



AMP Early Champions Implementation Workshop

How to Scope and Manage AMP Implementation Projects



Kick-Off

Meet the Hosts!

Workshop Agenda Day 1

- 01 Kick-off**
- 02 Introduction to AMP Implementation**
- 03 AMP Implementation Tandems**
- 04 Q&A**
- 05 Break**
- 06 How to Scope an AMP Project**
- 07 AMP Agent Scoping Exercise**
- 08 Knowledge Sharing and Q&A**
- 09 Wrap-up**

House Rules



Share your questions via Slido

Participants will be muted through the presentations, being able to share questions/thoughts via slido



Presentations will be recorded

You will receive the recording of this workshop's presentations via email. Activities in Break-Out rooms will NOT be recorded.



Be engaged!

Actively engage in our pools, Q&As and hands-on exercises to make the most out of this workshop!

Join at
slido.com
#1421 854



Introduction to AMP Implementations

Introduction to AMP Implementations

Section Agenda

1. AMP refresher
2. Project plan
3. Roles and responsibilities
4. Partner enablement
5. Q & A

Introduction to AMP Implementations

Agent Management Platform (AMP)

Refresher



AI Agent

- ✓ available 24/7
- ✓ in dozens of languages
- ✓ empathetic and helpful — as easy as talking with a friend
- ✓ with each customer's entire history
- ✓ and all company knowledge
- ✓ at infinite scale

Parloa AI Agent Management Platform Studio

The AMP Studio lets you design and integrate highly-skilled, autonomous AI agents



AMP Studio

AI Agent Skills

Pre-trained & off-the-shelf

Routing Skill

Accurately connect callers to the right resource the first time

Knowledge Skill

Automate responses to common inquiries and questions

Additional Skills coming soon

Custom Skill

Create your own use cases: e.g. collect a CSAT survey

Custom Integration via API

Interact with company data (CRM lookup) or publicly available data (flight search)



Built with natural language briefings, not complex rules



AI Agents are guided by tasks to resolve specific issues



Connected via API to work with external systems and data

AI Agent Lifecycle Management

Lifecycle management tools quickly & reliably scale AI agents across many use cases

Design & Integrate
Define AI agent goals and constraints, and connect to existing data and systems

Simulate & Evaluate
Provide quality assurance (QA) of AI agent behavior through simulations and evaluations of performance

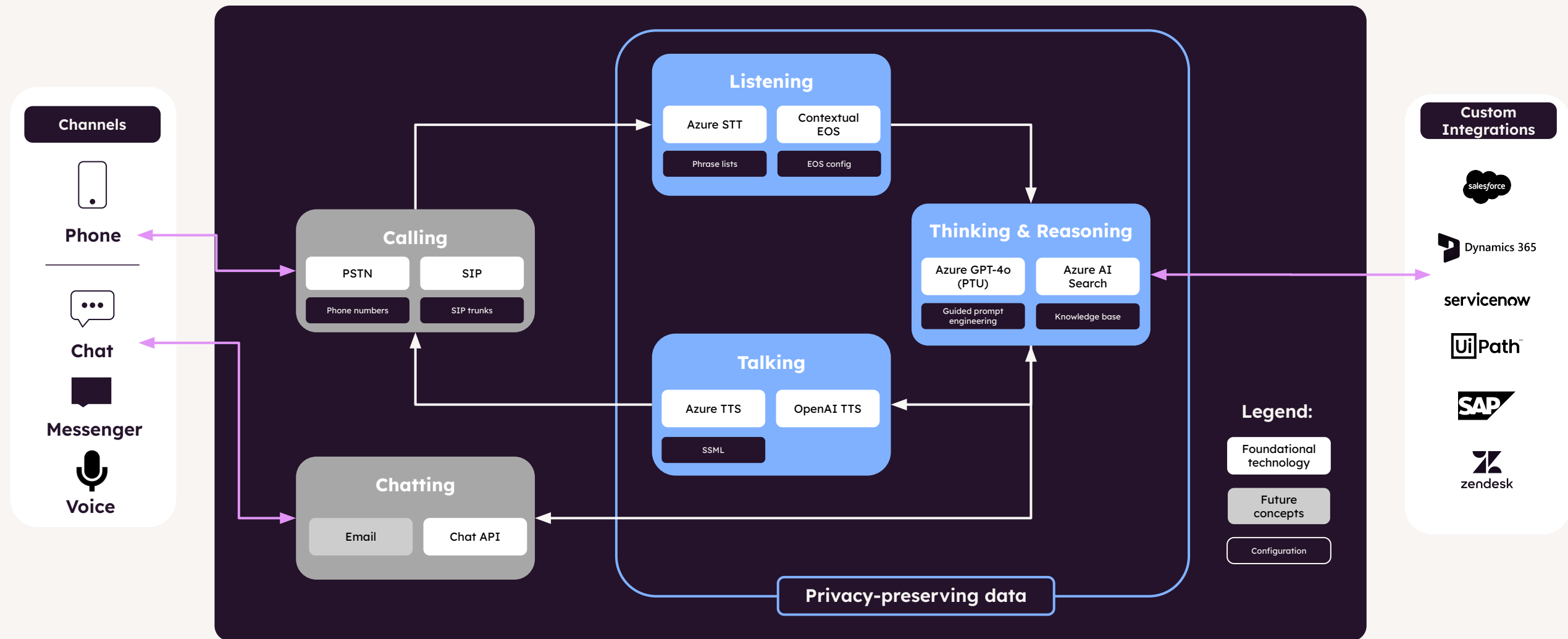
Monitor & Improve
Track performance and refine AI agent based on real-world insights

Deploy & Scale
Launch versioned AI agent and roll it out across customer conversations



AI Models and Data Orchestration

How Parloa enables exceptional AI agents today



Introduction to AMP Implementations

Project Plan

Building the Partnership Bond

Amplifying Success,
unleashing growth, nurturing
expertise, and sparking
innovative solutions



Why work with partners?

Working with partners allows for scalability and increased market reach, ensuring more customers benefit from revolutionary technology innovations.

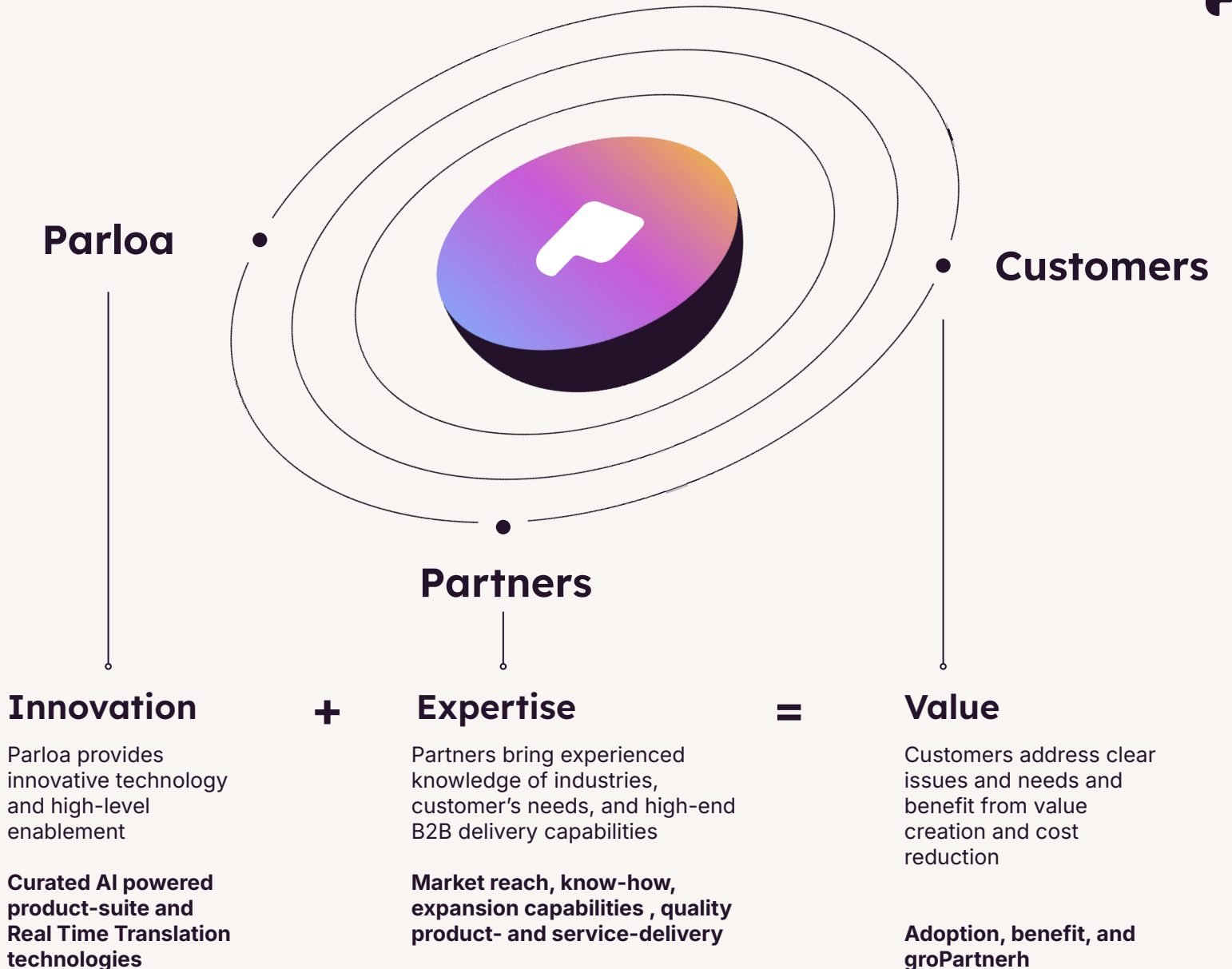
Partners bring market knowledge and refine sales and delivery skills, ensuring customer satisfaction and loyalty.

Our diverse product catalog gives our partners commercial headway and a rich mutual ambassadorship through successful deliveries.

Parloa's technology is supported, sold, and delivered by a broad and robust partner ecosystem.

The Parloa Partner Ecosystem

The gravitational pull towards value generation



Tandem Implementations

What are they?

What are the benefits?



Tandem implementations form part of Parloa's enablement program to **ensure full partner delivery autonomy** of the Parloa product suite.

Partner and Parloa distribute the task of AI-Agent building, allowing for the **sharing of design best-practices and efficient troubleshooting**.



The partner and Parloa will both be part of the project team, **delivering the product to the customer together** with the partner's lead.

Use Case Discoveries, debugging, prompting, reporting, and many other relevant skills will be **learned from Parloa's experienced CX team**.



Depending on the product implemented, Parloa will accompany the partner through two implementation projects.*

Telephony and back-end integrations will be tackled conjunctly by Parloa and the partner, ensuring a fast and smooth delivery.

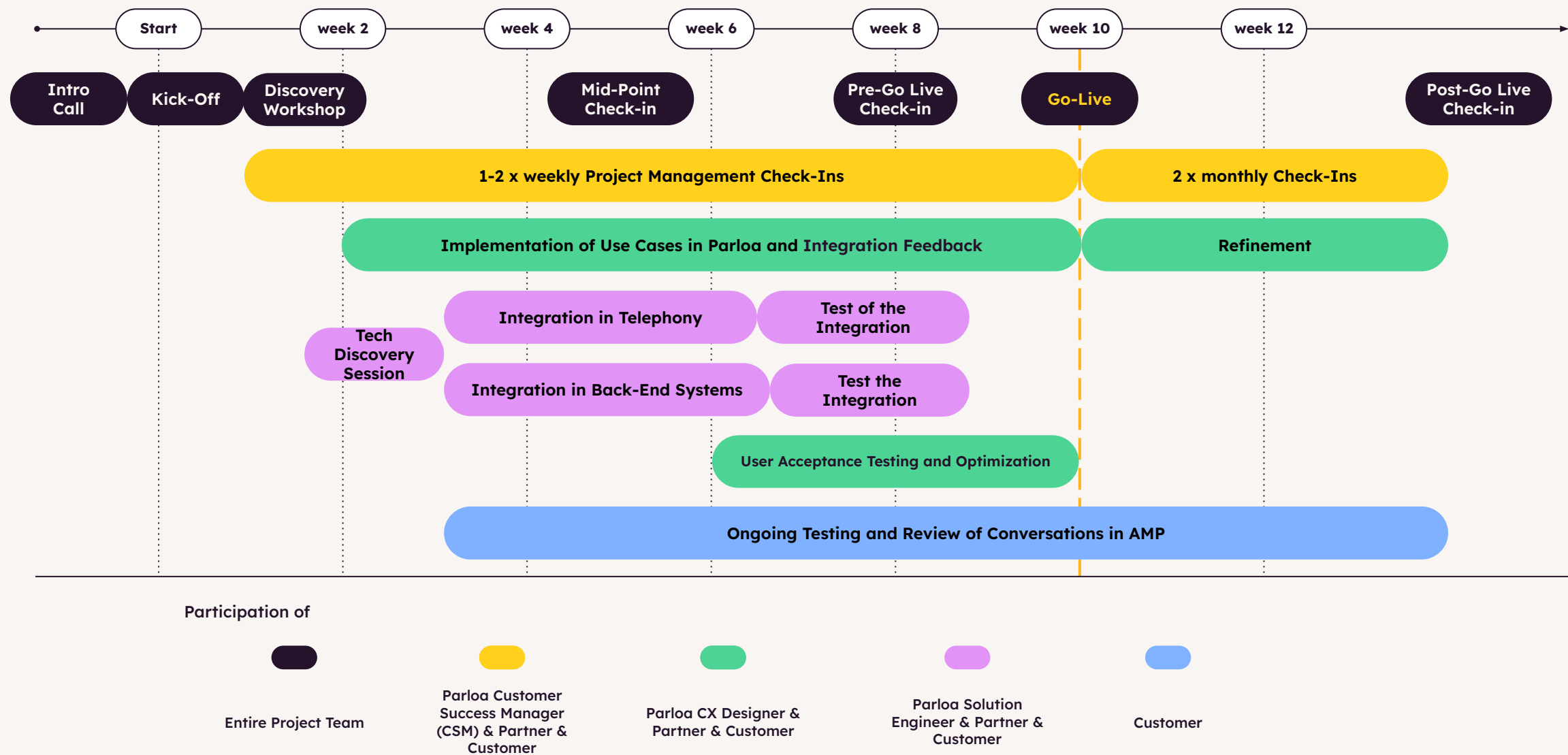


Prior to the first tandem implementation, the partner's implementation team will have to be certified in the Parloa product to be implemented.*

Tandems allow for a direct consultation from the partner towards Parloa, allowing for **the best learning and training experience** in a real-life implementation, ensuring customer satisfaction.

Implementation plan overview for AI Agent Management Platform (AMP) deployments

From Kick-off to Go-Live in 10 weeks*



*preliminary timeline

Tandem implementation plan overview for AI Agent Management Platform deployments (AMP)

Overview of steps covered by conversational AI experts and customers



Implementation of use cases

Objective

Develop specific scenarios based on client needs

Tasks

- Create detailed use cases
- Define Agent Persona, Conversational Style and Conversational Strategies
- Conduct testing, performing batch simulations, friendly user tests and label conversations



Integration Feedback

Objective

Ensure that the integration of services and telephony is seamless

Tasks

- Validate that the integrations function as intended and meets requirements



Optimization and Refinement

Objective

Enhance Agent performance and functionality

Tasks

- Identify areas for improvement from testing results
- Monitor performance
- Make adjustments and refinements based on real-world usage and feedback



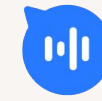
Ongoing Testing

Objective

Ensure the Agent meets requirements and functions correctly

Tasks

- Conduct testing to identify issues
- Gather comprehensive feedback



Review Conversations

Objective

Maintain accuracy and relevance of conversation data

Tasks

- Consistently analyze and label conversations

These steps should be supported by the customer

Introduction to AMP Implementations

Roles & Responsibilities

Roles that parloa dedicates to implementations

Partners are expected to provide the same or equivalent roles.



Customer Success Manager (CSM)

CSM is the strategic coordinator who manages relationships and communications between Parloa, partners, and customer. The CSM ensures customer needs are met and satisfaction levels are high. They serve as the main point of contact for the customer. The CSM leads internal team alignments, steering project direction and facilitating focused, goal-oriented collaboration and balanced priorities.



Conversational Experience Designer (CXD)

CXD designs the AI-Agent's logic, allowing it to engage in intuitive conversations tailored to customer needs. CXD enables partners in Agent-building best-practices and coaches on use-case discoveries, Agent-designing, APIs, and testing. They coordinate closely with the customer or partner to fine-tune the Agent's performance and maintain standards. The goal is an optimal Agent operation that meets all quality expectations.



Solution Engineer (SolEng)

SolEng is the technical specialist focused on integrating relevant systems such as telephony architecture or CRMs, allowing for effective voice interaction handling, smooth information exchange, and operations across multiple platforms. They advise the partner during the process of integrating Parloa services into the customer's infrastructure as well as troubleshooting faulty cross-system interactions.

Roles required for a successful Parloa project delivery



Project Manager

Oversees the project tasks to be completed during the implementation. Does the internal and external (customer facing) stakeholder management, be the single point of contact between Parloa & Partner implementation team (can include the communication to customer).

Must possess

project management, documentation and coordination skills

And ideally

have a technical understanding of the Parloa platform



Conversational Experience Designer/ Agent Builder

Builds the Parloa AI-Agent for the customer including agent logic and NLU (Natural Language Understanding). Responsible for the testing and quality assurance, in sparring with the Project Manager. Must keep the CX (Conversational Experience) holistically in mind.

Must possess

in-depth knowledge of the Parloa platform and an extensive framework for AI Agent development and best practices, JavaScript and analytics understanding

And ideally

general knowledge of NLU training and VoIP



Solution Engineer/ Voice over IP (VoIP) Expert

Technical integration of customer telephony system (together with Parloa if needed). Technical integration of customer systems (CRM, etc.) into Parloa landscape. Integrating Parloa services into the customer AI-Agent. API call handling.

Must possess

knowledge of telephony, customer's technical setup, Parloa's CallControl usage, JavaScript, and REST-API

And ideally

session border controller handling and in-depth knowledge of the Parloa platform



Language Expert and Data Analyst

Enhancing the AI-Agent with utterances in relevant languages, translating utterances, optional Agent builder & NLU enrichment. The other sets up a database and dashboard for analyzing Agent performance.

These roles can be covered by the customer

Must possess

knowledge of language and NLU training, BI tool management, database handling, KPI design, and Analytics Event setting

And ideally

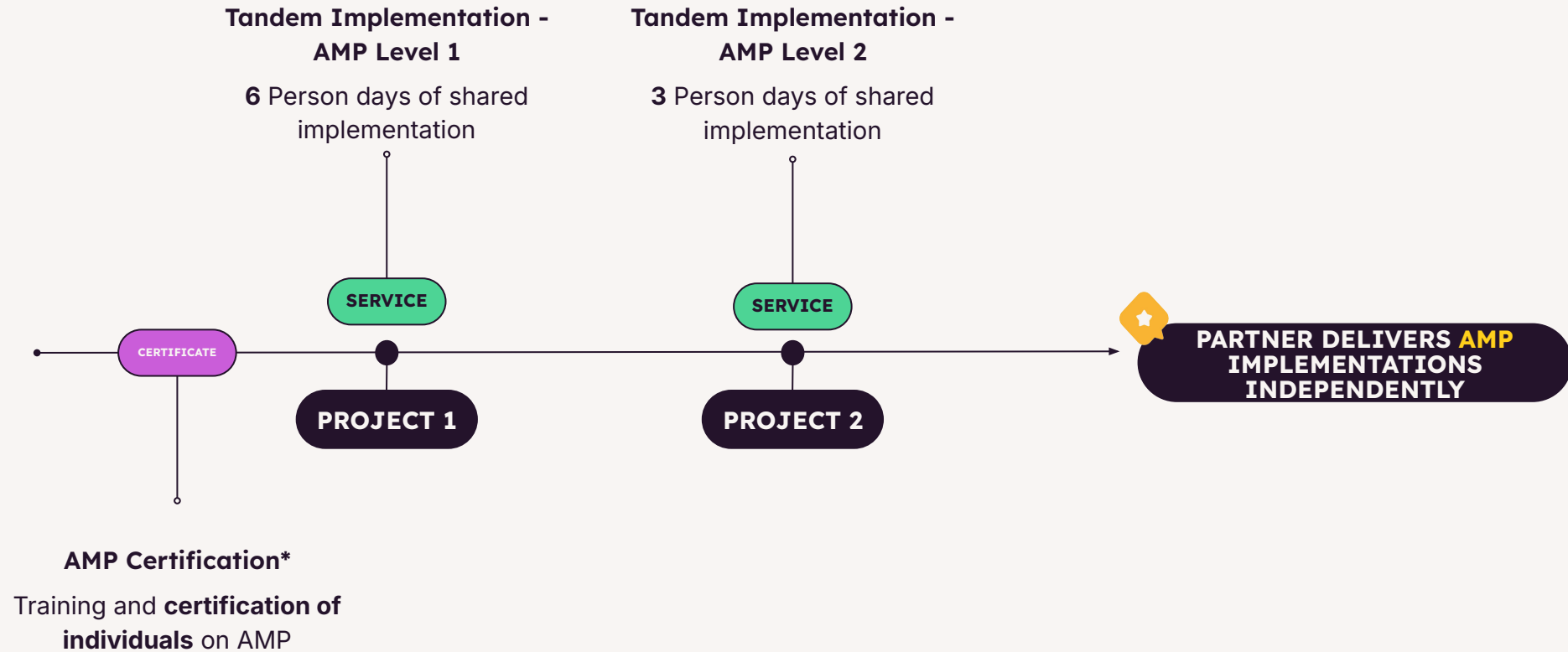
have a technical understanding of the Parloa platform

Introduction to AMP Implementations

Partner Enablement

AMP Partner Enablement

Architecture of the Parloa Certification and Tandem Implementations



AMP Simplified RACI



Scenario	Tandem 1		Tandem 2		Partner Led	
Task	Parloa	Partner	Parloa	Partner	Parloa	Partner
Sales: Secure commitment, success criteria, and detail use case	Consulted	Responsible	Consulted	Responsible	Consulted	Responsible
Sales Engineering: Technical scoping and requirements	Responsible	Consulted	Consulted	Responsible	Consulted	Responsible
Customer Success: Project management and account review	Responsible	Consulted	Consulted	Responsible	Informed	Responsible
CX Design: Create agent and define tasks	Responsible	Consulted	Consulted	Responsible	Informed	Responsible
Solution Engineering: Setup tool APIs	Responsible	Informed	Consulted	Responsible	Informed	Responsible
Solution Engineering: Setup custom services for project	Responsible	Consulted	Consulted	Responsible	Informed	Responsible
Solution Engineering: Setup telephony	Responsible	Informed	Consulted	Responsible	Consulted	Responsible
CX Design: Integrate knowledge sources	Responsible	Consulted	Consulted	Responsible	Informed	Responsible
CX Design: Set up simulations and evaluations	Responsible	Consulted	Consulted	Responsible	Informed	Responsible
CX Design: AMP Prompt Engineering	Responsible	Consulted	Consulted	Responsible	Informed	Responsible
CX Design & Solution Engineering: Establish reporting	Responsible	Consulted	Informed	Responsible	Informed	Responsible
CX Design: Testing	Responsible	Consulted	Informed	Responsible	Informed	Responsible
CX Design: User training with customer	Responsible	Consulted	Informed	Responsible	Informed	Responsible
CX: Go live	Responsible	Consulted	Consulted	Responsible	Consulted	Responsible
Customer Success: Feedback cycles, reviews, expansion, upsell	Consulted	Responsible	Consulted	Responsible	Informed	Responsible
Customer Success & Sales: Detect expansion potential	Consulted	Responsible	Informed	Responsible	Informed	Responsible
Customer Success & Sales: Executing upsell	Consulted	Responsible	Consulted	Responsible	Informed	Responsible
Technical Support: Ongoing account support according to SLAs	Consulted	Responsible	Consulted	Responsible	Informed	Responsible



Q&A

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**TIME FOR A
BREAK NOW!**

**10min
break**

How to Scope an AMP Project



AMP Agent Scoping Exercise

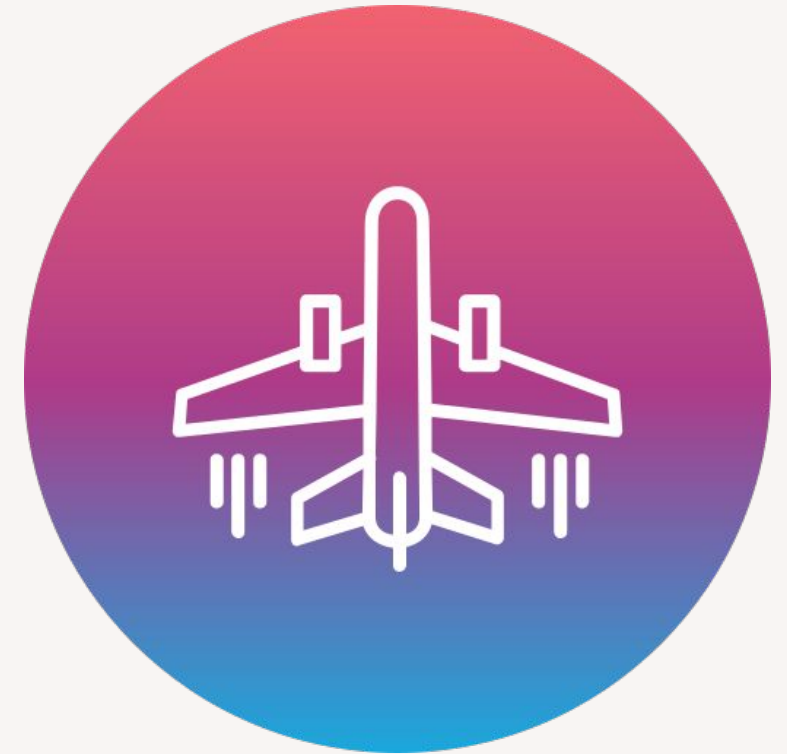
Enhancing KronosJet Customer Support Operations

KronosJet is a premium flight operator focusing primarily in the DACH and US markets. KronosJet has been experiencing operational inefficiencies in its customer support function, with service lines frequently overwhelmed with routine inquiries. This is leaving agents unable to prioritize critical issues, such as last-minute flight cancellations or rebookings. Presently, they do not leverage any type of automated solutions for customer services.

KronosJet caters to a very selected and demanding customer segment, with such inefficiencies posing a high risk for customer loyalty and overall reputation.

To address this, KronosJet seeks your consultant expertise to:

- ♦ **Streamline customer query management by reducing routine inquiries handled by agents.**
- ♦ **Develop a scalable framework that allows the team to focus on high-priority issues.**
- ♦ **Enhance overall customer experience (CX) and satisfaction.**



KronosJet Current Challenges & Business Impact Deep Dive

Current Challenges

- ♦ **Over 60% of inbound customer support calls are related to basic questions**, e.g., baggage policies, flight schedules, or payment methods. Routine inquiries result in significantly **reduced agent capacity** to handle complex, high-value issues.
- ♦ **Inadequate Response to Critical Issues:** Agents struggle to manage time-sensitive concerns like flight cancellations due to unforeseen events (e.g., weather, geopolitical disruptions).
- ♦ **Customer dissatisfaction is rising** due to delays in resolving urgent issues, impacting brand loyalty.

Business Impact

- ♦ **Reputation Risk:** Delayed resolutions erode customer trust, particularly in the premium travel sector with **NPS scores down by 20% in the last quarter, amounting to a 60% NPS rate**.
- ♦ **Forecast annual revenue loss of \$250,000:** Dissatisfied customers are less likely to return, and delayed handling of disruptions affects the bottom line.
- ♦ **High operational costs:** KronosJet increased the number of hired agents by 20% in the last quarter to try to accelerate customer support.
- ♦ **Customer support agent turnover:** Repeated exposure to overwhelming workloads and repetitive tasks has led to high agent turnover.

KronosJet Business Pains & Improvement Opportunities Prioritization

You speak to KronosJet, and this is how they see the prioritization of their business pains and improvement opportunities:



1. Faster Resolution Times for routine queries

60% increase in resolution speed for routine queries in the next quarter.
Main common queries revolve around baggage and luggage policies.



2. Increased agent performance and cost Efficiency

Increased resolution speed for business-critical issues. Agents must focus exclusively on business-critical issues.



3. Improved NPS Score

20% NPS improvement within the next quarter. Increased brand loyalty and recurring

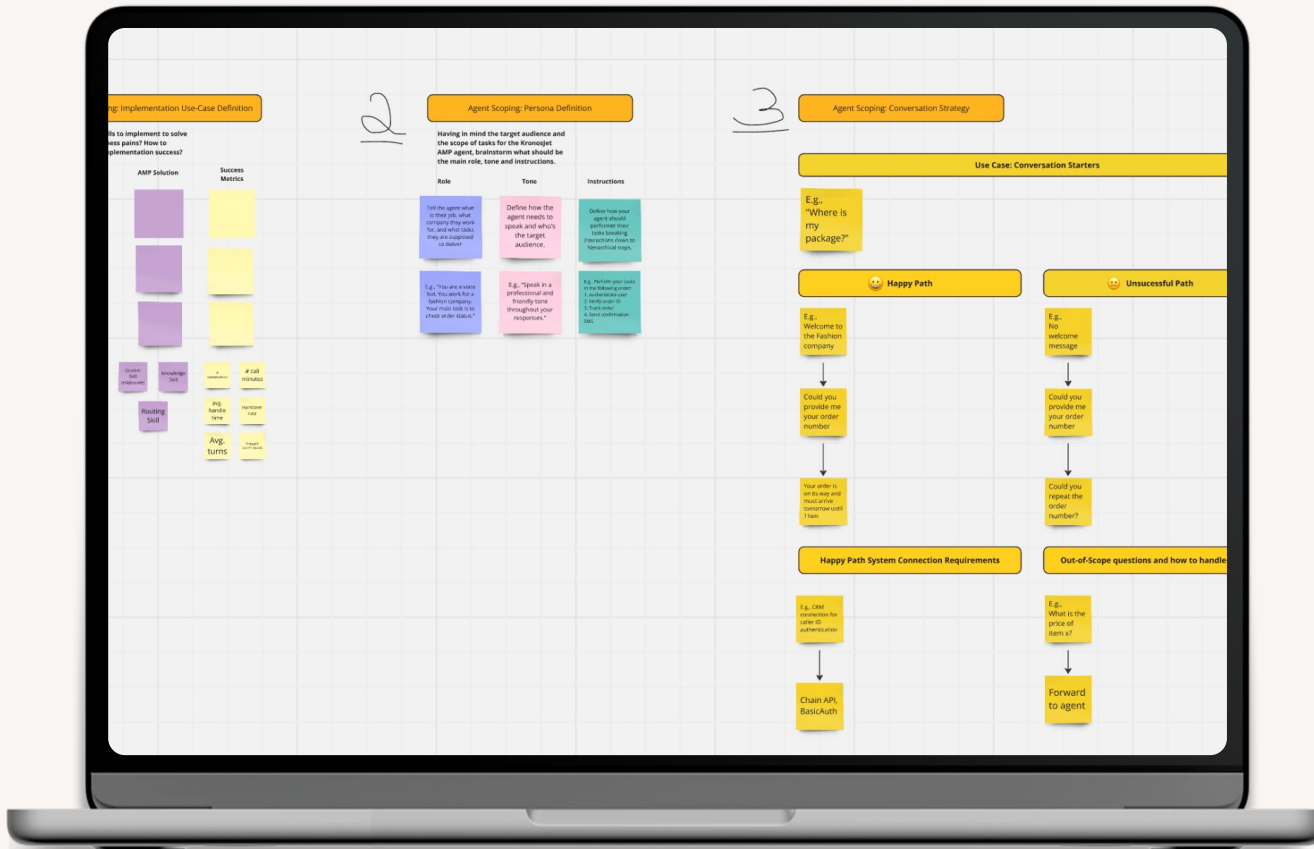
You can check what are all the common queries on the KronosJet FAQ Webpage: [Link](#)



**To solve KronosJet
Challenges, you
propose implementing
AMP!**



Hands-On Scoping Exercise



Scope KronosJet's Customer Support Agent!

Log into your group's Miro board, and follow the instructions in the board to perform a step-by-step use case discovery session to define Agent parameters.

Take into account what you've learned about your customer, KronosJet, and about project requirements to guide the exercise.

[Group Blackbox](#)

[Group Waterfield](#)

[Group Inoria](#)

[Group Ibex](#)

[Group PWC & Make Relations](#)

[Group Infnit](#)

Group Boards Password: AMPworkshop



Knowledge Sharing

Q&A



Wrap-Up