

Intent-to-Experience Agent

Agentic AI to assemble content + CCRE rules + enrichment — with Content Team human approval as a hard gate

The problem (today)

- Fragmented workflow across content, CCRE/rules, enrichment/data, and release teams creates handoffs and rework.
- Results: slower time-to-market, inconsistent targeting, and higher risk (wrong message to wrong customer).

The innovation

Experience Owner states intent → the agent assembles a governed **Experience Blueprint** ready for release once approvals pass.

- **Content drafts:** channel-ready variants, tone, and disclosure blocks.
- **CCRE attachment:** eligibility + suppression + prioritization (template-driven).
- **Enrichment:** placeholders → datasource mapping → safe fallbacks.
- **Validation:** simulation + “why targeted” explainability + test cases.

How it works

<p>Flow: Intent → Draft Blueprint → Content Team Approval (mandatory) → (Compliance if risk-tier) → Final Release Gate → Publish</p> <p>Principle: AI drafts. Humans approve. System enforces.</p>	<p>Blueprint outputs</p> <ul style="list-style-type: none">• Content variants + approved disclaimer blocks• CCRE rule summary (plain English) + rule reference/JSON• Enrichment table + fallbacks• Simulation report + explainability + tests
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Governance (hard gates)

- **Content Team owns content:** human approval required for every version.
- **Version-locked approvals:** edits auto-invalidate approvals (hash/version bound).
- **Risk-tier routing:** Compliance/Risk approval for regulated/high-risk intents.
- **Audit + enforcement:** full trail; publish disabled until required gates pass.

MVP, KPIs, and ask

MVP (6–8 weeks)	KPIs	Ask
<ul style="list-style-type: none">• Intent input + orchestration• Blueprint generation + simulation• Mandatory Content approval workflow• Pilot 1–2 journeys	<ul style="list-style-type: none">• Intent → publish cycle time• First-pass approval rate• Enrichment resolution rate• Mis-targeting/compliance incidents (down)	<ul style="list-style-type: none">• Approve pilot team (Content + CCRE + platform)• Nominate journeys + success KPIs• Confirm: “No publish without Content approval”

Note: Start template-driven for safety and speed; expand to net-new rule synthesis after the pilot.