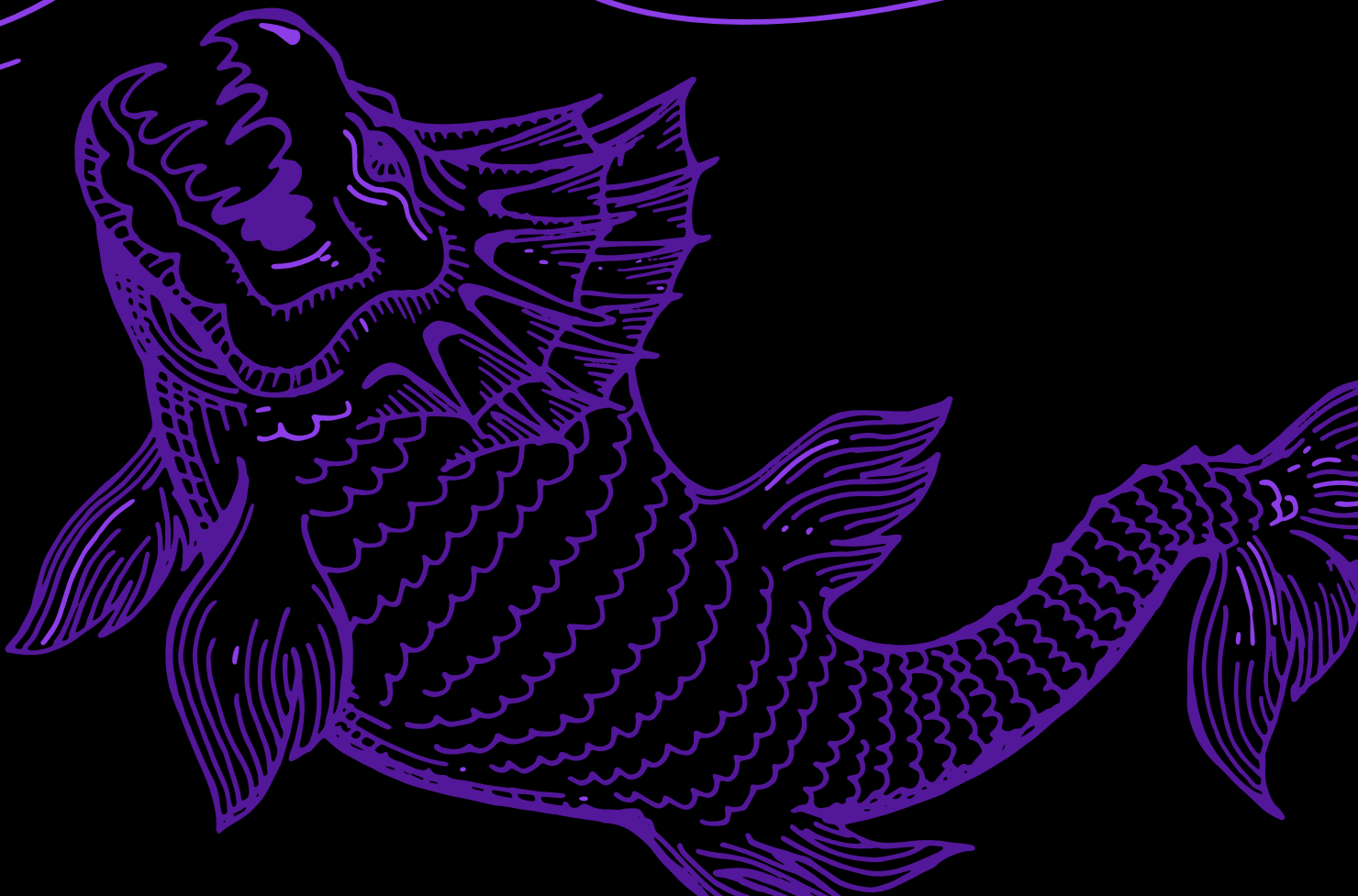


Agentic AI Is Already Acting

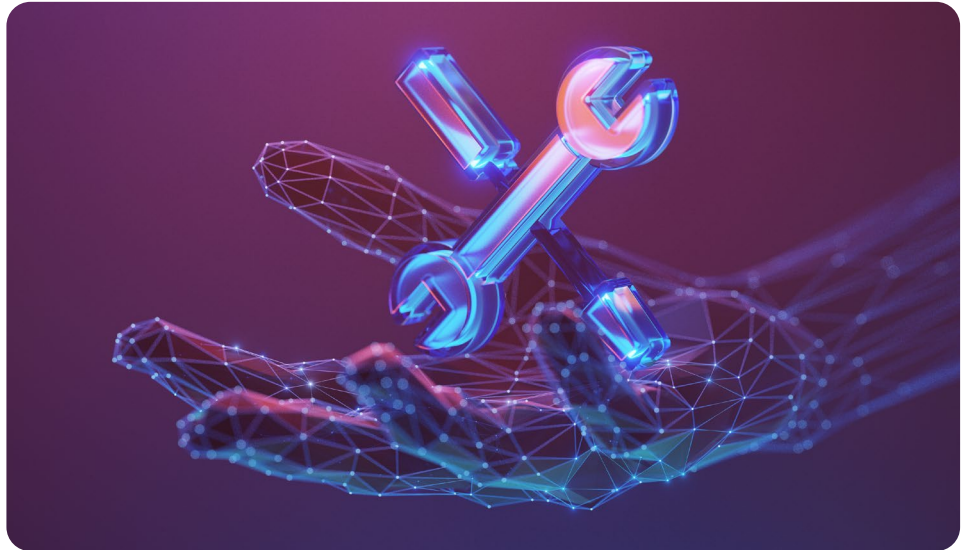
The Real Risk?

You Don't Know Why.



Agentic AI is no longer theoretical

It's here, already making autonomous decisions across customer service, operations, marketing, and finance (to name a few). Not assisting. Not recommending. Acting.



As part of a multi-source market pulse effort, InMoment analyzed insights from **over 1,000 leaders, practitioners, and technologists working directly with agentic AI**. Our research included structured surveys, expert forums, Reddit conversations, public sentiment analysis, and deep-dive interviews.

Agentic AI is operational, and the business results are **real**.

-  Over **70%** of companies report increased productivity or cost savings
-  **66%** say decision-making speed has materially improved
-  **1 of 2 individuals** had tied Agentic AI to meaningful revenue growth

But beneath this momentum, a glaring reality is coming to light: **Most businesses have no idea how their AI is making decisions.**

Performance Isn't the Problem

Adoption is rising, but confidence is not.

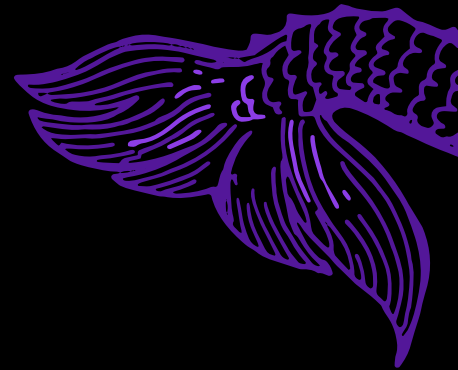
In our analysis:

- ✕ **41% of leaders** say they don't trust their AI's autonomous decisions
- ⚠ **44%** cite lack of **transparency** and **ethical** grounding as significant barriers to scale
- 👁 **40% fear** the erosion of human oversight and control

As one executive put it:

"We measure success, but we can't explain how the AI got there."

When AI escalates a fraud claim, adjusts pricing, or denies a refund, explainability isn't optional but necessary. Without it, you're not deploying innovation, but introducing operational risk. Trust is lacking.



Hallucination Turns Autonomy Into Liability

The trust gap has a root cause.

Large Language Models (LLMs) are the foundation of most generative and agentic AI systems. They can produce outputs that sound plausible but are factually wrong.

In casual settings, that's inconvenient. In enterprise settings, it's dangerous:

- ⚠ A legal team was sanctioned after AI fabricated case law
- ⚠ An airline faced litigation after its chatbot invented refund policies
- ⚠ Countless business decisions are made today with no traceable logic

And when an autonomous system makes the wrong decision, the real question becomes: Can you explain why?

As Forrester recently clarified, agentic AI is not a rebranding of AI agents or retrieval-augmented generation (RAG) architectures. It's a shift toward systems that enable software to flexibly plan and adapt to resolve goals by taking action in their environment—with increasing levels of autonomy. That distinction matters because, without true autonomy, you're just speeding up tasks.

The Answer Isn't Slowing Down. It's Grounding Up.

The path forward isn't to retreat. It's to rethink.

The most successful AI adopters layer multiple technologies to ensure autonomy is not just fast, but **grounded**:

- ✓ LLMs for interpretation and speed
- ✓ Traditional Natural Language Processing (NLP) for consistency and structure
- ✓ Internal data for business-specific truth

Grounding aligns AI outputs with your CRM, operational logs, customer feedback, support cases, and knowledge bases. *Grounding* is the ability to connect model output to verifiable sources of information. If you provide models with access to specific data sources, then grounding tethers their output to these data and reduces the chances of inventing content.

The outcome?

AI that validates, not guesses

AI that reflects reality, not probability

AI that earns your trust by showing its work

Importance of Grounding in AI



Quality & Accuracy



Minimizing Hallucinations



Enhancing AI Decision-Making



Interpreting Complex Situations

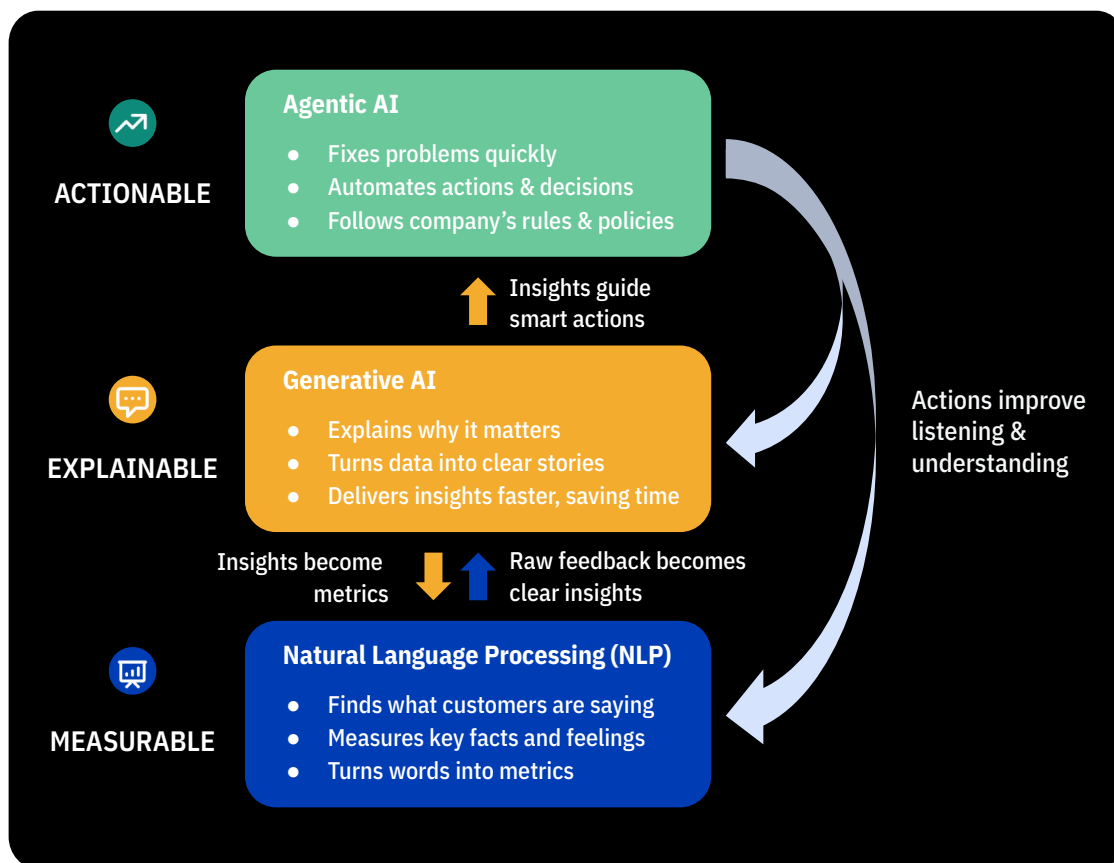
Where InMoment Fits in the Agentic AI Landscape

InMoment plays a monumental role in enabling organizations to trust the AI they deploy.

Whether you're using agentic AI in your contact center, marketing automation, or customer service workflows, we power the *intelligence layer* behind it, ensuring the data your agents are acting on is reliable, explainable, and grounded in your business truth.

InMoment brings in conversational, social, and operational data, helping brands:

-  Understand emerging themes and risks
-  Identify gaps in agent behavior and training
-  Align autonomous actions with brand values and customer expectations



If you're using agentic AI to act, InMoment helps you decide how it should behave—and whether it's acting in alignment with your business goals. You could say we make them smarter, safer, and more aligned with your business and customer goals.



What the Industry Is Missing

Right now, competitors are racing to deploy Agentic AI.

But they're skipping the most important part: **trust**.

While others chase speed, we focus on alignment.

While others build black boxes, we build explainable systems. At InMoment, accelerating insight is important, but not at the expense of *clarity or control*.

We ground AI in real operational data and apply it to the right use cases: automating **repeatable** workflows, and not making high-stakes decisions in isolation. When AI acts, you need to know why. And someone needs to be accountable. Because when something goes wrong (and it will), you need a metric, but also a reason why.

And while vendors like Qualtrics and Medallia may talk about AI speed and synthetic personas, they still rely heavily on opaque, ungrounded systems. Speed works, until it doesn't. If 99% of agentic AI decisions are good, what happens with the 1% that go off the rails? When there's no transparency, even a single mistake can spiral into a trust crisis, operational disruption, or full-blown PR disaster. Speed without sense is both a liability and a reputational risk.

The Future of AI Is About Trust, Not Just Tech

Agentic AI is a digital Leviathan: massive, deep, and largely unseen. It moves below the surface of enterprise systems, making decisions we don't fully understand. Misjudge it and it will wreck the ship.

Suffice to say, businesses that rely on this ungrounded AI are gambling.

The winners won't be the ones with the flashiest AI demos. They'll be the ones with the most trusted, explainable, and aligned systems; the kind that drive transformation without sacrificing accountability.

Beyond simply helping you deploy AI, we help you understand and trust it.

Want to Ground Your Agentic AI?

Let's talk about how InMoment enables responsible, explainable, and actionable AI within your CX program. Whether you're scaling your contact center, enhancing feedback loops, or building trust-worthy AI agents, we're here to help you do it right.

→ [See how InMoment powers responsible AI in CX.](#)



If you'd like to discuss your unique requirements and our experience in your industry, we'd be delighted to assist.

Contact us [→](#)

About InMoment

InMoment is the leader in improving experiences and is the highest recommended CX platform and services company in the world. It is renowned for helping clients collect and connect customer experience data from everywhere—from surveys and social reviews, to conversational chat logs and transcripts. As the pace setters in AI and text analytics, its over 3,000 clients activate and understand every byte of structured and unstructured data, breaking down data and team silos to take the smartest actions. This award-winning technology combined with in-house industry experts empower brands to gain ROI from their CX programs in half the time as its competitors. Unlock the true potential of every piece of customer data with InMoment.

To request a demo please visit [this link](#)

