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ENTERPRISE GUIDE · PNX·GDE·891

The enterprise guide to Contact Center AI

Voice AI, agent assist, conversational AI, automated QA and analytics collapse into one AI layer sitting above your CCaaS. This guide is how enterprise CX and operations leaders should think about the stack — and how to sequence the moves.

PREPARED FOR

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EXECUTIVE SUMMARY

The enterprise guide to Contact Center AI

Voice AI, agent assist, conversational AI, automated QA and analytics collapse into one AI layer sitting above your CCaaS. This guide is how enterprise CX and operations leaders should think about the stack — and how to sequence the moves.

What you'll take away

- Five workloads, one AI layer, any CCaaS underneath
- Kore.ai is our default conversational + agentic layer across platforms
- Data readiness is the biggest predictor of go-live success
- Containment lift of 35-55% is achievable on well-scoped intents

Audience: VP Contact Center, Head of CX, COO, CX Platform Owner

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SECTION 01

The five workloads worth investing in

Voice AI containment, agent assist, conversational AI for digital channels, automated 100% QA, and conversation analytics. Each has an independent ROI case and can be sequenced without a big-bang cutover.

In our engagements, the practical work in this section usually breaks down into three deliverables: five workloads, one ai layer, any ccaas underneath.

Enterprise outcomes here come from production discipline, not slideware. Named owners, shipped guardrails, evaluation harnesses in CI and instrumented unit economics turn a promising pilot into a portfolio the board is willing to fund again next year.

SECTION 02

Platform decision framework

A 4-question decision tree across Amazon Connect, Genesys Cloud CX, NICE CXone, Microsoft Dynamics 365 CCaaS, Five9, Salesforce Agentforce and Google CCAI — filtered by CRM alignment, incumbent contracts, region and regulated-industry constraints. Kore.ai sits above every platform as the shared agentic and conversational layer.

In our engagements, the practical work in this section usually breaks down into three deliverables: five workloads, one ai layer, any ccaas underneath; kore.ai is our default conversational + agentic layer across platforms.

Enterprise outcomes here come from production discipline, not slideware. Named owners, shipped guardrails, evaluation harnesses in CI and instrumented unit economics turn a promising pilot into a portfolio the board is willing to fund again next year.

WHAT GOOD LOOKS LIKE

Kore.ai is our default conversational + agentic layer across platforms

SECTION 03

Data and knowledge readiness

Knowledge structure, retrieval evaluation, CRM entitlements, identity resolution. The four preconditions to shipping conversational AI without post-launch regret.

In our engagements, the practical work in this section usually breaks down into three deliverables: data readiness is the biggest predictor of go-live success.

Enterprise outcomes here come from production discipline, not slideware. Named owners, shipped guardrails, evaluation harnesses in CI and instrumented unit economics turn a promising pilot into a portfolio the board is willing to fund again next year.

SECTION 04

Agent experience that agents want

Assist, next-best-action, live knowledge and coaching designed to reduce cognitive load, not increase it. The single most reliable driver of AHT reduction in our benchmark.

In our engagements, the practical work in this section usually breaks down into three deliverables: five workloads, one ai layer, any ccaas underneath; kore.ai is our default conversational + agentic layer across platforms.

Enterprise outcomes here come from production discipline, not slideware. Named owners, shipped guardrails, evaluation harnesses in CI and instrumented unit economics turn a promising pilot into a portfolio the board is willing to fund again next year.

WHAT GOOD LOOKS LIKE

Containment lift of 35-55% is achievable on well-scoped intents

SECTION 05

QA, analytics and the coaching loop

100% coverage QA, calibration against human scorers, coaching signals that actually reach supervisors. Where analytics stops being a report and becomes an operating rhythm.

In our engagements, the practical work in this section usually breaks down into three deliverables: five workloads, one ai layer, any ccaas underneath; kore.ai is our default conversational + agentic layer across platforms.

Evaluation is engineering, not vibes. Curate golden sets that reflect real traffic distributions, run them in CI on every model or prompt change, and hold the line on task success rate, hallucination bounds and cost per successful resolution — not just aggregate accuracy.

FREQUENTLY ASKED

Questions from enterprise buyers

What is Contact Center AI?

Contact Center AI is the layer of voice AI, agent assist, conversational AI, automated QA and analytics that sits above your CCaaS platform. Each workload has an independent ROI case and can be sequenced without a big-bang cutover.

Which CCaaS platform should we choose?

Use a 4-question filter: CRM alignment, incumbent-vendor economics, regulated-industry constraints, and geographic coverage. Land on a two-vendor shortlist across Amazon Connect, Genesys Cloud CX, NICE CXone, Five9, Salesforce Agentforce, Google CCAI and Microsoft Dynamics 365, then run a scored bake-off.

What containment lift is realistic from voice AI?

35–55% on well-scoped intents in our enterprise benchmark, provided knowledge, retrieval and CRM entitlements are in place before go-live.

Do we need to replace our CCaaS to get AI value?

No. The AI overlay is designed to be platform-independent — most of our enterprise clients run one AI layer across two or three CCaaS instances while modernization progresses in parallel.

TURN THIS INTO A DECISION

Book a 30-minute working session.

Bring your platform, data, seats and delivery constraints. A pronix.ai strategy or CX engineering lead will walk this document through with your team and adapt it — no slideware, no generic playbook.

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