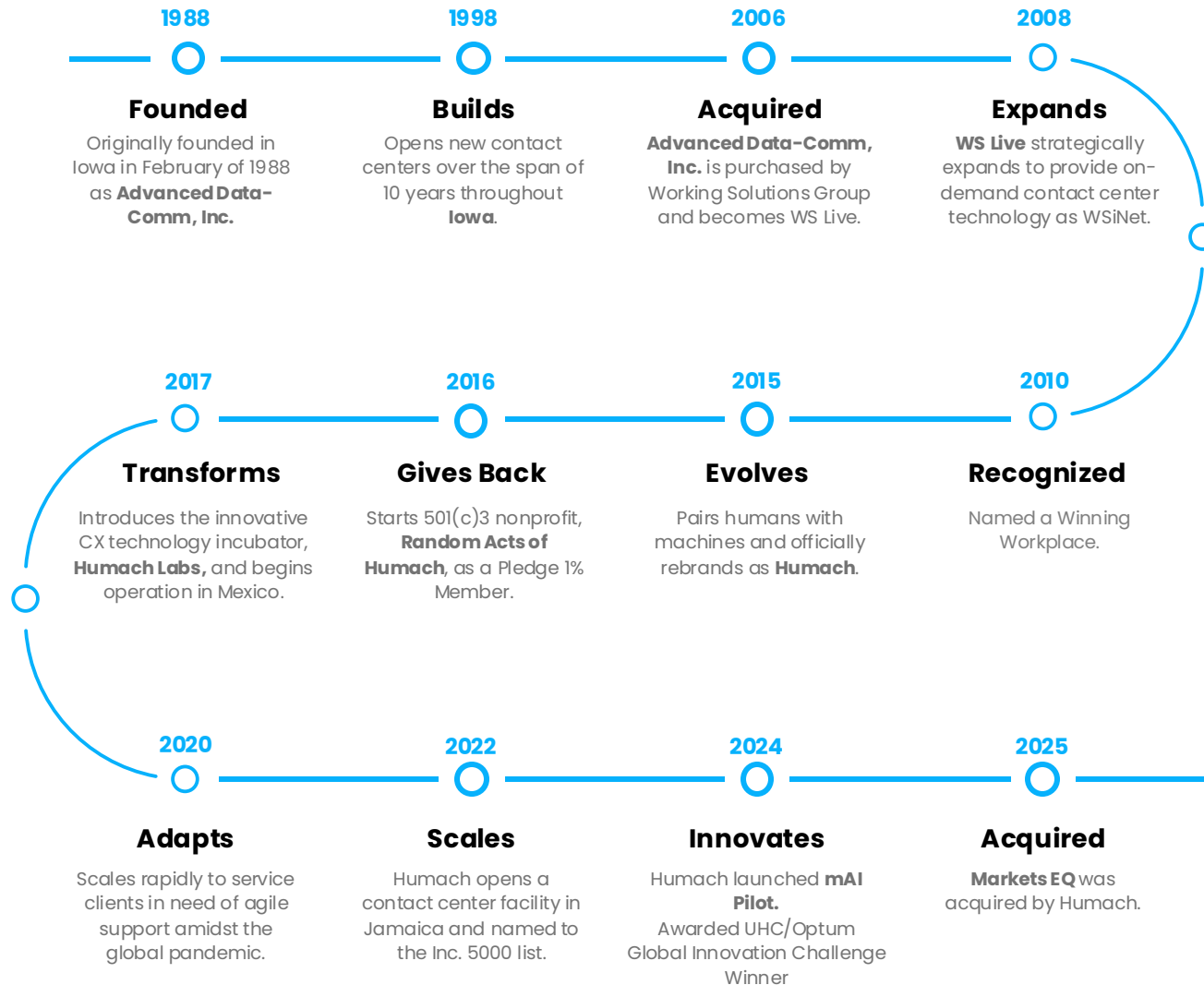


HUMANS + MACHINES

From Call Center Agents to AI Whisperers™

HOW TO SAY **HUMACH**





35+ Years of CX Innovation

From traditional call centers to intelligent customer journeys, Humach continues to lead the digital transformation in Customer Experience.

Our mission? Eliminate bad customer experiences by combining human empathy with advanced AI voice + chat technology.

Who knows
what this logo is
associated with?



One Partner. One Solution.

Lighten IT load with end-to-end managed solutions



Digital Agents

Voice & Chat that never misses a beat. We deliver instant, 24/7 support in any language. Our AI agents handle inquiries fast while preserving the empathy and personalization customers expect.



Live Agents

Some conversations require a personal touch. Our seasoned live agents work seamlessly alongside Digital Agents to resolve complex cases, capture insights, and deliver authentic brand experiences.



AI Whisperers™

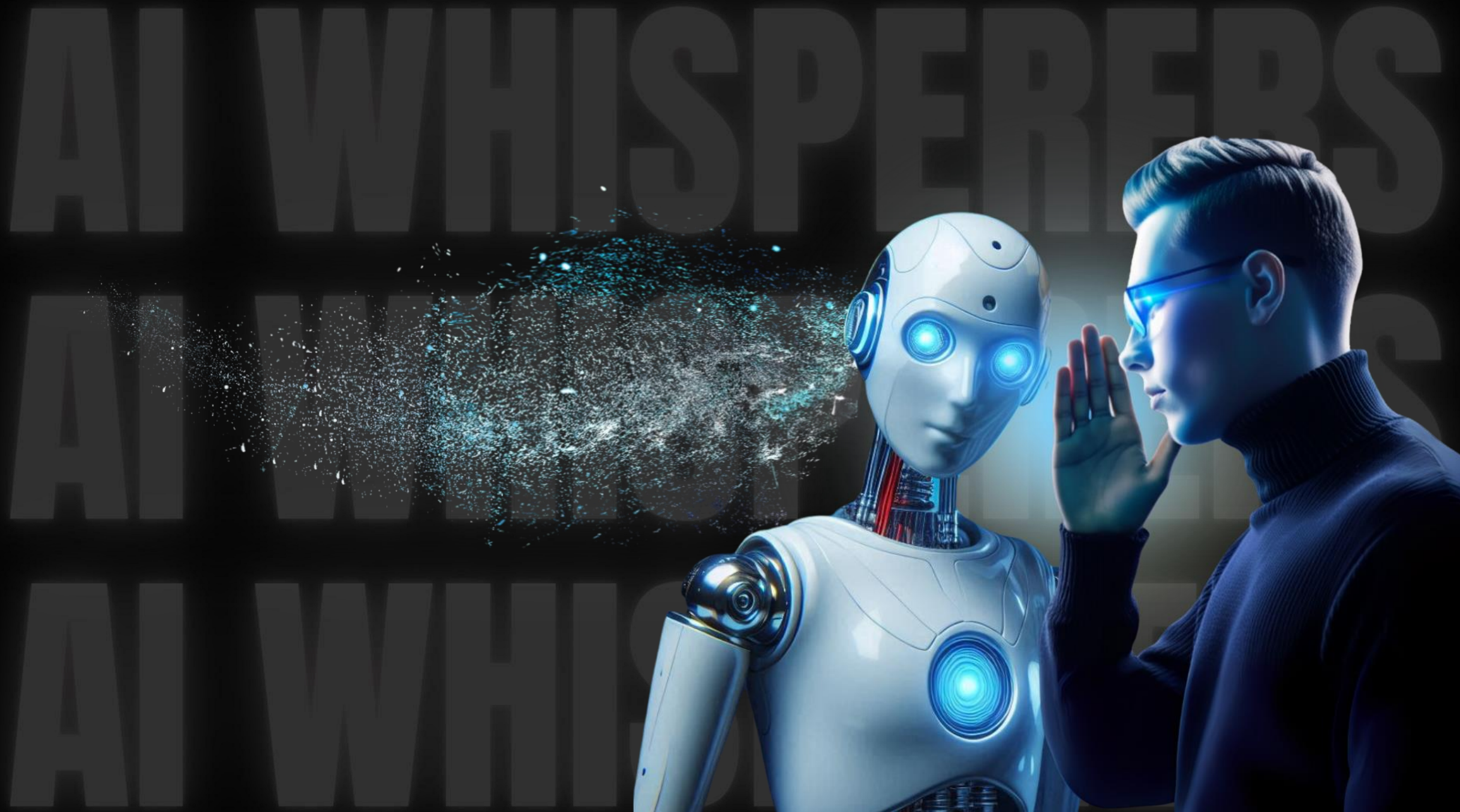
Human expertise makes AI smarter. Our live agents don't just handle complex issues; they continuously train and fine-tune your AI. AI gets smarter, Agents become more efficient, and customer satisfaction soars.

We've all been there

85%

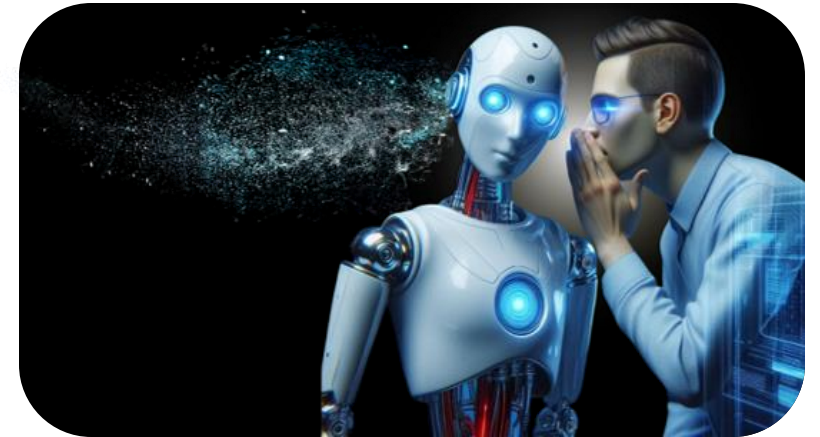
of **AI initiatives fail**
to deliver their
promised value.





AI WhisperersTM

Upskilled front-line agents who tune, train, and optimize AI to bridge the gap between customer experience and engineering to deliver **trusted, reliable and secure** automation.



Problem

- AI today lacks the accuracy, maturity, and sophistication needed for real customer interactions.
- Concerns around bias, hallucinations, and regulatory compliance make it risky to deploy without human oversight.
- AI systems struggle with complex customer queries that demand deep domain expertise and context.

Solution

- Humach pioneered a process to upskill front-line agents into AI Whisperers.
- These super agents bridge the gap between digital agents and engineering teams, dramatically improving AI performance.
- Accuracy jumps from ~73% (engineer-only tuning) to 95–98% with AI Whisperers involved.

The Operational Role

- Selected from top-performing agents with deep customer experience knowledge.
- Trained through AI certification to tune and train digital agents.
- Spend 1–2 hours daily in the Whisperer role, plus live interaction time to stay current and gather feedback.
- Actively monitor and refine AI responses in real-time using the AI Whisperer Workspace.

AI WHISPERERS™

Certification Levels



AI Whisperers™

Responsibilities



Help identify

initial use cases

Assist in onboarding
and testing AI
solutions pre and
post deployment

Identify & Recommend

updates or changes
to sources in the
knowledge base due
to incorrect
information



Continue identifying ways to
automate transactions and
submit feedback for
improvement.

Recognize when a digital agent
should have handled a task but didn't
and submit feedback for optimization.



*Contribute to prompt
engineering
& design*

for improved AI
performance.



Provide **feedback** on
escalated calls to live agents.

Conduct

Bias testing to ensure
fair and accurate AI
outcomes.

Review
exceptions
that were
identified via
AI-QA of
digital
solutions.

AI Whisperer Workspace

H

Humach LLC

○ Starter Guide

0 %

🏠 Home

📊 Metrics

Testing

🧪 Evaluation

📄 Datasets

🗨️ Prompt Studio

📈 Insights

Observability

🔍 Observatory

Traces

Spans

Threads

👤 Human Annotation

Datasets

Create, annotate, and manage eval datasets on the cloud.

Single-Turn Multi-Turn

Showing 1 to 7 of 7 dataset(s)

🗑️ Delete Dataset

+ Create Dataset

Alias	Number of Goldens	Last Edited	Last Pulled
○ AgentAssist_UAT_Q&A	86	Jun 12, 8:54 AM	-
○ OmniCheer Biased	10	May 29, 4:48 AM	46 days ago
○ OmniCheer Merged w Duplicates	103	May 19, 1:11 PM	57 days ago
○ OmniCheer	48	May 16, 4:13 AM	57 days ago
○ OmniCheer-2025-05-15 13:14:47.528586	40	May 15, 12:14 PM	57 days ago
○ OmniCheer Base	8	May 15, 12:01 PM	57 days ago
○ OmniCheer Manual	5	May 14, 10:06 AM	57 days ago



AI Whisperers in Action:

A Case Study on Making Bots Brilliant

SCALING SMARTER:

Sports Apparel Company's Journey to AI-Powered Customer Engagement

An E-Commerce client, with a leading cheerleading brand, partnered with Humach to modernize its customer experience through automation and scalability. This digital transformation improved service quality and streamlined peak-season operations.

Challenge

During seasonal peaks, call volume surged by over 900%, requiring a rapid scale-up of staffing by more than 300%. Outdated systems slowed training and doubled handle times, straining operations, hurting consistency and reducing CSAT.

Solution

We deployed Allison for the largest call type (order status), a digital voice agent that thinks, speaks, and acts like your best customer support representative, recognizing tone, urgency, and sentiment to respond with empathy and precision.

Unlike scripted AI, Allison adapts style and pace to each customer, creating natural, human-like conversations.

THE IMPACT OF Intelligent CX & Humans-in-the-Loop

Impact

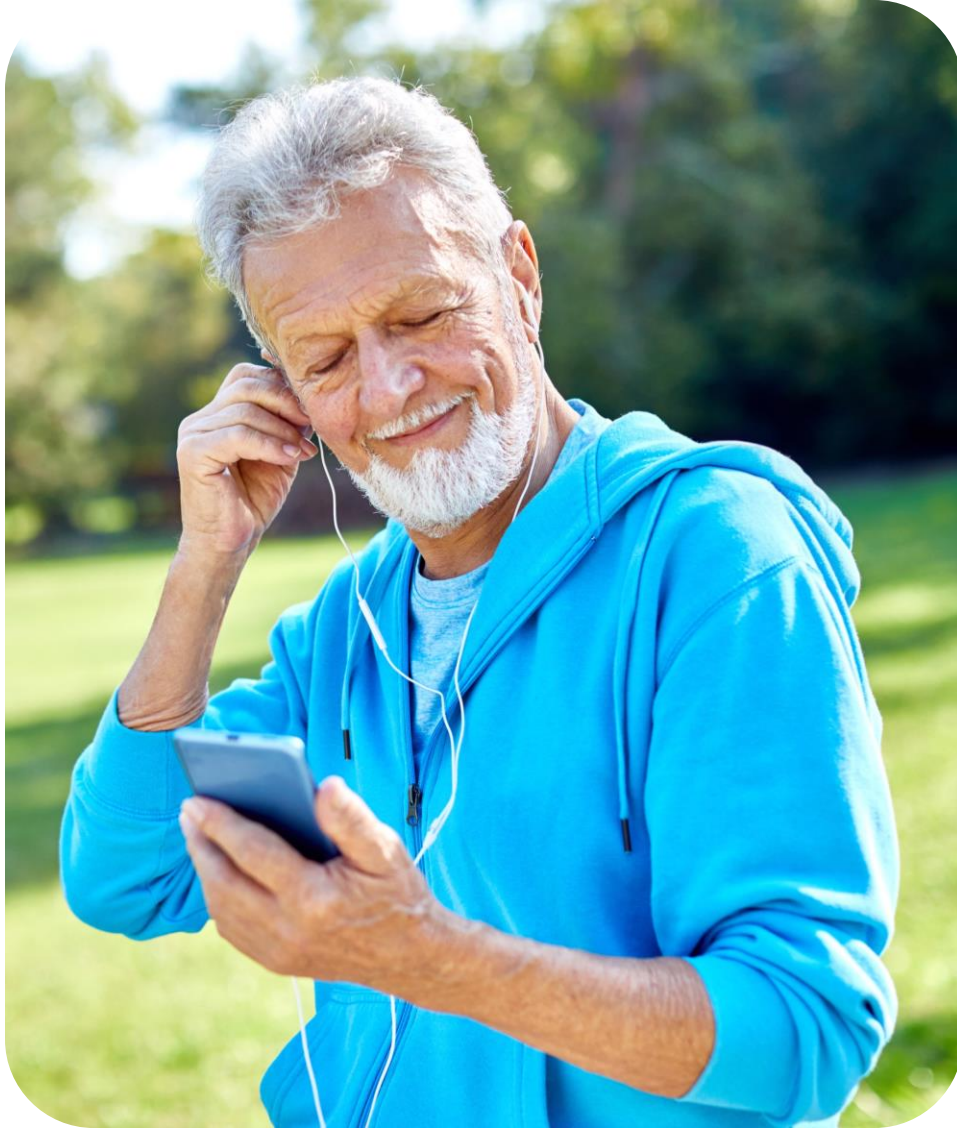
Allison handled 25% of the order status calls, reducing the large staffing surge, while also re-engaging 25k dormant leads to drive \$1.3M in new revenue. Improving customer experience, wait times, efficiency and impacting the bottom line!

- ✓ Authenticate customers securely
- ✓ Provide order status
- ✓ Send tracking info via SMS
- ✓ Answer FAQs
- ✓ Escalate to live agents

AI Whisperers Uncovered:

- Easiest for Engineering ≠ Easiest for Customer
- Assumed Customer Language ≠ Real Customer Language
- Name + phone = fastest/easiest authentication
- SMS tracking option for new cell #'s
- Differences in handling multiple payment types (CC, Check, PO, etc)
- Customized items flagged correctly
- Accurate status updates without live agent transfer
- Different buyer behaviors identified (school, coach, parents, etc)
- Accounts retrieved across varied formats
- Knowledgebase inaccuracies

“This was so much more than just a customer service upgrade. With Humach, we’ve built a scalable, emotionally intelligent system that feels like an extension of our team, and our customers feel the difference.”



10% ACCURACY
without human oversight

90% ACCURACY
with human oversight

... in 38 days

AI WHISPERERS™ FOR Success, Impact, and Growth!

Train people well enough so they can leave,
treat them well enough so they don't want to.

– Sir Richard Branson

AI won't replace your job, someone who
understands and leverages AI will.

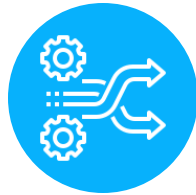
–Richard Baldwin

Why it matters for agents



Supercharged Skills

Agents evolve from script-followers to problem-solvers, making them more capable and confident.



Change Champions

They gain influence in shaping how AI is integrated into workflows to drive smarter operations.



AI Demystified

Understanding AI removes fear, builds trust, and turns technology into a partner and not a threat.



Stress Down, Engagement Up

AI reduces pressure from high-volume, low-complexity work, leading to happier, more productive employees.



Job Satisfaction & Retention

More impactful work and less burnout translate into higher engagement and loyalty.



Human Connection Restored

With AI handling routine tasks, agents can focus on empathy and meaningful customer interactions.



Remember:

Even When The Voices Sound
Amazing...They Still Need The
Love Of The **AI Whisperers**

Q&A

HUMANS + MACHINES

That's Humach.

Thank you.

Proprietary and Confidential Information of Humach