

Agenda

- ① A look back and a look forward
- ② Innovations that will have the biggest impact
- ③ 3 things to start doing in 2026
- ④ Quick wins for instant results (90-Day Impact)

A look back and forward and a look forward...

2024

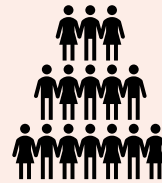
Deciding what to implement

2025

**What drove
decisions**

Gartner report

265



77% felt pressure to deploy AI

75% reported increased budgets

What happened:

- MIT report: 95% of generative AI pilot projects fail to deliver measurable business value, with only 5% successfully moving from pilot to full-scale implementation.
- Why? Integration issues, poor processes, lack of knowledge of how to train AI and strategic misalignment,
- Most remain stuck in pilot stages without ROI

2026

Doing things differently

A look back and a look forward...

2024

Deciding what to implement

Phase 1: Cloud Migration

Companies completed migrations from on-premises to CCaaS platforms
Data cleansing

Phase 2: Early stage AI Deployment

1. Conversational AI via virtual agents
2. Agent assist tools for real-time guidance
3. Quality assurance & analytics automation

2025

Future Focus: True omnichannel

- System integration
- Making disparate systems communicate

2026

Do things differently



Omnichannel
experience

What should we do differently to ensure that our implementation will create a true ROI? ?

How are we measuring success? It must be measured by high customer and employee adoption.

Are we **investing equally** in upskilling our people?

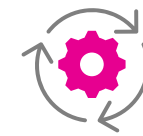
Innovations that will have the biggest impact



Augmentation



Agentic AI



QA Automation

What it is	Uses AI to enhance human capabilities	Independently plans, reasons, and completes workflows without human intervention	AI analyzes 100% of interactions in real time to be used as an AI & human learning tool
Examples	<ul style="list-style-type: none">AI chatbots handle routine queries & directs complex issues to humansAgent Assist	Billing dispute: Identifies root cause, formulates solution (processes credit if needed) and sends out written explanation	<ol style="list-style-type: none">Reviews AI all interactions AI and humanIdentifies errors, customer frustration patterns & edge casesHuman review with AI support retrains AI & humans to improve CX
	Success factors: <ul style="list-style-type: none">Always have an opt out to humanMeasure containment plus customer satisfaction with AI experience	Impact: Gartner says) <ul style="list-style-type: none">80% of service issues resolved by 202930% reduction in operational cost68% will use agentic AI within the next 3 years	Benefit: <ul style="list-style-type: none">Continuous improvement as AI gets smarterProactive issue detection catches problems and patterns before they escalateCost effective scalability: 100% interaction coverage

3 things to start doing in 2026

1 Solve to eliminate high frequency high impact customer & employee pain points

Opportunity:

- 77% of leaders feel exec pressure to deploy AI (Gartner 2025)
- Risk: deploying tech just to “check the box”

What works:

- Map customer journeys → find where customers/agents get stuck
- Prioritize fixes by frequency, highest customer satisfaction, and cost savings
- Choose AI that satisfies this criteria



3 things to start doing in 2026

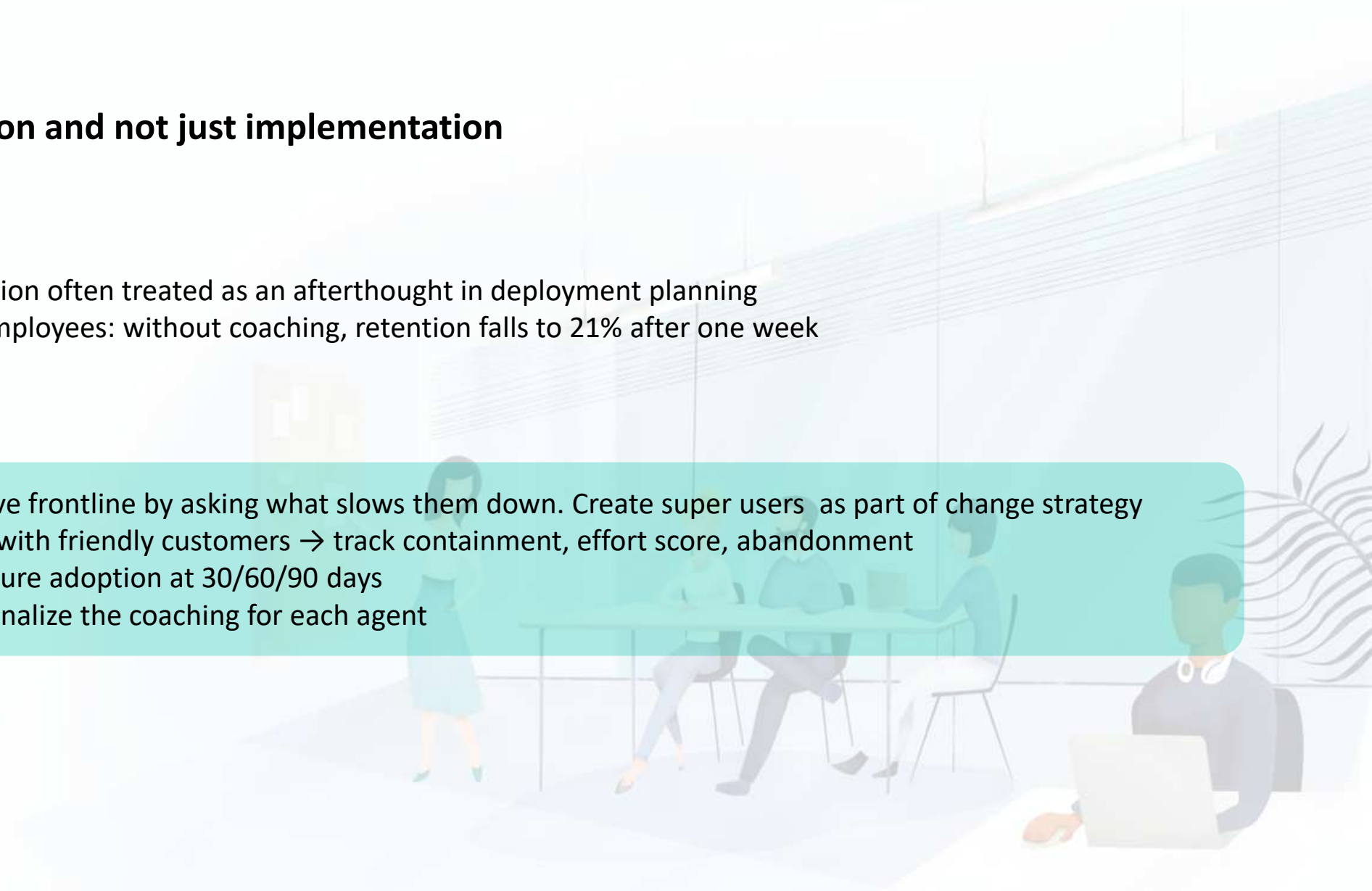
2 Focus on adoption and not just implementation

Opportunity:

- Adoption often treated as an afterthought in deployment planning
- For employees: without coaching, retention falls to 21% after one week

What works:

- Involve frontline by asking what slows them down. Create super users as part of change strategy
- Pilot with friendly customers → track containment, effort score, abandonment
- Measure adoption at 30/60/90 days
- Personalize the coaching for each agent



3 things to start doing in 2026

3 Reimagine Your Operation

Opportunity:

- Contact center execs must own CX across digital channels
- Transformation to delivering Complex Care requires deliberate and thoughtful transition plan

What works:

Key Opportunity 1 – Train AI to give customers the right experience

- Distinguish complicated (predictable, best for AI) vs. complex (ambiguous, best for humans)
- Use contact center experts to train AI for containment + synergy

Key Opportunity 2 – Redefine KPIs:

- Customers don't want longer handle times → focus on resolution speed + customer satisfaction
- New measures: cost to serve (instead of AHT) , resolution time, # of channel touchpoints, revenue, customer effort and satisfaction

Start transforming now—quick wins in 90 days



Run a “Fix It” Sprints with Agents



Turn Top Agents into AI Trainers



Re-think what you measure

The tip

- Agents list blockers in 2-hour sprint
- Fix top 3 quick wins
- Identify top performers to test AI tools
- Position them as internal champions
- Add new metrics at the site level: Containment, cost to serve, AI optimization
- Track alongside legacy KPIs

Why it works

- Boosts productivity and agent confidence fast
- Builds trust for bigger AI changes ahead
- Super users train peers and refine tools
- Agents feel involved, not replaced
- Establishes baseline data and identifies gaps
- Shifts leadership to start measuring measure CX and value in new ways

Impact

- Faster resolution on complex cases
- Higher agent satisfaction and goodwill
- Higher adoption rates across the team
- Faster skill-building and smarter tools
- Clear ROI visibility for AI initiatives
- Stronger foundation for blended cost measurement