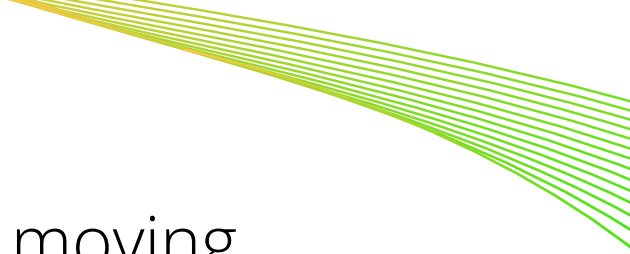




+
Customer
experience teams
are ready
for AI's ROI

**Are you ready
to deliver it?**

ASSESS YOUR ROI READINESS



A fast scan now will keep you moving in the right direction later

✓ CHECK YOUR AI ROI READINESS BELOW:

- ☐ **AI and operational KPIs** are aligned and jointly owned, making accountability clear across IT teams and operations.
- ☐ **The right people and skills are in place to shape strategy**, identify strong use cases, and get AI work off the ground.
- ☐ **Containment is tracked closely** so it's clear what bots can handle and where drop-offs need fixing.
- ☐ **Data for customer interactions** is clean, connected, and easy for AI to use.
- ☐ Low-risk, high-consistency tasks (like authentication or address changes) are already **automated to build trust**.
- ☐ **Bot accuracy**, clarity, and responsiveness are monitored continuously, not "set and forget."
- ☐ **End-to-end automation for high-volume workflows** is part of our strategy.

And most importantly...

- ☐ **Your AI test cases** aren't running in silos. Connection is everything.

Not seeing many
checkmarks on
our self-assessment?

If your readiness isn't where it needs
to be, don't guess your next move.



**UNLOCK OUR ROI CHEAT-SHEET
TO KEEP YOUR AI STRATEGY
RUNNING AT FULL SPEED**

ROI that goes the distance

HERE'S HOW YOU CAN KEEP YOUR AI RUNNING SMOOTHLY FROM PILOT TO SCALE

1

AI moves faster when everyone moves together

AI in customer service only works when IT, operations, and customer experience teams make decisions together. Shared goals, shared architecture choices, and shared funding models set the stage for both scale and success.

2

Your data decides how far AI can go

When data is scattered or unclear, both accuracy, containment, and customer outcomes suffer. Clean, connected data makes every AI workflow smarter and easier to scale.

3

Expand KPIs to match your new workflow

AI introduces new metrics like responsiveness and containment. When IT and operations share ownership, improvements land faster and performance becomes easier to see.

4

Build trust before you build ambition

Fear, compliance pressure, legacy habits, and limited internal AI talent can narrow what teams think is possible. Begin with low-risk, cross-centre tasks that build confidence and capability, then scale into higher-value workflows that reinforce trust as you grow.

5

Push past “safe” thinking and design for full-workflow automation

Many teams automate the easy tasks but leave the real value on the table. Identify high-volume, rules-based workflows and design AI to own the entire journey to real, end-to-end impact.

And finally...

6

Connection moves everything forward

With shared priorities and shared insight, impact becomes easier to unlock. Align the teams, data, and decisions that allow AI to scale.

Checkpoint cleared

TRANSFORMING CUSTOMER SERVICE WITH AI

For one customer service team, too many interactions were ending in a handoff instead of resolution. What customers felt as friction was rooted in a fragmented technology stack and service flows that made efficient routing difficult.

Our response focused on improving how service worked end-to-end. By redesigning and modernizing the platform, teams gained clearer insight into customer needs, enabling more precise routing, conversational AI, and continuous model improvements. Together, these changes reduced unnecessary transfers and supported more consistent service as volumes increased.

THE RESULT?



↓ **22%**
transfer rate,
reduced from
40% in
nine months



Increased customer
experience **despite a
36% higher call volume**



↑ **93% accuracy**
in natural language
understanding,
improving call-reason
prediction from 75%



**4.26 customer
satisfaction score**,
up from 4.17



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