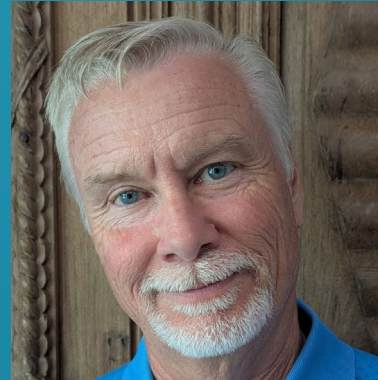# The inHuman Touch:
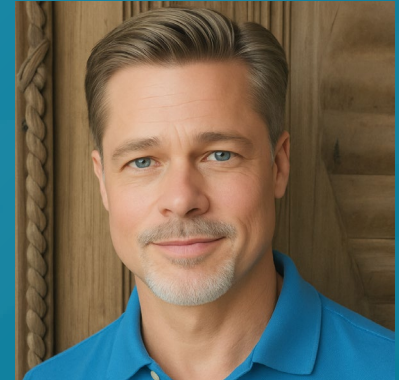## A guide for the use of AI Augmentation in Contact Center Operations

Ron Owens

VP Professional Services

Star Telecom

Me

AI Augmented Me

STAR TELECOM

A little about Star Telecom

Cloud Communications and CX Solutions

- Global 24x7 organization established in 2002
- Genesys Gold Partner
- Telecom services specifically designed for contact centers

95% CSAT

+85 NPS

99% Retention

STAR TELECOM

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Client Excellence

95% CSAT

+85 NPS

99% Retention

Outcome focused partner

Utilities
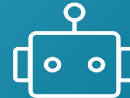
15% Containment Rate in 1 Week

Multiple Verticals

Winners of **Innovation** Awards

Pharmaceuticals

20% improved capacity for staff

Retail

60% containment Rate

Obligatory Stat Slide

- **85% of customer service leaders** plan to explore or pilot customer - facing conversational generative AI in 2025*

- Currently, **44% are exploring** GenAI voicebots , **11% are piloting** , and **5% have already deployed** such solutions*

- At least one article* I read has suggested placing AI agents on the company org chart – to show they need to be managed and where the accountability for the AI performance lies

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Let's Level Set

Over 75% of service leaders report pressure from executive leadership to adopt GenAI*

On The Fastrack by Bill Holbrook
May. 22, 2025

Use AI as a force multiplier, not a replacement

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Drivers for AI Augmentation

- Agent burnout and attrition

- Ramp time

- Efficiency and productivity gains

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Areas of potential application

- Agent Assist (real-time knowledge surfacing)

- Call summarization

- Sentiment analysis

- Predictive routing

- Chatbots & asynchronous messaging

- Intelligent IVR

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Why do AI projects fail

- Overengineering initial MVPs

- Neglecting change management

- Underestimating integration complexity

- **Ignoring foundational data challenges**

**Pick a reasonable use case
and build from there!**

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Data is Your Foundation

We are drowning in information but starved for knowledge. John Naisbitt

- Garbage in, garbage out
  - Audit existing data: volume, type, quality
- Unstructured vs structured data
  - Structured: e.g., call duration, CSAT (easy to analyze)
  - Unstructured: e.g., voice, chat logs (transcription/NLP)

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Data Prep Tips

Practical Data Preparation Steps:

1. Transcribe audio with high-quality engines

2. Normalize data across voice/chat/email

3. Label data with intents, outcomes, sentiment

4. Link conversations to business outcomes

5. Ensure PII compliance and auditing

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Conversational Context Fragmentation:

- Occurs when customer interactions are split across channels or time

- Fix via session stitching and unified customer journey views

Conversations without context don't make sense to AI

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Build vs Buy: General Guidelines

Build:

- Slower time to market
- High customization
- High data control
- High maintenance

Buy:

- Faster time to market
- Limited customization
- Medium data control
- Low maintenance

There is no right or wrong – just trade-offs

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The Path to Production

- Choose a narrow, high-impact use case

   (_remember the secret to happiness_)

- Prepare the data thoroughly

- Pilot with human-in-the-loop (org chart concept)

- Measure, refine, and scale

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Final Thoughts

Me   AI Augmented Me

Augmentation

Not Replacement!
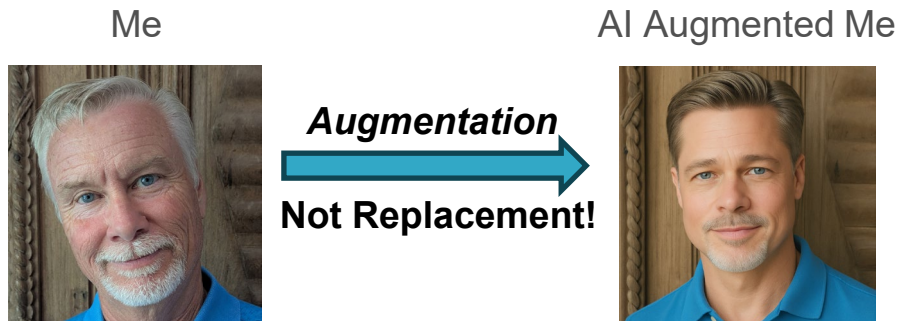
- Data is the foundation, and it has to be good

- Adoption relies not only on making users and agents *ABLE* to use the AI solution but making them *WILLING*

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To continue a conversation:

Contact us at Star Telecom at https://www.startelecom.ca

or reach out via LinkedIn

Ron Owens – https://www.linkedin.com/in/ron   - owens - 803791/

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