Transform Your Contact Center with AI Efficiency

Because AI Success Starts with the Right Foundations

Make the Most of AI-Driven Innovation
Practical Steps to Unlock AI in Your Contact Center

Migrating to the cloud was a foundational step for contact centers—but it's not the finish line. The next opportunity lies in activating the AI capabilities already built into your platform.

From virtual assistants to predictive routing and real-time analytics, these tools can dramatically elevate performance and transform the customer experience—if your organization is ready to use them effectively.

Without the right data, workflows, and team alignment, even the most advanced AI features often go underused.

At Inoria – A CallTower Company, our in-house Conversational AI (CAI) Practice combines over 40 years of contact center expertise with leading technologies like Genesys, Five9, Kore.ai, and Parloa. We focus on scalable, human-centered solutions built for real-world business needs.

This guide outlines key best practices to help you move beyond infrastructure—and start unlocking the full value of AI.

From Cloud-Based to AI-Ready

5 Best Practices to Unlock the Value of AI in Contact Centers

1

Establish Clear Business Goals for AI

What specific challenges should AI help solve? Before exploring tools, define what success looks like. Are you trying to reduce handle time? Improve resolution rates? Automate repetitive tasks?

Clear goals guide your implementation, help prioritize features, and align teams.

2

Clean and Centralize Your Data

Is your data ready for AI to use? AI depends on accurate, accessible data. Scattered info across drives and disconnected systems weakens its potential.

Consolidate customer data into a centralized, cloud-based platform. Standardize naming, apply tags, and ensure all teams can access it.

3

Engage and Train Your Team

Do agents know how to work with AI, not against it? Even the best tools fail without buy-in. Agents and team leads should understand how to trust, question, and interact with AI insights.

Equip leaders to reinforce usage, answer questions, and model behavior.

4

Document and Standardize Workflows

Are your processes repeatable and AI-friendly?
AI works best when it can plug into consistent workflows.

Map customer journeys, escalation paths, and resolution steps. The more defined your processes, the easier it is for AI to assist without disruption.

5

Evaluate Your Existing Tools

Are you using the AI features you already have? Platforms like Genesys, Five9, and others already include AI-powered features—often underused or misaligned.

Review what's available, check configurations, and align them to your business goals. You may already have what you need.

Are You Ready to Activate AI?

It's Time to Bridge the Gap Between Tools and Value

You already have access to powerful AI tools—like sentiment analysis, predictive routing, and automation. But the real challenge isn't availability—it's activation.

Now that you've seen the best practices, it's time to assess your own readiness.

Use the AI Readiness Score Chart on the next page to see where your contact center stands—and where to focus next.

Business Readiness

	Yes	No
Have you identified clear business goals that AI can help achieve (e.g., improving customer satisfaction, cutting costs)?	☐	☐
Are employees storing customer-related data in shared, accessible systems instead of personal drives?	☐	☐
Does AI fit with your long-term growth plans?	☐	☐
Is your leadership team aligned and supportive of your AI strategy?	☐	☐

Technology & Data

	Yes	No
Do you have the right technology to support AI (e.g., cloud, data storage)?	☐	☐
Can your current system integrate with AI tools?	☐	☐
Do you have enough customer data to fuel and improve AI?	☐	☐
Is your data organized and clean for AI to process?	☐	☐

Workforce & Customer Experience

	Yes	No
Are your agents ready to use AI tools effectively?	☐	☐
Do you have a plan to train your team on AI?	☐	☐
Do you know how AI will improve customer experience (e.g., faster resolution, personalization, agent support)?	☐	☐
Do you have the tools to measure AI-driven interactions?	☐	☐

Process, Scalability and Security

	Yes	No
Are there tasks in your contact center that AI can automate (e.g., basic inquiries, routing)?	☐	☐
Have you mapped out AI use cases?	☐	☐
Do you have a set budget for AI adoption (tools, training, upgrades)?	☐	☐
Are you prepared to meet data security regulations (e.g., GDPR, CCPA)?	☐	☐

you answered yes

8 times or more

You're well-positioned to implement AI. Focus on selecting the right use cases to unlock immediate value.

you answered yes

Between 5 to 8 times

Some groundwork is in place, but gaps in data, people, or processes should be addressed first.

you answered yes

4 times or less

Foundational readiness is lacking. Consider working with a strategic partner to build an AI adoption framework.

AI Is Already Here. Is Your Contact Center Ready?

Transforming with AI isn't about chasing the next big feature—it's about building the right foundation to use what you already have. With clean data, well-mapped processes, and aligned teams, AI can help your organization:

- ✓ Boost efficiency and reduce manual workload
- ✓ Improve customer experience with real-time insights
- ✓ Activate powerful platform features you may already own

At Inoria – A CallTower Company, we help organizations:

- ✓ Assess AI readiness
- ✓ Uncover underused capabilities in Genesys, Five9, and more
- ✓ Build scalable, people-first AI strategies

Let's move from potential to performance—together.

Ready to Get Started?

Let's Build the Right Foundation—Together

Explore how AI can transform your contact center—starting with the tools you already use. Whether you're just beginning or need help scaling your AI strategy, Inoria is here to guide the way.

We'll walk you through practical use cases, assess your readiness, and show you how to activate the right AI features for your goals. Because the real success of AI isn't just in the technology.

It's in how ready you are to use it.

SCHEDULE A CONSULTATION

calltower inoria
a calltower company

www.calltower.com
www.inoria.com

sales@calltower.com
sales@inoria.com

(800) 347-5444

Let's Connect