The Strategic Impact Of Conversational AI Agent: Evaluating Customer Decision Influence, Acceptance, And Potential

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Abstract

The impact of conversational AI agents on consumer choices and their degree of adoption are examined in this study. The results, which are based on survey data backed by prior research, indicate that interest in AI-driven calls is growing, with the majority of respondents indicating conditional openness rather than rejection. There were no apparent differences in acceptability by geographic area or gender, according to statistical research, indicating that users' perceptions are constant. Participants favored the option to escalate complex concerns to a human, but they also valued speed and convenience. When people felt in control and the AI's identity was clear, trust increased. All things considered, conversational AI agents that are intended to supplement rather than replace human service can improve customer experience and provide competitive benefits.

Keywords: Agentic AI, Customer Experience, Strategic Impact

Introduction

An autonomous artificial intelligence system known as "Agentic AI Calls" is capable of reasoning, planning, and performing multi-step actions to achieve a particular, complex business goal with little to no human oversight. A client engagement initiated or overseen by an AI agent is known as an Agentic AI call.

Artificial Intelligence (AI) is one of the strong technologies that is changing how organizations function and engage with their customers in the current digital era. Businesses can now automate procedures, forecast market trends, and provide highly customized consumer experiences thanks to the expanding integration of AI across industries. Conversational AI Agents, which include chatbots, voice help, and virtual agents, stand out among the many applications of AI as one of the most important instruments in redefining communications.

These Al-powered devices can use machine learning (ML) and natural language processing (NLP) to have human-like conversations. They give real-time answers, decipher consumer intent, and continuously learn from past interactions to enhance their performance. A strategic shift from conventional, human-dependent communication and toward a more intelligent, scalable, and customer-focused approach is represented by the rise of conversational Al.

Literature Review

The literature shows that agentic and conversational AI are becoming powerful forces in how customers interact with businesses. IBM (2025) explains that agentic AI is moving beyond simple chatbots and taking on more autonomous roles in customer service. These systems can analyse intent, make decisions, and handle complex queries, which helps companies offer faster, more personalised support while lowering operational strain. McKinsey & Company (2025) zooms out to the wider economic impact and argues that AI agents may change how markets function altogether. They describe a future where autonomous agents negotiate, coordinate transactions, and optimise decisions on behalf of users or firms, creating what they call a shift in how supply and demand behave. Ahn, Kim, and Choi (2025) examine the human side of this shift. Their framework shows that people trust and accept AI agents when they feel competent, transparent, and easy to interact with. They highlight that emotional comfort, perceived fairness, and a sense of control can strongly influence whether customers rely on these systems. Parkes, Galiano-Coronil, and Celuch (2025) build on this by reviewing how conversational AI shapes actual consumer behaviour. They found that AI-driven conversations can steer preferences, influence how people evaluate choices, and even shape the counterfactual thoughts customers have when comparing alternatives. Together, these studies show that agentic AI doesn't just improve service operations. It also affects consumer psychology and market dynamics, making it a strategic technology for modern businesses.

Research Methodology

The research uses a mixed-methods approach, combining quantitative primary data with qualitative secondary insights to give a comprehensive picture of how individuals respond to agentic AI Calls.

Objectives

- To evaluate the awareness, acceptance, and effectiveness of Agentic AI calls in influencing customer decisions.
- To assess the potential of integrating Agentic AI call technology as a competitive advantage for businesses

Primary Research

A survey was conducted aimed at individuals between the ages of 25 and 50 who mostly lived in India's tier-1, tier-2 and tier-3 cities was used for the primary research. The purpose of the survey was to find out how they felt about, accepted, and preferred agentic AI call systems for customer service, including product questions, delivery notifications, and handling complaints.

Sampling Technique
To guarantee representation across age groups (25–30, 31–40, 41–50) and geographic areas (metro vs. non-metro, with an emphasis on tier-2 and tier-3 cities), stratified random sampling was the sampling technique used. A total of 180 respondents were approached out of which 95 respondents in all completely filled it in the locations tier-1, tier-2 and tier-3 cities.

Data Interpretation

Objective 1: Evaluate the awareness, acceptance, and effectiveness of Agentic AI calls in influencing customer decisions.

Hypothesis

- H_0 (Null Hypothesis): There is no significant association between a customer's Location (Metro vs. Non-Metro) and their Acceptance of speaking to an AI agent to resolve queries.

- H_1 (Alternative Hypothesis): There is a significant association between a customer's Location and their Acceptance of speaking to an AI agent.

Location
95 responses
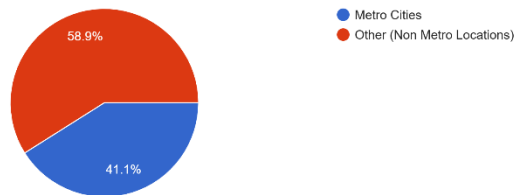
Would you be interested in speaking to an AI agent to resolve your queries?
95 responses
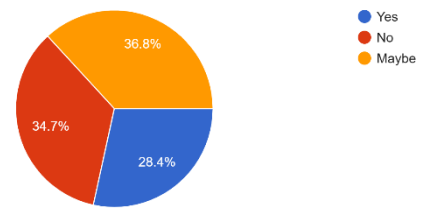
Acceptance	Maybe	No	Yes
Observed Frequencies			
Metro Cities	15	17	7
Other (Non Metro Locations)	20	16	20

Acceptance	Maybe	No	Yes
Expected Frequencies			
Metro Cities	14.37	13.55	11.08
Other (Non Metro Locations)	20.63	19.45	15.92

The p-value is greater(0.129) than 0.05, we do not reject the null hypothesis.
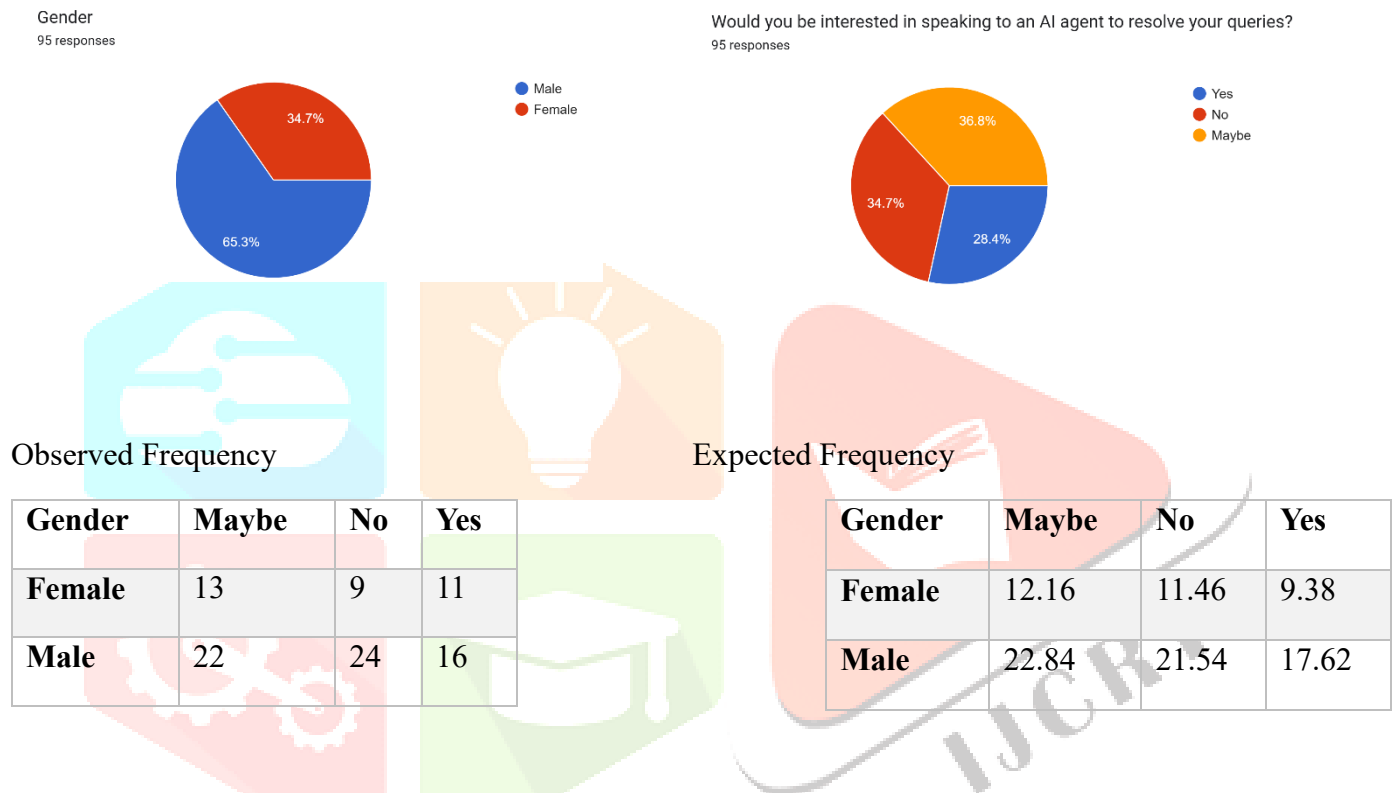
What this means:

• Customer interest in Agentic AI calls does not significantly differ by location.
• Awareness and acceptance appear evenly spread across regions.
• The technology doesn't yet show clear evidence of strongly influencing decisions in one group over another.

Objective 2: To assess the potential of integrating Agentic AI call technology as a competitive advantage for businesses

Hypothesis

- H_0 (Null Hypothesis):
  Adoption interest for Agentic AI calls shows no pattern across demographic segments, meaning businesses would not gain a market advantage by integrating it.
- H_1 (Alternative Hypothesis):
  Adoption interest differs by demographic segments, meaning businesses could gain a competitive advantage.

Gender
95 responses

Would you be interested in speaking to an AI agent to resolve your queries?
95 responses

Observed Frequency

Gender	Maybe	No	Yes
Female	13	9	11
Male	22	24	16

Expected Frequency

Gender	Maybe	No	Yes
Female	12.16	11.46	9.38
Male	22.84	21.54	17.62

The p-value (0.514) is greater than 0.05, we fail to reject the null hypothesis.

What this means:

• Adoption interest in AI calls does not significantly depend on gender.
• Both groups show similar patterns of acceptance, hesitation, and rejection.
• Businesses cannot target one gender for a competitive edge based on these results.

Key Findings

Interest in AI calls is divided but promising

Only roughly 28% of respondents said "yes," but a higher percentage (37%) said "maybe." This indicates that a sizable portion of the public is receptive but requires clarification before fully adopting AI calls. Many of these "maybes" could become yeses with the correct adjustments and education because the hesitancy stems more from uncertainty than outright rejection.

People still want a human backup

Many emphasized the significance of having the ability to escalate to a human if necessary, even among those who responded with "yes" or "maybe." This suggests that for complex or high-stakes scenarios, trust in AI alone is still insufficient. Businesses ought to create hybrid models in which AI manages the first portion of the interaction and smoothly transitions to a human upon request.

Trust can be built with transparency

Many respondents stated that they would feel more at ease if AI calls were made obvious that they were not human, if they could confirm the identity of the caller, and if they always had the choice to talk to a live person. This demonstrates that it is ineffective to conceal the fact that it is AI; instead, being open about the technology and returning control to the user can boost confidence.

The "maybe" group is key

The largest group was *maybe*, which means they are open but cautious. This is the group most likely to shift towards adoption if their concerns are addressed through better design, clearer communication, and more human-like experiences. Companies should focus on educating this segment and proving value through pilot programs and feedback loops.

Conclusion

A key takeaway from the survey is the overwhelming preference for hybrid interaction models—where customers can effortlessly transition from AI to human agents, especially when addressing complex or sensitive issues. This flexibility is vital to foster trust and satisfaction among users who are increasingly wary of scams, fraudulent calls, and data misuse.

Transparency emerges as a critical factor in acceptance: respondents strongly advocate for clear identification of AI calls through methods like verified caller IDs and pre-recorded disclaimers. Such approaches address apprehensions about legitimacy and comfort customers with the nature of their interaction from the outset. Additionally, there is a strong demand for greater personalization and a more natural, less robotic tone during AI calls.

Agentic AI calls can offer a strong competitive advantage if they're positioned as a helpful first step rather than a full replacement for human service. The technology works best when it saves time, reduces friction, and complements human support. Businesses that balance efficiency with empathy are likely to benefit the most as this trend grows.

In conclusion, conversational AI agents are viewed as useful and promising, but customers expect empathy, control, and transparency. With the right safeguards and design choices, businesses can influence customer decisions more effectively and gain a competitive edge, while still respecting the need for human touch where it matters most.

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