

CX AI Done Right:

How to Capture the Upside and Avoid the Missteps

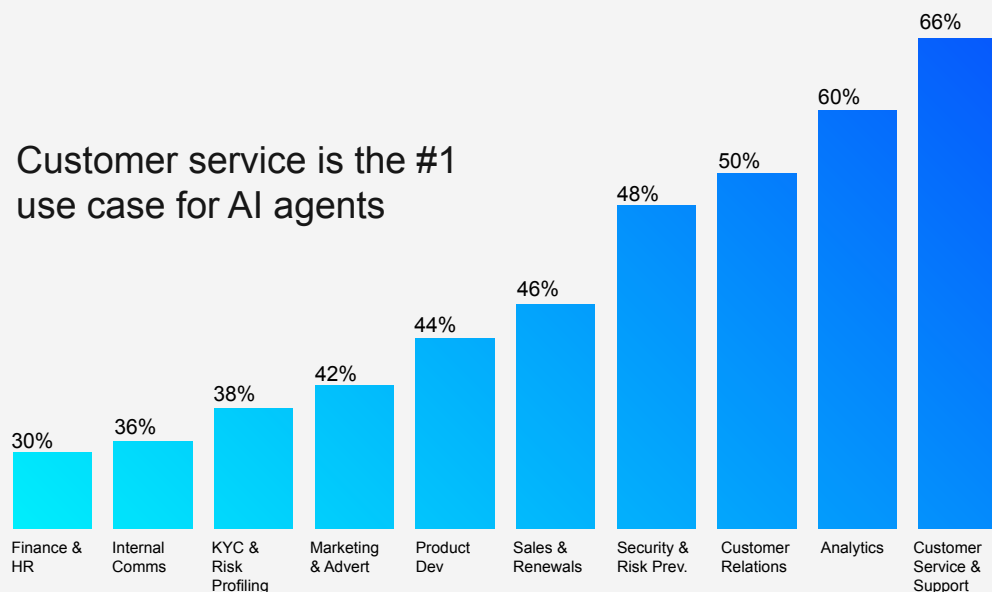


AI Is Transforming Customer Experience and Fast Becoming Table Stakes

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



Source: Emerging Pulse: AI Agents and Search Exchange Priorities

95%
of AI projects fail to deliver ROI

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

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

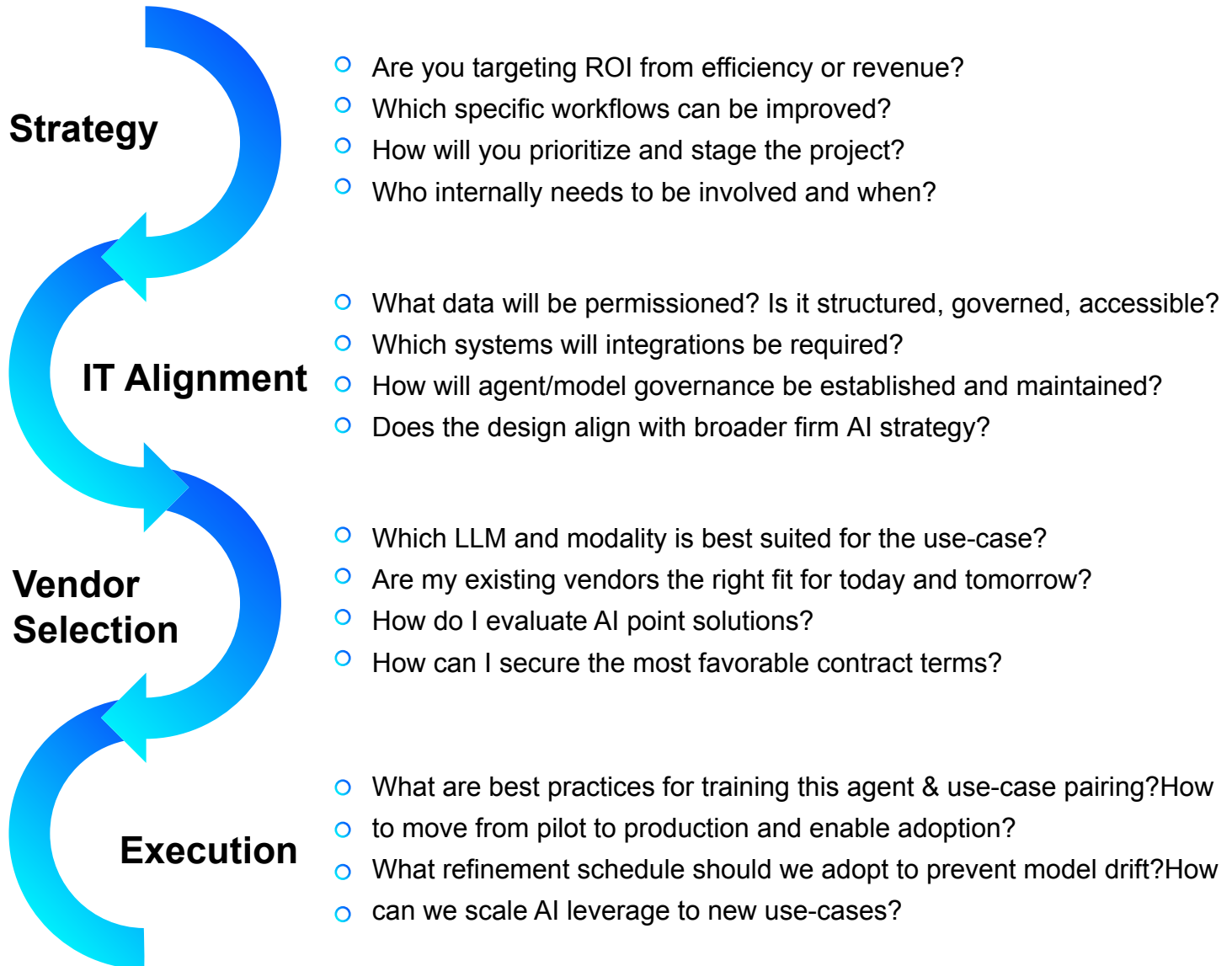
For many organizations, early CX AI deployments become cost centers instead of value drivers - often due to misaligned decisions, fragmented ownership, poor data readiness, and vendor complexity.



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:



Don't Go It Alone

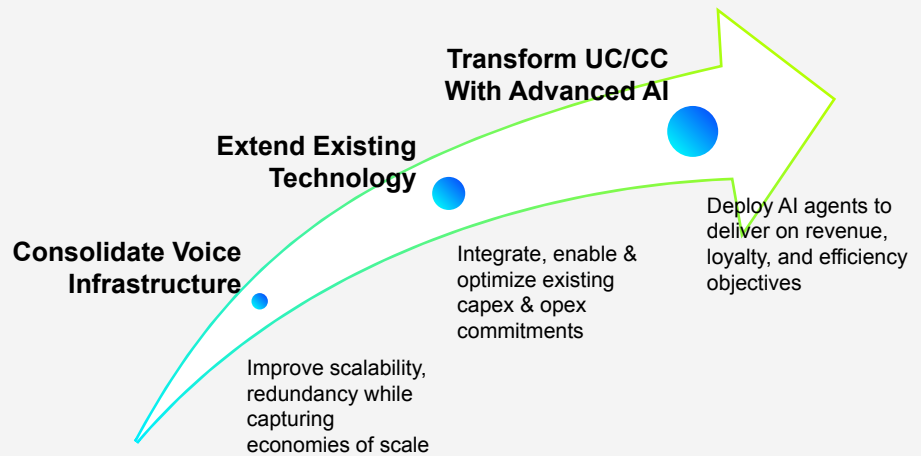
A misstep in any one of these areas can stall the entire initiative or worse, create long-term customer impact. Organizations need an objective, experienced partner to navigate the entire journey successfully.

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



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
- * MIT - Study on AI Project ROI Failure Rates