

TECHNOLOGY SHOWCASE

# STATE OF VOICE AI TECHNOLOGY 2025



# Table of Contents

INTRODUCTION	02
WHY VOICE AI IS CRITICAL TO THE FUTURE OF CUSTOMER INTERACTIONS	04
CRITICAL ELEMENTS OF A VOICE AI SOLUTION	08
STRATEGY FOR THE SOLUTION: HOW TO MAKE VOICE AI WORK IN PRACTICE	12

VOICE AI'S BIG MOMENT — THE SECRET TO MORE SCALABLE CX	10
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AFFORDABLE CARE ENHANCES FCR TO 90%+ AND SAVES 2000+ HOURS PER MONTH WITH VOICEAI	18
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# Executive Introduction

## A roadmap for making voice AI truly human-centric.



Amid the customer contact community's relentless pursuit of artificial intelligence (AI) solutions, one question has become utterly crucial to the conversation: what will the technology mean for human connections?

Innovators, thought leaders, and practitioners loudly contend that it will augment humanity. They stress that it will make automated interactions more personalized, while freeing human employees from the repetitive, distracting tasks that prevent them from making their own connections with customers. The end result, then, will be greater humanity in every contact channel, at every phase of the journey.

End users have their doubts. Thus far, consumers have been thoroughly underwhelmed by AI-powered experiences: only 15% trust chatbots for support, and less than one-third feel AI is adding any sort of value to their brand interactions.

They also feel the growing emphasis on AI is restricting their access to human support. "Difficulty reaching a live agent" now ranks as the most widespread consumer pain point, and 91% of consumers feel increasingly forced to use self-service. Sadly, 60% fear it will become even harder to reach human support in the future.

As customers demonstrate their resistance, employees are communicating their own concerns. More than two-thirds of contact center leaders, in fact, say fear of AI-driven job loss exists within their teams.

Clearly, words are not enough. If customer contact leaders want to prove the optimistic perspective right, they need to invest in the right AI solutions, and implement the technology in an undeniably human-centric manner.

Fundamentally conversational, conducive to omnichannel engagement, capable of seamless interplay with human employees, and accommodating of top customer preferences, **voice AI technology** may be the gateway to this outcome. It may be a way to all-at-once boost operational efficiency, elevate humanity, and build trust in an AI-powered future.

CCW Digital's inaugural Technology Showcase takes a deep dive into nuances of this solution category, which includes products like voicebots and conversational IVRs. It provides you with a look at why voice AI aligns with customer and business needs, what features are common to the best platforms, and what strategies will maximize ROI. It closes with a case study-driven "Practicality Guide."

# Why Voice AI is Critical to the Future of Customer Interactions

The best solutions are not simply technologically impressive. Instead, they are rooted in legitimate marketplace desires. They address real problems and unlock real opportunities.

The following factors explain why Voice AI technology warrants consideration as one of these purposeful solution categories.

## Traditional voice phone calls still represent the top customer preference

They have dismissed the term “call center” as archaic. They have emphasized digital transformations. But, thus far, customer contact leaders have not changed the reality that the traditional phone call remains the most trusted support option.

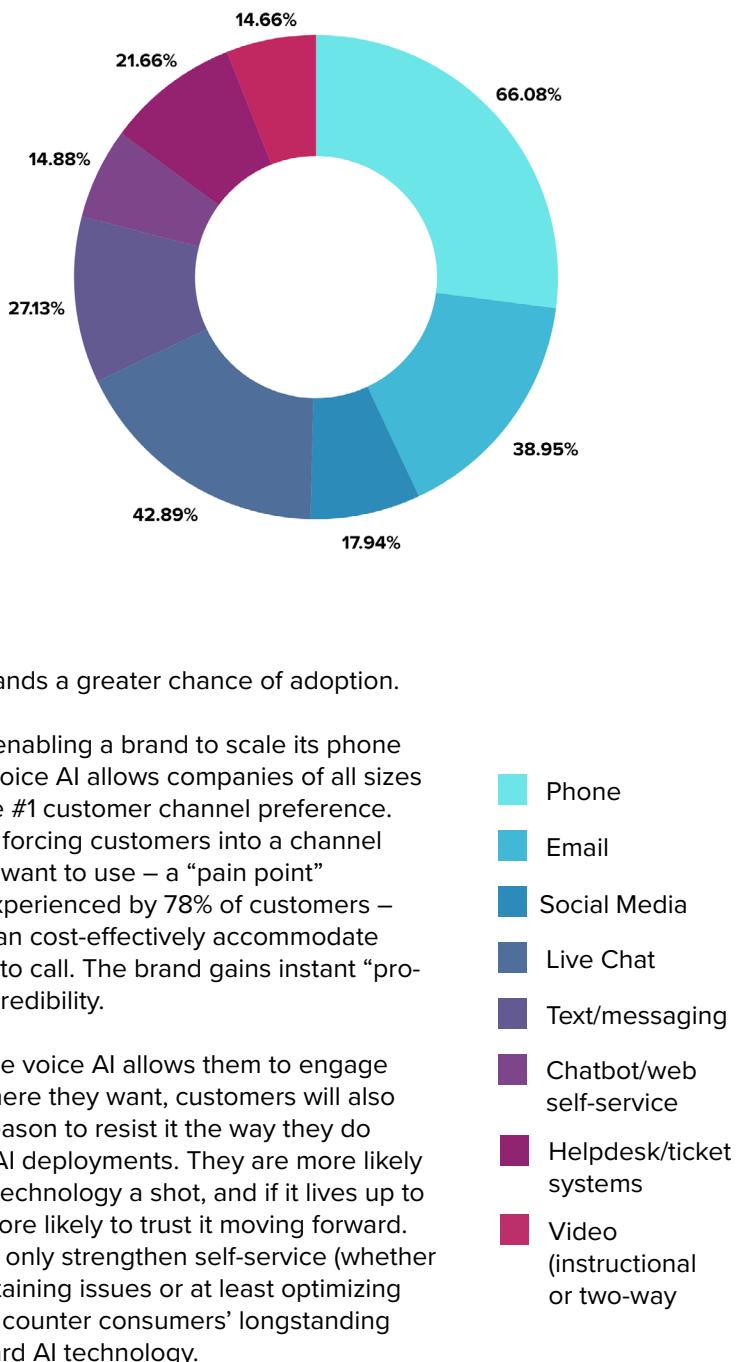
Whereas 66% of consumers trust the phone channel, just 43% have confidence in resolving their issue via live chat. The numbers fall to 39% for email, 27% for asynchronous messaging, and 15% for chatbots.

And though the gap is more *pronounced* among older demographics, the overall hierarchy even holds for consumers between 18 and 30. There is no denying the reality that if customers *really* want a successful support option, they are going to call.

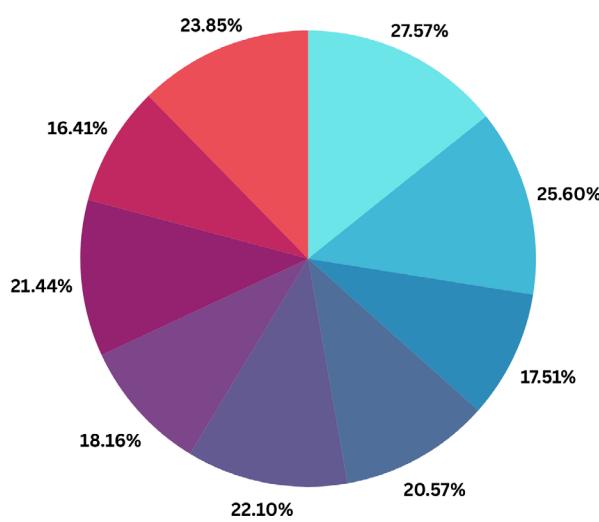
The enduring preference for traditional phone calls provides several dimensions of support for prioritizing voice AI.

First, telephony is a voice-based support channel. In articulating their preference for voice, consumers are demonstrating their affinity for talking through their support issues. AI built for this behavior,

Suppose you have a customer service issue. In which of the following channels do you trust companies to successfully solve your problem? Check all that apply.



Consider your typical customer service interaction over the past year. Which of the following would you say are true? Check all that apply



Voice AI, indeed, can be the tide that lifts all automation boats.

### Voice AI is actually resonating with customers

Whereas voice AI automates one aspect of the traditional phone experience (speaking), it obviously does not mirror another (speaking to a person). A devil's advocate would thus be justified in questioning whether "preference for phone calls" can be treated as proof of theoretical enthusiasm for automated voice interactions.

In revealing optimism for voice AI technology itself, CCW Digital research negates that concern.

Already, 64% of consumers say they have had positive experiences with voice AI for at least some use cases. An impressive 18% give an "excellent" grade to voice AI technology, noting that it can be "easier or better than speaking to a real person."

Although neither number reflects universal support, when one considers how disappointed consumers have been in so many digital channels, the upbeat response to voice AI is certainly encouraging. It suggests that investing in voice AI is a legitimately customer-centric exercise that has a reasonable chance of securing meaningful adoption and all the operational benefits that go with it.

More support comes from the fact that millions of

- None of the above
- The experience was quick, convenient, and easy
- The experience was highly personalized to my specific needs and expectations
- The experience was very friendly and conversational, with a lot of small/personal talk
- I was able to choose exactly where and how to interact with the business
- The experience felt consistent across the business' different touch points & channels
- I was able to get immediate help from a real person whenever I wanted
- The company went "off script" / "above and beyond" to give me a special resolution
- The technology used (such as chatbots, mobile apps, screen sharing, etc) made the experience much better

customers already use famous voicebots, such as Amazon's Alexa and Apple's Siri, in their everyday lives. While they are not necessarily turning to these platforms for complex support inquiries or high-stakes transactions, they are frequently and comfortably communicating with them.

### "Understanding" is the biggest self-service "pain point"

When surveyed about *why* they choose to forego self-service options in favor of live agents, consumers identified "difficulty explaining their issue" as the #1 driver.

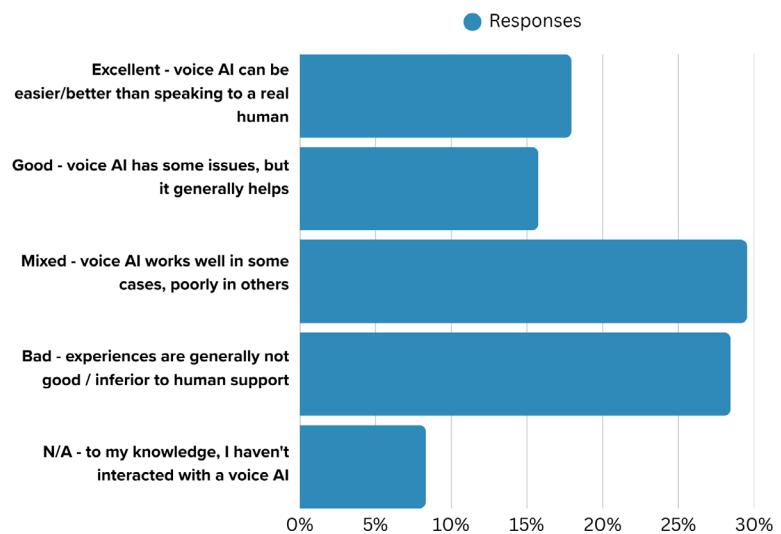
Indeed, self-service platforms have historically failed to demonstrate sufficient understanding. Even if they allowed all customers to interact in their native language, they rarely supported interaction in *natural language*. They would require customers to navigate unclear, convoluted menus or articulate their issues in stilted, unintuitive ways. Neither scenario provided any assurance the customer would get the help, information, or resolution they wanted, and both greatly increased the effort associated with the interaction.

Traditional voice self-service was certainly not immune to this issue. Past IVR generations were mercilessly ridiculed and lampooned, with many citing the technology's inability to support anything approximating an organic conversation. Commentary about the need to speak in an awkwardly slow, extremely mechanical manner, only to eventually scream for an "agent" or "representative," was abound.

Voice AI, however, opens the door to a more legitimately conversational experience. It lets customers vocalize their issue on their own terms, and then responds accordingly, providing an aura of understanding that is both more convenient and more profound.

It increases the likelihood that customers can actually speak about an issue in their own words, which is one of the reasons voice-based support is so trusted in the first place.

What has been your experience interacting with voice AI / interactive voice bots when calling a customer service phone number?



## **Voice AI directly supports key strategic contact center objectives**

Going into 2025, more than 98% of contact center leaders planned to maintain or increase their AI investment levels.

To judge these investments as successful, 90% said they would want to see an increase in self-service containment. Nearly 86% hoped for an increase in the quality of proactive engagement, and similarly high percentages sought improvements in efficiency, agent productivity, and actionable data collection.

Voice AI solutions have the potential to support all such objectives.

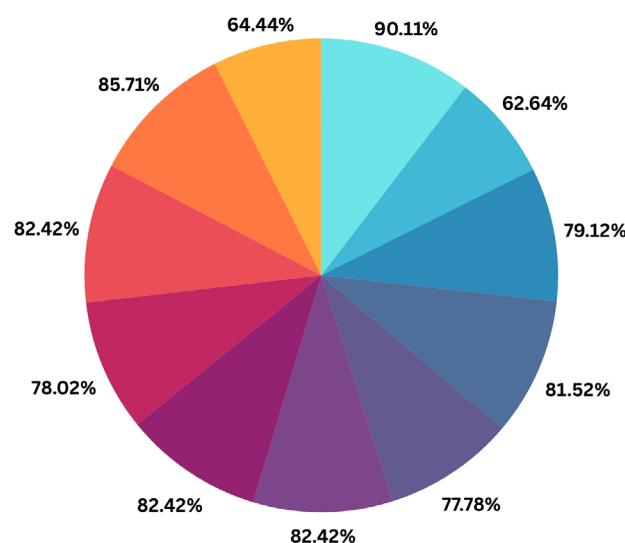
By delivering a dynamic, conversational experience in customers' preferred channel and communication style, voice AI obviously represents a compelling self-service option. It represents a way to actually elevate containment and ultimately improve contact center efficiency.

Because it enables the customer to easily communicate their issue, voice AI also represents a way to extract more relevant context about customers and their issues. This improves the quality of handoffs to agents, whose focus was already elevated due to the reduction in contact volume. With fewer interactions to support and more insight about the customers they do have to help, agents will be empowered to perform at a higher caliber.

Not simply capable of gathering context for escalations, voice AI solutions also unlock vital information about how customers communicate their intentions and react to certain responses. This provides more actionable intelligence for every corner of the operation and every phase of the customer journey.

- Increase in self-service utilization/containment / reduction in live agent volume
- Reduction in frontline employee need / required headcount
- Increase in satisfaction/promoter score for self-service interactions
- Increase in quality / actionability of customer data and intelligence
- Increase in satisfaction/promoter score for agent-led conversations
- Average agent spends more time on high-value/complex work
- Average agent delivers higher-quality support
- Increase in agent satisfaction/retention
- Favorable performance against efficiency metrics (handle time, cost per call, first contact resolution, etc)
- Increase in quality/impact of proactive customer engagement
- Increase in sales and/or marketing conversions

To judge your 2025 AI investments as successful, are the following objectives/outcomes essential?



# Critical Elements of a Successful Voice AI Solution

In theory, voice AI represents an immensely compelling way to reduce friction while adding value. It represents an opportunity to use technology to strengthen rather than eliminate human connections.

But as contact center leaders (and customers) know all too well, there is a dramatic difference between theoretical promise and practical value. Not all AI-powered voice solutions will meaningfully elevate customer experiences.

Some, like the IVRs of yesterday, will actually hurt them.

In the vast sea of voice AI solutions, the top performers demonstrate the following critical capabilities.

## Robust integration with contact center platforms, knowledge systems, and databases

The potential to personalize conversations, communicate accurate information, deliver productive resolutions, and

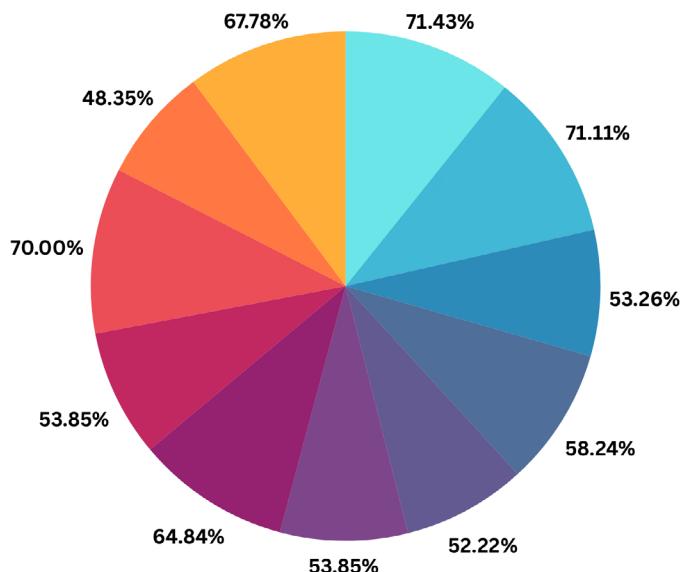
facilitate seamless escalations are key reasons why voice AI represents a transformative opportunity for customer contact leaders.

Actually unlocking these benefits, however, hinges on the platform's integration capabilities. Sadly, the majority of contact center leaders have faced connectivity issues with their recent AI investments.

An alarming 70% report integration issues, and an even more troubling 71% say they have dealt with broader implementation challenges.

If the voice AI solution is neither native to nor capable of seamlessly connecting with your existing contact center platform, knowledge management system, and CRM and CDP, it will not represent an effective self-service option. It may have the technical ability to converse, but it will not have the personal data or product information needed to make that conversation meaningful.

Have you encountered the following with your AI investments over the past year?



- Price more expensive/unpredictable than expected
- Difficulty implementing and/or optimizing the solutions we're deploying
- Creating more work/frustration for technology and IT leaders
- Vendor partner not providing needed support/guidance
- Negative impact on agent experience/buy-in/satisfaction
- Negative impact on customer experience/satisfaction
- Increase in compliance/security/privacy challenges
- Notable issues of inaccurate or inconsistent communication
- Notable challenges integrating solutions with existing databases/tools
- Impacting contact volume and/or workflow in a negative/costly way
- Need to increase resourcing for AI support (bot management, ethical AI, etc)

Equally importantly, it will neither be able to take action on behalf of the customer nor seamlessly and intelligently route them to agents who can provide further assistance. Its success in collecting and democratizing actionable intelligence from each conversation – insights that can lead to more personalized support, more effective proactive engagement, more resonant sales efforts, and more convenient journey design – will also be greatly bottlenecked.

Confirmed during the research process for the CMP Research Prism for Conversational IVR/Voicebot, this caliber of integration is not only achievable with key voice AI solutions but even offered out-of-the-box in some cases.

There is little reason, therefore, to settle for a point solution that cannot work within your customer contact ecosystem. There is little reason to accept the elevated friction and understated performance that fragmentation would create.

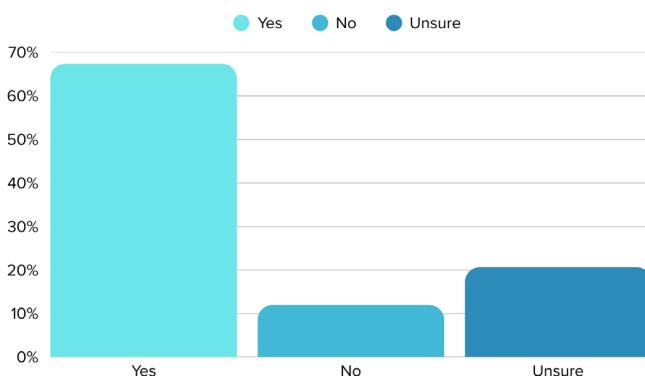
## Empowered to engage in natural conversation and take autonomous action

Many technically AI-powered self-service options do not actually harness the power of AI in a meaningful way. They effectively function as expensive FAQ pages, adhering to overly rigid conversation flows and providing overly scripted responses.

Unsuitable for meaningful, personalized conversation, this type of technology makes customers feel unrecognized, unheard, and misunderstood.

The best voicebots and intelligent IVR solution address this concern by leveraging the truest power of conversational, generative, and agentic AI technology.

Do you believe "AI agents" are resonating/will resonate with customers better than "chatbots"?



Trained on models that are comprehensive in scope yet robust in industry nuance, they can understand natural language and properly contextualize customer intents. They can leverage intelligence from past interactions and existing customer and knowledge records to deliver personalized, predictive responses to customer needs. And they can actually take action, whether by processing interactions or proactively collaborating with the other AI agents and human employees needed to fully resolve an issue.

Contact center leaders are resoundingly confident in the transformative impact of autonomous, action-oriented "AI agents." More than two thirds believe they will resonate better than chatbots, making them a potential solution to the longstanding adoption challenge.

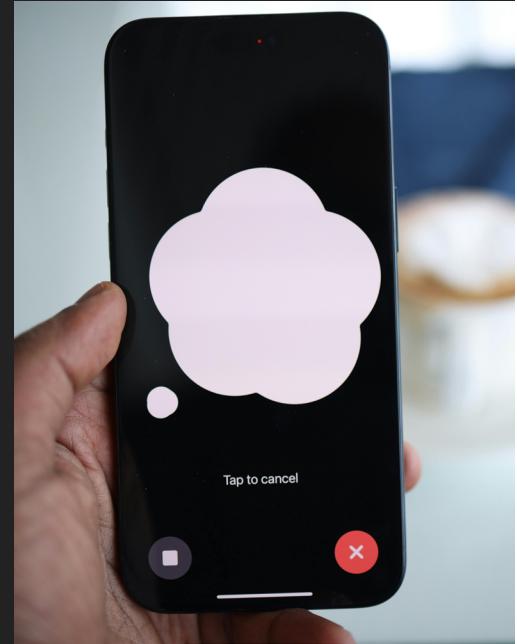
Plus, this does not mean they have to operate free of guardrails. The best voice AI solutions make it very easy for businesses to establish their own rules, limitations, and escalation triggers. The key is that they can navigate within these frameworks more organically, analyzing conversation content and tone to identify escalation needs based on issue complexity or sentiment. They can also explain limitations in a more contextually relevant way, providing transparency into why a certain conversation has to escalate – and why that doesn't mean the voice AI will be useless to the customer in the future.

## Conversation design guided by linguistic expertise

Since the emergence of AI contact center applications, there has been a debate about how "human" the bot needs to sound. The argument questioned whether innovators were getting too caught up in mimicking superficial human gestures and not focusing enough on enabling bots to deliver substantive support.

While it is true that voice AI agents do need to match the jokes, personalities, and propensity for small talk demonstrated by human agents, they still need to sound like actual people. If they speak with unnatural pauses or use unfamiliar, robotic turns of phrase, they will not inspire any confidence that customers can speak naturally. Customers will respond by resorting to the same stilted, reductive language they used when interacting with traditional IVRs, and the voice AI investment will ultimately prove ineffective.

Ensuring the voice AI "speaks" like a human is only



half the battle. The other half involves ensuring the voice AI is built for human behavior. Most notably, this means it actually tailors its “natural, human-like communication” to the channel and context of the conversation. This means withholding certain information that is unnecessary in more straightforward and streamlined situations, while providing extra information and guidance in complex scenarios. It means anticipating, understanding, and adapting to how an actual human would respond to certain explanations, questions, or resolutions.

It also means demonstrating a cognizance of where the customer is in the journey and how many times they have provided the requested information.

Along with using conversational and generative AI capable of contextual communication, the best solutions rely on linguistic expertise to create these more accessible, human-centric conversation flows. These experts account for the reality of how certain phrases will resonate with customers, while also building AI solutions that can handle the more transactional parts of a conversation – such as necessary disclosures – in a natural way.

Most importantly, these experts think about how customer communication expectations will change based on context. They know that “empathy” is about understanding the totality of what customers are going through, not simply saying “sorry” at a given moment of truth.

Indeed, they design voice AI experiences that are built to elevate overall journeys and not simply optimize individual conversations.

### **Real-time translation and voice quality improvement**

Claims of “natural language understanding” and human-centric conversation design go out the window if the business cannot honor customers’ preferred language.

Cognizant of this reality, the best voice AI platforms feature robust real-time translation capabilities

Not simply capable of translating live self-service interactions, these platforms help support agents.

This includes providing a translation layer between

agents and customers, enabling customers to be routed to the best possible agent for their issue – not simply the best one in the same region or speaks the same language. By simultaneously summarizing issue context and next-best actions in the agent's preferred language, it enables them to rise to the level of empathetic, "consultative" support increasingly required in today's environment.

Not limited to language-to-language translation, voice AI solutions also provide conversational enhancements. This includes noise cancellation and voice quality elevation, as well as accent, tone, and dialect mimicking.

All contribute to making automated interactions feel more human, and human agents more effective.

### **Emphasis on intra- and post-conversation analytics**

Data is a top priority for contact center leaders, and with good reason. For starters, most contact centers concede that their analytics programs are inadequate – 73% report limitations in the real-time data they deliver to live agents, and only 18% are excelling at even capturing insights from the complete journey. Absent this data, the notion of properly designing experiences, remedying root causes, or anticipating needs – let alone personalizing individual customer interactions – remains a pipe dream.

AI, of course, represents an obvious gateway to actionable intelligence. Able to capture data from more touch points and analyze and unify that intelligence at scale, it eliminates the fear of insufficient or unstructured customer views.

Insofar as voice is customers' preferred method of communicating and the one most conducive to the natural declaration of their intents and sentiments, phone and other voice conversations are a goldmine for these actionable insights.

Leading voice AI solutions seize this opportunity, leveraging powerful conversation intelligence to extract critical factors like issue context, customer sentiment, and customer intention. They also provide vivid monitoring into conversation quality, understanding how certain phrases, as well as tech limitations, impact customer attitude and behavior.

From there, brands have everything they need to elevate their overall customer journey. They can optimize and personalize individual interactions, better anticipate individual customer needs, facilitate better handoffs, provide guidance for improving AI deployment, training, and use case selection, and help brands forecast customer volume and orchestrate journeys accordingly.

### **Commitment to security, compliance, and industry specificity**

Fundamental to the AI self-service movement is a push to elevate automated interactions. Although few brands or customers are clamoring to use AI for their most complex work, they would not be emphasizing personalization and conversational capability if they were not looking to go beyond the most basic, fact-based transactions.

With the conversational aspect of the technology catching up to this higher standard, it becomes pivotal to account for the risks. What are the privacy and security ramifications of supporting more personalized customer interactions? What are the compliance risks of capturing this data – and using it to perform more substantive support tasks without human oversight? What might an unsuccessful conversation mean for brand reputation?

Contact center leaders, in fact, identify security and privacy as the #1 differentiation opportunity amid the rise of AI.

The best voice AI solutions support this opportunity, meeting critical security standards and demonstrating industry-specific, compliant language frameworks. They are built for an elevated standard of self-service.

# Strategy for the Solution: How to Make Voice AI Work in Practice

The opportunity is there. The technological capability is there. Voice AI very much looks like the solution that customer contact leaders have long been seeking. It very much feels like a way to efficiently elevate rather than eliminate humanity.

Success will be minimal, however, if the organization does not account for the following strategic considerations.

## **Ignore the “containment fallacy” when building and measuring your voice AI strategy**

When it comes to self-service, containment matters. It signifies a reduction in inbound contact volume. It means humans can focus on more complex work. It indicates the business’ success in efficiently scaling its customer support operation.

These factors, unsurprisingly, explain why increasing self-service containment ranks as a top customer contact objective.

Contact center leaders cannot, however, let their pursuit of containment come at the expense of the customer experience. And they cannot treat a growth in containment rate as irrefutable proof that their self-service platform is effective.

A “contained” interaction is not, for starters, necessarily a fully resolved one. Customers may begrudgingly accept resolutions because they have already exerted too much effort or do not see any immediately available alternative. In such situations, they could still hold ill will toward the brand, and they may still seek further options for remedying the issue in the future.

Because the customer is unhappy and because they may ultimately have to devote further resources to providing support, the business should absolutely not be celebrating that such issues as “contained.”

And even if the resolution does prove sufficient, it is still prudent to consider the experience of getting that resolution. Voice self-service is meant to be easy, convenient, and intuitive; if the customer has to depart from their natural speaking style, repeat or restate issues, or navigate challenging menus, they will not walk away

with a favorable impression of the platform.

Beyond causing brands to prioritize the wrong metrics, “containment tunnel vision” could adversely impact journey design. If the quest to increase self-service utilization causes the brand to obscure or eliminate human support options, it will not only deliver inferior experiences but actively deter customers from even trying self-service. CCW Digital research confirms that the #1 way to get customers to consider self-service is to provide assurance they can seamlessly escalate to a human agent.

## **Take an omnichannel approach to your voice AI offering**

Calls may involve voice conversations, but telephony is not the only channel where voice AI can make an impact. The benefits of voice – natural communication, expression of tone, ability to glean meaningful intelligence – apply to the entire omnichannel journey.

Savvy organizations will thus consider all opportunities for voice. Whether that involves building a voice option into webchat support or at least using voice as part of the process (such as for authentication) will depend on the organization, but the ultimate point is that brands are likely missing the mark if they only use voice AI to transform phone calls.

As important as it is to offer voice conversations across channels, it is equally important to ensure any voice conversations integrate with other parts of the journey. This means ensuring that context from an automated voice conversation informs other parts of the process, and vice versa.

For example, someone who requests a call via a text-based web portal should not hear an automated voice agent ask who they are or why they are calling. It should demonstrate a recognition of that context, creating confidence that the next step of the conversation – be it further engagement with the voice AI agent or escalation to a human – will not require them to start from scratch.

the voice AI agent or escalation to a human – will not require them to start from scratch.

Not simply about integrating systems and databases, this level of harmony also requires astute journey design. It is important to understand how customers will navigate their interactions with your brand and where voice can play the most powerful role.

## Take a journey-based approach to empathy

Modern voice AI solutions can adapt their tone and communication based on the context of the communication. This means voice self-service conversations can feel human and can demonstrate cognizance for the emotion and urgency of a situation.

At the end of the day, however, AI agents do not fully replicate the emotional experience of talking to a human. They are meant to help humans achieve certain support outcomes in a natural manner, not form intimate connections.

That means that if you are banking on a voice AI agent to engage in an emotionally empathetic conversation, you are missing the mark. If the conversation truly warrants the emotion associated with the human touch, it should be handled by a human agent.

When thinking about AI's role in driving empathy, one should be focusing on journeys not conversations. The goal should not be to mimic emotional conversations in an automated environment; instead, it should be designing journeys that allow customers to best get the support they need in a given moment.

If the customer's top priority is urgency, such as when searching for a contingency for a missed flight, the empathetic thing to do would be to provide an easily accessible AI agent that can instantly recognize their account and quickly solve their problem. The customer's biggest need in this moment is speed; forcing them to wait on hold for an agent to give a supposedly sincere "I'm sorry" would be the opposite of empathetic.

If, however, the customer really needs emotional support – such as when navigating unexpectedly high medical payments for a loved one – the journey should make it as easy as possible to speak to a human. This does not mean AI cannot play a role, but its role should be to help the customer quickly get the emotional support they need – and help the agent provide that support without distractions or repetitive questions. It should not be to attempt to fully replicate everything the human would say.

Some technology vendors will show off how "empathetic" their voice AI solutions can be during conversations. The best ones, however, will show how their voice AI solutions fit into an empathetic customer experience framework.

## Empower a successful human-AI interplay

The more dynamic and conversational the AI platform, the more customers will share. The more customers share, the more they expect to follow them upon escalation.

It is therefore imperative to not only integrate systems to provide agents with data and context but ensure those agents are trained to use that context in the right way. This means emphasizing "soft skills" and critical thinking ability, while also giving them leeway to ditch rigid scripts and support customers in a personalized, familiar, tasteful manner.

While these abilities can only be unlocked through appropriate training, coaching, performance management, and quality monitoring, they can be aided by AI reducing the cognitive load. The more the AI can "prompt" the agent about a given customer and their issue, the more mental capacity that agent has to focus on elevating the conversation from what would transpire in self-service.

In the spirit of collaboration, it is equally important to give agents a seat at the AI strategy table. They are the ones currently talking to customers, which means their insights, habits, and styles should all be informing how voice AI agents perform. This can be achieved by using top-performing agents in the AI training and modeling process, while also empowering top performers to "score" automated interactions.



# AFFORDABLE CARE ENHANCES FCR TO 90%+ AND SAVES 2000+ HOURS PER MONTH WITH VOICEAI

By implementing VoiceAI Agent, Affordable Care was able to reduce transfers, improve customer satisfaction, and elevate agent impact.

<b>95%</b>	containment rate
<b>90%</b>	FCR
<b>2,000+</b>	agent-hours saved

## Seeking the Right Automation Partner

Affordable Care recognizes that automation is crucial to delivering exceptional service to over 400 nationwide dental practices and their patients. The patient experience team frequently evaluates its automation initiatives to ensure their effectiveness, and after reviewing its current interactive voice response (IVR) system, it decided there was an opportunity to do more with voice AI. "Our customer base is very diverse. We support people who are more seasoned in life but also want to cater to a younger

generation that doesn't necessarily want to talk to somebody to quickly handle a question or two," said Manny Noyola, Affordable Care patient service director.

Finding the right voice AI solution provider proved more challenging than expected. Some vendors required significant upfront costs for professional services and maintenance hours to build and manage a solution. Others wanted to replace its current IVR solution from day one, which was too risky. The Affordable Care leadership team was also not fully convinced that the rigid systems some vendors offered could fully automate the more advanced use cases they were looking to streamline.

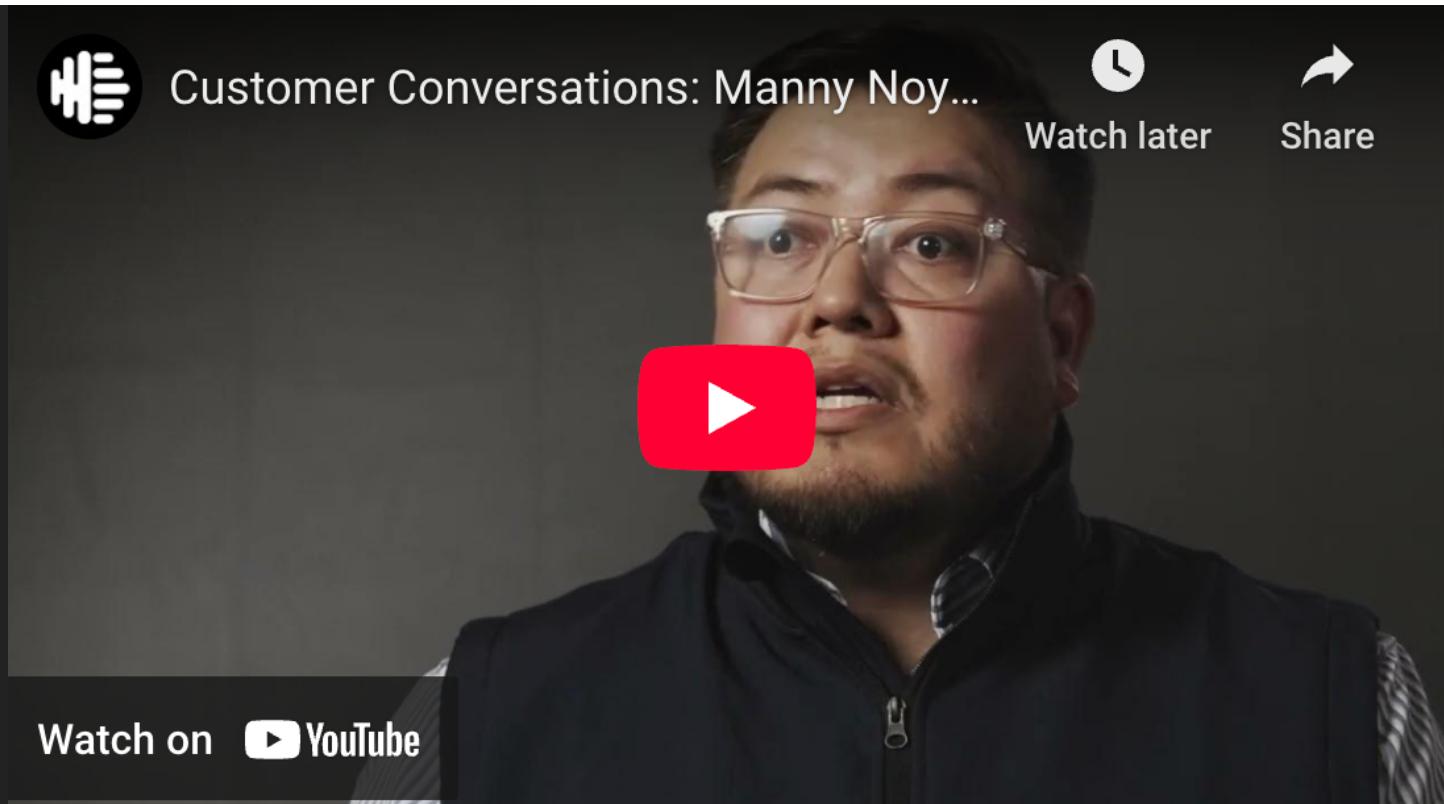
When Observe.AI demonstrated its newest VoiceAI Agents solution during one of its quarterly business reviews with Affordable Care, the team was impressed with the range and flexibility of the AI agents. "Our leadership saw how friendly and how quick the call center VoiceAI Agents were responding in the live demo," recalls Noyola. "There were no long pauses or robotic responses in the interactions compared to

other solutions we've seen. So, we knew it was the best option for us."

## Building on Post-interaction AI Success

For many years, Affordable Care has been leveraging the Observe.AI platform to support its post-interaction analysis. Those insights and capabilities proved helpful in helping the team determine which use cases to automate.

"When it came to implementation, the management and quality teams leveraged the insights from post-interaction AI to identify an initial set of use cases," said Noyola. "We then worked closely with our workforce management team and our training team to narrow down the specific calls we wanted our VoiceAI Agents to handle."



Customer Conversations: Manny Noy...

Watch later Share

Watch on  YouTube

A video player interface showing a man with glasses and a beard speaking. A large red play button is overlaid in the center. In the top right corner are 'Watch later' and 'Share' buttons. In the bottom left corner is a 'Watch on YouTube' button with the YouTube logo.



## Empowering Agents to Focus on What Matters Most

The Affordable Care team prioritized the automation of frequent but simple-to-resolve calls that the agents enjoyed the least. They identified multiple use cases, which were also validated by the Observe.AI post-call analytics, and selected calls related to directions as their pilot project for VoiceAI Agents.

After analyzing calls across disposition codes, Affordable Care realized that their agents were handling roughly 400 calls per day specific to practice directions. "Within the first couple of days of deploying VoiceAI Agents, 95% of callers didn't ask to be escalated

to a live agent," said Noyola. "That specific use case alone is saving us about 8 hours per day across all agents, helping them focus on other parts of the business and working on more complex use cases."

## Positive Impact on Agents and Business

According to Noyola, the company has already started to notice how its team is shifting more into an inbound sales team and is becoming more customer-centric. Because VoiceAI Agents is handling more high-volume calls, the human agents can then focus more on the patient by building more rapport and reassuring them about their choice in dental care, ultimately establishing trust and business success for their 500+ affiliated dentists.

# Transformational Initiatives on the Horizon

On the heels of its initial and fast success with VoiceAI Agents, Affordable Care is not only looking to automate more within its contact center operations but is also exploring some outside-the-box ideas to derive even more value from this technology.

One such idea is to leverage VoiceAI Agents to support their 400+ nationwide practices with outbound outreach. Many of their clinics are extremely busy, making follow-up activities like checking in with no-show patients or reconnecting with them on a previously proposed treatment is very challenging. In the future, they are considering deploying AI agents as virtual assistants that could conduct the outreach to check and reschedule no-shows or remind the patient about the proposed treatment and offer to connect them to a live agent to further discuss if they have questions.

[Book a demo today](#) or explore the new features of Observe.AI to enhance your operations.

## AFFORDABLE CARE

### ● Overview

Learn how Affordable Care decided to become one of the first adopters of VoiceAI Agents—successfully deploying its first AI agent in just 2 weeks. By implementing VoiceAI Agent, Affordable Care was able to reduce transfers, improve customer satisfaction, and elevate agent impact.

### ● Challenges

Affordable Care was looking to upgrade its current interactive voice response (IVR) solution to a more advanced voice AI agent option but was struggling to find the right partner that offered flexible, reliable, and cost-effective deployment options that meet their unique needs.

### ● Solution

Based on the long-term partnership with the Observe.AI team and the track record of success using the Observe.AI conversation intelligence platform, Affordable Care decided to become one of the first adopters of VoiceAI Agents—successfully deploying its first AI agent in 2 weeks.

### ● Founded

1975

### ● HQ

Plymouth Meeting, Pennsylvania

# About the Author



Brian Cantor is the Managing Director of Customer Management Practice's Digital division. Driven by a passion for helping brands better empower their employees and more meaningfully connect with customers, Brian oversees research, product development, editorial vision, and commercial strategy for properties like CCW Digital and Customer Engagement Insider. Reaching a community of almost 200,000, these digital properties offer industry-leading commentary, research reports, and virtual event sessions.

Far from a “boardroom manager,” Brian routinely speaks at leading customer contact events and directly engages with global enterprises and innovative start-ups via training and advisory services sessions.

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