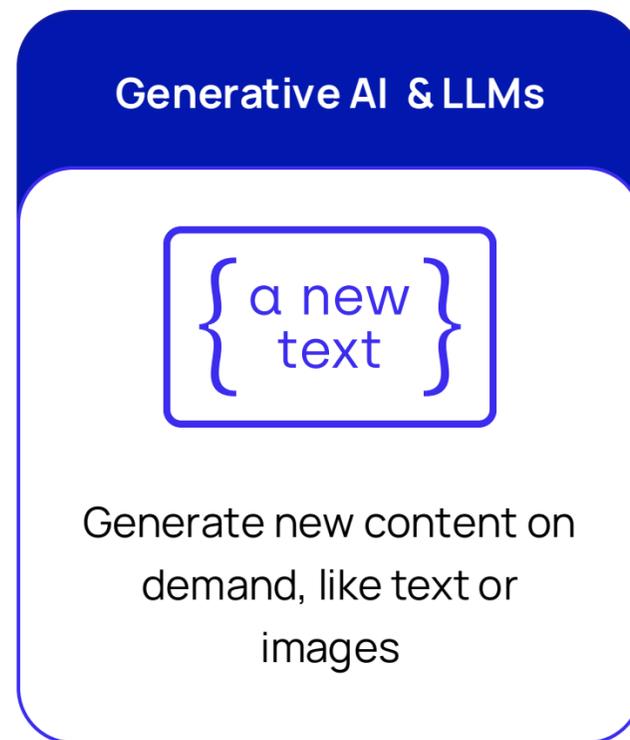
Dimension	Generative AI & LLMs	AI Workflows	AI Agents	Agentic AI
<b>Use-case summary</b>	Simple Text Q&A: Instant chat or voice Q&A	Extended Voice + Text Workflow: Seamless ticket creation (transcribe → summarise → tag → route)	Integrated Multi-Modal Assistant: Screenshot or email intake → agent reads context → updates CRM/ERP & suggests fixes	Autonomous Case Orchestration: Full flight-issue concierge (rebooks, lounge, meals) / FRA fraud-resolution orchestrator (investigate → remediate → report)
<b>Customer Journey</b>	<pre> graph TD     A["I just need a quick answer"] --&gt; B["Chat/Voice"]     B --&gt; C["Instant Response"]         </pre>	<pre> graph TD     A["I called, where's my case?"] --&gt; B["Auto Ticket + Summary created"]     B --&gt; C["Thanks, I'm on it"]         </pre>	<pre> graph TD     A["I've uploaded this screenshot"] --&gt; B["Auto Ticket + Summary created"]     B --&gt; C["Bot replies with next steps"]     B --&gt; D["Back-office update (CRM/ERP)"]         </pre>	<pre> graph TD     User((User)) --&gt; Task["Task 'My flight's cancelled'"]     Task --&gt; AIPlans["AI Plans"]     AIPlans --&gt; Execute1["Execute AI makes API/tool calls"]     AIPlans --&gt; Execute2["Execute AI engages staff/partners"]     Execute1 --&gt; Response["Response to User Everything's taken care of"]     Execute2 --&gt; Response         </pre>
<b>Key Concepts</b>	Deterministic vs Non-deterministic prompts & RAG for accuracy	Agentic RAG + Dynamic Retrieval powering multi-step workflows	Tool Orchestration + Context & Memory to maintain state across channels	Agentic AI master orchestration + Multi-Agent Systems + Planning Horizon
<b>Business Impact</b>	<ul style="list-style-type: none"> <li>- 60 % fewer simple queries</li> <li>- 24/7 availability</li> </ul>	<ul style="list-style-type: none"> <li>- 50 % faster triage</li> <li>- 30 % fewer SLA misses</li> </ul>	<ul style="list-style-type: none"> <li>- 40 % faster complex-resolution</li> <li>- 25 % back-office effort reduction</li> </ul>	<ul style="list-style-type: none"> <li>- 30 % NPS uplift (airline)</li> <li>- 35 % loss reduction (FiServe fraud)</li> </ul>

## Prerequisite

Foundational concepts (Deterministic models → RAG/GraphRAG → Agentic AI) are covered in the previous slides.

## Summary

- **Generative AI & LLMs** supply the raw intelligence
- **AI Workflows** link steps into repeatable business processes
- **AI Agents** act as modular doers for specific tasks
- **Agentic AI** becomes the self-directed conductor, handling strategy, coordination and continuous improvement



# Key Concepts in AI Automation - 1 of 2

## 1. Model Characteristics

Term	Definition
<b>Deterministic</b>	Same input always gives the same output
<b>Non-deterministic</b>	Same input can give different valid outputs – useful for creativity

## 3. Learning & Adaptation

Term	Definition
<b>Fine-Tuning</b>	Adapting pre-trained models for specific tasks using smaller, domain-specific datasets
<b>Transfer Learning</b>	Leveraging knowledge from general pre-trained models for specialised domains (e.g., healthcare)
<b>Instruction Fine-Tuning</b>	Training models with explicit input-output examples to improve task-specific responses
<b>Learning &amp; Adaptation</b>	How AI systems improve over time, from static pre-trained models to real-time meta-learning

## 2. Data & Retrieval

Term	Definition
<b>Structured Output</b>	Model returns data in a predictable format (e.g. JSON, tables) instead of free text
<b>Vector Search</b>	Semantic search using embeddings to find contextually similar information
<b>RAG</b>	LLM answers by first fetching enterprise documents, then generating a response grounded in that information
<b>GraphRAG</b>	Extends RAG by organising retrieved facts into a knowledge graph before generation for richer reasoning
<b>Dynamic Retrieval</b>	Adaptive fetching that adjusts based on context, query complexity and data source
<b>Agentic RAG</b>	Advanced RAG using autonomous agents to orchestrate retrieval, filtering and response refinement

# Key Concepts in AI Automation - 2 of 2

## 4. Memory & Context

Term	Definition
<b>Context</b>	The text or data the model sees in a single interaction
<b>Memory</b>	How an AI system stores and uses information from earlier interactions to stay consistent over time

## 5. Structured Reasoning

Term	Definition
<b>Knowledge Graph Reasoning</b>	Structured representation of entities & relationships enabling explicit, rule-based reasoning
<b>Structured Reasoning</b>	AI's ability to follow logical relationships and explicit rules rather than just pattern matching

### Key Takeaway

These layered capabilities, from deterministic models and RAG up to Agentic AI, form the stack that powers every use-case and drives transformative ROI across industries and automation stages

## 6. Orchestration & Autonomy

Term	Definition
<b>Tool Orchestration</b>	Coordinating and sequencing multiple tools, APIs and systems to accomplish complex tasks
<b>AI Workflows</b>	Structured, automated sequences of tasks connecting apps, data sources and logic to achieve business outcomes
<b>AI Agents</b>	Software entities performing specific tasks with autonomy, often leveraging LLMs for language tasks
<b>Multi-Agent Systems</b>	Architecture where multiple specialised agents collaborate to handle complex workflows
<b>Agentic AI</b>	Advanced autonomous systems that set goals, plan actions and adapt in real time across agents and workflows
<b>Planning Horizon</b>	The time frame and complexity of steps an AI system can anticipate and coordinate for task completion
<b>Autonomy Levels</b>	Degree of independence an AI system has, ranging from reactive (prompt → response) to fully autonomous

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