

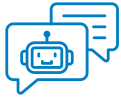
“NOBODY DOES IT BETTER”

AGENTIC AI AND THE FUTURE OF RETAIL AND CPG

Customer acquisition and management is no less than a 007 mission. The need to scale customer and B2B touchpoints - with the suave style that James Bond uses to disarm enemies and save the world - catalyzed the use of chatbots. These started as simple agents – **shaken, not stirred** - that could sift through prefabricated information blocks to serve up answers to queries. But today's IT landscape is in free **'Skyfall'** with AI-driven innovation, requiring chatbots to get an upgrade. Intelligent agents do not just answer customer queries; they anticipate them in addition to executing tasks and actively learning from interactions. For such relentlessly driven agents, **The World - or rather, the enterprise status quo - Is Not Enough**, which is why they are transforming it.

What are AI-powered chatbot 007's secret weapons? They include platforms like Microsoft's Agentic Framework that provide a robust foundation for building and deploying intelligent agents. Intelligent agent platforms couldn't have come at a better time for industries such as CPG and Retail in the throes of transformation. This paper looks at use cases that leverage Microsoft's agent framework, Infosys Topaz, Infosys' AI-first set of services, solutions and platforms and Infosys Cobalt, a set of services, solutions and platforms for enterprises to accelerate their cloud journey (more weapons in the arsenal), to help businesses in CPG and Retail not just ride the transformation cycle but own it.





Never Say Chatbot Again

The essence of intelligent agents is their autonomy. Instead of responding to prompts with 'set, pre-scripted' responses, they can act based on what they have 'learned' from customer/user behavior while adding a filter for optimization. This is part of a larger shift towards AI with agency, what Gartner calls Agentic AI. According to the research agency, Agentic AI will be present in a third of enterprise applications software by 2028, up from less than 1% in 2024.¹

A reason for this is the domains they can now straddle. Chatbots were essentially extensions of customer interfaces. Intelligent agents operate more widely – from expense tracking and approval automation to financial reconciliation. More complex tasks and queries can now be resolved. By acting autonomously without the constraint of a script, agents are able to address customer and enterprise user queries more effectively. They are **Creative, Autonomous, Proactive, and Personalized**, a combination hard to **CAPP!**



¹<https://www.gartner.com/en/articles/intelligent-agent-in-ai>



Win Another Day by Breaking the Code

Retail and CPG are industries where technology has advanced and personalized customer touchpoints. You can now get up and personal with a customer, but do you have something clever to say? Instead of simply offering suggestions based on past purchases, intelligent agents can personalize the entire journey – from presenting choices across brands to checking availability, delivery timelines, and promotions available to enabling order placement.

Let's look at how transformative a **CAPP Agentic AI** strategy could be.



From AI with Love: Agentic Play Can Up the CPG Game

US-based Tasty Treats is a CPG company with a small team compared to major CPG brands. Not surprisingly, most of their employees wear multiple hats at work. Tasty Treats recently implemented the Microsoft Copilot platform to enhance both customer and employee experience.

Category Managers at Tasty Treats have the all-important job of analyzing product performance across categories and identifying key trends. Tasty Treats collaborates with other players to create co-branded offerings, and a recent task for one of their managers was evaluating this strategy by calculating weekly average sales for both co-branded products and their respective categories. Tasty Treats also wanted to identify the highest-selling co-branded product by value and the year of its successful promotion. Using the newly implemented **Analytics Agent**, the busy manager could pull out the data with a single prompt without poring over multiple spreadsheets, thus freeing up time for developing effective co-branded product promotions for the upcoming season.

At Tasty Treats, R&D teams also use the **Creative Genie Agent** to generate ideas for product development. In contrast, supply chain managers use the same to create promotional strategies for about-to-expire product inventory. Marketing and customer-facing teams are not far behind – the **Sales Agent** automates the creation of personalized sales pitches for clients that are on-point and visually appealing. Customers directly benefit, too, as Tasty Treats has set up an ordering system for B2B buyers powered by the **Direct to Business Agent**. Previously, the manual process of searching through catalogs, placing calls, and dealing with paperwork was both time-consuming and inefficient. When B2B buyers log in to the cutting-edge ordering system, they see a user-friendly interface that makes it easy to navigate and place orders. The platform can also suggest complementary products based on customers' past purchases.

Clearly, the Agentic platform integrated with Microsoft Copilot can deliver optimization across the user organization. The Tasty Treats case is a microcosm of the implementation possibilities that exist, and it can be extended to other teams as well. For instance, **Sales Support Agents** can assist sales teams by automating routine tasks, providing real-time insights into customer preferences and market trends, and optimizing sales routes and strategies. This empowers sales representatives to focus on building relationships and closing deals. Product managers can use the **Product Intelligence Agent** to automate design and testing tasks, while inventory teams can use the **Inventory Agent** to side-step the pitfall of piled-up inventory through accurate demand forecasting.

Some of the most exciting retail applications lie at the customer end. In addition to customizing customer pitches, **Customer Intelligence Agents** can anticipate customer issues by tracking opinions across social media and online feedback platforms. Webpages can be configured on the fly to play up products that customers may be interested in based on history, browsing behavior, upcoming events, influencer opinions and current trends. Personalized service goes beyond purchase – **Customer Support Agents** can also handle returns or renewals. Image recognition capabilities can be leveraged for customized skin and hair consulting services.

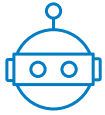
There are gains at the corporate level as well. **Green Agents** can also track organizational ESG goals by tracking real-time parameters such as carbon emissions, energy consumption, waste generation, and resource usage across processes and supply chains. In addition to supporting corporate responsibility goals, this data could influence purchase behavior, with consumers increasingly choosing brands with sustainable sourcing, even if that involves a price premium.²

Across the board, Agentic AI can deliver optimizations that could translate into better cost efficiency. This is critical for CPG businesses seeing flagging trade winds for volume growth, even as pricing comes under pressure from nimble new entrants.³ Technology, particularly AI, is the differentiator for companies pulling ahead.



²<https://www.bain.com/insights/capturing-the-future-of-digital-in-consumer-products/>

³https://www.bain.com/insights/consumer-products-report-2025-reclaiming-relevance-in-the-gen-ai-era/?gad_source=1&gclid=Cj0KCQiA_NC9BhCkARIsABSnStbvHinkLytsYOa7GhI3jqsID0OZY7xhn3T0hEIT6gQKdHsaUpkOgaAo1DEALw_wcB



No Time to Lose: Energizing Business Processes in Retail with Agentic AI

Outfittery is an American apparel and accessories retailer. Unlike major retail brands, the business is managed by a small team that must multitask effectively to thrive. Take, for instance, store managers who must lead on-the-floor customer interaction and manage staff while juggling operational responsibilities. These managers have benefited from a recent implementation of the Microsoft Copilot platform – thanks to the **Customer Intelligence Agent**, customer data is now quickly accessible, so that in-store conversations and pitches have real context. At the same time, the **Store Agent** automates the scheduling of team meetings, task allocation and routine reports. At the operational level, the **Store Operations Agent** also automates tasks such as predictive maintenance for in-store equipment and optimized staffing based on predicted traffic.

Outfittery is small enough that sales and marketing responsibilities are vested with the same individual. So, it's not unusual to juggle a sales pitch for a bulk order with an urgent ad campaign launch. In these situations, the **Creative Genie Agent** pitches in by helping to create high-quality campaign content very quickly for both projects, freeing up managers for more strategic tasks. The platform's creative reach is wide – the company's product managers and merchandisers use it to analyze the impact of seasonal displays and generate fresh design ideas.

The **Inventory Agent** brings value to the backend by alerting managers about product stockpiles, while the Creative Genie Agent helps clear this stock using clever, contextual, and relevant campaigns – that build in an understanding of fashion and local culture – so that old stock does not block Open-to-Buy.

For customers, these capabilities translate into having their own digital **Personal Shopper Agents** that can put together curated options based on a simple prompt – a work-to-play outfit for an office social, for instance – as well as summarize reviews and images from social streams and highlight promotions. **Customer Support Agents** can take it further by scheduling a store appointment and creating loyalty promotions.

In the Retail industry, where timelines and speed to market are elastic, an Agentic AI implementation by a seasoned integrator who

understands the domain can serve up services across the organization. And it is not just managers who benefit. Store staff can benefit from an **Ask Me Anything Agent** that can answer questions on store-related information and policies, leave policies, training, KPIs, performance tracking, shifts, and even product and customer 360 degree views. Store employees will no longer need to scroll through catalogs – instead, they can pull out information using a simple, natural language query.

This is also an industry that relies heavily on creative communication, and it helps that Agentic AI generates various types of content, such as product descriptions, blog posts, social media updates, and even email newsletters. This can save marketers time and effort, allowing them to focus on other strategic initiatives. **Campaign Agents** can be used to manage campaigns, schedule posts, monitor performance, and provide insights for optimization.

Agentic AI implementation can also be leveraged to generate content for the enterprise. **Analytics Agents** can mine customer data and store reports to develop trend analysis and actionable intelligence on consumer behavior and buying preferences. This new analysis is different because it is based on simple queries driven by business rather than the constraints of database management software. For example, a store manager could ask, "What's the top co-branded promotion this week?" Such intelligence can drive better ordering (no more overstocking or empty shelves), inventory, and pricing management.

For customers, Agentic AI creates a personalized storefront/store experience for each shopper. Sophisticated task chaining can help buyers plumb the infinite shelves of e-commerce companies – for instance, a buyer could type in "Find me a green Merino sweater in size 10 under XX bucks" and receive a slew of options from a **Personal Shopper Agent**. Such platforms can also automate routine tasks, such as completing routine grocery checkouts – while incorporating offers and promotions on previously unsampled brands – and even schedule grocery delivery by integrating with the shopper's calendar.





Live and Let Win: AI-led Business Transformation

Clearly, Agentic AI can transform front and backend experiences for Retail and CPG businesses. The **CAPP** (**C**reative, **A**utonomous, **P**roactive, **P**ersonalized) potential of Agentic AI can be extended to overall business operations as well with Microsoft's ten autonomous agents in Microsoft Dynamics 365. These agents help build capacity for sales, service, finance and supply chain teams, helping organizations transition from legacy to AI-first systems. They include agents that will

help sales teams qualify leads and automate order intake; agents that monitor supply chain processes, detect delays, and course-correct; agents that track and analyze customer behavior and resolve customer issues as well as agents that help with financial reconciliation, saving precious time for teams racing to meet reporting deadlines.



Microsoft's pre-built agents target core CRL enterprise operations -from CRM and SCM to Financial Reconciliation

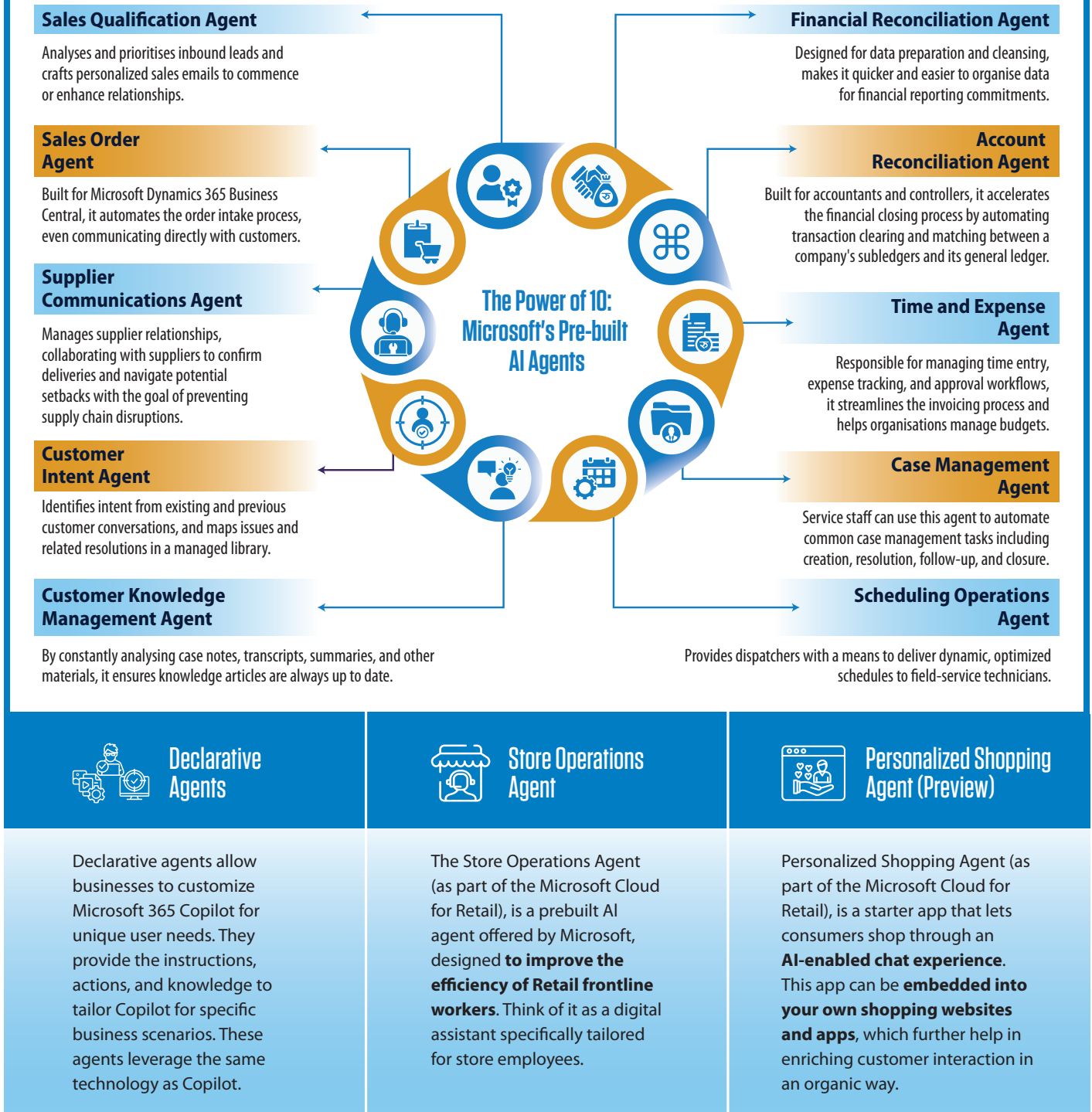


Figure 1 Microsoft's 10 prebuilt AI agents

Microsoft's Cloud for Retail solution also offers custom agents for the Retail industry that tackle industry challenges such as high turnover, staffing shortfalls and sky-high customer expectations. Such agents enable retailers to quickly onboard new staff and make them experts on products and customers. Store Operations Agents do this using

the power of natural language processing and semantic speech to provide quick, accurate responses to employee questions on inventory, store policies and customer order history. Customers benefit from Personalized Shopping Agents, too.



The Tech with the Golden Touch: An AI-first Approach

Clearly, Agentic AI is all about business first. However, platform capability minus implementation expertise could result in suboptimal utilization of Agentic AI systems. Enterprises implementing Agentic AI have to handle the challenges posed by legacy systems, limited data availability, and business culture. It would help to have a partner like Infosys, who can help enterprises strategically shift to an AI-first approach. Infosys Topaz platform leverages Infosys' applied AI framework to build an AI-first core for clients, an expertise that is based on 12,000+ AI assets, including services, solutions and platforms, and Agentic AI is a part of service layer possibilities. It is steered by AI-first specialists, data strategists, and a 'responsible by design' approach uncompromising on ethics, trust, privacy, security and regulatory compliance. It works relentlessly to help enterprises unlock growth, build connected ecosystems, and ensure efficiency with scale. In addition, Infosys Cobalt, with access to 35,000 assets, acts as a catalyst for cloud transformation. These two add significant value to the AI-first approach by delivering scalable cloud solutions and data-driven insights that empower organizations to innovate faster and operate

more efficiently in an ever-evolving digital landscape. The AI-first offering is matched by Infosys' deep understanding of CPG and Retail industries and its proven implementation track record. Infosys also has the expertise to tailor and integrate new Agentic AI solutions into existing business systems, ensuring seamless implementation.

The business use cases discussed in this paper underscore that Agentic AI is no vanity project but an essential component of enterprise systems that will yield a clear ROI. Agents can accelerate investments enterprises have made or are planning to make in AI. According to Microsoft, using agents can save companies as much as \$50 million annually, equivalent to adding 187 full-time employees.⁴ The key to tapping this return is partnering with an implementation partner with domain knowledge and an understanding of enterprise systems to create an AI-enriched business software platform. Such a platform would deliver specific and tangible benefits - one that would truly be a coveted feather in any enterprise's **CAPP!**

⁴<https://blogs.microsoft.com/blog/2024/10/21/new-autonomous-agents-scale-your-team-like-never-before/>

About the Author



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With over 15 years of experience in Retail Operations, Product Merchandising, and Category Management, Deepika Khare, a Lead Consultant at Infosys, is driving innovation in the Retail Domain. She specializes in providing strategic domain insights to address client needs and is currently focused on leveraging AI and Microsoft products to create cutting-edge retail solutions that optimize operations and elevate customer and employee experiences.

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