



Navigating **AI Adoption** Conversations

Why CallTower for AI

CallTower helps partners lead AI conversations with confidence by anchoring every discussion in business outcomes, not technology hype.

30+ years of UC and CX experience delivering enterprise-grade communications and customer experience solutions

Dedicated in-house AI practice focused on **design, deployment, and optimization**, not third-party overlays

Expertise orchestrating AI to drive measurable CX and operational outcomes

Best-of-breed AI ecosystems, including **Genesys, Five9, Parloa, Sestek, and Microsoft**

A **consultative, outcome-driven approach** designed for real production environments

Lead with Business Outcomes

AI adoption succeeds when driven by business need, not technology curiosity. Contact centers face pressure to improve customer experience, reduce cost, and scale agent performance at the same time.

Leading with outcomes helps partners:

- Align on real operational challenges
- Prioritize high impact AI use cases
- Tie AI initiatives to executive KPIs such as AHT, FCR, CSAT, and containment

This positions AI as a strategic business enabler, not a feature discussion.

Start the AI Conversation with Pain Points

CallTower recommends guided, consultative discovery to identify where AI can deliver measurable value.

Common Contact Center Challenges

Long wait times and high abandonment

Low first contact resolution

Agent shortages, attrition, and slow onboarding

Limited hours versus 24x7 customer expectations

High volumes of repetitive, low-value interactions

Multilingual support requirements

Inconsistent CX and compliance exposure

Limited visibility into agent performance and CX

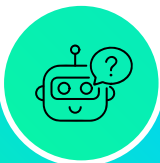
Rising cost to serve and margin pressure

Excessive after-call work and administrative overhead

Each challenge can be mapped to specific AI capabilities and outcomes.

Position AI Without Leading with Technology

Rather than introducing tools first, CallTower frames AI as targeted responses to business challenges. This framing keeps the conversation focused on value.



Virtual Agents

Designed for high volume, repetitive interactions, always-on availability, multilingual self-service, and interaction deflection



Agent Assist

Supports human agents with real-time guidance, automated summaries, compliance support, and faster time to proficiency



Agentic AI

Enables autonomous execution of defined workflows, including resolution, updates, and orchestration across systems

Map Challenges to the Right AI Model

Simple mapping reinforces credibility and prevents overengineering.

Long wait times



Virtual Agents, Agentic AI

Agent shortages



Agent Assist, Agentic AI

Repetitive interactions



Virtual Agents, Agentic AI

Low FCR



Agent Assist, Agentic AI

Compliance risk



Agent Assist, Agentic AI

High cost to serve



Virtual Agents, Agentic AI

Aligning AI to Measurable Business Outcomes

AI initiatives should always connect to metrics customers already track. Strong AI conversations explicitly link capabilities to one or more of these KPIs:

Average Handle Time (AHT)

Reduced through pre-triage, real-time guidance, and automated wrap-up

First Contact Resolution (FCR)

Improved through better routing, preserved context, and autonomous resolution

Customer Satisfaction (CSAT)

Increased through faster resolution, consistency, and always-on service

Containment

Improved by deflecting or fully resolving interactions without agent involvement

Qualify the Opportunity

Once pain points and outcomes are established, partners refine the opportunity through structured qualification.

Customer Objectives

- Reduce inbound volume and free agents for higher-value interactions
- Improve caller and digital customer experience
- Expand multilingual or afterhours support
- Modernize or replace legacy contact center platforms
- Automate repetitive or low complexity use cases

Interaction Profile

- Channels in scope: voice, chat, email, SMS, messaging
- Monthly interaction volumes by channel
- Current wait times, AHT, and aftercall work

Success Criteria

- Target containment levels, partial or full automation
- Expected impact on AHT and FCR
- Definition of successful human handoffs
- Additional metrics such as abandonment, SLAs, error tolerance, and compliance requirements

This ensures AI adoption is measurable, defensible, and aligned to business goals.

Executive Perspective

AI adoption should be treated as a business transformation initiative. Success is measured by tangible improvement in AHT, FCR, CSAT, and containment, not experimentation.

Recommended Next Steps

This approach moves AI initiatives from strategy to execution with clarity and accountability.

1

Confirm Priority Use Cases

Focus on the highest impact opportunities

2

Define Success Metrics

Establish baselines and target KPIs

3

Assess Readiness

Validate data, integrations, channels, security, and compliance

4

Select the Adoption Model

Proof of value, pilot, or phased rollout

5

Build the AI Roadmap

Short-term wins aligned to long term scalability

AI Contact Center Case Study

See how a customer used AI to automate repetitive interactions, improve containment, and support agents, driving faster resolution and better CX.



Case Study

[How an Insurance Leader is Automating Voice Tasks to Improve Claims Journeys](#)

Partner Talk Track

Once pain points and outcomes are established, partners refine the opportunity through structured qualification.

Transition



“Based on your priorities and success metrics, the next step is not jumping into technology. It’s aligning on a structured, low risk path forward.”

Confirm Priority Use Cases



“Let’s focus on one or two use cases that deliver the fastest operational and financial impact.”

Define the Success Metrics



“We’ll set clear baselines and KPIs so success is objective and measurable.”

Assess Readiness and Dependencies



“We validate data, integrations, channels, and compliance early to avoid surprises.”

Select the Adoption Model



“Depending on urgency and risk tolerance, we recommend a proof of value, pilot, or phased rollout.”

Develop the AI Roadmap



“We outline immediate wins and longer term opportunities so AI delivers sustained value.”

Close



“The goal is clarity, confidence, and measurable outcomes.”

Ready to Learn More?

Let's Connect