From Complexity to Perfect CX:
Qiscus Launches Operator and Qiscus MCP at Conversa 6.0



Jakarta, 26th October 2026 — Qiscus, a leading agentic customer engagement platform provider in Southeast Asia, has launched two new AI layers, Operator and Qiscus MCP, at Conversa 6.0, its annual forum held at the Fairmont Hotel Jakarta and attended by more than 200 business professionals. The launches expand the Qiscus AI ecosystem, which is designed to deliver *Perfect CX*: fast, personalized, and proactive experiences for every customer.

The launches address a longstanding reality: complexity has always existed behind customer service. Every year, businesses add more communication channels, each team operates its own dashboard, and data remains scattered across multiple systems.

AI has made that complexity more visible. More channels generate more signals, and more signals mean more decisions that must be made at the right time. Qiscus calls the gap between receiving a signal and making a decision “decision latency.”

This reality inspired Qiscus to introduce the theme **“The Agentic Shift Orchestrates AI Complexity.”** Across two panel sessions, Achmad Zaky of Init6, Andre Djokosoetono of Bluebird Group, Susanto Benny of Asuransi Astra, Inggita Sistha Widyawan of Novo Indonesia, and Norhaslina Othman of KPJ Healthcare shared perspectives on how their respective businesses are navigating this complexity.

For Qiscus, the answer is orchestration: enabling teams, systems, and AI to work as one. Each layer of Qiscus AI supports a defining element of Perfect CX. AgentLabs delivers fast responses, now through voice as well as chat. Agent Copilot makes customer service more personal and can now engage in two-way dialogue with teams directly through the inbox. Operator enables businesses to act proactively, while Qiscus MCP connects the Qiscus ecosystem with the AI agents businesses already use.

A persistent gap often exists between identifying customer signals and translating them into action. Guided by its commitment to “respond faster, respond better, decide smarter,” Operator is designed to bridge that gap. Analysts can ask questions to obtain answers and reports, while operational teams can execute follow-up actions and automation from the same place. Every action is traceable, reversible, and measurable in terms of its business impact.

“AI in customer service has largely operated at the interaction layer, helping businesses respond faster. The next step is to bring AI into the operational layer, where decisions are made. What businesses need today is not simply faster answers, but faster and more accurate decisions. We believe this is how every customer can receive a perfect experience, not just VIP customers,” said Delta Purna Widyangga, CEO and Co-Founder of Qiscus.

As a next step, Qiscus is offering complimentary technical workshops for businesses looking to begin orchestrating their AI. With an increasingly comprehensive ecosystem, Qiscus is ready to help more businesses across Southeast Asia deliver outstanding customer experiences.

About Qiscus

Qiscus is an agentic customer engagement platform that helps businesses create relevant customer experiences (CX) and enables real-time conversations at scale. As one of Southeast Asia’s leading CX solution providers, Qiscus technology is used by thousands of companies and reaches more than 265 million end users.

Since 2016, Qiscus has been trusted by prominent companies in Indonesia, including Telkom Indonesia (telecommunications), KPJ Healthcare (hospital/healthcare), Bluebird Group (transportation), Bank Raya (banking, financial services, and insurance), Paragon (beauty), Time International (retail), Halodoc (healthcare), and Dompet Dhuafa (non-governmental organization). With more than 170 employees and three regional hubs in Indonesia, Malaysia, and Singapore, Qiscus continues to advance AI innovation in customer engagement—originating in Nusantara and reaching across Southeast Asia and the world.