



# TaskUs Launches Agentic AI Consulting Practice to Lead Businesses through the AI Era

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NEW BRAUNFELS, Texas--(BUSINESS WIRE)--Feb. 27, 2025-- [TaskUs, Inc.](#) (Nasdaq: TASK), a leading provider of outsourced digital services and next-generation customer experience to the world's most innovative companies, today announced the launch of its Agentic AI Consulting practice. TaskUs will partner with leading agentic AI companies to help businesses accelerate the adoption of AI-powered automation and integrate these advanced technologies into customer support and business processes.

"Over the next five years, AI will fundamentally reshape our world," said Bryce Maddock, CEO of TaskUs. "Our strategic focus this year will be reimagining our business for the AI era. With our new Agentic AI Consulting practice, we will enable clients to fully realize its promise by integrating it into their operations."

## Bridging the Gap Between AI Potential and Real-World Execution

Agentic AI represents a new frontier in automation, enabling AI systems to autonomously manage complex workflows, interact with disparate data repositories, and orchestrate business processes.

According to Gartner®, "Agentic systems will change the future of decision making. They can quickly analyze complex datasets, identify patterns, and act. This will avoid labor-intensive data modeling, lead to better problem solving, reduce time to action, and enable new concepts of scale."

However, TaskUs believes that integrating these models into existing enterprise systems requires deep expertise – expertise in complex workflows and industry-specific challenges that TaskUs has built over years supporting clients across many industries. It also requires a deep understanding of workflow decision points and where human interaction is most needed – or beneficial, so that agentic AI serves as a boon to workers and team productivity.

TaskUs' AI Deployment Specialists will tap the company's deep expertise in workflow optimization and human-AI interaction. These experts will provide customized AI strategies, deployment roadmaps by use case, platform configuration and integration, AI agent testing, and ongoing support. This will ensure that businesses not only adopt AI but fully harness its potential to drive efficiency and scale.

"Our clients are eager to realize the benefits of AI," says Joe Anderson, leader of the new Agentic AI Consulting practice, "but doing so isn't simple. They need an advisor and system integrator that really understands their operating environments – their customer experience strategy, their policies, processes, and systems to create positive customer experiences and realize business benefits. We envision companies benefiting from using AI agents across many workflows, from simple ones such as account profile updates to complex returns and refund processing."

## Positioned for the Future of AI

With AI adoption accelerating across industries, TaskUs is embracing the next evolution of BPO—transitioning from traditional automation to AI-driven orchestration. By embedding AI deeply into customer experience and back-office operations, the company is ensuring that its clients stay a step ahead in a rapidly changing technological landscape.

"AI is more than a tool; it's a transformation engine," said Maddock. "By collaborating with leading AI companies building innovative agentic platforms for our clients, we're at the forefront of putting AI to work. Our new practice will help both our company and our clients thrive in this new era."

## Building a Sustainable AI-Powered Revenue Model

By reselling, implementing, and maintaining AI agents, TaskUs is creating an enduring revenue stream while supporting customers throughout their AI adoption journey. But not all processes can—or should—be automated

Highly specialized services, or those subject to unique regulatory constraints, may not be the best candidates for total automation. Trust and Safety, Financial Crimes and Compliance, and complex customer experience solutions fall into this category. TaskUs will also continue to serve as the provider of choice for these critical processes, reinforcing its role as a trusted partner in the AI revolution.

For more information on how TaskUs is enabling AI-driven business transformation, visit the [TaskUs AI Services website](#).

*Gartner, Top Strategic Technology Trends for 2025: Agentic AI, By Tom Coshov, Arnold Gao, Lawrence Pingree, Anushree Verma, Don Scheibenreif, Haritha Khandabattu, Gary Olliffe, 21 October 2024. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.*

## **About TaskUs**

TaskUs is a leading provider of outsourced digital services and next-generation customer experience to the world's most innovative companies, helping its clients represent, protect, and grow their brands. Leveraging a cloud-based infrastructure, TaskUs serves clients in fast-growing sectors, including social media, e-commerce, gaming, streaming media, food delivery and ride-sharing, technology, financial services, and healthcare. As of December 31, 2024, TaskUs had a worldwide headcount of approximately 59,000 people across 28 locations in 12 countries, including the United States, the Philippines, and India.

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