



# AI Budgeting Strategies for 2026: Securing ROI when Buying Contact Center AI

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# Webinar Presenters



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# Agenda (45 minutes)



 Why add AI now? Education

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 What is Contact Center AI? Use Cases

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 Where do you start with AI? Possibilities

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 Justify the ROI with AI Education

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# 01

# Why add AI now?

# AI is Now Required to Meet Customer and Company Expectations



- 👉 Customers and Agents have higher expectations with AI being used in everyday life
- 👉 Agent turnover issues remain
- 👉 QA pressure for compliance is critical
- 👉 The “Need to do More with Less” is more prevalent to reduce operational costs

“If you don’t like change, you’re going to like irrelevance even less.”



US General Shinseki



# Why Most Company Operations Fall Short of Their Full Potential



Higher Operating Costs

Lower CSAT & Retention

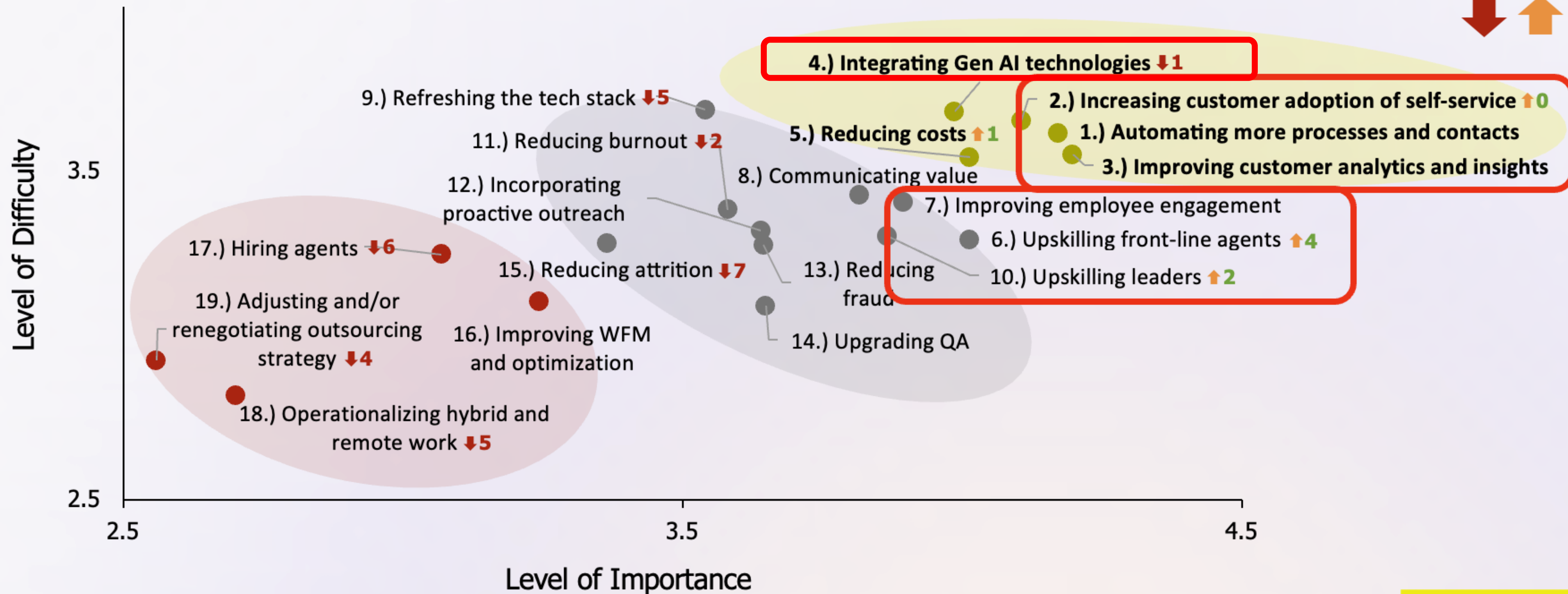
Lower Revenue

# Executive Priorities 2025-2026

Once a year, CMP Research surveys customer contact and CX executives at discrete companies of all industries to uncover shared and urgent strategic challenges.

## Level of Importance vs. Difficulty to Solve Average Scores

Change from 2024-2025 Executive Priorities (where applicable)



n = 67-76 customer contact leaders  
Source: CMP Research, 2025 Priorities in Customer Contact Survey

# CX / EX / AI - Top Trends



By 2026, conversational artificial AI within contact centers will **reduce agent labor costs by \$80 billion (Gartner, Inc)**

**AI Enabling Business & Technical Performance**  
Humanizing, personalizing & empowering EX & CX . Better business decisions. Automate and simplify work

**Data is the New Currency**  
Proactive CX and EX with insight into intents, experiences, and trends. Beyond “how much” to “why, how well, and what’s next”



**Entering the Era of the High Value Agents**  
Brand Ambassadors solving complex problems with Human-First CX

**Agentic AI Agents**  
Goal driven humanlike autonomous virtual agents to execute goals & take action

**Real-Time Frameworks**  
Assuring positive outcomes “During” interactions vs reacting to negative ones “After”

02

# What is Contact Center AI?

# Debunk the Myth: AI is Not Just about Chatbots/AI Agents

👉 AI's main purpose is FAR more than just a Virtual Agent that can handle transactional interactions.  
It's an enablement layer for your people.

👉 It's not about replacing agents.

It's about exceeding your agent and customer experiences through improving agent and manager effectiveness.



“We didn’t need another dashboard.  
We needed help getting agents to improve.”



Quote from an AmplifAI  
healthcare customer

# Definition of Contact Center AI



AI that enhances, automates, and optimizes customer interactions, agent performance, and overall contact center operations.

## Employee Facing AI

- Auto QA (Automated Quality Assurance)

100% automated interaction scoring on any scenario / metric

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- Sentiment, Accent, and Intent Detection

Understands tone and purpose to adapt responses

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- Performance Management, Coaching, Training, and Hiring

Data-driven insights and personalized coaching plans

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- Operations, Workflows, and Measurement

Tailored metrics and trending well beyond standard metrics

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- Agent Assist (RTA)

Real-time suggestions for human agents

## Customer Facing AI

- Conversational AI

Chatbots and AI Voice

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- Real-time Decision Making / Approvals

Accomplishing complex tasks and customer processing steps

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- Advanced Agent Routing

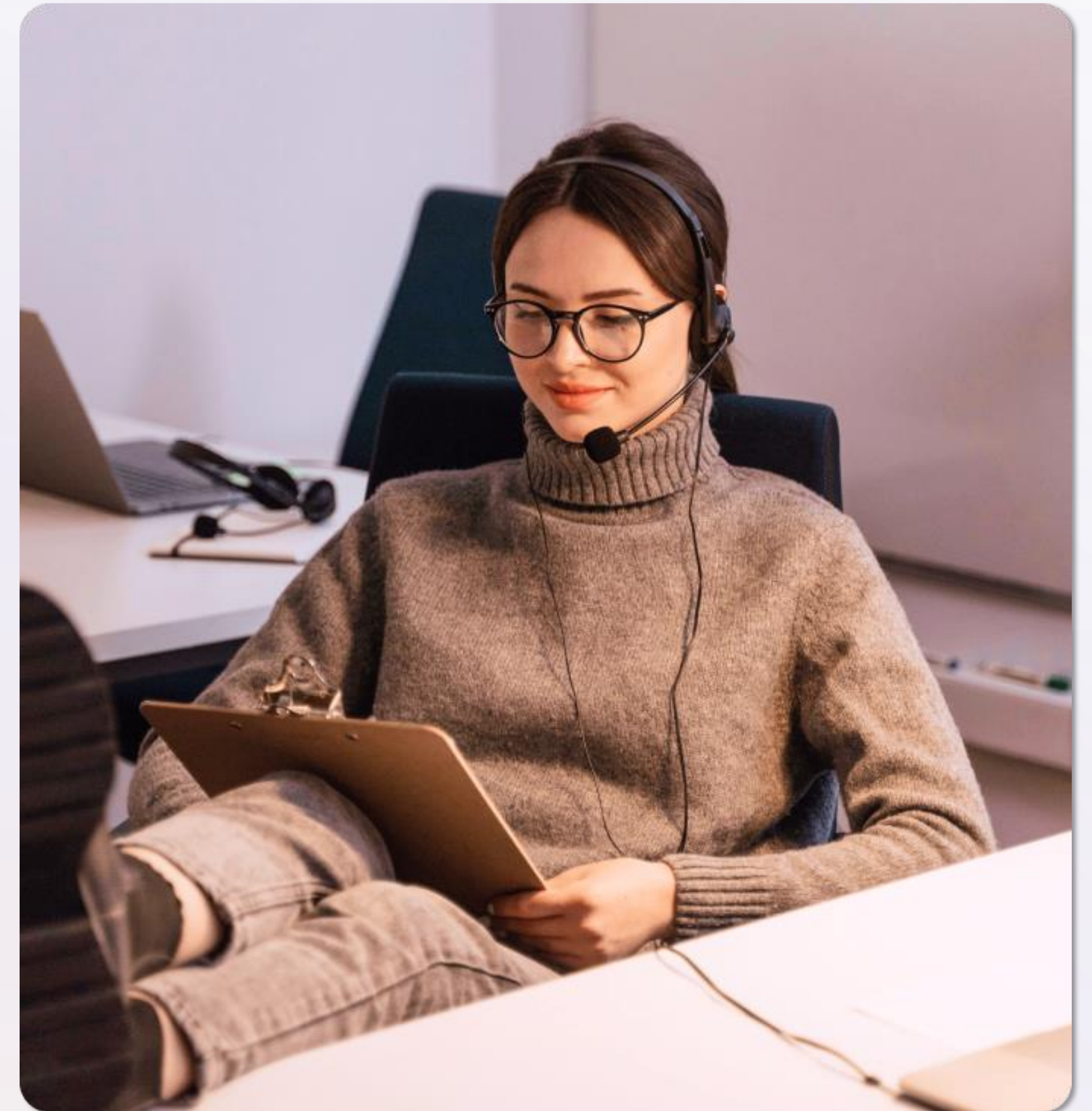
Utilizing contextual customer and company data

# Primary Benefits for Contact Center AI



## What it can do for you & Why it matters:

- 👉 Provides advanced **insights** and **decision making**  
Predictive and Prescriptive
- 👉 Increases **customer satisfaction**  
(faster, more personalized responses from Human and AI agents)
- 👉 Improves **agent performance** and engagement via **Next Best Actions**
- 👉 Reduces **cost-to-serve** and **handle time**
- 👉 Enables scalable **QA** and **consistent, smarter coaching**
- 👉 Drives higher **conversions** and **compliance**



# 03

## Where do you start with AI?

# 3 Steps to a Successful Contact Center AI Purchase and Implementation



Identify the Problem You're Trying to Solve



Find Your Data



Qualify Your Solution Providers

# Step 1: Find AI Opportunities & Impact

Optimal Impact where Frequency, Friction & Value intersect

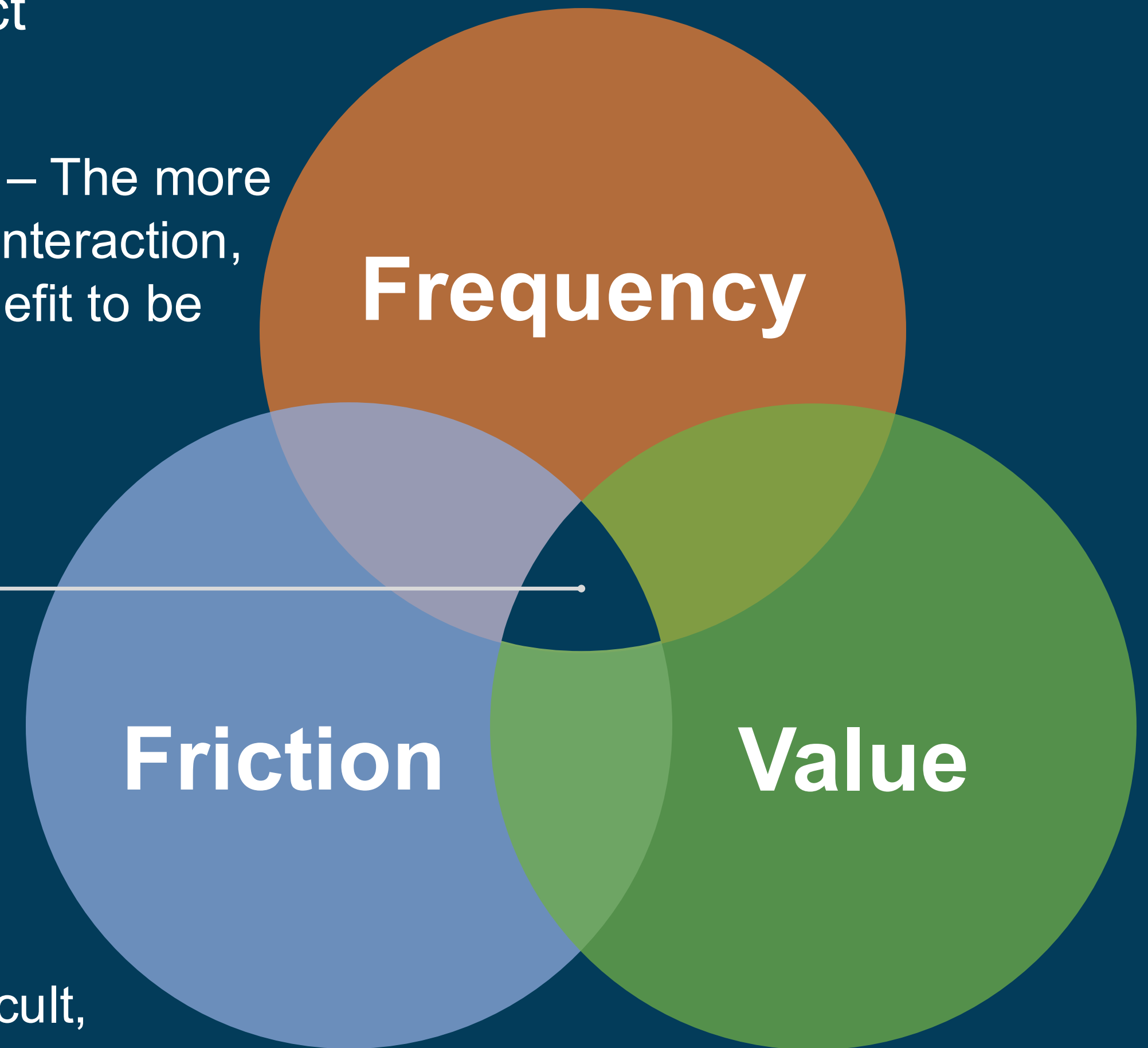
**The highest ROI is realized by optimizing work where primary drivers intersect**

- How do you do this today?
- Why is this valuable to your business?
- How much time is spent on this?
- How difficult is it?
- How would you use AI for this?
- What data is used to do this?
- How would you manage & secure this?
- How would you start?

**Frequency** – The more frequent the interaction, the more benefit to be gained


**Friction** – High Effort: Difficult, Time Consuming, Manual

**Value** – Path to Revenue, time spent, EX, CSAT



# Step 2



 Identify the Data Required to Address Your Top Challenges  
(Spoiler Alert: You already have the data)



## Sales: Inside and Direct

# of Opportunities • Sales Conversion • Objection handling  
• Compliance • Upsell %



## Collections

Productivity • Dials Per Hour • RPC • RPC Conversion • \$ Collected / RPC



## Quality

Evaluation Coverage % • Auto QA Accuracy • Compliance Adherence • Calibration Consistency



## CX

CSAT • NPS • Sentiment • Call Reason Analysis • Resolution Rate



## Customer Care

Productivity • CSAT • VOC • NPS • Agent SAT • FCR



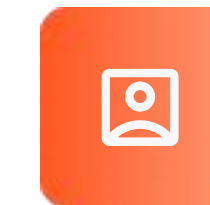
## Technical Support

Productivity • Solves Per Day • THT • MTTR • FCR



## Field Service / Back Office

Productivity • Response Time • CSAT / Tech SAT • Time to Complete • FTFR



## HR

Automated Reviews • Attrition Prediction • Employee EX Engagement • Flexibility

# Step 3



## Qualify a Shortlist of AI Solution Providers

Be very clear on what you are trying to accomplish and WHY

Know your: What, Why, When and How



### Able to Integrate Your Data and Current Solutions

Are you able to automate data imports from CCaaS, WFM, CRM, surveys, in-house apps, flat files, and more.



### Meets and Scales with the Enterprise Expectations

Do they have experience scaling to the complexity and size of your business for other companies in your industry?



### Customer Teams have Contact Center Experience

Have the people supporting you had extensive experience running a contact center and look out for your business and the software?



### AI solutions are Aligned to Your Required Outcomes

Are the solutions you're being offered all built on the same platform, or are they separate solutions connected by APIs?

04

# Justify the ROI with AI

# Prioritize Business Value & Optimization



## CX, EX, & Revenue

Improving customer experience to maximize revenue

- Attracting Customers and Employees
- Converting Customers
- Retaining Customers and Employees
- Create, Preserve, and Grow Revenue

## Performance

Improving performance of employees and decision making to drive business growth

- Optimizing Human Interactions and Work
- Empower and Guide Employees
- Simplify Work through Automation
- Data Analytics and Decision-Making

## Technology

Aligning your technology to optimally support your customer and employees

- Platforms
- Integrations
- Security & Compliance
- Transparency & Reliability

## People

Optimizing your human resource pipeline to reduce operating expenses

- Hiring
- Training
- Staffing
- Performance Management

# Optimizing Transformation by Shrinking the Unknown



## Understand your Current State completely & accurately:

- Hidden Friction & Inefficiencies
- EX & CX Dissatisfiers
- Contracts, Vendors, & True Costs
- The Connected Ecosystem
- Effort, Impact, & Prioritization

## Thoroughly Imagine & Plan your Goals for optimized outcomes:

- Where do we know we can improve?
- How else might we be able to improve?
- What or who are we not considering?
- How can the marketplace help us achieve?
- Can I find impactful technologies and great service providers at the best price?

# Top ROI Metrics

Reframe Your Thinking:

Graduate from “**how fast and how much**” to “**how well and why**”

## Be Experience Centric

- What do I have to do in the channels I operate in to deliver the best experience for my customers?
- What do I need to measure to get there?

## Bottomline Business Outcomes You are Driving:

- 👉 Time Saved
- 👉 Revenue increased
- 👉 Reducing agent attrition
- 👉 Increase Customer and Agent Experiences and Efficiencies

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Access the Contact Center AI Buyer's Guide



# Access Buyer's Guide

<https://www.amplifai.com/blog/contact-center-ai-buyers-guide>

# Thank You

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