CX AI Done Right:

How to Capture the Upside and Avoid the Missteps
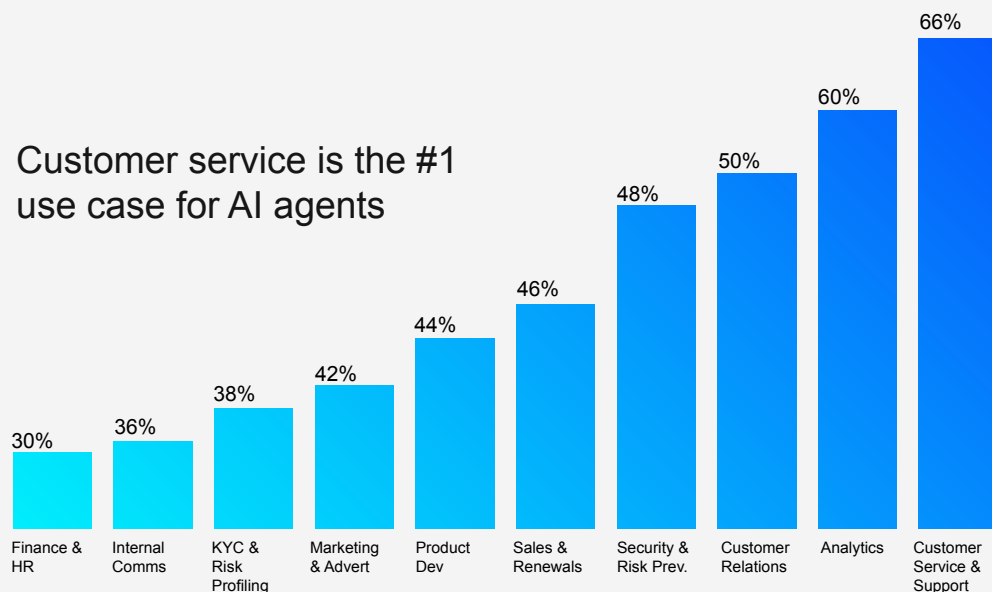
calltower

AI Is Transforming Customer Experience — And Fast Becoming Table Stakes

Organizations are racing to embed AI into customer engagement, not as a differentiator, but as a requirement to remain competitive.
The value is clear: AI is reshaping service, sales, and retention with measurable, material impact.

Customer service is the #1 use case for AI agents

Category	Value
Finance & HR	30%
Internal Comms	36%
KYC & Risk Profiling	38%
Marketing & Advert	42%
Product Dev	44%
Sales & Renewals	46%
Security & Risk Prev.	48%
Customer Relations	50%
Analytics	60%
Customer Service & Support	66%

Source: Emerging Pulse: AI Agents and Search Exchange Priorities

- **33%** ↓ Average Handle Time*
- **15%** ↑ Revenue from Personalization*
- **30%** ↓ Operational Costs*
- **15%-20%** ↑ CSAT*

But the Journey Is High-Stakes — and High-Failure

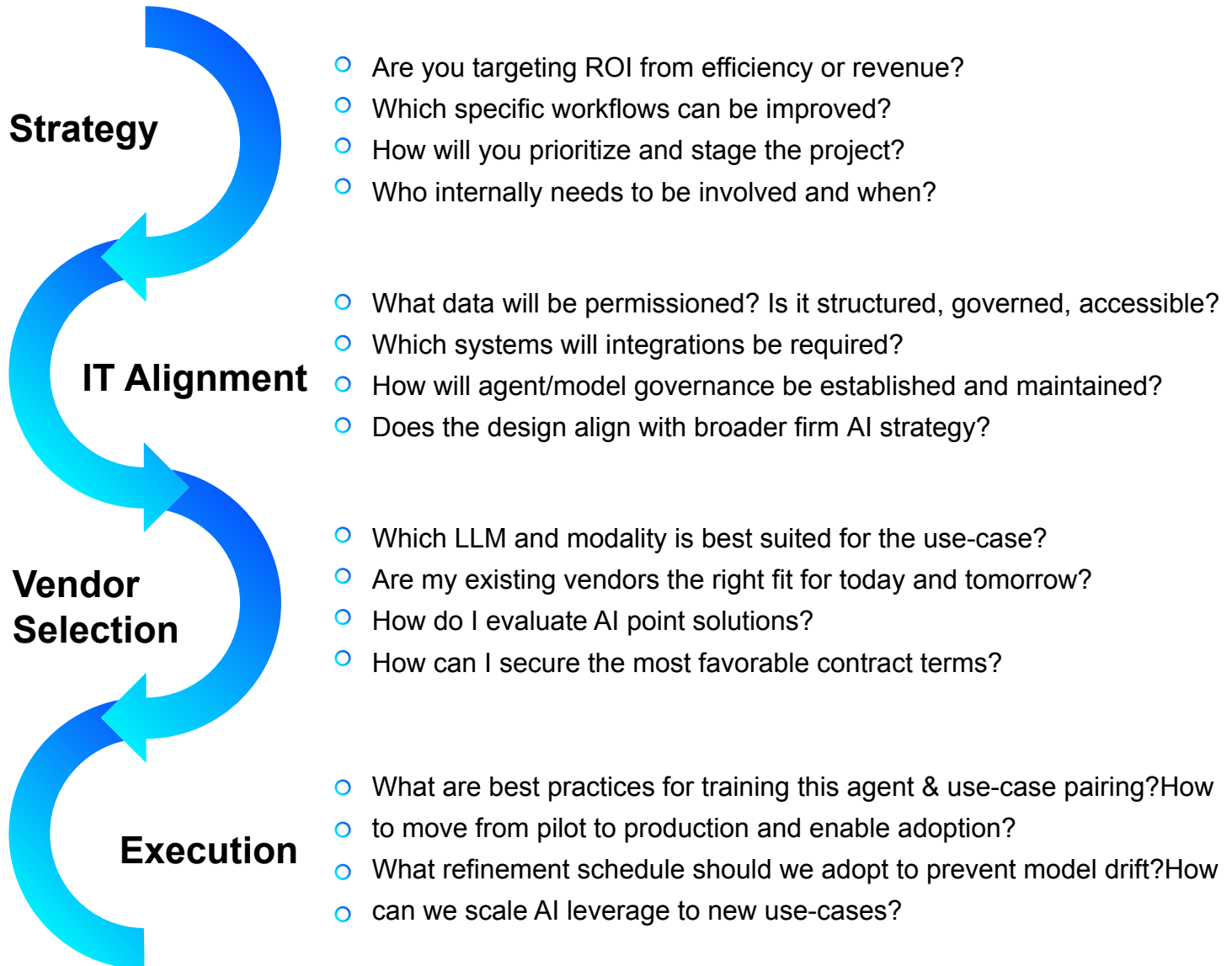Despite the promise, 95% of AI initiatives fail to achieve ROI[a].

For many organizations, early CX AI deployments become cost centers instead of value drivers - often due to misaligned decisions, fragmented ownership, poor data readiness, and vendor complexity.

95%
of AI projects fail to deliver ROI

As both customers and executives demand more out of CX, AI is the only way to meet expectations at scale - delivering fast, accurate, personalized interactions at every touchpoint.

Why CX AI So Often Stalls

CX is often a company's first real AI initiative, and the decisions are deeply matrixed, nuanced, and cross-functional:

Strategy
- Are you targeting ROI from efficiency or revenue?
- Which specific workflows can be improved?
- How will you prioritize and stage the project?
- Who internally needs to be involved and when?

IT Alignment
- What data will be permissioned? Is it structured, governed, accessible?
- Which systems will integrations be required?
- How will agent/model governance be established and maintained?
- Does the design align with broader firm AI strategy?

Vendor Selection
- Which LLM and modality is best suited for the use-case?
- Are my existing vendors the right fit for today and tomorrow?
- How do I evaluate AI point solutions?
- How can I secure the most favorable contract terms?

Execution
- What are best practices for training this agent & use-case pairing?How
- to move from pilot to production and enable adoption?
- What refinement schedule should we adopt to prevent model drift?How
- can we scale AI leverage to new use-cases?
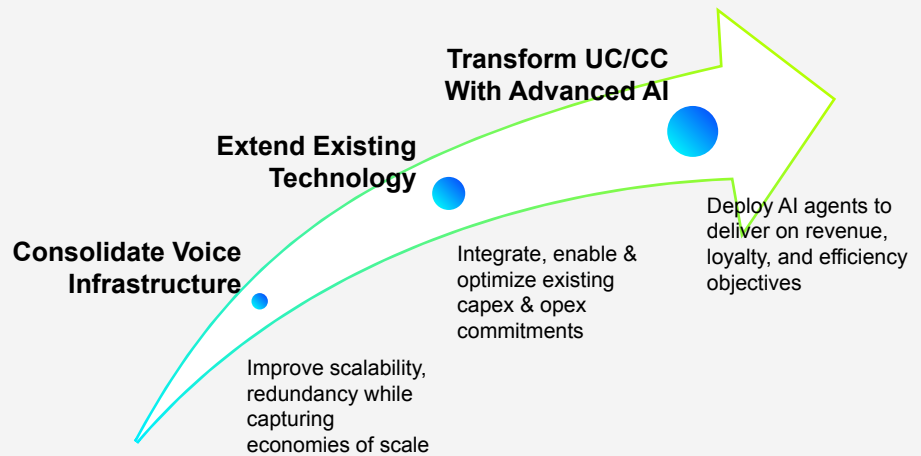
Don't Go It Alone

A misstep in any one of these areas can stall the entire initiative—or worse, create long-term customer impact. Organizations need an objective, experienced partner to navigate the entire journey successfully.

Why Private Equity–Backed Firms Are Choosing CallTower

PE-backed firms are feeling the push to incorporate AI in CX, scale their customer care function, and turn CX from a cost center to a revenue engine.

CallTower helps portfolio companies accelerate that journey with a guided, structured, vendor-agnostic approach:

✓ **Objective, outcomes-focused guidance** that aligns AI decisions with business priorities

✓ **Solution design rooted in your actual environment** – aligning to your current stack, IT strategy, workflows, and talent

✓ **Certified partnerships across best-of-breed CCaaS and AI platforms,** ensuring technology fit and required expertise

✓ **Full-cycle support –** partnering from strategy and design through deployment, refinement, & ongoing support

✓ **Infrastructure consolidation and optimization** to reduce cost, increase scalability, and improve reliability

Consolidate Voice Infrastructure
Improve scalability, redundancy while capturing economies of scale

Extend Existing Technology
Integrate, enable & optimize existing capex & opex commitments

Transform UC/CC With Advanced AI
Deploy AI agents to deliver on revenue, loyalty, and efficiency objectives

Result: CX AI initiatives that move from risk-heavy experiments to durable, ROI-producing assets.

Conclusion

AI will define the next generation of customer experience.
The upside is too great—and the risks too real—to navigate alone.

CallTower ensures your CX AI strategy delivers impact, not surprises.

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Citations

* Deloitte — A New Story for Contact Centres
* McKinsey — What Is Personalization?
* Gartner — Agentic AI Will Autonomously Resolve 80% of Customer Service Issues by 2029
* McKinsey — AI-Powered Next Best Experience for Customer Retention
[a] MIT — Study on AI Project ROI Failure Rates