

# 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

<b>Flow:</b> Intent → Draft Blueprint → <b>Content Team Approval (mandatory)</b> → (Compliance if risk-tier) → Final Release Gate → Publish  <b>Principle:</b> AI drafts. Humans approve. System enforces.	<b>Blueprint outputs</b> <ul style="list-style-type: none"><li>• Content variants + approved disclaimer blocks</li><li>• CCRE rule summary (plain English) + rule reference/JSON</li><li>• Enrichment table + fallbacks</li><li>• Simulation report + explainability + tests</li></ul>
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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"><li>• Intent input + orchestration</li><li>• Blueprint generation + simulation</li><li>• Mandatory Content approval workflow</li><li>• Pilot 1–2 journeys</li></ul>	<ul style="list-style-type: none"><li>• Intent → publish cycle time</li><li>• First-pass approval rate</li><li>• Enrichment resolution rate</li><li>• Mis-targeting/compliance incidents (down)</li></ul>	<ul style="list-style-type: none"><li>• Approve pilot team (Content + CCRE + platform)</li><li>• Nominate journeys + success KPIs</li><li>• Confirm: “No publish without Content approval”</li></ul>

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