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Face to Interface

When AI agents look, sound, and act like us, interaction feels as natural as human-to-human

From factory floors to personal assistants, AI agents are stepping out of the shadows and putting on a human face. These agents don't just work for us — they work with us, making interactions as natural as a conversation with a friend. Whether managing complex tasks in fintech or guiding customer decisions, they relate to us on our terms, building trust and transforming how we connect with technology. The result? A seamless partnership that feels less like talking to a machine and more like teaming up with an ally. Something we'd all like to face.

What

- AI agents are developed with different degrees of autonomy to perform tasks that humans are incapable of, due to the sheer amount of data involved, and the complexity and the speed of the analysis required to create a range of possible outputs.
- These agents, either in single or multi-agents' solutions, are being embedded in all sorts of applications such as manufacturing (anomaly detection), transport (intelligent systems), fintech (automating processes) and consumer (customer services, recommendation engines).
- This rapid advancement of AI agency, and its speed of scale, has prompted the need for everyone (not only technical experts) to be able to understand and interact with agents to benefit from their value. This has opened up a huge opportunity for designing AI agents that are more relatable to us and can use human-like communication channels.
- Communication is becoming two-way, allowing humans to issue commands in natural language. For example, agentic AI systems that can handle complex tasks based on a set of instructions, are being developed as personal assistants.
- For a successful integration of all these AI agents within human activities, a design with human-like characteristics can provide more relatable and familiar interfaces needed for different but specific contexts (e.g. healthcare, education, customer services).

Use

- **Siemens** has introduced a new Hydrogen Plant Configurator, a gen AI-based chatbot that enables users to create precise layouts of the system units and connections and predicts key figures such as possible power consumption, heat generation for hydrogen production etc.
- **Mercedes Benz** is adding e-commerce capabilities into its online storefront with a gen AI-powered smart sales assistant. Mercedes also plans to expand its use of Google Cloud AI in its call centers and is using Vertex AI and Gemini to personalize marketing campaigns.
- **Deutsche Telekom (DT)** is leveraging UneeQ's digital human customer service representative Max to help customers from sales to customer service and retention, driving a more holistic user experience. Earlier DT has used Selena, a digital salesperson, that reported a 5.8x surge in conversion rates, a 9% drop in cart abandonment, and a 47% increase in basket additions.
- **Salesforce** introduced Einstein GPT to refine customer relationship management (CRM). It interacts with LLMs by analyzing the full context of the customer's message and then autonomously the next actions.
- **Lenovo** has successfully implemented gen AI agents in software engineering and customer support, resulting in improved code production speed and quality by 10-15% and have addressed 70-80% of customer interactions without human intervention.

Impact

- Democratizing the use of AI. Development of natural interactions with agentic AI allows more technology uptake from all technical and non-technical backgrounds and lowers the barriers to access to AI technology.
- There is an acceleration on workforce AI upskilling enabled by more natural ways of working with new AI agents that speed up safe adoption.
- There is a rise of efficiency in completing tasks that were repetitive in nature with human-AI cooperation and interactions. Early adoption of it can be noticed in specific areas such as AI chatbots for analytics, sensemaking, and customer services resulting in time and cost savings.
- Facilitating and speeding up innovation. Organizational workforce can take advantage of huge data sources and through natural AI interactions with agents, develop new solutions in all type of industries that would not be within their reach otherwise.
- There's an acceleration of the development of AI ethics and AI safety skills within all types of organizations to ensure the positive role and benefits of interactions with AI agents and that they are built with transparency and assurance.
- Revolutionary innovations on human-AI interfaces through different channels (visual, sound, text, tactile, brain waves) allow for inclusive communication channels, increasing equitable access to AI interactions and developments so all humans can benefit from it and evolve with it.

Tech

- **Digital Human:** Meta, Google, AWS Q, Microsoft's Project xCloud, Unity, Soul Machines, Synthesia, Prins AI
- **Intelligent Agent/Advisor:** IBM Watson, Google, Salesforce, UNeeQ, Amelia, Nuance
- **Agentic Systems:** Open AI, Google DeepMind, IBM Watson, Microsoft Azure AI, AWS AI, C3.ai, NVIDIA, AgentOps.AI
- **Multi-Agents:** IBM Watson, Google, LeewayHertz, AgentForge, MetaGPT, AgentVerse, AgentOps.AI, Agency Swarm