Press Release

What Is Agentic Commerce and Why Does It Matter?

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Agentic commerce, in which artificial intelligence (AI) agents make purchasing decisions and execute transactions on behalf of consumers and businesses, could fundamentally change the relationship between consumers, financial institutions, and the payment infrastructure underpinning the economy. In a new insight, Director of Financial Services Policy Thomas Kingsley provides a breakdown on agentic commerce and the associated risks.

He concludes:

> *Agentic commerce could insert a new layer of intermediation into banking, housing, and payments, weakening the customer relationships and switching costs on which many established models depend. The potential benefits – more competitive products, lower transaction costs, and new payment options – are real. The same technology could make deposits more volatile, create new dependencies on technology platforms, and accelerate the migration of certain payments away from traditional banking infrastructure.*
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> *Policymakers should, however, resist the urge to invent a new regulatory regime simply because transactions are increasingly initiated by software. Existing rules should continue to apply according to the activities performed and the risks created, with targeted adjustments where gaps emerge. An agent that helps a consumer find a better deal on milk is a welcome development. Large numbers of agents deciding simultaneously to take their money and leave the U.S. banking system is a different matter.*

Read the analysis.