pronix.ai

ENTERPRISE AI · AGENTIC AI · CX · CCAAS · VOICE AI · AGENT ASSIST

AI for BPO & Outsourcing.

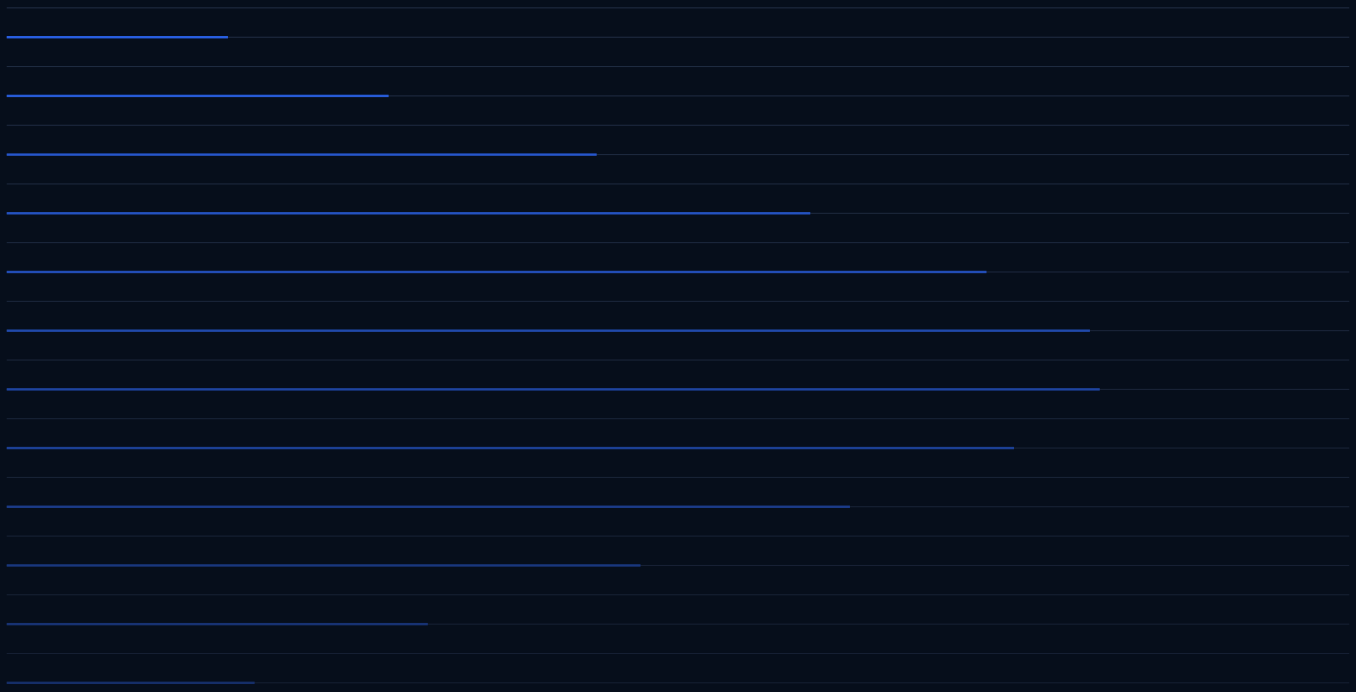
From AI pilots to production outcomes — agentic AI, contact center AI and enterprise AI, advised, implemented and run on the platforms your clients have already invested in.

+5–10pt
Margin uplift on transformed programs

40–60%
AI containment on top intents

100%
Automated QA coverage

2–3x
Faster response on AI-heavy RFPs



CO-SELL · WHITE-LABEL · MANAGED AI OPERATIONS

Enterprise brochure · 12 pages · pronix.ai/industries/bpo

BPOs are the front line of AI disruption — and its biggest opportunity.

Clients now expect AI-native service. BPOs that lead with AI grow margin and share; those that don't defend price. Pronix gives BPO partners the AI capability their clients are already buying from someone else — delivered co-sell, white-label, or as managed AI operations.

01

Client expectations have shifted

AI containment, real-time agent assist and 100% automated QA are now RFP table stakes, not differentiators.

02

Margin is under pressure

AI is the only credible path to expand margin on flat or declining seat pricing and outcome-based contracts.

03

Talent scarcity is the constraint

Platform-certified AI and CCaaS talent — not client demand — limits how fast a BPO can transform delivery.

WHAT CHANGES IN THE NEXT 24 MONTHS

Seat-based pricing

Blended AI + human pricing; outcome and consumption models on tier-1 intents.

Sampled quality

100% AI-scored QA with citation-level evidence in client reviews.

Program-by-program tooling

Shared multi-tenant AI platform with per-client isolation and reporting.

Partner-ready capabilities for BPO growth.

One partner program spanning advisory, build and run — designed to be sold with you, delivered under your brand, or operated on your behalf.

Co-sell program

Joint AI and CX propositions built for your existing client relationships, with pursuit-ready collateral and reference architectures.

White-label delivery

AI, CCaaS and automation delivered under your branding, your SLAs and your governance model.

Managed AI operations

24x7 operation of the AI layer — knowledge curation, evaluations, prompt and model tuning, drift monitoring.

Platform-certified talent

Amazon Connect, Genesys, NICE, Five9, Salesforce Agentforce, Dynamics 365 CCaaS and Google CCAI engineers on demand.

AI enablement for agents

Real-time assist, automated QA and coaching designed for high-scale, multi-client floors.

Referral & advisory

Structured referral, joint industry solutions and executive advisory for your client base.

Three commercial models. One delivery engine.

Co-sell with Pronix · White-label under your brand · Managed AI operations for your client base

How BPO partners engage.

Co-sell

PRONIX JOINS YOUR PURSUIT

Joint proposition, solution architecture and pricing support on AI-heavy RFPs. Pronix is visible to the client as the AI delivery partner.

Best when the client wants named AI expertise on the bid.

White-label

DELIVERED UNDER YOUR BRAND

Pronix engineers deliver AI, CCaaS and automation inside your delivery governance. Your PMO, your SLAs, your client relationship.

Best when AI capability must look native to your delivery org.

Managed AI ops

PRONIX RUNS THE AI LAYER

24x7 operation of knowledge, evals, tuning and observability across programs, billed as a managed service per program or per seat.

Best when the constraint is running AI well, not building it.

DELIVERY MODEL — ASSESS TO OPERATE

Assess
Partner opportunity, client base, capability gap.

Design
Program design, joint offer, delivery model.

Pilot
One client engagement live end-to-end.

Implement
Delivery pods, tooling, enablement.

Scale
Additional clients, verticals and geographies.

Operate
Managed AI operations for the client base.

Typical first milestone: one client program live in 6 weeks.

Shadow mode, then A/B by team, then production, with pre-agreed guardrails so no client-facing SLA moves during rollout.

How the commercials work.

Co-sell
Fee share or subcontract on the AI scope, priced into your bid with a joint win plan.

White-label
Blended rate card by role and platform certification, or a fixed program price.

Managed AI ops
Per program or per seat, with an SLA on evaluations, drift and knowledge freshness.

Delivered on the platforms you have already invested in.

Pronix is platform-certified across the CCaaS, conversational AI and cloud AI stacks that BPO client estates actually run on. We do not ask clients to re-platform to adopt AI.

Amazon Connect
Cloud contact center

Genesys Cloud CX
Enterprise CCaaS

NICE CXone
CCaaS + WFM + QM

Five9
Cloud contact center

Kore.ai
Agent platform / XO

Google CCAI
Conversational + agent assist

Salesforce Agentforce
Agentic CRM service

Dynamics 365 CCaaS
Microsoft service stack

Copilot Studio
Enterprise copilots

AWS Bedrock
Managed foundation models

Azure AI Foundry
LLM platform + evals

Amazon Lex
Voice AI / NLU

Platform-certified talent on demand — engineers, solution architects and CCaaS admins badged across Amazon Connect, Genesys, NICE, Five9, Salesforce, Microsoft and Google.

Use cases: CX, CCaaS and voice AI.

Deployed across multi-client BPO floors, with per-client isolation of knowledge, scorecards and reporting on a shared platform.

CX · QUALITY

Automated QA scoring across 100% of interactions

Problem — Traditional QA samples 1–3% of calls, missing risk and coaching signal at scale.

Approach — AI QA scoring every voice and digital interaction with client-specific scorecards and a dispute workflow.

PLATFORMS

NICE CXone · Google CCAI

OUTCOME

100% interaction coverage · 40% faster coaching cycles

VOICE AI · CONTAINMENT

Multilingual voice AI on tier-1 intents

Problem — Tier-1 intents consume agent capacity in every language and geography a program supports.

Approach — Voice AI on Amazon Connect and Lex with per-language tuning, warm handoff and full transcript logging.

PLATFORMS

Amazon Connect · Amazon Lex · Kore.ai

OUTCOME

34% containment on tier-1 intents · 6 languages live

CCAAS · MODERNIZATION

CCaaS migration and cutover for client estates

Problem — Legacy premise platforms block AI adoption and inflate per-seat run cost across client programs.

Approach — Discovery, routing redesign, parallel-run and phased cutover with rollback gates on every wave.

PLATFORMS

Genesys Cloud CX · Amazon Connect · Five9

OUTCOME

Zero-drama cutovers · AI-ready routing from day one

CX · OUTBOUND

Compliance-first agentic outbound

Problem — Right-party contact rates fall while every dial-strategy change triggers a compliance review.

Approach — Compliance-graph dial strategy, voice AI verification and a single consent ledger with evidence packs.

PLATFORMS

Amazon Connect · Salesforce FSC · AWS Bedrock

OUTCOME

+18% right-party contact · 0 TCPA / Reg F findings

Use cases: agent AI, agentic AI and back office.

The margin cases: agents that remove work from team leaders, knowledge that works across client programs, and automation pods for back-office scopes.

AGENT AI · ASSIST

Real-time agent assist on multi-client floors

Problem — Agents on multi-client programs juggle multiple knowledge bases with inconsistent quality.

Approach — Governed multi-tenant RAG surfaced inside the agent desktop with per-client isolation and citations.

PLATFORMS

NICE CXone · Kore.ai · Azure AI Foundry

OUTCOME

-22% AHT · +14% QA scores on transformed programs

AGENTIC AI · OPERATIONS

Operations copilot for BPO team leaders

Problem — Team leaders spend hours daily on scheduling, adherence and shrinkage triage.

Approach — An agent connected to WFM, CCaaS and HR data proposes coverage actions and drafts comms for approval.

PLATFORMS

Copilot Studio · Dynamics 365

OUTCOME

10+ hours per week returned to each team lead

ENTERPRISE AI · WFM

AI forecasting and intraday re-optimization

Problem — Forecasts are rebuilt weekly by hand and wrong by mid-week; overstaffing hides inside client billing.

Approach — Hierarchical forecasting on a program-level feature store with an intraday re-optimizer and shrinkage attribution.

PLATFORMS

NICE CXone · Snowflake · Databricks

OUTCOME

+32% forecast accuracy · $11M staffing cost avoided

AUTOMATION · BACK OFFICE

Back-office automation pods per client program

Problem — Client back-office contracts are labor-heavy with narrow, eroding margins.

Approach — Pod delivery combining intelligent document processing, agents and human-in-the-loop against per-client SLAs.

PLATFORMS

Dynamics 365 · Copilot Studio · AWS Bedrock

OUTCOME

20–35% cost-to-serve reduction per program

Full library: pronix.ai/use-cases — filtered to BPO & Outsourcing. Every use case ships with a reference architecture, an evaluation harness and a client-reporting model.

Proven in production.

Five BPO engagements — CX, CCaaS, voice AI and agent AI — with the outcomes clients audited.

CASE STUDY · BPO · AGENT ASSIST

Agent assist across 1,200 BPO seats — a co-sell success

Global BPO · 1,200 seats across three programs

NICE CXone · Kore.ai · Azure AI Foundry

Three programs on NICE CXone, three clients, three QA rubrics — and a contractual expectation that any AI rollout would not shift the SLA calculus. The BPO also wanted to keep the resulting IP as a differentiator in future client pitches.

HOW WE DELIVERED

- One platform, three tuning tracks — shared infrastructure, isolated per-client content.
- SLA-safe rollout — 21 days shadow mode, then 21 days A/B by team.
- QA lift, not QA replacement — 100% scored, bottom decile to human reviewers.
- Co-sell packaging — a two-page brief the BPO now uses in every new-logo pitch.

-22%
Average handle time

+14%
QA scores

3
New client wins attributed to the capability

6 wk
Time to first live program

What every BPO engagement has in common.

Shared platform, isolated clients

One AI platform per partner, with per-client knowledge, scorecards and reporting kept separate.

Guardrails agreed before build

Shadow mode, A/B by team, then production — no client-facing SLA moves without evidence.

Evidence the client can audit

Citation-level QA findings, weekly evidence packs and a margin model your CFO can interrogate.

CASE STUDY · BPO · VOICE AI

Multilingual voice AI across a global BPO — six languages, four programs

Global BPO · 2,600 seats across four programs

Amazon Connect · Amazon Lex · Kore.ai · Azure AI Foundry

Four clients meant four sets of KPIs, four QA rubrics and four data-residency requirements — plus a contractual promise that no client-facing AHT metric would regress during rollout.

HOW WE DELIVERED

- Per-program tenancy on a shared voice AI platform.
- Six languages live from day one, with per-language tuning.
- Automated QA on 100% of calls, per-client scorecards.
- Shadow mode until each program cleared pre-agreed guardrails.

34%
Containment on tier-1 intents

100%
QA coverage across programs

6
Languages live

0
MSA renegotiations required

CASE STUDY · BPO · AGENTIC OUTBOUND

18% lift in right-party contact — agentic outbound collections

Global BPO · 40,000 seats across 11 countries

Amazon Connect · Salesforce Financial Services Cloud · AWS Bedrock

Right-party contact had fallen from 24% to 15% in 18 months, every dial-strategy tweak triggered a compliance review, agents burned 45 seconds per connect on verification, and consent lived in three systems.

HOW WE DELIVERED

- Compliance-graph dial strategy with jurisdiction-aware rules.
- Natural voice AI for right-party verification before connect.
- One consent ledger across channels and systems.
- Evidence pack generated per account for audit.

+18%
Right-party contact

+27%
Promise-to-pay conversion

-45s
Handle time per RPC

0
TCPA / Reg F findings in audit

CASE STUDY · BPO · WORKFORCE MANAGEMENT

32% forecast-accuracy gain for a top-10 BPO — AI-driven WFM

Top-10 global BPO · 60+ contact center sites

NICE CXone · Snowflake · Databricks · custom ML

Forecast MAPE ran at 22–28% by program, the WFM team spent three days a week rebuilding models by hand, and overstaffing cost was hidden inside client billing where no one could isolate it.

HOW WE DELIVERED

- Program-level feature store across 60+ sites.
- Hierarchical forecasting with intraday re-optimization.
- Shrinkage attribution by driver and program.
- Client-billable transparency on staffing variance.

+32%
Forecast accuracy (MAPE)

-9%
Shrinkage

$11M
Annual staffing cost avoided

3d to 4h
Weekly WFM cycle time

CASE STUDY · BPO · QUALITY OPERATIONS

From 3% sampled QA to 100% coverage across a mid-market BPO

Mid-market BPO · 8,500 seats

Genesys Cloud CX · AWS Bedrock · Snowflake

The QA sample missed the interactions that mattered, coaching was reactive, clients disputed one in six scores, and every new program required a scorecard rebuilt by hand in a spreadsheet.

HOW WE DELIVERED

- Scorecard-as-config — new programs live in days, not weeks.
- LLM scoring with citation-level evidence per finding.
- Human calibration loop for drift and dispute defence.
- Client scorecard portal with per-program transparency.

3% to 100%
QA coverage

4x
Coach-worthy findings surfaced

+22%
CSAT on covered programs

-83%
Client scorecard disputes

The margin case, quantified.

Every Pronix BPO engagement starts with a model your CFO can interrogate — volume removed, price concession assumed, run cost of inference, and the net margin outcome per program.

+5–10pt
Typical gross-margin uplift on transformed programs

40–60%
AI containment achievable on top intents, client-specific

100%
Automated QA coverage on transformed floors

2–3x
Faster response on AI-heavy RFPs

20–35%
Cost-to-serve reduction on back-office pods

6 wk
Typical time to first live client program

Ranges reflect outcomes observed across Pronix BPO engagements and partner programs; results vary by client, geography and program mix.

MODEL IT YOURSELF

BPO Margin & AI Delivery Calculator

pronix.ai/roi/bpo-margin

Gross-margin lift when AI removes billable volume, net of renewal price concessions.

Contact Center AI ROI Calculator

pronix.ai/roi/contact-center-ai

Client-facing containment and AHT case you can put straight into a pursuit deck.

Agentic AI ROI Calculator

pronix.ai/roi/agentic-ai

Autonomous agent economics after inference and orchestration run cost.

What we need to model your program.

Program shape
Seats, geographies, channel mix and the intents that consume the most handle time.

Commercials
Seat or outcome pricing, renewal timing and any price concession already committed.

Platform estate
CCaaS, CRM and data platforms in place per client, plus current QA and WFM tooling.

Start with one program. Scale to the book.

A six-week pilot on a single client program — one intent set, one QA rubric, guardrails agreed up front — produces the reference, the margin model and the co-sell brief you need for every pursuit that follows.

01 **Partner assessment**

Two workshops across your client base, delivery model and capability gap. Output: prioritized AI opportunity map.

02 **Pilot design**

One client program, one intent set, agreed guardrails and success metrics before any build starts.

03 **Six-week pilot**

Shadow mode, A/B by team, production. Weekly evidence pack for the client operations review.

04 **Scale & operate**

Delivery pods, enablement and managed AI operations across additional programs and geographies.

Talk to a BPO lead

A 30-minute working session on your client base, not a capability pitch.

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