

**LOW AGENTICNESS:** SYSTEM FOLLOWS FIXED RULES, NO THINKING NEEDED.

# Rule-Based & Structured Processes

Imagine a self-checkout machine at a grocery store. You scan items, it calculates the price, and you pay. It always follows the same steps—it won't notice missing items or suggest discounts. If something changes, it stops and needs human help.

**Does your process always follow the same steps based on pre-defined rules?**



## LOW AGENTICNESS

### EXAMPLE ACTIVITIES AND PROCESSES

**Invoice Processing:** Matching invoices to payments based on set rules.

**Simple Data Entry & Validation:** Entering structured information into systems.

**Customer Support Ticket Routing:** Assigning inquiries based on fixed categories.

## Low agenticness in a nutshell

- The **steps and rules don't change**—there's nothing to “think” about.
- **No complex decisions**—just follow instructions.
- **Accuracy and consistency** are more important than adaptability.

**MEDIUM AGENTICNESS:** SYSTEM PROACTIVELY  
SUGGESTS WITHOUT ACTION.

# Adaptive, Insight-Driven Processes

Imagine using GPS Navigation while driving. The GPS checks traffic and suggests the fastest route. If there's a roadblock or accident, it recommends a detour. But you still decide whether to follow the new route or stick with your own way.

**Does your process benefit from  
proactive data-driven suggestions,  
but you still decide when to act?**

## MEDIUM AGENTICNESS

### EXAMPLE ACTIVITIES AND PROCESSES

**Customer Feedback Analysis:** AI detects sentiment and suggests improvements.

**Prioritizing Sales Leads:** AI ranks leads, but the salesperson picks who to contact.

**Restocking Inventory:** AI predicts items to run out, but a manager approves the order.

### Medium agenticness in a nutshell

- AI thinks: it **analyzes data and suggests ideas**, but does not act on its own.
- A **human reviews AI's suggestions**, selects the best option, and takes action.
- The **process changes**, so AI adapts but remains a support tool.

**HIGH AGENTICNESS: SYSTEM MAKES DECISIONS  
AND ACTS WITH MINIMAL HUMAN OVERSIGHT**

# Dynamic & Decision-Rich Processes

Imagine you ask a Self-Driving taxi to take you to the airport. The car chooses the best route, avoids traffic, changes speed, and stops at red lights. If a new road opens or traffic conditions change, it adapts automatically, while you enjoy the ride.

**Does your process change often,  
requiring informed reasoning to  
make decisions and move forward?**



## HIGH AGENTICNESS

### EXAMPLE ACTIVITIES AND PROCESSES

**Personalized Shopping:** AI learns what you like and automatically shows the best choices.

**Marketing Optimization:** AI refines campaigns in real-time based on evolving user behaviors.

**Fraud detection:** AI monitors transactions and blocks suspicious ones in real-time.

## High agenticness in a nutshell

- The **process changes frequently** and is **unpredictable, requiring reasoning** to determine next steps.
- **AI analyzes, decides, and takes action** independently, but **with human supervision**.
- **AI learns** what works best and **adapts**