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

Case study · BPO · Voice AI

A global BPO wanted to add multilingual voice AI across four Fortune 500 programs without renegotiating any master service agreement. pronix.ai deployed six-language voice AI with automated QA on Amazon Connect + Lex — 34% containment on tier-1 intents and 100% QA coverage.

CLIENT
Global BPO, 2,600 seats across four programs

INDUSTRY
BPO

PLATFORM
AMAZON CONNECT
AMAZON LEX
KORE.AI

34%
Containment on tier-1 intents

100%
QA coverage across programs

6
Languages live

0
MSA renegotiations required

01 The situation

A global BPO wanted to add multilingual voice AI across four Fortune 500 programs without renegotiating any master service agreement. pronix.ai deployed six-language voice AI with automated QA on Amazon Connect + Lex — 34% containment on tier-1 intents and 100% QA coverage.

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

34%	100%	6	0
Containment on tier-1 intents	QA coverage across programs	Languages live	MSA renegotiations required

02 How we delivered it

STEP 01

Per-program tenancy, shared platform

One Amazon Connect + Lex platform with strict per-program data isolation, per-program prompt libraries and per-program knowledge sources.

STEP 02

Six-language voice from day one

English, Spanish, Portuguese, Tagalog, Hindi and French deployed in parallel; shared intent taxonomy, per-language tuning.

STEP 03

Automated QA on 100% of calls

Azure AI Foundry scored every call against the client-specific rubric; human reviewers focused on the flagged bottom decile.

STEP 04

SLA-safe shadow mode

21-day shadow, then A/B by team; no program went live-live until pre-agreed containment and CSAT gates were met.

03 Reference stack and assumptions

LAYER	COMPONENT	DESIGN ASSUMPTION
Contact center	Amazon Connect	Regional Connect instances per data-residency zone; per-program contact flows.
Voice AI (NLU)	Amazon Lex v2	Shared intent taxonomy across programs; per-language slot types and utterance sets.
Conversational orchestration	Kore.ai XO	Program-scoped bots for complex flows; hand-off to Connect voice via SIP.
LLM / paraphrase / summarization	Azure AI Foundry (Azure OpenAI)	GPT-4o-class for open-ended turns; regional deployments per program to satisfy residency.
Automated QA	Azure AI Foundry evaluations	100% of calls scored against per-program rubric; bottom-decile routed to human QA.
Telephony / IVR	Amazon Chime Voice Connector	Reused for outbound-safe language routing; Polly Neural for TTS in all six languages.

Written for

BPO COO · VP Delivery · Client Partner — and the delivery leaders who have to make the same call on their own estate.

THE BOTTOM LINE

Every engagement ends in production, under one SLA. The team that builds it runs it — which is why these numbers are measured against a baseline captured before anything shipped, not estimated afterwards.

Run the same play on your estate. Book a working session with the practitioners who delivered this program, or model the business case first with our ROI calculators.

pronix.ai/book
pronix.ai/roi