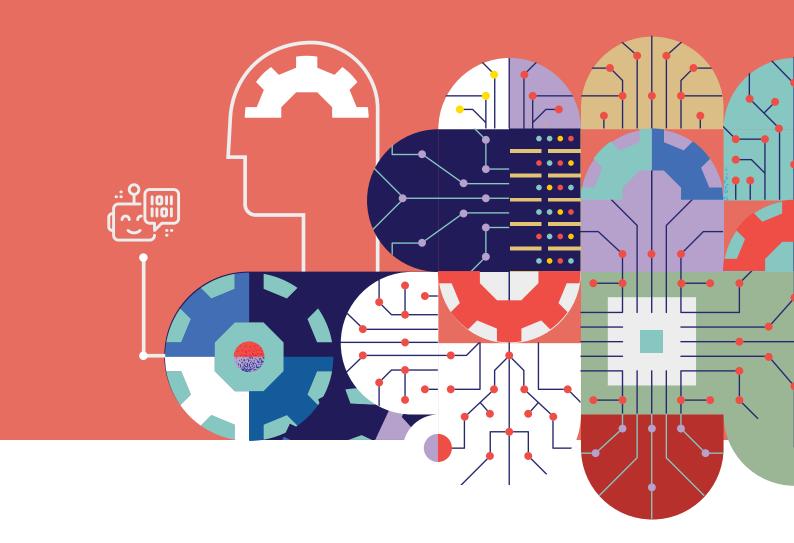
## zensar



## **Agentic RAG**

In today's digital landscape, businesses and organizations face the challenge of navigating vast amounts of data (documents), making swift decisions, and executing actions in real time. Traditional tools often fall short, either by focusing solely on information retrieval or by providing basic automation that lacks the nuance needed for complex scenarios. To address these challenges, we have developed a cutting-edge Agentic gen AI application designed to not only retrieve and interpret information but also to take decisive actions based on that data.

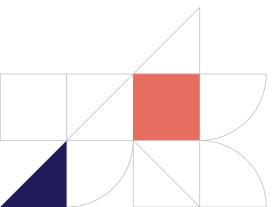
Our solution combines the power of advanced natural language processing, multi-source data integration, and automated action execution into a single, seamless platform. Whether you need to pull insights from diverse data repositories, answer complex queries, or automate critical processes, our Agentic application is built to handle it all with precision and efficiency. This innovative tool is not just about providing answers; it's about driving real-world results tailored to your unique business needs.



In a world overflowing with information, organizations need tools that can quickly retrieve relevant data from vast repositories, reducing the time spent searching for information. Businesses are also increasingly looking for systems that can not only retrieve information but also make decisions or take actions based on that information. This reduces the burden on human operators and enhances operational efficiency. For customer-facing applications, there is a growing demand for systems that can answer queries accurately and take necessary actions in real-time, leading to better customer satisfaction. Additionally, many industries face challenges that require a combination of retrieval, understanding, and action. Our offering, an Agentic application, integrates these functions and offers a powerful solution to these complex problems.



- Advanced query understanding: Understands and interprets complex queries using natural language processing capabilities
- Multi-source data retrieval: Pulls data from various sources, including databases, APIs, documents, and web content
- **Context-aware responses:** Maintains context over a series of interactions, ensuring responses are relevant to the ongoing conversation
- Automated action execution: Performs pre-defined actions, such as updating records, triggering workflows, or sending notifications, after retrieving information and answering questions
- Thinking, planning, reasoning, and adapting: Processes information to generate insights (thinking), devises strategies to achieve goals (planning), draws logical conclusions from data (reasoning), and adjusts actions based on new information or changing environments (adapting)
- User authentication and security: Ensures actions are taken by authenticated users, with appropriate logging and audit trails for compliance





- Provides information and takes real-world actions based on retrieved data, making it a powerful tool
- Enables customization to meet specific business or industry needs, allowing for bespoke integrations and functionalities
- Handles large-scale operations and manages increasing volumes of queries and actions without degrading performance
- Integrates with existing systems and data sources and can seamlessly fit into an organization's tech stack



- Reduces time and effort required for document processing
- Minimizes errors compared to traditional methods
- Handles varying volumes of data and complexity levels



## Use cases

- Automated customer support with real-time actions: A customer service team can leverage our Agentic RAG application to handle support queries in real-time. The system can retrieve relevant information from various customer databases, understand the context of the customer's inquiry, and take immediate action, such as updating order statuses, processing refunds, or sending follow-up emails. This significantly reduces response time and enhances customer satisfaction by minimizing human intervention and speeding up resolution.
- Compliance and regulatory monitoring in financial services: In the finance sector, staying compliant with regulatory requirements involves monitoring vast amounts of data from different sources. Agentic RAG can automatically retrieve relevant legal and compliance information, interpret regulatory changes, and initiate actions such as updating policies, flagging high-risk transactions, or notifying compliance officers, ensuring the organization stays aligned with the latest regulatory standards.

- Dynamic content management in marketing: Marketing teams often need to personalize content based on user data and behavior. Agentic RAG can analyze customer interactions and retrieve relevant content from diverse data sources, then execute actions such as tailoring emails, updating web content, or launching targeted campaigns. This provides a personalized experience, boosts engagement, and automates content management workflows.
- Automated incident management in IT operations: In IT operations, incident response often requires quick access to system data, logs, and documentation. Agentic RAG can retrieve relevant information on past incidents, correlate it with real-time data, and automatically initiate corrective actions like restarting services, logging incidents, or sending alerts to on-call personnel. This reduces downtime and ensures faster, data-driven resolution of IT issues.
- Knowledge-driven decision support in healthcare: Healthcare professionals can use the Agentic RAG system to pull data from patient records, research databases, and treatment guidelines. The system can interpret complex clinical queries, retrieve relevant patient history, and even suggest preliminary actions, such as recommending follow-up tests or flagging critical health markers. This assists healthcare providers in making faster, evidence-based decisions that improve patient outcomes.





At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145 leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

Part of the \$4.8 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.

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