

Digital Human Avatars with Agentic AI Integration: Evaluating Effectiveness in Hybrid Business Communication Environments

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Abstract: Workflow continuity, engagement quality and information retention are common issues in hybrid business environments. This paper introduces a new approach that applies agentic AI technology to bridge automated workflow systems with AI-generated digital human avatars. Digital business representatives can interact with people through the system, while AI-powered processing interprets the conversations into actionable plans. The system creates realistic digital staff models using Zoom, natural language processing and workflow automation through HeyGen's voice and facial cloning technology. The study measures information retention and engagement quality with a focus on automated sales manager avatars conducting interviews and document handling. Based on initial findings, business communications systems have been greatly enhanced in communication continuity.

Keywords: Digital Human Avatars, Agentic AI, Business Communication, Information Retention, Workflow Automation