



How digital entities shape human experiences:

Using Agentic Avatars to build a more inclusive organization

Did you know that you can turn this guide into a live chat with one of Kaltura's Agentic Avatars? [Give it a go](#)

When we set out to build an organization that makes room for everyone, we rarely consider the role of Agentic Avatars in the process. But the truth is, these digital entities create powerful opportunities, alongside a few challenges we must consider.

As more organizations use Agentic Avatars to engage in live, natural conversations across customer support, employee onboarding, learning and development, and other areas, it's important to consider the implications of these interactions for diversity and inclusion. This eBook explores how to use Agentic Avatars thoughtfully, inclusively, and responsibly.

Who represents your organization?

At Kaltura, we pride ourselves on offering a wide range of design opportunities, enabling organizations to build any persona they envision. After all, one of the biggest opportunities in avatar technology is the ability to decide who will represent the organization. You can choose from different personas, images, styles, voices, and presentation formats. That flexibility matters because it allows teams to ensure that the digital representative fits their brand voice.

But the faces that appear in onboarding materials, recruitment campaigns, training sessions, and customer-facing experiences send a message. When designing your Agentic Avatar, ask yourself and those around you: Upon meeting these representatives, do employees from different backgrounds feel seen? Do candidates from various communities feel at home? Does your organization reflect real diversity, or does it default to the same familiar image every time? Avatar design should reflect the actual diversity of your workforce, audience, and values.

We already know that consumers respond positively to diversity in product ads, and we can expect the same effect when it comes to interactions with avatars. Digital representation is representation. Let people see themselves in your organization.

Facing ourselves through the faces we choose

Avatar design is also a mirror. If your default image for leadership is always male, that may reflect a deeper organizational pattern. If your welcoming, supportive avatar is always female, that may reveal assumptions about gender roles. Designing avatars gives organizations a chance to examine bias from the inside out. It creates an opportunity to ask difficult but useful questions.

Sometimes the fastest way to spot internal bias is to look at the digital humans you create. Inclusive avatar design should push organizations to challenge habits. It is not just a branding exercise, but a chance to rethink culture itself.



Give everyone a voice

Traditional brand communication is often one-directional, and recipients are expected to passively absorb the information. The use of Agentic Avatars changes that dynamic, as employees, candidates, and customers are invited to ask questions and guide the interaction based on what they actually need. That level of control is powerful and impacts their sense of belonging.

In L&D, for example, this interactive personalization creates a more inclusive and enabling experience because not everyone learns or engages in the same way. When you connect your knowledge base to Kaltura's Agentic Avatars, you allow people to learn at their own pace, in an environment they feel comfortable in.

Giving people control improves both their understanding and confidence. It makes the experience feel less like a system they must follow and more like a conversation designed for them.



A leadership open-door policy

Kaltura's own Co-Founder and CEO, Ron Yekutiel, uses a digital twin to communicate with employees and customers. One of the things we've learned from this practice is that a digital twin allows employees to interact with leadership knowledge in a new way. Employees can engage in an AI-powered conversation that reflects leadership's knowledge and communication style. The system is trained on knowledge, context, and communication style to create authentic, meaningful access.

This helps close the common gap of distance from leadership. According to Gallup, nearly a third of employees say that the lack of consistent communication from leaders is missing in their work experience, which makes them feel less connected to their employer. With Kaltura's Agentic Avatars, employees can ask questions and explore decisions. Everyone gets a seat at the table.

Trust starts with transparency

As we've seen, creating digital twins for leaders, HR representatives, or customer-facing roles can be extremely valuable. But people should always know when they are interacting with a synthetic presenter. Transparency is the foundation of inclusion, and organizations should clearly label digital content to protect brand trust. To build

a space where everyone feels welcome, brands must protect their credibility.

Agentic Avatars like Kaltura's offer a human-like experience that makes it almost impossible to tell the difference otherwise. When the technology itself works, there's no need to try to make avatars feel "more human" by hiding what they are. In fact, [Deloitte finds that a seamless AI experience improves brand perception](#), and other studies show that [most people welcome AI content when it is clearly labeled](#).

A safe space for asking questions

One of the biggest challenges in onboarding and learning is that [employees often hesitate to ask questions for fear of sounding inexperienced or unprepared](#). As a result, they stay silent, and learning suffers. Agentic Avatars remove much of that pressure.

Employees can ask questions privately, repeat explanations, and explore topics without fear of judgment. This creates a safer environment for learning and development, especially for people entering new roles or unfamiliar workplace cultures. Inclusion is also about creating the conditions where people feel comfortable participating.



Learning without compromising privacy

Avatar interactions can generate valuable data-backed insights, but privacy must come first. Organizations need strong anonymization, privacy protections, and clear compliance standards to make these systems work. This is especially important as privacy regulations continue to grow across regions.

But aggregated, secured, and anonymized data that meets privacy requirements still allows organizations to learn a great deal. Which questions come up most often from new employees? Where do employees need more support? What issues are HR avatars repeatedly addressing? Are there larger organizational patterns that need attention? These insights can improve both inclusion and operations.

Accessibility by design

Accessibility should be part of the design from day one. Kaltura's Agentic Avatars support people with disabilities by allowing them to access the information they need using captions, transcripts, and more. This improves usability and independence, helping organizations remain compliant with key accessibility standards, including the ADA Title II and the European Accessibility Act.

Needless to say, accessibility is not only about compliance. Making sure that everyone can participate fully is diversity and inclusion in the most practical sense.

Speak their language

Language is one of the fastest ways people feel excluded. If employees, customers, or partners cannot fully understand the message, they are immediately placed at a disadvantage. Kaltura's Agentic Avatars help remove that barrier by offering dozens of languages and accents to include everyone in the conversation.

Organizations can also adjust the level of complexity based on digital literacy or educational background, helping people engage without frustration.

When people engage with content in the language that feels natural to them, they experience the organization as familiar and welcoming. This matters in global teams, international customer success, and recruitment across regions. It also generates better business results, as over 70% of today's consumers expect companies to deliver a personalized message when interacting with them.

Inclusion is a design choice

Avatars are a powerful tool that can shape how people experience your organization. They can help people feel welcome, heard, supported, and included. They can also unintentionally

reinforce bias, create distance, or weaken trust if not carefully designed. Diversity in avatar usage, or anywhere else, is never a technical detail. It is a leadership decision.

Make the right choices and help Kaltura lead the way to a more inclusive tomorrow, powered by AI.

About Kaltura's agentic avatars

Kaltura's Agentic Avatars respond, guide, explain, and engage in real time. They keep brands connected around the clock with an accurate, contextual message that feels like a natural conversation with an all-knowing representative.

These avatars support use cases across onboarding, learning and development, customer success, leadership communication, recruitment, and internal knowledge sharing. They can be customized to match different roles, personas, and organizational needs. Build your avatar, set the rules, connect your knowledge base, and enjoy a human-level digital experience that boosts engagement and strengthens connections between people and organizations.

Learn more about Kaltura's Agentic Avatars (and interact with them!)

[right here](#)