



HOW TO GET STARTED WITH AGENTOS

# One AI-native platform for every business

## Orchestrator agent

INTENT DETECTED

Daily transfer limit request for main account

RETRIEVING

Retail Banking Account ✓

EVALUATION

Terms (v4.2) ✓

RETRIEVING

Funds Transfer Limits & Controls Policy ✓

# What AgentOS actually is

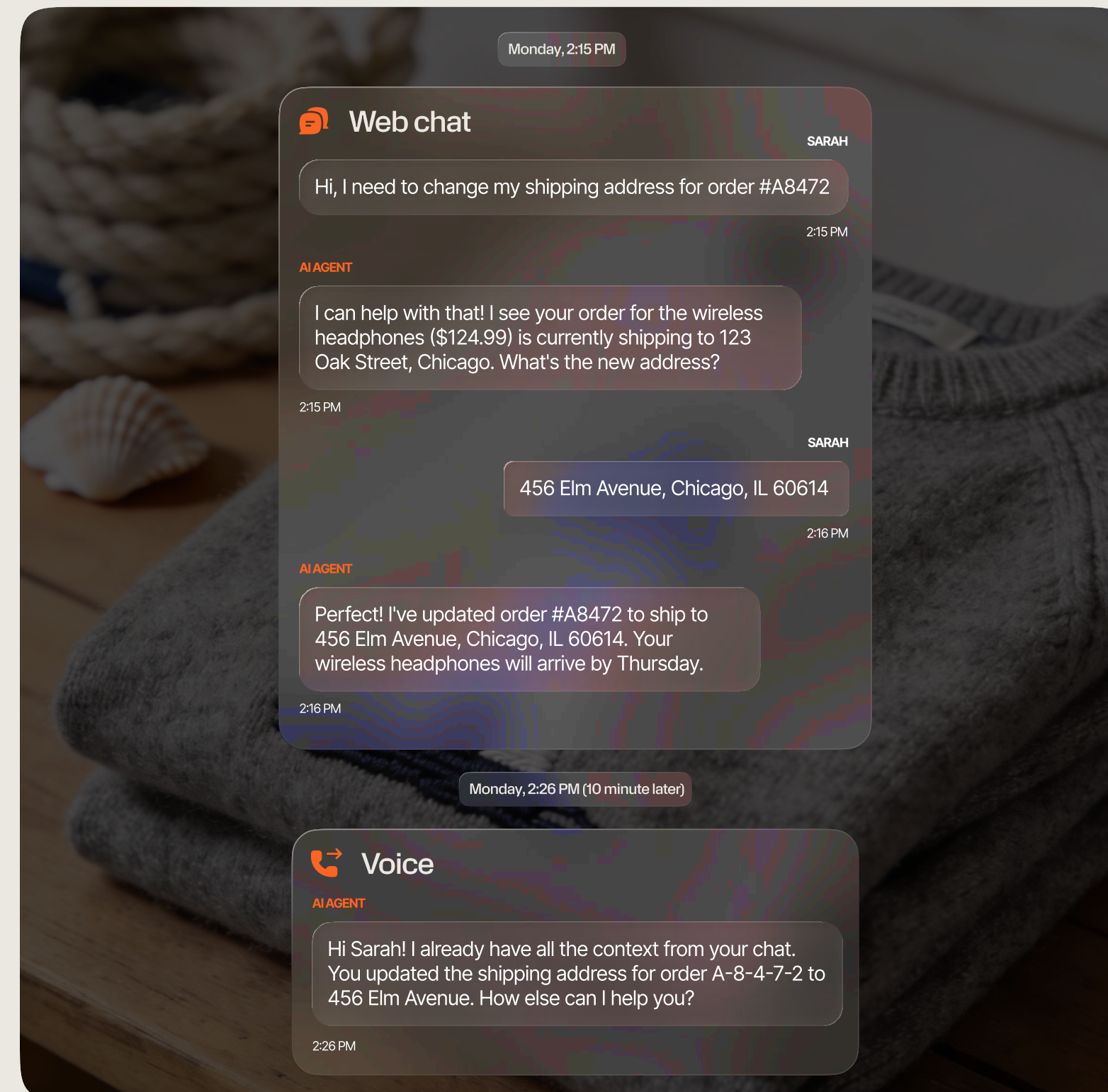
AgentOS is Infobip's AI-native platform that brings autonomous AI agents, journey orchestration, contact center, customer data with insights and analytics, and 15+ communication channels together in one place.

It's built on the same CPaaS backbone that carried 638 billion interactions in 2025 across 800+ direct operator connections.

## Four things define how AgentOS works.

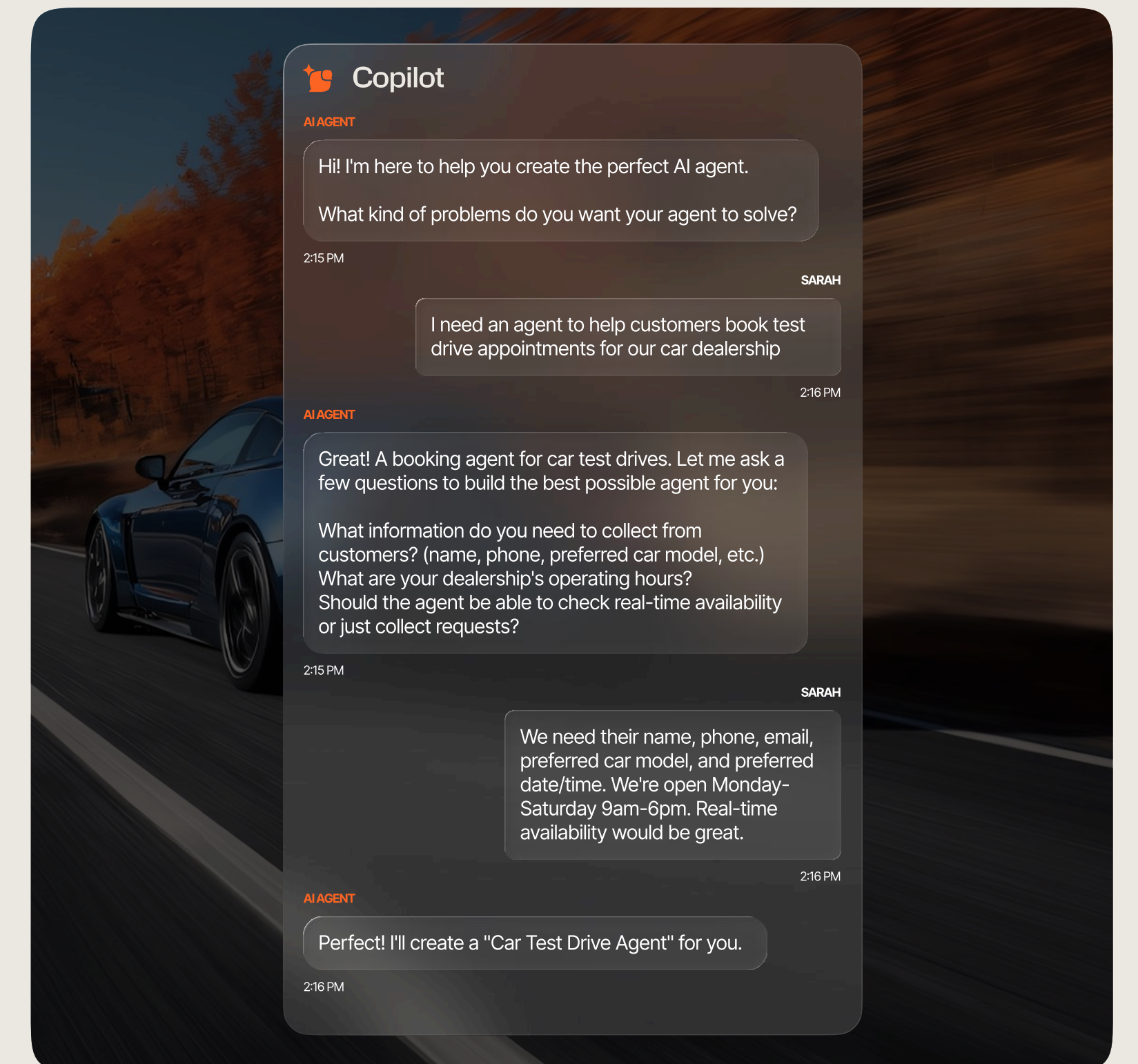
### 1 Persistent memory

Every message, transaction, and behavioral signal feeds into a single customer profile. That profile follows the customer across channels and departments. When an AI agent picks up a conversation, it already knows who this person is, what they've bought, what they asked about last week, and which channel they prefer.



### 2 Natural-language orchestration

Instead of rigid, rule-based workflows that take weeks to build, AgentOS lets teams design and deploy customer journeys through natural-language prompts. The engine coordinates agents, channels, and timing based on real intent and context, not static decision trees. A journey that used to require engineering resources and days of configuration goes live in minutes.



### 3 Human-AI collaboration

When a conversation needs human judgment, the handoff happens in seconds with full context attached. The human agent sees the entire thread, every action the AI took, every relevant detail (human in the loop). And every case the team resolves feeds back into the platform, so the AI handles similar situations better next time.

**Conversation summary** Generated: just now

- **Customer's issue:** iPhone unable to connect to home WiFi network, showing "Can't connect to network" error.
- **Steps taken:** The AI agent guided the customer through troubleshooting: forget and reconnect to network, restart router, and reset iPhone network settings. Agent confirmed other devices connected successfully, isolating the issue to the iPhone specifically.
- **Outcome:** Standard troubleshooting unsuccessful. Issue escalated to human technical specialist for advanced diagnostics (router configuration, MAC filtering) with full conversation context provided

REGENERATE + ADD AS SUMMARY + ADD AS NOTE

### 4 Insights and analytics

Every agent, channel, and customer interaction feeds into a real-time view of what's working and what's below par. The platform surfaces patterns, flags gaps, and generates recommendations that teams can act on immediately. It's also how AgentOS gets smarter over time: past interactions inform future journeys, so performance compounds instead of plateauing.

**Supporting Metrics**

Discover key trends, patterns, and actionable recommendations to optimize your business performance.

**Journey Performance**  
Measure how effectively journeys convert and resolve across automation and human touchpoints.

Total Interactions	Successful Interactions	Mixed outcome	Unsuccessful Interactions
40,000 +15%	35,200 88%	3,288 5%	12,293 27%

**Conversion Funnel**  
Track user progression through key conversion stages and identify drop-off points.

Stage	Count
Start	20,000
Viewed offer	17,000
Engaged	16,000
Completed action	13,000
Goal	11,080

November campaign

# Why this matters now

97.7% of traffic now comes from brands running multiple channels at once, with four being the most common setup. Customers switch between WhatsApp, RCS, email, and voice depending on the moment, and 51% say a business needs to be available around the clock to keep up. And the way they engage has changed too. They've stopped browsing, they open a chat, describe what they need, and expect it handled.

Agentic AI is what makes that possible at scale. An AI agent doesn't just answer "Where's my order?" It checks the shipping system, sees the delay, rebooks delivery, sends a new ETA on WhatsApp, and updates the CRM. One conversation. No escalation.

But agentic AI amplifies whatever it's built on. Fragmented data and disconnected systems produce fragmented, disconnected experiences, just faster. AgentOS exists so the foundation is right before the agents start running.

2025

**628 bn**  
billion interactions  
on our platform in  
2025

RCS

**311%**  
RCS grew globally

WhatsApp

**314%**  
WhatsApp grew  
over five year

EXPLORE MESSAGING TRENDS



# What sets AgentOS apart

Most competitors are either AI-native but lack enterprise infrastructure, or they're legacy platforms bolting AI onto old architecture. AgentOS is both an AI-native intelligence and a CPaaS foundation built for enterprise scale.

That's what makes it possible for an AI agent to check inventory, process a return, update the CRM, and confirm a refund in a single conversation, without ever losing track of who the customer is or what happened before.



# Early proof of AgentOS

**LAQO**  
by Croatia osiguranje

LAQO, Croatia's first digital insurer, built a WhatsApp assistant on our platform.

**30%**  
of all customer queries and resolves

**90%**  
of them in three to five messages

The AI agent collects data, prepares the insurance policy, and sends the payment link, while human agents focus on complex cases and new business.

**FLOWARD**  
فلورارد

Floward, the leading flowers and gifts platform across MENA, handled 54,000 conversations on Valentine's Day.

**1min**  
average response time.

**95%**  
SLA

**14%**  
cost reduction

**NISSAN**

Nissan Saudi Arabia launched Kaito, a 24/7 WhatsApp chatbot that generated a 138% increase in leads, registered 18,000 unique users, and cut call center volume by 33%.

Their latest campaign, an AI-powered voice game on WhatsApp for the Nissan Magnite launch.

**80%**  
engagement rate

**26%**  
conversion rate  
from first  
interaction to lead

# How to get started

## 1 Connect your existing tools.

Most businesses already run campaigns, collect leads, and manage conversations across channels. The problem isn't a lack of tools. It's that those tools don't talk to each other.

AgentOS unifies every message, transaction, and behavioral signal into a single customer profile. Marketing, sales, and support all work from the same data. No more one team seeing a loyal customer while another treats them like a stranger.

## 2 Let your data work for you.

Once your interactions feed one persistent memory, the platform starts working for you. AgentOS surfaces what's driving conversions, where customers drop off, and why. Recommendations sharpen because they're built on complete context, not fragments from disconnected systems.

Three-dimensional signals (delivery pace, sentiment, conversation patterns) are analyzed across every interaction, so every next move is informed by everything that came before.

## 3 Move from chatbots to autonomous agents.

If you already run chatbots, you have the foundation. You don't need to start over.

AgentOS moves you from scripted responses to prompt-driven agents that understand intent, access your systems, and resolve issues across channels. What used to take weeks of workflow configuration goes live in minutes through natural-language orchestration.

## 4 Keep humans where they matter most.

When a conversation needs judgment, the handoff happens in seconds with full context attached. Your team sees everything: the entire thread, every action the AI took, every relevant detail. And every case they resolve makes the AI better at handling similar situations next time.

This isn't about replacing your team. It's about transforming them into AI supervisors who focus on the work that actually needs a human.

## 5 Start focused, then scale together.

You don't need to deploy everything at once. Our professional services team identifies a single high-impact starting point with you. Lead generation, customer support, abandoned cart recovery. Prove value, then expand.

We map your current state, identify where AgentOS delivers the fastest results, and build a rollout plan that scales from one agent to a full customer lifecycle deployment.



CONTACT US

