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OPTIMISATION OF THE ENTERPRISE SALES SYSTEM DESIGN MODEL THROUGH DIGITAL AGENTS

The relevance of this study is driven by the rapid transition of enterprise sales activities to the digital environment and the emergence of a new generation of artificial intelligence tools – autonomous digital (AI) agents capable of independently planning and executing the full cycle of sales processes. At the same time, domestic scholarship lacks a systematic methodology for optimising the sales system design model of an enterprise that accounts for the classification and functions of digital agents. The aim of the study is to analyse models for optimising enterprise sales activities through AI agents and to develop a conceptual model for constructing a sales system with embedded digital agents. A classification of digital agents has been developed according to their functional purpose within the sales cycle, comprising nine classes ranging from lead generation agents to multi-agent systems. A comparative analysis of nine leading platforms has been conducted. It is demonstrated that the integration of digital agents holds the potential to enhance the effectiveness of the sales model through functional agent specialisation, multi-agent orchestration. Practical recommendations are proposed for Ukrainian enterprises regarding the optimisation of the enterprise sales system design model through the application of digital agents.

The practical value lies in the possibility of using the proposed model by enterprises in various industries for a well-founded choice of AI agents and building an optimized sales architecture.

Further research. The proposed model is conceptual and requires empirical validation on a sample of specific Ukrainian enterprises. The rapid development of the AI agent market in 2025–2026 entails the risk of rapid change in specific platforms and their functionality, therefore the classification and comparative analysis should be considered as a relevant section at the time of preparation of the article. The issue of studying the effectiveness of the use of digital agents also requires separate research, adding more AI tools does not always lead to increased productivity and should be the subject of empirical verification for specific industries.

Keywords: sales system; digital agents; artificial intelligence; sales optimisation; marketing; digital economy; omnichannel.