

Automations vs. Agents

Knowing which tool to apply to different use cases.

With the ability to both create automated journeys and trigger agents in Hook, we often get asked “Which do I deploy for this usecase?”.

Below we’ve laid out some guidance to help you assess what capabilities are required for your use case and determine whether it's best to use an automation or an agent for maximum results.

How they both work



AUTOMATIONS

Automated journeys are pre-defined, linear flows that customers follow step by step, based on meeting specific criteria. You create the journey, the steps and the content yourself. You can tee up different types of actions in Hook as well as across our integrated tech stack and via webhooks.



AGENTS

They are autonomous and goal-oriented. In contrast to the pre-defined steps in an automated journey, they are able to design and tailor the right flow, the right steps and the right content for each customer, driving them to a set of outcomes you have defined, within the parameters that you have set. Agents are able to read context and act on both structured and unstructured data - meaning product usage as well as sentiment data.

Questions to ask yourself to determine which to use where

- Are you happy for a customer to follow a pre-defined flow and are you happy to create the necessary content? → **An automated journey is best suited here.**
- Are there are large number of different variables at play that would create numerous different paths or journeys for your customers? → **Whilst technically you could create hundreds of branches in an automation, it's very manual to build and update. An agent excels here.**
- Would the output benefit from significant personalisation? Or would you like the content to be created unique to each customer? → **An agent is the best fit.**
- Does each next step in your flow depend on unstructured data, such as context from calls, meetings, emails or support tickets? → **An agent is required.**
- Do you want to trigger actions outside of emails or “to do” actions in Hook? Such as sending a slack message or sending data via a Webhook? → **Use an automation.**