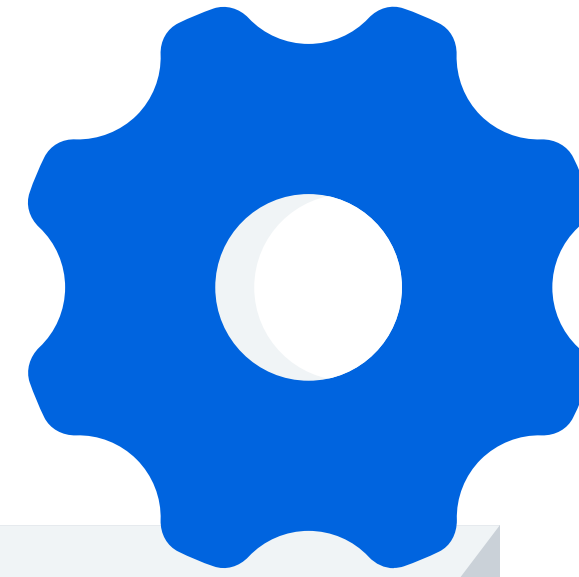


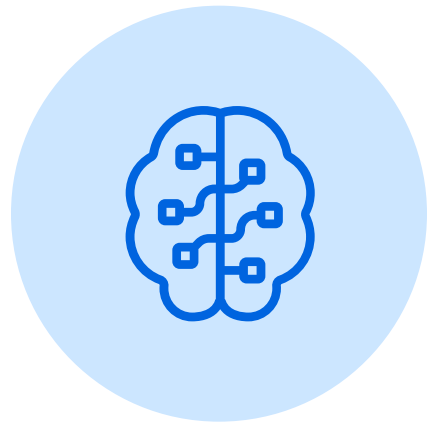
Beyond chatbots: The agentic economy is here

An ROI blueprint for enterprises stuck
between AI adoption and AI value

Featuring executive perspectives from
Alex Schultz,
Chief Data Officer, Meta



About the report



75%

75% of enterprise leaders
have adopted agentic AI.¹

Only 15% are seeing returns.²

The distance between adoption and
value is where most organizations
are stuck today.

This report addresses that gap, and the infrastructure required to close it, with insight from independent market analysts and executive perspectives from Alex Schultz, Chief Data Officer, Meta.

Three questions frame the path forward:

- What is the agentic economy, and why is it forming now?
- What infrastructure does it require?
- What should enterprise leaders do in the next 90 days?

Inside, you'll find a readiness framework, a competitive window analysis, live case studies from enterprises already in production, and a practical roadmap for CXOs, COOs, and CEOs evaluating where to invest.

The agentic economy is forming now.
This is how you build for it.



Alex Schultz,
Chief Data Officer, Meta

Beyond chatbots: The agentic economy is here

1	The agentic economy is here. Are you building for it?	3
2	The 75/15 problem: The gap between adoption and value	9
3	What the agentic economy requires to drive ROI	14
4	Early movers	17
5	Start here	20
6	Meta Business Agent Platform	23

- 1
- 2
- 3
- 4
- 5
- 6

The agentic economy is here.
Are you building for it?



From chatbots to agents. From support to the full lifecycle.

The market shift happening right now is not about smarter chatbots: faster responses, better FAQ matching, or more natural-sounding scripts.

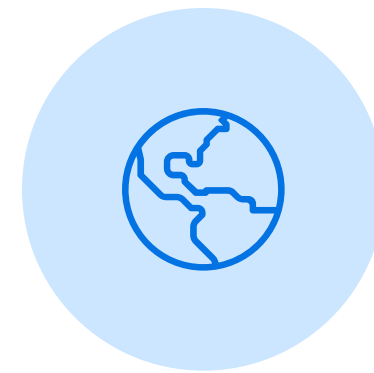
It's about AI agents that take autonomous action across the entire customer journey, from discovery through purchase, service, and re-engagement. Where a chatbot answers a question and waits, an agent answers, makes a personalized product recommendation, closes the sale, processes the return, re-orders the product, and follows up next week. This is a structural reconfiguration of how businesses operate.

Leading strategy firms agree: agentic commerce will be measured in trillions within this decade. Yet commerce is only one sector within a larger economic infrastructure now taking shape: the agentic economy. The shift is a complete platform and services reset.¹





A market shift measured in trillions



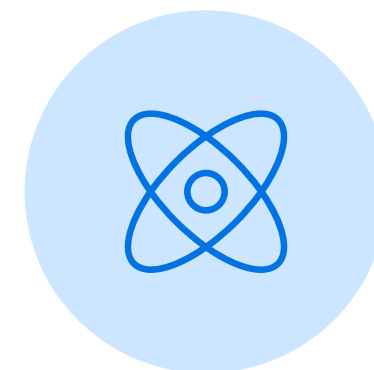
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Global economic impact of agentic commerce by 2030. ³



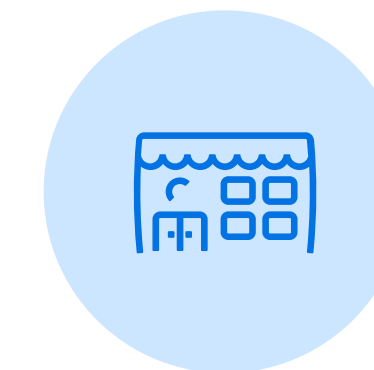
55%

Consumers migrating product discovery from search engines to LLMs. ⁵



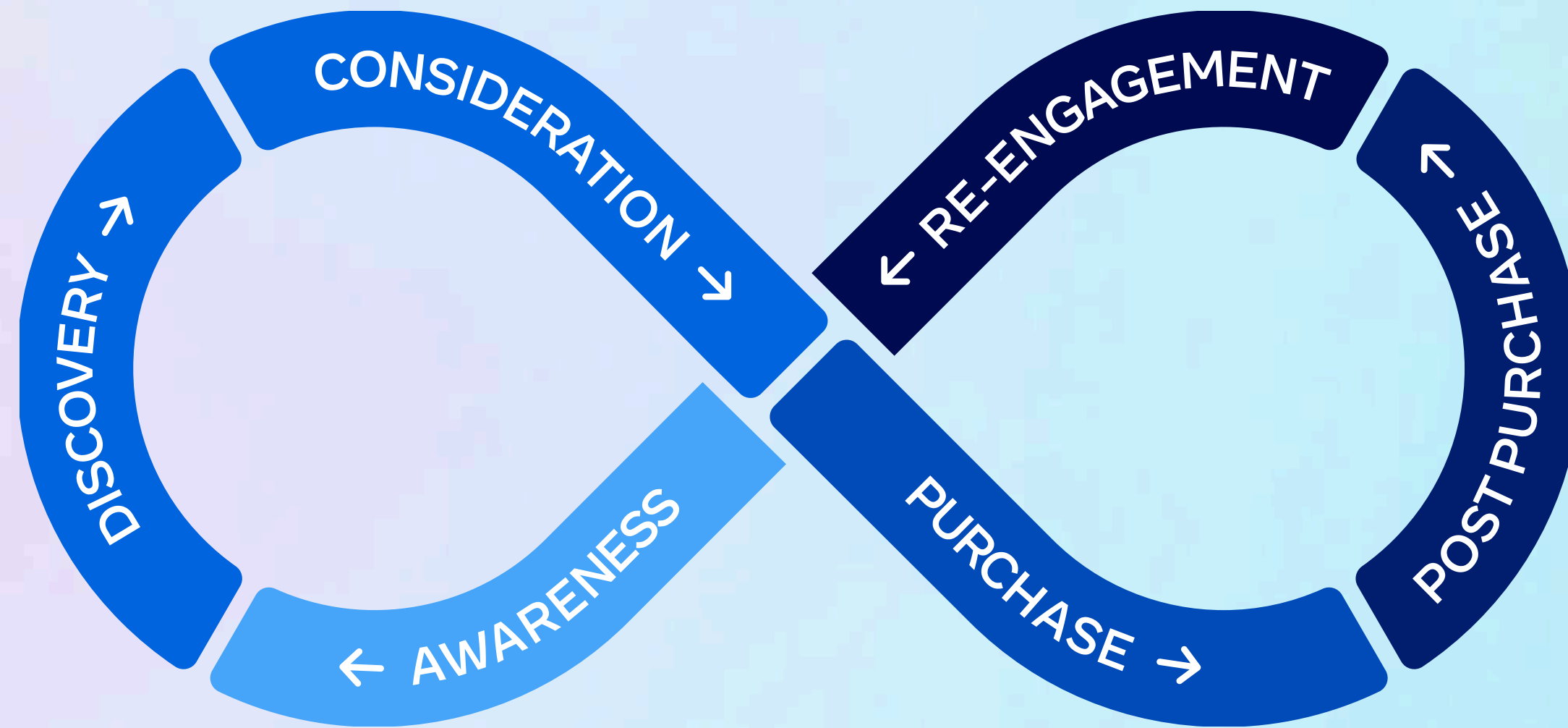
60%

Gartner® predicts, “By 2028, over 60% of enterprise customer service interactions will be managed end-to-end by agentic AI, up from 20% in 2026.” ⁴



1M+

Businesses using Meta Business Agent weekly on Messenger and WhatsApp.



Discovery: Consumers increasingly start product journeys in AI platforms instead of traditional search.

Lead gen: AI agents qualify and follow up on leads from ads and messaging automatically.

Sales: In-thread browsing, comparison, and checkout without leaving the conversation.

Support: AI agents resolve inquiries end-to-end, including troubleshooting and executing fixes.

Re-engagement: Behavioral triggers drive repeat purchases and customer lifetime value.



"AI collapses journeys and relocates influence by mediating discovery, decisions, and service ahead of human engagement." ⁶



"What's next is agents that don't just answer, they act on behalf of your business across every conversation, every channel, every customer need.

That's the agentic economy that everybody keeps talking about.

Because what AI makes possible isn't just a better conversation. It's an agent that knows the customer, not just from a click or a call or your CRM, but from the entire relationship.” ⁷

Nicola Mendelsohn, *Head of Global Business Group, Meta*

The full commercial journey — and eventually an entire economic infrastructure — is becoming agent-native. The early evidence of this agentic economy is already in production.

More than one million businesses are using AI-enabled chatbots on Messenger and WhatsApp to interact with customers weekly.

Chatbot deployments that can answer FAQs, confirm hours, and check stock are the foundation of a new phase of agentic advancement: agents that don't just respond. They act.

Booking appointments, processing returns, closing sales: [agents are taking autonomous actions](#) across the customer lifecycle. This shift is not incremental, it's structural.

THE VISION

Agent-to-agent interactions

The logical endpoint of autonomous agents is an economy where every business and every consumer has agents transacting on their behalf. This flows from the capabilities already in-market.

When an AI agent can source quotes from a venue's agent, coordinate schedules, and present a decision-ready set of options in seconds, the competitive dynamics change entirely. A three-person operation gets the same always-on capability as an enterprise. The cost of a best-in-class customer experience drops. What differentiates one business from another is infrastructure readiness.



“Agents are the dumbest they are ever going to be. If you are building for where agents are today, you are building for the past six months from now.” ⁸

Alex Schultz, *Chief Data Officer, Meta*

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The 75/15 problem: The gap between adoption and value

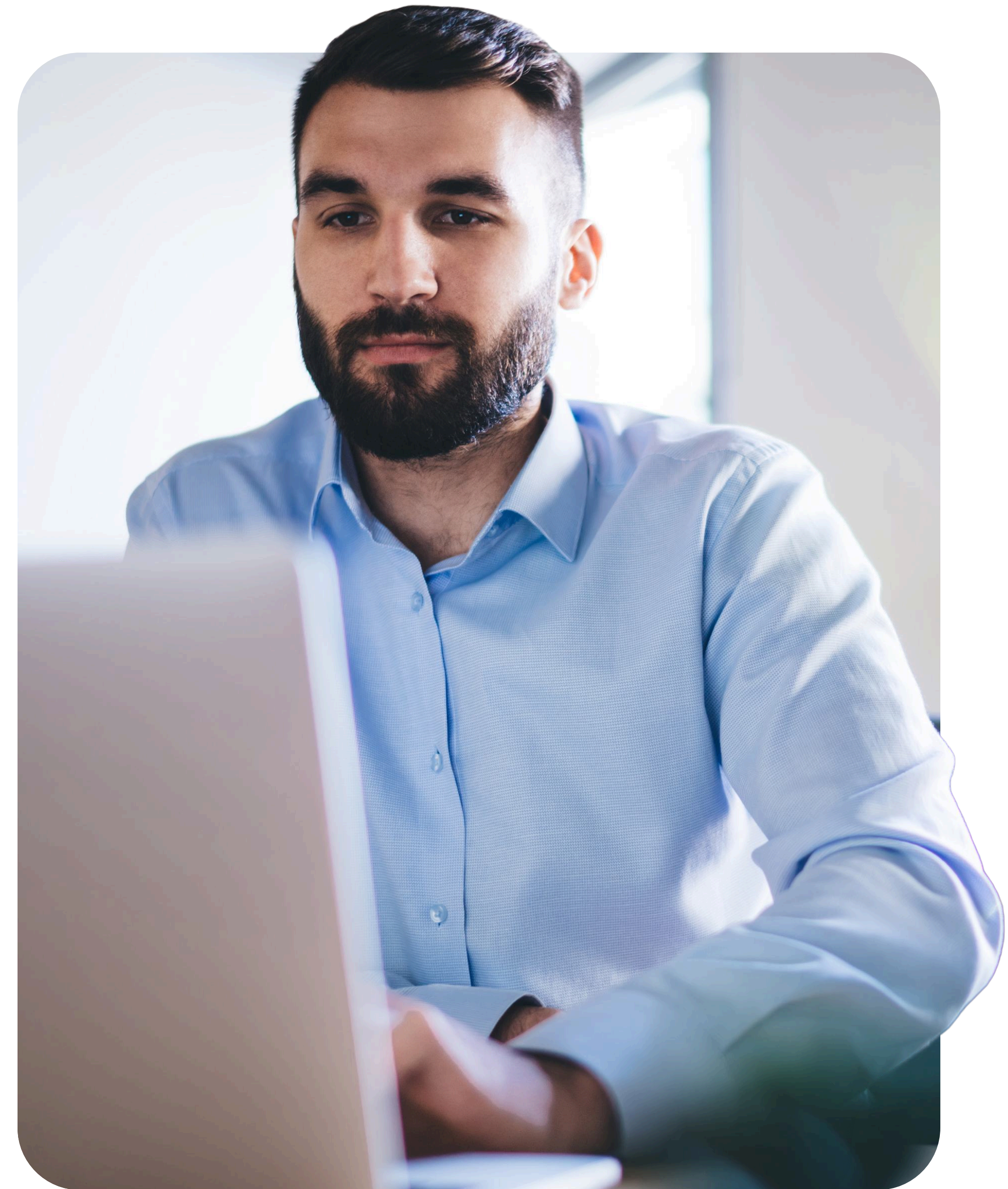


The opportunity is clear. The execution is not.

75% of enterprise leaders report adopting agentic AI.
But adoption alone does not deliver value. ⁸

40% running pilots that never scale, producing
reports nobody acts on, and failing to
remain trapped connect agents to the work that matters. ⁹

Only **15%** have reached what Forrester calls
'agentish territory' or the ROI zone where
material value from agents is realized. ⁹



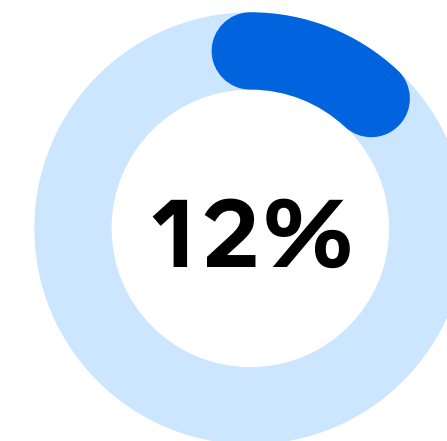
Your constraint is not the model

What's holding 40% of enterprises back from AI value isn't the model, but the infrastructure underneath. Without mature orchestration, unified data, and clear governance, pilots stay circling without ever reaching production.

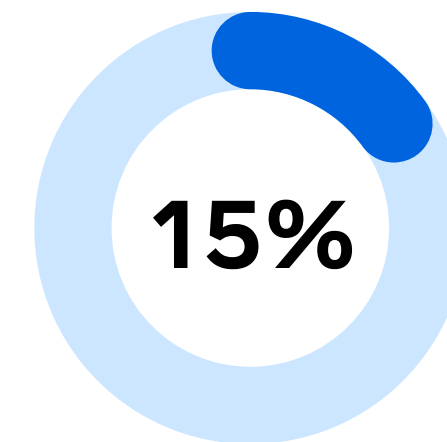


“Too many AI agent implementations are struggling to get ROI. The problem stems from poor integration of agent models with business workflows.” ²

The enterprises stuck in the ‘proof-of-concept’ stage share a common pattern: agents that deliver insights but still require humans to manually bridge workflows for the agent. This distance between recommendation and execution is where ROI lives — or erodes.



Only **12%** of CEOs report that AI has delivered both cost and revenue benefits. ⁹



The **15%** receiving value from agents at scale are pulling away. The rest still optimizing single-prompt models are watching. ²

The market isn't waiting

As per Gartner,

By 2028:

60%+ of enterprise customer service will be managed end-to-end by agentic AI, up from ~20% today. ¹¹

By 2030:

80% of sales and marketing leaders will consider agentic AI integration in sales and marketing workflows as a critical factor for competitive advantage, up from less than 50% in 2026. ¹¹

Your customers, your buyers, and your competitors are building around this shift right now. You are no longer selling to humans alone, you are selling to your buyers' agents.

And the infrastructure you invest in today (identity, orchestration, data foundations, governance) compounds with every interaction.



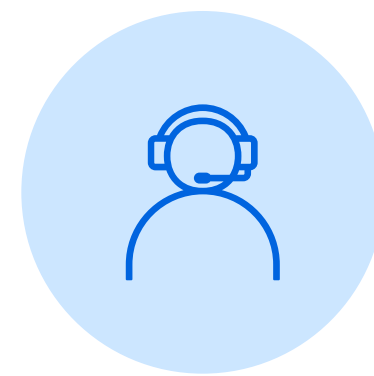
Three questions enterprise leaders should be asking



For CXOs and customer service leaders:

Are you having conversations, or just broadcasting?

55% of consumers already start journeys on AI platforms.⁵ Session-based AI often starts from zero. In contrast, enterprises maintaining persistent conversations compound intelligence, making interactions more relevant and the next dollar of spend more efficient.



For COOs and operations leaders:

Can your contact center handle 3X volume tomorrow without 3X headcount?

AI agents already handle **40–60%** of inquiries end-to-end in leading deployments.¹¹ Manual handoffs between your AI and the action it recommends erode ROI. Enterprises in the value zone have automated the layers between recommendation and execution.



For CEOs and organizational leadership:

Is AI a line item, or a revenue driver?

Only **12%** of CEOs report AI delivering both cost and revenue benefits.⁹ Every agent conversation generates intelligence that makes the next one better. Start late, and the gap widens with every interaction your competitor has that you don't.

- 1
- 2
- 3
- 4
- 5
- 6

What the agentic economy requires to drive ROI



Five infrastructure layers that prepare you for the new agentic future.

The agentic economy will ultimately require entirely new infrastructure: discovery mechanisms so agents can find each other, negotiation protocols so they can transact at speed, verified identity so commitments are trusted, binding contracts built for machine principals, and a marketplace where agents acquire capabilities on demand.¹²

Several of those layers are already taking shape. Moving from chatbots that answer to agents that act requires five capabilities working together today. Here are the readiness criteria.

1

Identity:

When an agent represents a business, there has to be a verified identity behind it. When an agent commits on your behalf, the other side needs to trust that commitment. **Verified identity at scale is the foundation.**

2

Relationships:

Discovery runs on trust: who your network trusts, who you know, and who knows you. **Just as people discover through their networks, agents need a directory to find other agents and businesses.**

When a buyer's agent evaluates options, it queries structured data. Businesses without machine-readable catalogs, verified credentials, and accessible pricing don't appear in the results. Discoverability to agents is now a competitive surface.

3

Messaging:

1B+ messages a day across Messenger, Instagram, and WhatsApp. The best interface for agents is the one already in use.¹³ **People communicate with AI the same way they communicate with each other: through messaging.**



“Where we built an app store for humans, we need an app store for agents. Where you have a payments infrastructure for consumers today, you are going to need that for agents. Where you have a legal structure today, you are going to need that for agents.” ¹²

Alex Schultz, *Chief Data Officer, Meta*

But messaging only works as an agent channel if it's conversational. Enterprises that treat these channels as one-way push notifications may see initial conversions, then declining engagement. The infrastructure advantage is two-way: persistent chats that compound intelligence with every interaction.

4

Commerce:

Catalogs, marketplaces, checkout flows. The transaction layer that already exists at global scale. **When agents negotiate pricing, compare options, and make trade-offs at a high speed, they need infrastructure that keeps up.**

5

Models and protocols:

The AI models are already capable, and getting better. **What's needed now is a marketplace of capabilities, specialist tools, and other agents they can depend on.**

- 1
- 2
- 3
- 4
- 5
- 6

Early movers



Early builders with Meta Business Agent Platform. In their own words.

“The conversation is shifting from ‘how do I reach more people’ to ‘how do I build and manage every customer relationship at scale.’” ⁷

Nicola Mendelsohn, *Head of Global Business Group, Meta*

trendyol.com

Retail and ecommerce | EMEA

Return on interactions:

- More than **123,000** customers reached via WhatsApp in a single week via marketing messages on WhatsApp and Meta Business Agent.*
- **13%** of conversations resulted in personalized product recommendations shown as shoppable carousels, each with a one-tap link to checkout.*
- Median response time of less than **seven** seconds, giving shoppers instant, personalized assistance.*

“With the AI agent on WhatsApp, the same intelligence [an agent integrated with Trendyol's ecommerce backend] now lives inside the conversation. It is now available to every shopper instantly and at scale. With Meta, we aren't just answering queries. We are building lasting relationships with our millions of shoppers across the region.”

Erk Kalender, *Customer Relationship Management, Trendyol*

[Watch their story >](#)

*Results are self-reported and not identifiably repeatable. Generally expected individual results will differ.



Return on interactions:

- **70%** payment completion rate for drivers who initiated PIX payment in conversation.*
- **13%** query-to-paid conversion rate across all sessions.*
- **32%** of sessions included a cross-sell offer, turning toll resolution into tag subscription opportunities.*

“Meta Business Agent Platform enables a seamless, intuitive journey entirely within WhatsApp, combining convenience, trust and scale. This is true agentic commerce and the future of customer engagement, service and mobility payments. “

Gabriel Porto, *CMPO, Sem Parar*

[Watch their story >](#)



Return on interactions:

- **54%** increase in conversion rate compared to Movida’s historical best-ever rate (14.9% vs. 9.7%) during week four of the test, attributed to Business Agent*
- **85%** of customer conversations were resolved entirely by Business Agent, without the need for team assistance*

“When Meta brought us this vision of an AI agent on WhatsApp, we knew it was going to push the boundaries of what conversational commerce can be. Connecting our reservation, pricing, payment and biometric systems helped bring it all together. The agent managed booking, customer history and payments, all with the nuance of a real attendant.”

Gustavo Moscatelli, *CEO, Movida*

[Watch their story >](#)

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- 3
- 4
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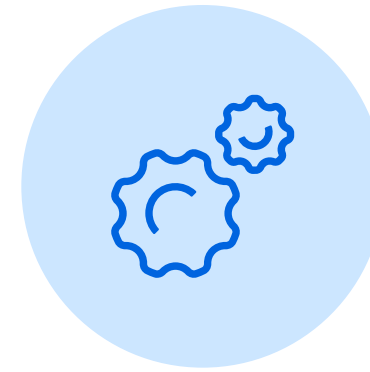
Start here





Scope and connect

- Connect with your Meta client partner to discuss your customer engagement goals
- Identify the highest-impact use case for your business
- Choose your path: build natively with Meta Business Agent Platform or integrate your existing AI agent via Agent-to-Agent Integration capabilities coming soon



Configure and integrate

- Ground the agent in your business knowledge: upload catalogs, documents, and website content via the console
- Set response guidelines for every scenario: tone of voice, escalation rules, topic coverage
- Integrate with your systems via Meta Business Agent Connectors so the agent can look up order status, check availability, or retrieve account info in real time



Launch and measure

- Launch across your highest-volume conversations
- Measure what matters: cost per result, average order value, customer satisfaction
- Scale across markets and use cases

What you get when you build with Meta



AI-enabled personalization at scale

Personalized experiences driven by cross-session memory and first-party signals that help drive conversions, strengthen loyalty, and scale efficiently, all within a single conversation.



Compliance and controls built for regulated industries

ISO 27001, GDPR, and CCPA compliant. Configurable enterprise guardrails and human handoff capabilities.



Seamless API integration

Integrate with Cloud API, hosted by Meta and your existing tech stack (CRM, commerce, and knowledge base systems) via Meta Business Agent Connectors, with minimal changes.



Multiple paths to launch

Co-develop directly with Meta, engage a certified integration partner, or bring your own agent and connect via Agent-to-Agent Integration.

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2

3

4

5

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Meta Business Agent Platform



20 years of infrastructure. Built for this moment.

The five layers of infrastructure needed for the agentic economy already exist at global scale across Meta's platforms. [Meta Business Agent Platform](#) is where those layers converge: a single surface for businesses to move from chatbot deployment to always-on agent, operating now on WhatsApp and expanding to Messenger and Instagram.

What Meta Business Agent inherits:

- ✓ Verified business profiles or identities that customers already trust, operating in **180+ countries**.
- ✓ Cross-session memory to give relationships context from message one.
- ✓ **1B+ daily B2C conversations** already happening across Meta technologies. The rails exist. The audience is already here.
- ✓ In-thread browsing, selection, and checkout. No redirects.
- ✓ First-party signals that enable real-time personalization.



What it delivers:

- ✓ **Always-on service, across multiple languages, no headcount scaling.** Serving customers instantly, across time zones, languages, or demand spikes.
- ✓ **End-to-end resolution at scale.** From FAQ automation to in-thread checkout, handle thousands of conversations simultaneously in your brand voice with human handoff when it adds value.
- ✓ **Conversational commerce in-thread.** Browse, compare, purchase. Zero redirect friction.
- ✓ **Compounding intelligence.** The more context you provide (catalogs, policies, conversation history) the more relevant every interaction becomes.

Configurable controls, built for regulated industries:

Customizable guardrails. Human handoff for sensitive scenarios. AI transparency controls and compliance:

• ISO 27001 • GDPR • CCPA

Security architecture built for regulated industries from the ground up.



Ready to move?



Scope a pilot and identify your highest-impact use case with your Meta client partner to tailor an agent to your business on WhatsApp.



Sign up for Meta Business Agent Platform product updates and resources to build what's next.

Get started



Work with a Meta Business Partner to ensure you have a business messaging foundation to integrate or configure Meta Business Agent Platform with your existing infrastructure.

Get started



The market is forming *now*

The agent economy rewards early builders. The knowledge you provide your agent — catalogs, policies, customer context — compounds into a personalization advantage your competitors can't shortcut. Start early, learn faster.



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Every connection is an opportunity.

