

The Enterprise CX AI Reality Check

Why 9 in 10 agentic AI projects fail and what the 1 in 10 looks like in production

9 *in* **10**

Agentic AI deployments fail to reach or survive production.

A composite of independent analyst and real-world findings across 2025–2026. The five stats below show where the failures concentrate.

THE FAILURE DATA – WHAT THE INDUSTRY ISN'T SAYING OUT LOUD

80%+

Of AI projects fail to deliver intended business value.

RAND Corporation, 2025

95%

Of GenAI pilots fail to scale to production.

MIT Sloan / MIT NANDA, 2025

42%

Of companies abandoned most AI initiatives in 2025 – up from 17% in 2024.

S&P Global Market Intelligence, 2025

\$7.2M

Average sunk cost per abandoned enterprise AI initiative.

Deloitte / S&P Global, 2025

74%

Of deployed AI customer service agents were rolled back or shut down.

Sinch AI Production Paradox, 2026

01

WHY DEMOS LIE

What you see in the demo vs. what survives production

Every vendor's demo is a controlled story. Production is a six-front war on cost, compliance, scale, accents, integration, and operational drag. Here is the gap.

THE DEMO	PRODUCTION REALITY
Scripted scenario	Real customers, real accents, real frustration
Single compliant call	Millions of interactions per day
No compliance requirements	PCI, HIPAA, SOC 2 on every call
Negligible token cost	CFO-level cost crisis at enterprise volume
Demo engineer on standby	15–20 forward-deployed engineers to keep it running
One integrated demo	Fragmented stack: STT + NLU + TTS + LLM + connectors stitched together

What true agentic AI requires

- 1 Autonomously **BUILDS** – configures and learns without professional services teams.
- 2 Autonomously **SERVES** – handles real interactions without constant supervision.
- 3 Autonomously **MAINTAINS** – self-optimizes and continuously improves.

Remove any one of these – and you don't have an agentic system.

02

BUYER'S FIELD GUIDE

5 Questions to Ask Before You Buy

From Omilia's enterprise deployment practice — the questions that separate hype from a system that survives production.

- Q 1**
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- Are you solving the right problem?**
- Vendors who promise 95% containment out of the box are selling hype. Agentic works best layered onto a proven deployment model — not as a standalone replacement.
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- Q 2**
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- Where is the risk — and who owns it?**
- Map use cases by risk level before you deploy. "Redeem my points" and "transfer \$10,000" are not the same problem and should not share the same architecture.
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- Q 3**
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- What is your supervision strategy?**
- The most effective agentic systems start with humans in the loop. The progression should be: Agent Assist → Supervised Planning → Limited Autonomy. Not the other way around.
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- Q 4**
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- Can you see what the AI is doing?**
- If you can't audit every decision in real time with a full audit trail, you can't trust it. In regulated industries, that's not a preference — it's a requirement.
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- Q 5**
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- Do you have a phased deployment plan?**
- Agentic AI isn't something you flip on. Ask for a roadmap from assist to autonomous execution. If they don't have one, walk away.

— Chris Adomaitis, Global Director Solution Consulting, Omilia

03

THE 1 IN 10

Omilia in production

Not a pilot. Not a proof of concept. Live agentic deployments measured at enterprise scale, across regulated industries, across continents.

1B+

Interactions per year

Across live enterprise deployments

17

Countries

Global deployments in production

30+

Languages

Supported natively, including dialects

10K+

Concurrent voice calls

Single environment, sustained load

<2mo

Time to production

From kickoff to live customer traffic

150+

Enterprise deployments

Large-scale, regulated industries

RECOGNIZED BY LEADING ANALYSTS

LEADER

THE FORRESTER WAVE™

Conversational AI Platforms for Customer Service, Q2 2026

LEADER

EVEREST GROUP PEAK MATRIX®

Conversational AI and AI Agents in Customer Experience Management (CXM) Products Assessment, 2025

LEADER

IDC MARKETSCAPE™

Worldwide General-Purpose Conversational Artificial Intelligence Platforms 2025 Vendor Assessment

VISIONARY

GARTNER® MAGIC QUADRANT™

For Conversational AI Platforms, 2025

04

THE COST OF WAITING

Every year of waiting compounds

The market is moving from pre-agentic technology to autonomous customer service. The window to close the gap is narrowing.

80%

Of common customer service issues will be resolved autonomously by agentic AI by 2029.

Gartner® prediction

30%

Reduction in operational costs projected from agentic deployment at scale.

Gartner® prediction

"Every year spent on pre-agentic technology is a year of unnecessary cost — and an increasingly difficult gap to close."

— Dimitris Vassos, CEO, Omilia

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Conversational Intelligence

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ABOUT OMILIA

Omilia is the global standard for AI-driven customer service transformation. Our native Self-Learning Agentic CX platform revolutionizes how enterprises engage with customers, automating interactions with precision, empowering agents in real time, and delivering seamless, personalized experiences across all channels.

Powered by deep expertise in developing proprietary Agentic AI technology and multi-layered anti-fraud capabilities, we enable enterprises to move decisively and safely into the era of AI-first contact centers. Omilia's Self-Learning Agentic CX learns from across the entire customer journey — from self-service to live-agent interactions — unlocking continuous improvement and breaking the "glass ceiling" of containment that legacy siloed models can't achieve.

Omilia is trusted by the world's most demanding enterprises across all industries. Built on over two decades of AI innovation, Omilia delivers measurable outcomes: lower costs, higher efficiency, and unmatched customer satisfaction — all while preserving the human touch where it matters most.

SOURCES

RAND Corporation 2025 · MIT Sloan / MIT NANDA 2025 · S&P Global Market Intelligence 2025 · Gartner® 2024/2025 · McKinsey 2025 · Sinch AI Production Paradox 2026 · Deloitte 2025 · Omilia internal data 2025–2026.