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EXECUTIVE BRIEF #3

Is Your Contact Center Ready for *AI?*

Five Questions Every Executive Should Answer Before Investing in Artificial Intelligence

5-MINUTE EXECUTIVE BRIEF

Technology accelerates good operations. It also accelerates inefficient ones.

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Operational Readiness Comes Before *AI Investment.*

Artificial Intelligence is transforming customer operations.

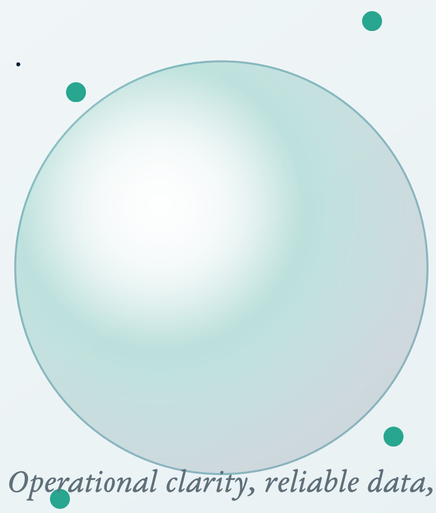
Yet many organizations begin their AI journey by purchasing technology instead of preparing their operations.

AI delivers the greatest value when organizations first establish operational clarity, reliable data, well-defined processes, and effective governance.

Technology accelerates good operations.

It also accelerates inefficient ones.

OPERATIONAL READINESS



Operational clarity, reliable data, well-defined processes, effective governance, and workforce readiness.

> *Technology accelerates good operations. It also accelerates inefficient ones.*

Ask These Questions *First.*

01

Is our customer journey clearly understood?

Organizations should understand why customers contact them before determining where AI creates value.

02

Are our operational processes standardized?

AI performs best when processes are clearly defined and consistently executed.

03

Can we trust our operational data?

Reliable forecasting, workforce planning, reporting, and customer analytics create the foundation for intelligent automation.

AI READINESS

AI delivers the greatest value when organizations first establish operational clarity, reliable data, well-defined processes, and effective governance.

Technology Is Only Part of the *Decision.*

04

Do employees understand how AI supports their work?

Successful AI adoption requires change management, communication, and workforce readiness - not simply new technology.

05

Do we have a long-term AI strategy?

Organizations should evaluate AI investments based on business outcomes rather than individual features.

“ *Organizations should evaluate AI investments based on business outcomes rather than individual features.*

Characteristics of *AI-Ready Organizations.*

Leading organizations:

- Clearly understand customer demand
- Use operational data to guide decisions
- Maintain governance over AI initiatives
- Continuously improve business processes
- Align AI investments with strategic objectives

> *Artificial Intelligence should strengthen operational strategy – not replace it.*

AI Should Strengthen Operational Strategy - *Not Replace It.*

Artificial Intelligence should strengthen operational strategy - not replace it.

Organizations that first improve operational maturity are better positioned to realize meaningful value from AI while improving customer and employee experiences.

The question is no longer whether AI belongs in customer operations.

The question is whether your organization is prepared to maximize its potential.

> *The question is whether your organization is prepared to maximize its potential.*

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EXPLORE AI STRATEGICALLY

Ready to Explore *AI Strategically?*

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