

MaxAI Agents: On-demand specialists for next-best experiences and driving outcomes

Describe a goal, attach a brief or Excel file, or ask a performance question. MaxAI assembles the right specialist agents to create, optimise, and govern next-best experiences inside Unica+.



HCL Unica+

MaxAI is the conversational front door to all marketing outcomes.

Keeps context across sessions, confirms intent before acting, invokes the right agents for the task, and logs every decision for review and audit.



Build - campaigns, journeys, creatives

Campaign Creation Agent

Turns prompts, files, or past campaigns into configured flowcharts and campaign structures.

Unlocks

From brief to reviewable campaign flow in minutes. Proven patterns reused, not rebuilt.

Journey Agent

Builds multi-channel journey canvases from intent, with paths, splits, waits, and channels.

Unlocks

Faster journey setup. More relevant orchestration across every channel.

Creative Agent

Generates messaging and creative variants for testing, within brand and policy controls.

Unlocks

More variants tested, less manual drafting. Faster content iteration by segment.



Target and Personalise - audiences, offers, messaging

Segmentation Agent

Finds high-fit audiences using behavior, propensity, and governed customer context.

Unlocks

Less manual segmentation work. Sharper targeting on every send.

Offer Agent

Recommends offers, incentives, and value propositions based on objective and eligibility.

Unlocks

More relevant offers. Stronger response per campaign.

Subject Line & Email Score Agent

Scores and improves subject lines and email choices before each send.

Unlocks

Higher open and engagement rates. Less manual QA before every send.



Optimise and Learn - reach, performance, next steps

Optimize Agent

Refines audiences and resolves contact policy, frequency, and eligibility across campaigns.

Unlocks

Right-sized reach. Fewer conflicts, less over-contacting, stronger ROI.

Analytics & Insights Agent

Explains what happened, detects patterns, and recommends next actions with data traceability.

Unlocks

From asking what happened to knowing what to do next, faster.



Govern - privacy, compliance, audit

Privacy & Compliance Agent

Monitors agent actions, enforces privacy and policy controls, and preserves audit trails across every agent in the network.

Unlocks

AI at scale, with the trust and accountability enterprises require.

01 Start anywhere.

Brief, file, journey, segment, optimisation need, or insight question. MaxAI composes the right agent team for the task.

02 Human-in-the-loop by design.

Every AI suggestion is reviewable, editable, and confirmed before activation. Decisions are logged for audit.

03 Custom agents can join the work.

Add your own specialist agents and run them with the same governance, approvals, and audit controls as the built-in agents.