OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

SAP autonomous CX: an agent-readiness plan for B2B teams

QUESTION

What should B2B teams validate before orchestrating agents across SAP customer experience workflows?

GUIDE TAKEAWAY

Begin with one customer decision and a controlled workflow. Orchestration is useful only when authoritative data, permitted actions, exceptions and human accountability are explicit.

START HERE

Select one bounded CX workflow.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Select one bounded CX workflow

Evidence or input

Output or decision

Owner and review point

2. Name authoritative data and permissions

Evidence or input

Output or decision

Owner and review point

3. Constrain agent and tool handoffs

Evidence or input

Output or decision

Owner and review point

4. Test approval, failure and recovery

Evidence or input

Output or decision

Owner and review point

5. Review buyer outcomes before expansion

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

Deterministic automation

Useful when: Rules and transitions are stable

Limitation: Cannot resolve ambiguous judgement

Suggested action: Automate validation and routing first

Why this fits our situation

Evidence needed before acting

Agent-assisted preparation

Useful when: Evidence comes from approved sources

Limitation: Drafts can be incomplete or wrong

Suggested action: Require citations and accountable review

Why this fits our situation

Evidence needed before acting

Orchestrated multi-agent workflow

Useful when: Specialised tasks share controlled state

Limitation: Handoffs can lose context or authority

Suggested action: Version the brief and permissions

Why this fits our situation

Evidence needed before acting

Broad autonomous activation

Useful when: Consequential actions run at scale

Limitation: Errors can affect customers and systems

Suggested action: Prove recovery and governance first

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: https://outselll.com/blogs/sap-autonomous-cx-agent-readiness-2026/

Publisher and evidence policy: https://outselll.com/editorial-policy/