



Beyond the AI Hype: Separating Winners from Empty Promises

Expert Speaker



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Jim is a 35-year veteran of the call center/BPO industry. He is passionate, driven, and an energetic business leader with a strong desire to remain ahead of the curve in outsourcing solutions and service delivery.

Jim has an impeccable track record of innovation and advanced business intelligence. He has been instrumental in setting up solutions for brands looking to optimize and automate their daily customer experience needs.



**Recognized as a Top CX
Thought leader by:**



**Connect with Jim on
LinkedIn**



What will we learn today?

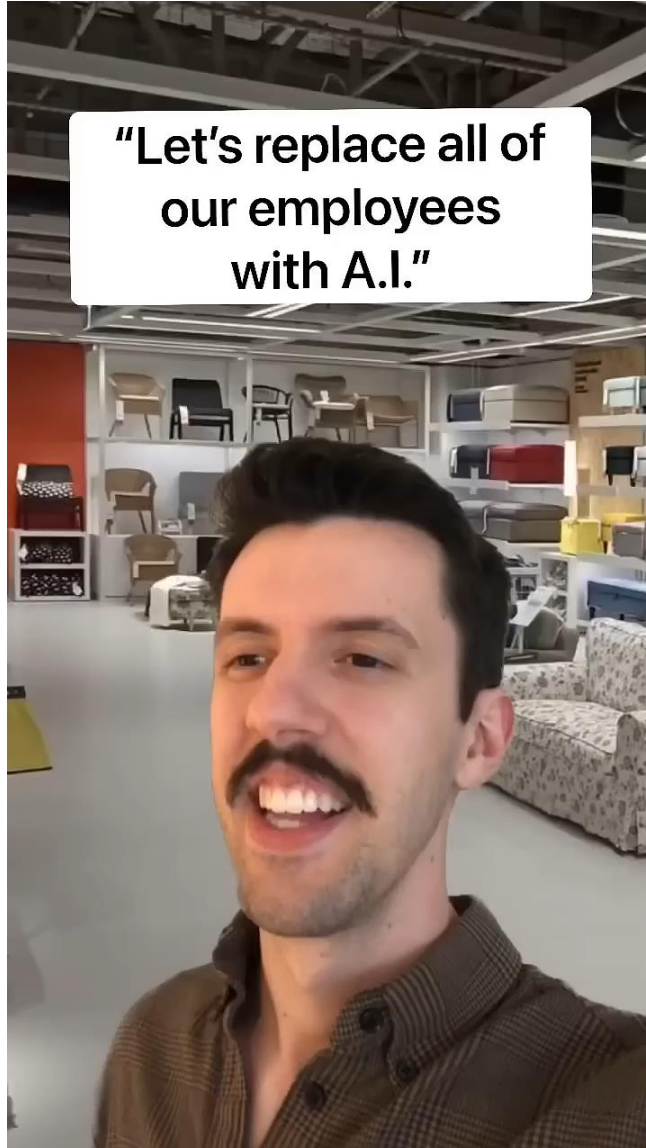
Our Promise: No Jargon, No Empty Promises

Just practical insights to help you make smarter AI decisions

Agenda

- **The AI Noise Problem** - Why the market is so confusing
- **The Shocking Statistics** - Why 90% of AI startups fail
- **Your Evaluation Framework** - 7 key questions to ask every vendor
- **Real Success Stories** - What actual results look like
- **Your Action Plan** - How to test and choose wisely
- **Q&A** - Your questions answered

Let's replace all of our employees with AI?



- **AI can't handle:** *"My order is lost somewhere between here and Mars"*
- **Customer reality:** People hang up on robots, not humans
- **Plot twist:** Best AI makes agents superhuman, not unemployed

"Think Iron Man, not Terminator"

Day in the Life of a Decision Maker

Our Predictive AI Platform monitors 80% of all companies worldwide and predicts behaviour: like opening a new HQ, moving to your region or intent to Buy.

We currently have very happy customers in the British Luxembourg Chambers of Commerce, Flanders Investment and Trade & Invest Hong Kong. And talking to 5 others, who found us through word of mouth.

They report 5x reduced research time and 5x more sales, since they can now start the conversation in the consideration phase of the companies. So BEFORE they have actually opened a new office.

Hi Jim,

Take a 30-minute call with my team to learn the new way companies like Etech Global Services are easily building AI agents to handle complex customer support inquiries.

You'll get a \$100 Amazon gift card in return!

The market is flooded with AI and chatbot tools, but none are designed for customer service teams to handle complex customer challenges—until

Enterprise companies like 1st Central are increasing first call resolution by 10% in just 3 months with . Learn more on a call, after you'll get a \$100 Amazon gift card.

I really enjoyed reviewing your profile.

We have some amazing AI solutions for Contact Centers. We also are launching our AI Agents next month as well.

Please take a look below:

Would you be open to a conversation about our)?

I'm pretty new to the contact center world, but already seeing why folks look up to you. Loved your ebook and your take on voice + emotion detection.

I recently joined —we're helping CX teams deploy AI voice agents that actually sound human (not like they're reading from Windows 95).

I'm sure you've explored or are already implementing similar at Etech— Would be curious to hear how you're approaching voice AI internally right now.

We have now in-house built AI agents that are helping companies completely manage their level 1 tech support and we can handle complex tasks.

Would love to understand more about your business and see if there are any mutual synergies.

Would you be available Thursday or Friday 10am MST for a zoom?

Looking forward to hearing back from you and also show you our AI demo and the difference its making.

Hi Jim! I'm with —we deliver scalable Voice AI for CX, BPOs, and contact centres. If Voice AI is on your radar, I'd love to connect and chat!

The AI Noise: Every Vendor Claims **They're Revolutionary**

Typical Sales Pitches

"Our revolutionary AI platform increases productivity by 300%"

"The only AI solution you'll ever need for customer service"

"Our proprietary algorithms deliver game-changing insights"

"Join us to see how our AI is disrupting the entire industry"

The Reality:

- Most solutions are remarkably similar
- Vendor demos look great but don't reflect real-world complexity
- ROI claims are often unverifiable
- Implementation challenges are rarely discussed upfront

THE CORE PROBLEM

In a market flooded with similar-sounding solutions, how do you identify what actually works for YOUR contact center?

The Hard Truth About AI Startups

90%

of AI startups
Fail

Source: [AI4SP](#)

- Minimal differentiation from competitors
- Lack of domain expertise
- Focus on investment over customer value
- No sustainable business model
- Overpromising on capabilities

The Cost of Betting Wrong

- Wasted budget (often \$100K+)
- Lost time and momentum
- Reduced internal trust in innovation
- Opportunity cost for better solutions
- Team frustration and resistance



CONTACT CENTER REALITY

Failed AI implementations can set your CX transformation back by 18-24 months

Your AI Evaluation Framework

1. Domain Expertise

Ask: Do they understand my industry and specific contact center challenges?

Red flag: Generic demos that could apply to any business

2. Problem Specificity

Ask: What specific problem does your AI solve for my business?

Red flag: Vague promises about "transformation" or "efficiency"

3. ROI Clarity

Ask: What is the expected ROI, and how is it measured?

Red flag: Percentage improvements without baseline metrics

4. Implementation Reality

Ask: What is the time to value and required internal effort?

Red flag: "Plug and play" promises for complex AI solutions

5. Total Cost Transparency

Ask: What's the true total cost of ownership beyond the initial purchase?

Include: Implementation, training, maintenance, data integration, ongoing support

6. Future Support & Roadmap

Ask: What ongoing support and product roadmap can we expect?

Red flag: Unclear support structure or unrealistic development promises

7. Reference Customers

Ask: Can I talk to actual users of the solution?

The most important question: Insist on speaking with 2-3 similar organizations

PRO TIP

If a vendor can't provide customer references, walk away. No exceptions.

Major Red Flags to Avoid

Technology Red Flags

"Our AI learns everything automatically"

"No training data required"

"Works perfectly out of the box"

"100% accuracy guaranteed"

"Replaces all human agents"

Business Red Flags

"Proprietary Algorithms"

"No implementation required"

"We can't share customer references"

"Limited time offer, decide now"

"Trust us, it just works"

REMEMBER

If it sounds too good to be true, it probably is. Successful AI implementation requires realistic expectations and proper planning.

The **80%** Failure Rate Crisis

Despite billions invested, most AI analytics implementations fail to deliver promised value.

\$4.7M

Avg. Revenue Loss/Year
(Missed Opps)

22%

Increase in Churn
(Undetected Warnings)

\$2.3M

Compliance Penalties
(Overlooked Violations)

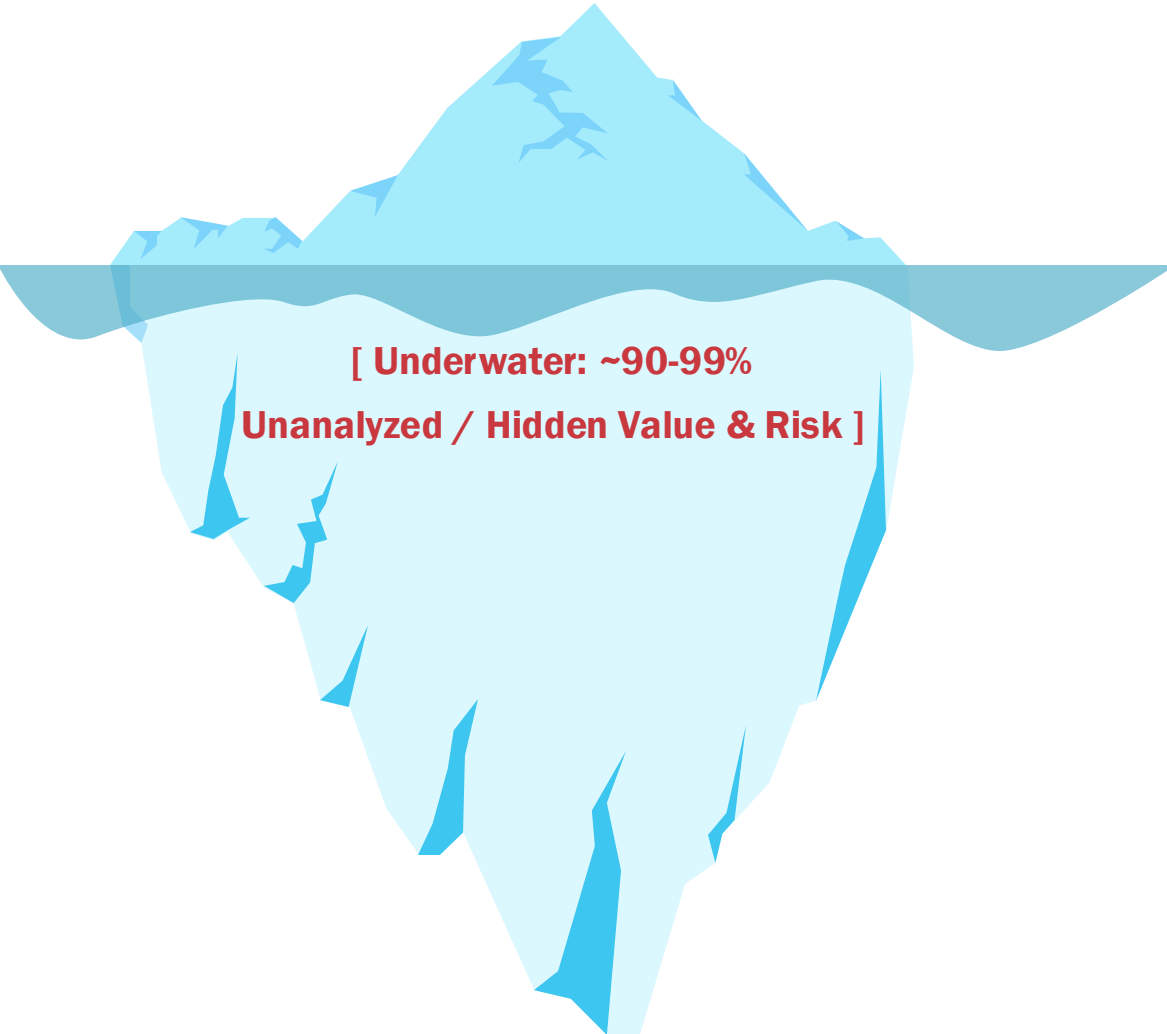
43%

Agent Burnout Rate
(Lack of Actionable Guidance)

While you're reading this, your contact center missed ~27 critical insights impacting your bottom line.

What You Don't See **IS** Costing You

[Visible Tip: ~1-10% Monitored]



In the unanalyzed interactions:

- 15%** Contain critical compliance issues
- 23%** reveal potential revenue opportunities
- 18%** show early churn signals
- 37%** contain product/service insights

"The most expensive analytics is the one that misses with matters"

Poll

The Transformation Opportunity

Results Achieved by Analytics Leaders vs. Industry Average

Industry Average

- Customer Satisfaction (CSAT) **65%**
- Average Handle Time (AHT) **8.5 min**
- Operational Cost Savings **\$0.5-1M**
- First-Call Resolution (FCR) **68%**
- Sales Conversion Rate **12%**

Analytics Leaders

- Customer Satisfaction (CSAT) **92% ↑ +42%**
- Average Handle Time (AHT) **5.5 min ↓ -35%**
- Operational Cost Savings **\$2-6M ↑ +300%**
- First-Call Resolution (FCR) **86% ↑ +27%**
- Sales Conversion Rate **14% ↑ +19%**

“ **Analytics without action is just expensive noise...**

Real Success Story: When AI Actually Works

Financial Services Company

CHALLENGE: Manual data processing consuming 20+ hours weekly, slow customer response times

INDUSTRY: Financial Services | **AGENTS:** 150 | **VOLUME:** 50K monthly interactions

BEFORE AI IMPLEMENTATION

- Manual data processing: 20+ hours weekly
- 48-hour turnaround on customer inquiries
- 60% accuracy in predicting customer needs
- Team focused on repetitive tasks instead of strategy
- High agent burnout and turnover

AFTER AI IMPLEMENTATION

- Automated processing reduced time by 85%
- 4-hour response time to customer inquiries
- 92% accuracy in predicting customer needs
- Team now spends 70% of time on strategic initiatives
- Improved agent satisfaction and retention

Why This Solution Succeeded

The winning solution wasn't the flashiest—it was the one that:

Deep Domain Expertise

Understood financial services compliance and customer expectations

Clear Problem Definition

Focused specifically on data processing and response time challenges

Transparent ROI Model

Provided detailed metrics and measurement framework

Strong References

Connected us with 3 similar organizations who confirmed value

Realistic Timeline

6-month implementation with clear milestones

Ongoing Support

Dedicated customer success team and clear escalation path

Key Insight

Success came from solving specific problems, not revolutionary technology

Contact Center AI: Special Considerations

Technical Requirements

- **Integration:** Must work with existing CRM, telephony, and workforce management systems
- **Real-time Processing:** Sub-second response times for live interactions
- **Scalability:** Handle peak volumes without degradation
- **Data Security:** Compliance with industry regulations

Operational Requirements

- **Agent Adoption:** Intuitive interface that agents actually use
- **Supervisor Tools:** Real-time monitoring and coaching capabilities
- **Reporting:** Comprehensive analytics and performance metrics
- **Training:** Comprehensive onboarding and ongoing education

CONTACT CENTER REALITY CHECK

The best AI solutions seamlessly integrate into agent workflows without disrupting established processes. If agents have to change how they work dramatically, adoption will fail.

Testing Before You Commit: Essential Testing Strategies

1. Proof of Concept (POC)

Test with real data and actual use cases. Insist on a 30–60-day trial with your data.

2. Agent Feedback Sessions

Include frontline agents in evaluation. They'll tell you if it actually helps or hinders their work.

3. Performance Baselines

Establish clear metrics before testing: response time, resolution rate, customer satisfaction, agent productivity.

4. Integration Testing

Verify the solution works with your existing tech stack without breaking other systems.

Building Your Business Case

Cost Reduction Metrics

- Average Handle Time (AHT) reduction
- First Call Resolution (FCR) improvement
- Trending Analysis
- Training time reduction
- Operational cost per contact

Revenue Enhancement Metrics

- Customer satisfaction (CSAT) scores
- Net Promoter Score (NPS) improvement
- Customer retention rates
- Upsell/cross-sell opportunities
- Agent retention and satisfaction

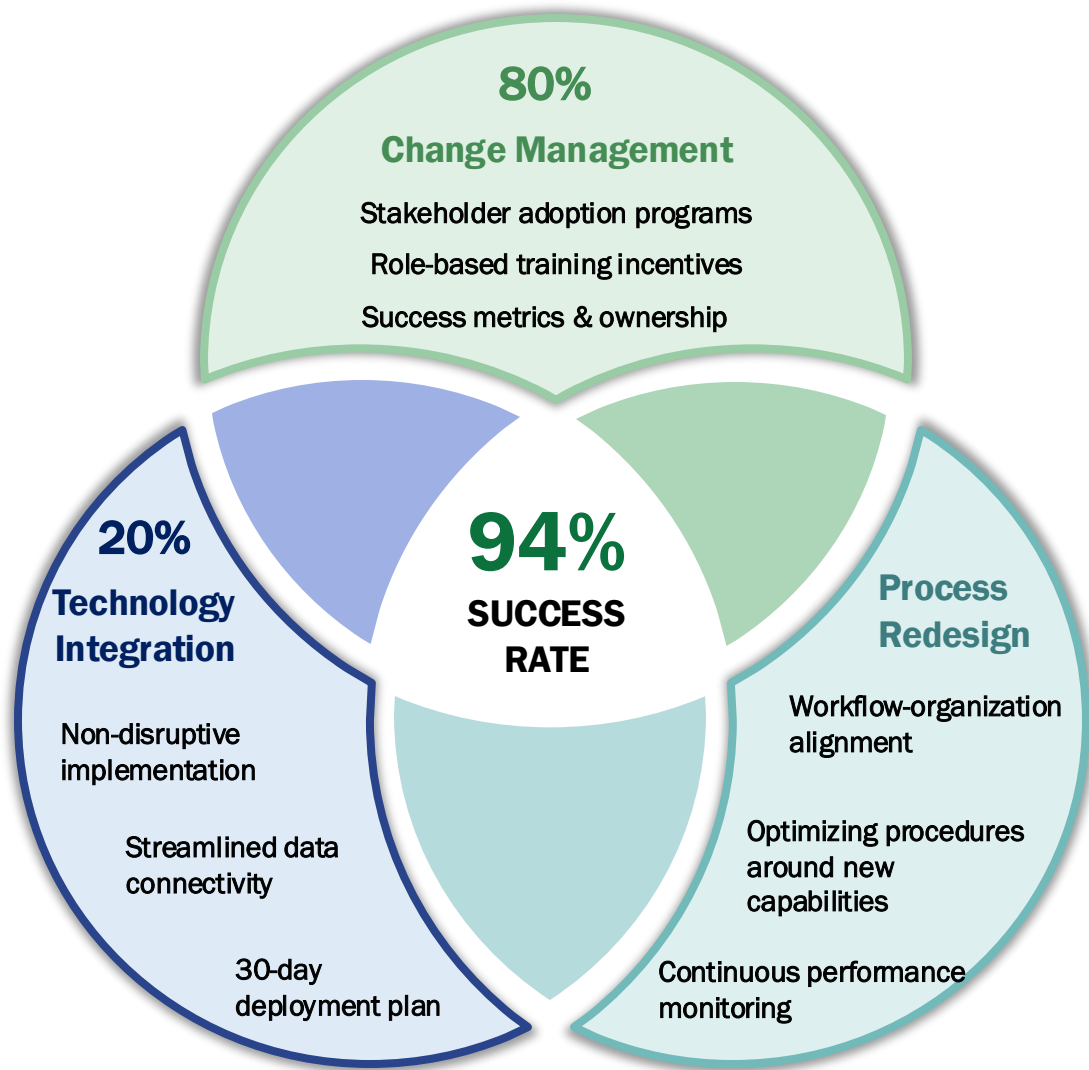
SAMPLE ROI CALCULATION FRAMEWORK

Cost Savings: $(\text{AHT reduction} \times \text{hourly rate} \times \text{annual call volume}) + (\text{FCR improvement} \times \text{repeat call costs})$

Revenue Impact: $(\text{Customer retention improvement} \times \text{average customer value}) + (\text{agent retention} \times \text{recruiting costs})$

The 80/20 Rule of Implementation Success

Weaving technology into your organizational fabric through balanced implementation.



Metric	Traditional (80% Tech Focus)	Process Redesign
Timeline	6-9+ months	30 days
Adoption Rate	28% (72% fail target)	94%
Feature Utilization	46% (54% unused)	85%

Implementation Best Practices

Start Small

Begin with one use case or team. Prove value before scaling.

Change Management

Invest in training and communication. Address agent concerns early.

Iterative Approach

Continuous improvement based on user feedback and performance data.

Executive Sponsorship

Ensure leadership supports the initiative and removes barriers.

Cross-functional Team

Include IT, operations, training, and quality assurance from day one.

Success Metrics

Define and track specific KPIs throughout implementation.

REMEMBER

Technology is only 30% of success. The other 70% is people, process, and change management.

Your Action Plan: How to Choose Wisely

1. Start with Problems, Not Solutions

Define your specific business challenges before looking at AI tools. What's broken? What's inefficient? What frustrates customers?

2. Verify Domain Expertise

Ask hard, industry-specific questions. Can they speak your language? Do they understand your compliance requirements?

3. Demand Specificity

Vague promises of "efficiency" or "transformation" aren't enough. Require specific metrics and timelines.

4. Talk to References

Insist on speaking with actual customers. Ask about challenges, not just successes.

5. Start Small

Pilot with clear success metrics before committing to enterprise-wide deployment.

6. Measure Results

Track actual outcomes against promised benefits. Be prepared to pivot if results don't materialize.

7. Plan for Change Management

Invest at least 40% of your project budget in training, communication, and user adoption.

THE GOLDEN RULE

The best AI isn't the most advanced AI. It's the AI that solves real problems for your business in a measurable, sustainable way.

Actionable Intelligence: Lessons for Contact Center Transformation

Strategic Vision Before Technology

Domain-Specific Models Outperform Generic AI

Agent Adoption Requires Meaningful Involvement

Phased Implementation Delivers Better Results

Continuous Improvement Requires Human Oversight

Why Agent Experience is important than ever in 2025?

- Satisfied agents deliver 3.3x higher First Call Resolution rates
- Agent replacement costs 33% of annual salary per position
- Engaged agents achieve proficiency 3 months faster

Think Like an Experience Designer

- Anticipate customer needs through data
- Create seamless experiences across all channels
- Use analytics to optimize every interaction
- Transform ordinary interactions into extraordinary experiences

Practical AI: Beyond Hype to Tangible ROI



The Current AI Landscape



70,000

AI Companies launched since ChatGPT



90%

Fail within their first year!



Line item

Most Organization treat YOU as a line item



Etech's Partnership Approach: ROI-Driven AI Transformation



Deep Client Engagement

- Trusted Advisor Partnership Model
- Determine measurable ROI AI opportunities
- Compliance & Operational alignment of solutions



Strategic AI Roadmap

- High-impact, low-risk implementations
- Incremental solutions to maximize returns



Result-Focused Implementation

- AI solutions aligned with strategic objective and continuous optimization
- Long-term partnership for AI Growth

How Etech Approaches Contact Center AI

Our Philosophy: Artificial + Human Intelligence

We combine AI capabilities with 25+ years of contact center expertise to deliver solutions that actually work.

Domain Expertise First

Deep understanding of contact center operations, metrics, and challenges

Proven Track Record

160M+ voice interactions, 40M+ chat & email interactions annually

Measurable Outcomes

Every implementation includes clear success metrics and regular performance reviews

Comprehensive Support

From strategy through implementation to ongoing optimization

OUR PROMISE

We don't sell AI for AI's sake. We solve specific contact center problems with technology that delivers measurable value.

Key Takeaways – Remember these Critical Points

1. Be Skeptical of Revolutionary Claims

90% of AI startups fail. Focus on proven solutions with verified results.

2. Domain Expertise Matters More Than Technology

Choose vendors who understand your industry and specific challenges.

3. Always Talk to References

The most important question: *"Can I speak with actual users?"*

4. Start Small and Measure Everything

Expecting AI to run without oversight, prioritizing cost over value.

The best AI solutions solve specific problems, not everything at once.

Assess Your AI Readiness

The Foundation for Successful AI Implementation

Before implementing AI solutions, contact centers need clear visibility into three areas:

- Current operational readiness and capability gaps
- Customer expectations and service requirements
- Technology options and vendor selection criteria

BenchmarkPortal AI Readiness Self-Assessment

- 6 questions | 3 minutes | Confidential results
- Identifies your starting point for AI adoption
- Provides a framework for building an implementation roadmap

**Scan to access your
Complimentary Assessment**



Your Free AI Evaluation Checklist

Download Your Complete Evaluation Framework

The Checklist Includes

- 25 specific questions to ask every AI vendor
- Red flag warning signs to watch for
- ROI calculation templates
- Reference customer interview guide
- Pilot program planning framework
- Implementation timeline templates

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Meet Etech's Team at Our Table

Ask the Experts



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Request a Copy of Etech's Book - Learn from Etech's Experts!

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Drawing from their intertwined journey spanning 60+ years of executive leadership, Matt and Jim share heartfelt insights and wisdom born from an extraordinary 35-year partnership. Their evolution from industry newcomers to visionary leaders showcases the profound impact of genuine collaboration, bold innovation, and an unwavering dedication to serving others with compassion.

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