

The contact center, finally built around the customer

An AI-first playbook for enterprise leaders
ready to put the customer first.

avaamo



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The crisis in the contact center:

Traditional IVR was built for the business. Not the caller.

The contact center sits at the intersection of two irreconcilable forces: rising customer expectations and the physical limits of human-staffed operations. Something has to give.

Enterprise leaders no longer need convincing that legacy IVR is failing customers: rigid menus, dead ends, and scripted logic frustrate callers before they've even had a chance to speak with anyone.

What was once designed to create efficiency now does the exact opposite; but acknowledging the problem doesn't make the path forward obvious.



The core contradiction:

The traditional contact center had one job: keep customers away from agents. That's not a contact center. That's a barrier.

The staffing math no longer works

During demand spikes — seasonal volume, crisis events, product launches — the only lever available is adding more staff. That model is breaking entirely. Staffing costs and employee turnover have made the operational math unsustainable. And no amount of headcount solves for the structural problem underneath.

The false binary: band-aid or rip-and-replace

Modernization is too often framed as a binary choice: bolt AI assistance onto existing infrastructure, or rip everything out and start over. Both options carry unacceptable risk for most enterprises — and neither is the only path forward.

The band-aid: "AI-assisted"

The dominant response to the contact center crisis has been AI-assisted tools: layered or bolted on existing legacy infrastructure:

- Suggested responses,
- Real-time knowledge retrieval
- After-call summarization

These tools have genuine value. But they share a hard performance ceiling. AI-assisted models still require a human in the loop for every interaction.

Peak volume still demands more headcount. After-hours coverage still requires staffing. The scalability problem is never resolved — because the underlying assumption never changes: the human agent remains the primary service delivery mechanism, and every improvement built on top of that assumption inherits the same ceiling.

The trap: Band-aid? Blow it up?



Add AI-Assist options as a band-aid

Keep legacy IVR and accept it's limitations



Rip and replace core systems

Replace core systems with something entirely new

OR

Chapter 1

Defining an AI-First Contact Center

An AI-first contact center isn't defined by its technology. It's defined by what the customer experiences: no menus, no hold times, no repeating themselves. Just a conversation that ends with their problem solved.

AI-first Contact Center

Built around the customer, not the system

Instant engagement

No menus, no "press 1", just a natural conversation, 24/7.

Resolved, not deflected:

85% of issues handled end-to-end

Real-time authentication

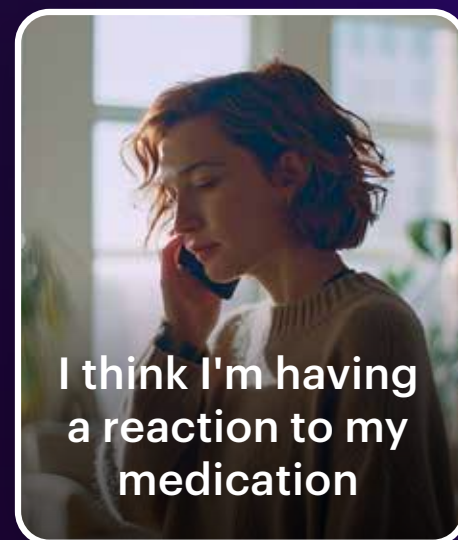
CRM lookup before the first transfer for personalized service.

Warm Handoff

No customer ever repeats themselves. Full context carried through handoff

Every caller heard. Every call resolved

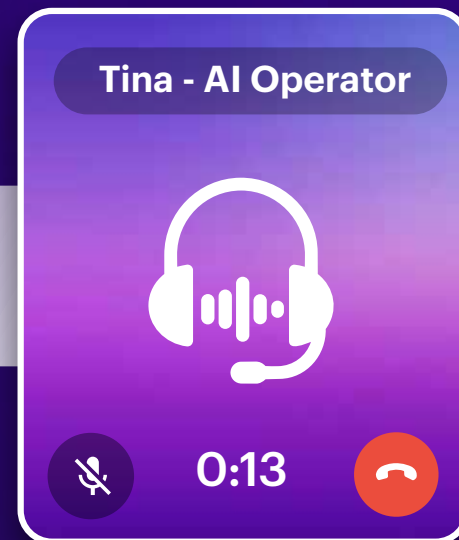
AI-first means AI agents handle the majority of interactions end-to-end.
Human agents focus only escalated, complex calls.



Customer speaks naturally

No IVR menus. Zero wait time.

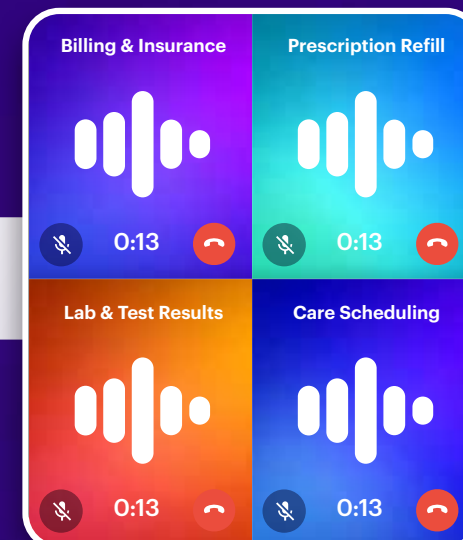
100%
Call volume



AI understands intent, no IVR menus

Just a conversation. AI resolves low risk use cases and/or routes calls.

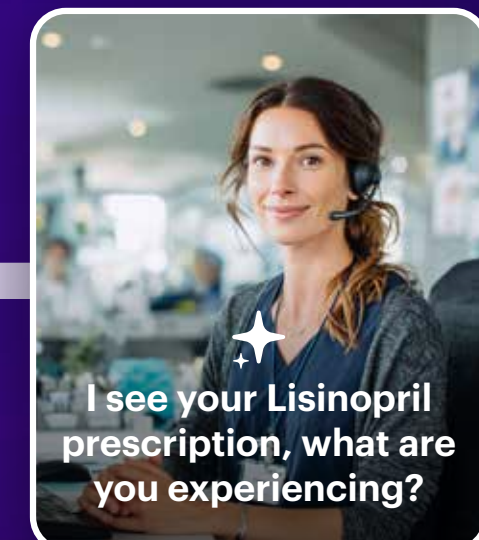
70%



AI Agents resolve autonomously

Routine requests handled end-to-end, no human needed.

11%



Agents handle escalated complex calls

Complex calls reach the right specialist, with full context.

How do you navigate the transition?

Every organization's starting point is different, and so is its risk tolerance. Avaamo has distilled hundreds of enterprise implementations into a structured playbook that sequences the transition, manages risk, and delivers measurable value at each phase.



Augment Legacy Infrastructure Without Disruption

Tight scope. Low risk. The focus is on stability and proving value — without disrupting existing operations.

Empower Human Agents with Real-Time AI Reasoning

Not more call scripts. Genuine intelligence that makes every agent your best agent.

Deploy Autonomous AI Agents at Scale

Not a leap of faith. The natural consequence of everything Crawl and Walk already proved

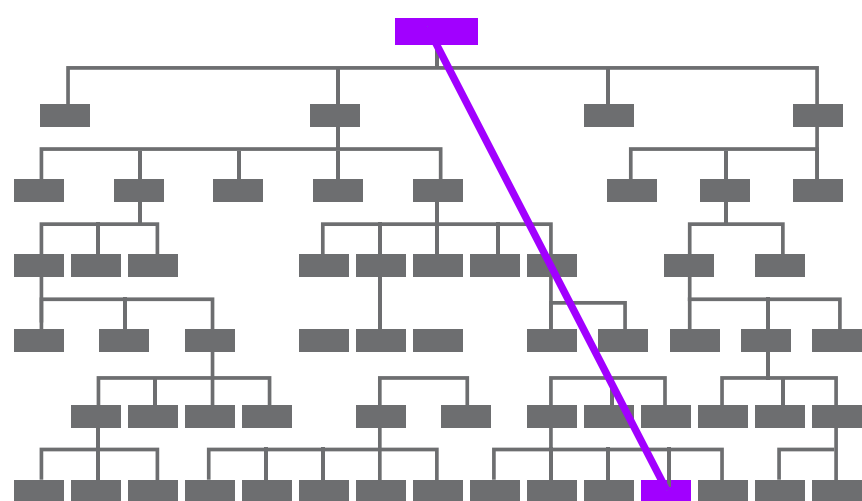
The Playbook: Crawl → Walk → Run

The first question every leader asks:

**What is the safest next step
from where we are today?**

Crawl → Walk → Run answers that question precisely; starting above your existing stack, preserving current infrastructure, and delivering measurable value before committing to the next stage.

AI call routing: start above the stack, not inside it



Legacy IVR decision trees like this one route callers by menu logic, not intent. The purple line shows what a single "I need to reschedule my delivery" call actually traverses.

Getting every call to the right place with 0 call-waiting

Legacy IVR forces customers to self-classify: 'Press 1 if you think your problem is billing.' Customers guess wrong, get routed incorrectly, repeat themselves, and eventually hang up.

Avaamo AI Call Routing replaces this entirely. A customer calls and speaks naturally — 'I need to reschedule my delivery.' The system understands intent from the first utterance, authenticates the caller, retrieves account context from the CRM, and routes in real time: resolve directly, hand off to an AI Agent, or connect to the right human specialist, with full context passed through in every case.

Call routing is also context accumulation

Critically, routing isn't just routing — it's data. Every call processed by AI Routing generates structured intent data that becomes the foundation Agent Copilot and AI Agents need to operate effectively in later stages. By the time you move to Walk, you already know exactly what your customers are calling about and why.

What does success look like?

100% Model accuracy

0 SEC Wait time for incoming calls

60% Reduction in customer wait times

Proving AI's Value to the People Running Your Contact Center

By the time you reach Walk, you have evidence. AI Call Routing is resolving basic inquiries consistently, agent workload has measurably decreased, and internal confidence is building. The Walk stage focuses on proving AI's value to the largest human resource in your contact center: the agents themselves.

What Is Agent Assist?

Agent Assist transforms what happens when a complex call reaches a human — the high-value interactions where empathy, judgment, and authority genuinely matter.

Transform what happens when a call reaches a human; the complex, sensitive, high-value

interactions where empathy, judgment, and authority genuinely matter.

Before the call: AI-driven caller recognition surfaces a 360-degree customer view before the agent picks up — CRM history, past interactions, open tickets, account status. The agent never starts cold.

During the call: Contextual suggested responses, AI knowledge recommendations, and next best action guidance. Sub-60ms transcription at 90% accuracy. Real-time translation across 114 languages. Sentiment monitoring with de-escalation prompts — when a caller's frustration rises, the agent is coached in the moment, not after the fact.

After the call: Automatic summarization, topic extraction, and promise management — all auto-logged to CRM. After-call work disappears entirely. With US contact center turnover running 30–40% annually, ensuring agents never go into a call blind is one of the most effective retention investments available.

Walk maps the path to Run

Walk doesn't just make agents more effective; it maps precisely which interaction types are ready for full AI resolution in Run. Every accepted suggestion and every successful resolution path is a validated training signal.



What does success look like?

34% AHT reduction

30% Added call capacity

67% Reduction in complex call duration

AI Agents resolving the routine tasks at scale

At this point, organizations are no longer asking whether AI voice works. They're deciding how far to extend it and how fast to scale.

Crawl built the routing foundation. **Walk** proved which interaction types AI can handle. **Run** is where AI agents become a strategic capability, not a supporting tool.

Run is not a bet, it's a conclusion

By the time AI Agents are deployed, the routing layer has already classified every interaction type and the Copilot layer has already validated which resolution paths work. You go into Run knowing exactly what AI can handle and with the data to prove it

40+ Distinct use cases globally

86% call deflection at scale

What are autonomous AI agents?

These are purpose-built AI agents that resolve the majority of contact volume without a human in the loop. Not a single chatbot, but a fleet of specialized agents, each trained on your specific products, policies, and workflows.

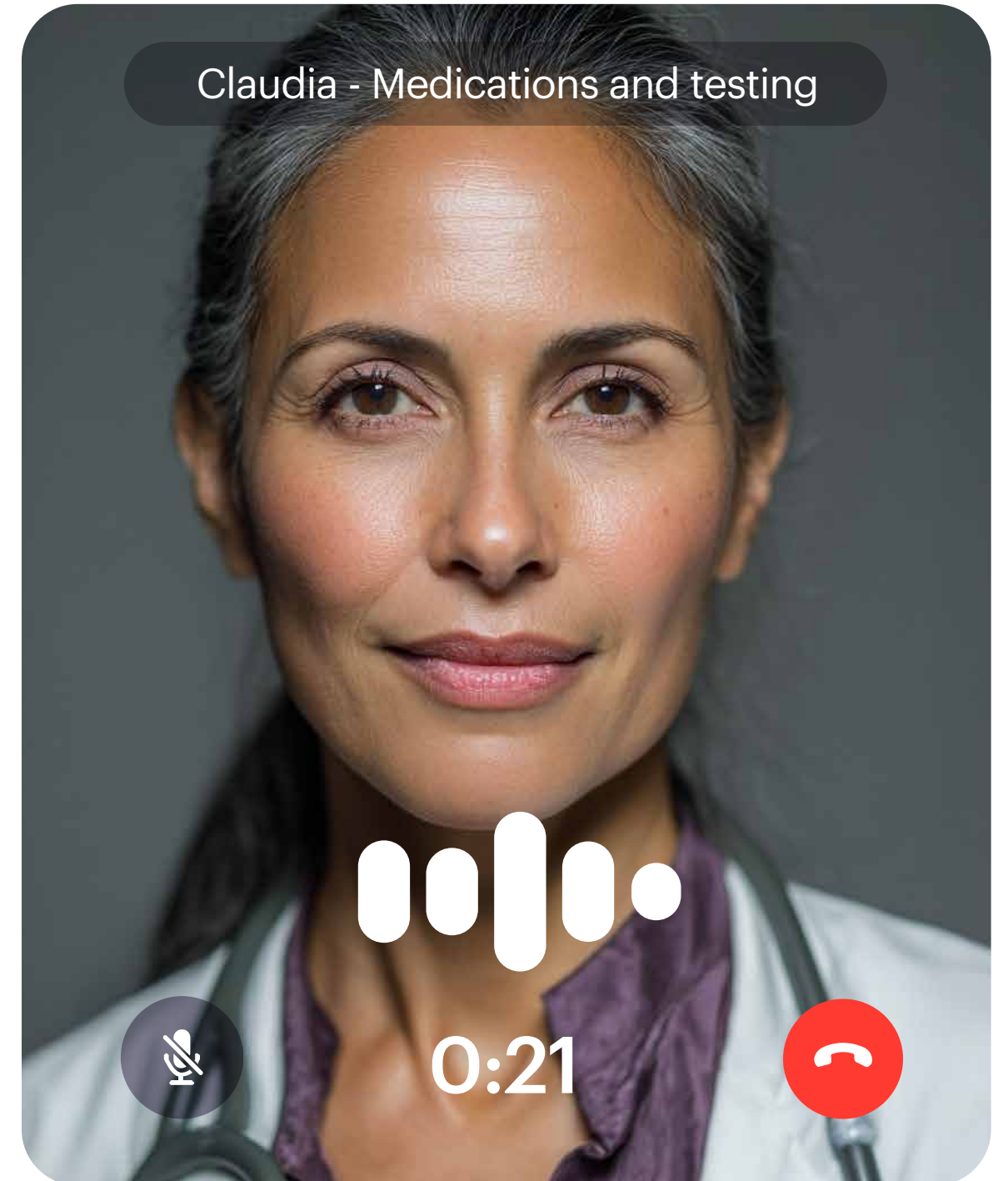
A Billing Agent. A Reservations Agent. A Claims Agent. An Order Management Agent. Each connected to your systems of record and capable of taking real action: updating records, processing transactions, rescheduling appointments, confirming changes.

Moving strategically: you set the speed

The Crawl, Walk, Run framework isn't a rigid timeline — it's a structured set of lanes. Organizations can move at the pace that matches their risk tolerance, regulatory environment, and operational readiness.

What the framework guarantees is that no stage is taken on faith: every transition is supported by data, proven resolution paths, and measurable outcomes from the stage before.

Claudia - Medications and testing



Avaamo's AI-first portfolio

From first call to full autonomy

AI Operator

One conversation. No menus. The right answer, instantly.

Agent Assist

Purpose-built autonomous agents for end-to-end resolution.

Agents

Your AI Copilot for the Entire Call Journey

Three Products. One Architecture.

Designed to work independently at each stage and together as a complete AI-first operating model.



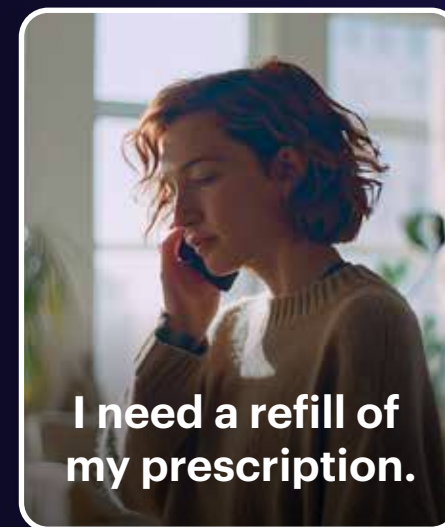
avaamo AI Operator

The entry point for every customer interaction. Avaamo's AI Operator replaces traditional IVR with a conversational AI layer that understands natural language from the first word — grasping intent, authenticating the caller, retrieving account context, and making an intelligent routing decision in real time.

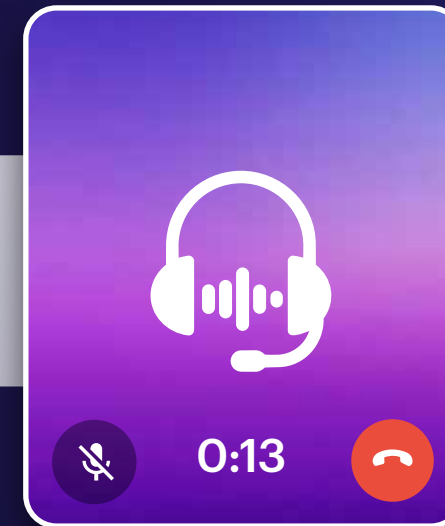
- Natural language understanding across 114 languages, accents, dialects, and phrasings.
- Real-time caller authentication and CRM lookup before the first transfer.
- Intent-based routing with skills-based matching to AI agents or human specialists.
- Seamless warm handoff — no customer ever repeats themselves.

avaamo AI Operator

AI Operator authenticates customers and routes requests.



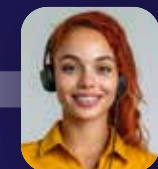
100%



-50%
Call volume

Human or AI Agents

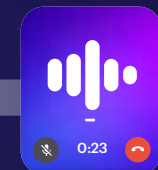
Call directed to the appropriate human or AI Agent with full context passed in every case.



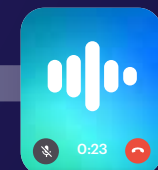
Insurance & Billing



Prescription Refill



Lab & Test Results



Appointment Scheduling

Avaamo's AI Operator listens, understands, and routes, in the time it takes to ask a question.

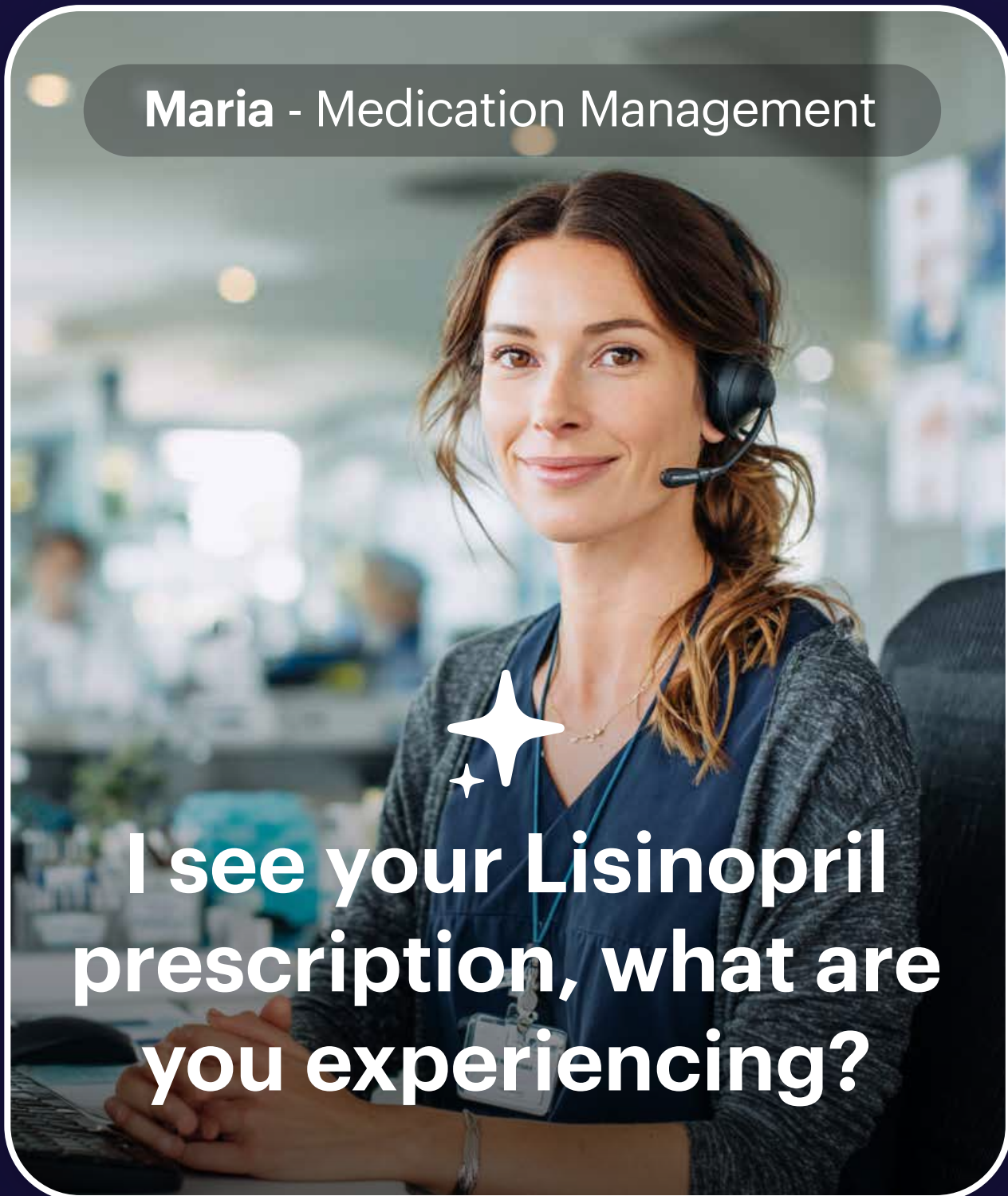
Agent Assist

Real-time AI assistance for human agents

For the interactions that genuinely require a human — complex disputes, high-value customers, emotionally sensitive situations — Avaamo's Agent Assist makes every agent perform like your best agent. Powered by Avaamo's proprietary LLaMB framework, it operates across every phase of every call.

- **Pre-call:** 360-degree customer view before the agent picks up — CRM history, open tickets, account status, and full interaction history
- **In-call:** Contextual suggested responses, AI knowledge recommendations, next best action guidance, and sentiment monitoring with de-escalation prompts
- **Post-call:** Automatic summarization, topic extraction, and promise management auto-logged to CRM — eliminating after-call work entirely

Maria - Medication Management



I see your Lisinopril prescription, what are you experiencing?

avaamo Agents

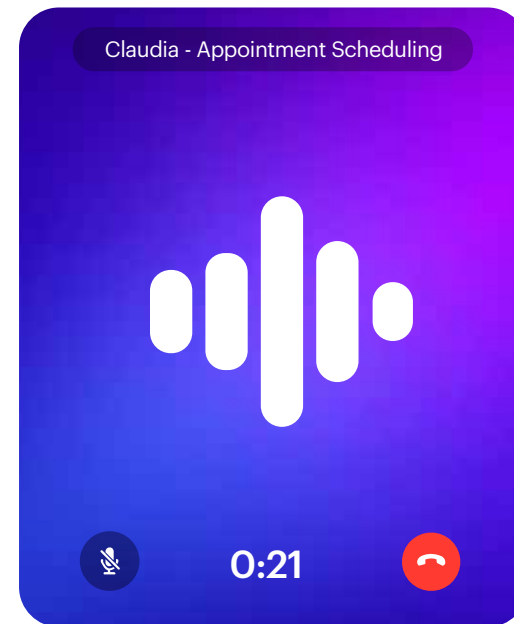
Specialized self-service agents

Purpose-built autonomous agents for end-to-end resolution. Specialized by function, trained on your data, connected to your systems of record, and capable of taking real action across the full range of customer needs — at enterprise scale.

- Specialized agents per domain: billing, reservations, orders, claims, scheduling, and more
- Integrated to CRM, ERP, ticketing, knowledge bases, and proprietary databases in real time
- Multimodal across voice, chat, and digital channels — 114 languages via real-time translation

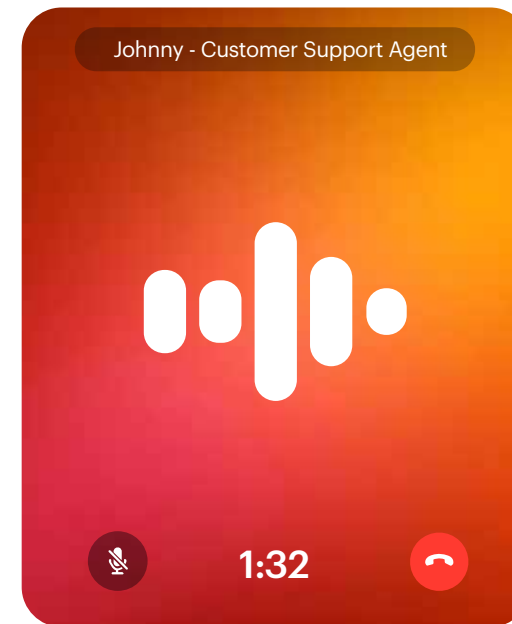


Meet our Agent workforce



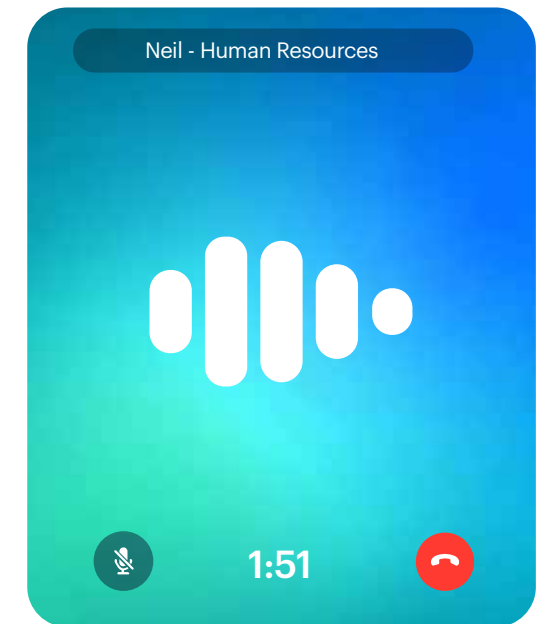
Claudia | Healthcare

Our Healthcare Agents provide 24/7 personalized care assistance throughout the entire patient journey.



Johnny | Customer Support

Our CX agent workforce learns from every call, reasons, and personalizes your customer relationships around the clock.



Neil | Employee Support

Our IT and HR agents provide proactive, personalized assistance to streamline your workforce management.

Autonomous

Resolves calls end-to-end without a human in the loop — from intent recognition to action taken.

Personalized

Every interaction informed by full CRM context, interaction history, and real-time sentiment.

24/7 Learning

Gets smarter with every call — continuously improving resolution rates and reducing escalations.

Integrated

Connects to your CRM, telephony, and systems of record — no rip-and-replace required.

Secure

Built for enterprise compliance — no hallucinations, full audit trails, and data that never leaves your environment.

Scalable

Handles peak volume without adding headcount — the same quality at 10 calls or 10,000.

Conclusion

The window is open, but not forever

Progress toward an AI-native contact center doesn't happen by accident. Moving from Crawl to Run requires a platform that scales without re-architecture, a clear methodology for what to do next, and the expertise to adopt, govern, and continuously improve.

One Platform, Every Stage

Avaamo brings platform, methodology, and expertise together into a single system for continuous improvement — mitigating risk at every step. The same platform that handles your first Crawl deployment scales through Walk and into Run without re-procurement, re-architecture, or retraining from scratch.

A Platform Shift Is Underway

The legacy model — IVR as gatekeeper, agents as the primary resource — is being replaced by one where AI operates at escalating levels of autonomy and humans focus on interactions that genuinely require human judgment.

AI-native systems compound. Every interaction makes the next one more accurate. Organizations moving now are building competitive advantages that will take years for followers to close — because the gap between an AI-native system with two years of production data and a legacy system that just launched a pilot isn't a feature gap. It's an intelligence gap.

The Path Is Clear

Start with Crawl — replace the IVR, route intelligently, accumulate context. Move to Walk — make every agent more effective with real-time AI assistance. Reach Run — resolve the routine at scale, autonomously, with confidence built from everything before.

You don't have to replace everything at once. Each stage delivers standalone value from day one and builds the foundation the next one needs. All three share a single platform, a single view of the customer, and a single Trust Layer. The window to act with advantage is open — but it won't stay open indefinitely.

"The question isn't whether AI will transform the contact center. The question is whether you'll lead that transformation — or follow it."



About Avaamo

Avaamo is a multimodal Agentic AI platform that allows global enterprises to automate and deliver exceptional self-service experiences to customers, employees, and partners. Already used by the world largest and most innovative companies including Volkswagen, Intel, Ericsson, Siemens, PepsiCo, HSBC, John Hopkins, the company automated 2 billion interactions in 114 languages.

Visit us: avaamo.ai

Contact us: sales@avaamo.com