



The AI-Powered Call Centre

The strategic case for moving from traditional call centre infrastructure to a Human and AI operating model

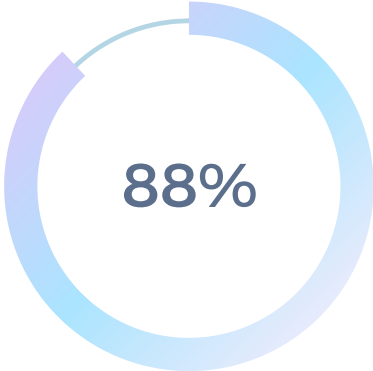
Customer operations are moving from a seat-based model, in which capacity is largely determined by the number of available employees, to an intelligent workforce model in which AI Workers and human specialists operate through shared workflows and systems.

Prepared by AutoNurture AI · June 2026 · <https://autonurture.ai>



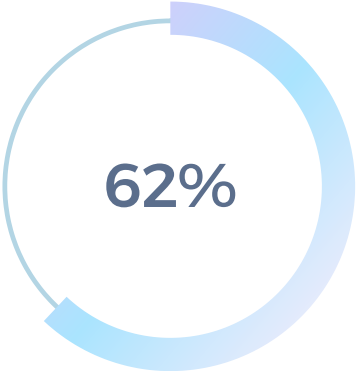
AI use is now mainstream, but scaled financial impact remains concentrated among a smaller group of organisations

The majority of organisations now deploy AI in at least one function. However, enterprise-wide scale and measurable financial impact remain unevenly distributed. The strategic gap is no longer simply between organisations that use AI and those that do not – it is increasingly between organisations that redesign workflows and scale AI responsibly, and those that remain in isolated experiments.



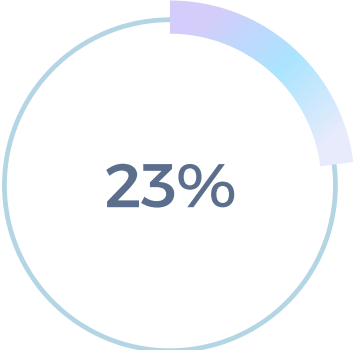
Regular AI Use

Respondents reporting regular AI use in at least one business function



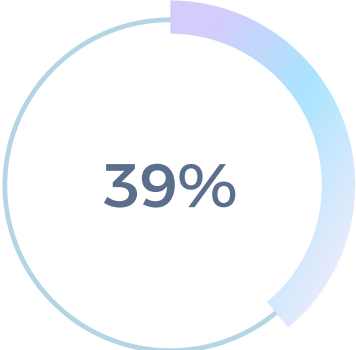
Experimenting with Agents

Respondents reporting that their organisations are at least experimenting with AI agents



Scaling Agentic AI

Respondents reporting that their organisations are scaling an agentic AI system somewhere in the enterprise



Enterprise EBIT Impact

Respondents reporting some enterprise-level EBIT impact from AI

CEO Implications: AI access is becoming widely available. Scaled operating knowledge remains unevenly distributed. Workflow redesign is more important than adding another isolated tool. Customer operations offer measurable volumes, costs and outcomes for an initial programme.

Source: McKinsey & Company, "The State of AI in 2025: Agents, Innovation, and Transformation", 5 November 2025. Survey of 1,993 participants across 105 countries.

<https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai>

PDF:

https://www.mckinsey.com/~media/mckinsey/business%20functions/quantumblack/our%20insights/the%20state%20of%20ai/november%202025/the-state-of-ai-2025-agents-innovation_cmyk-v1.pdf

Traditional call centres increase capacity mainly by adding seats, whilst AI creates an additional and more flexible source of operating capacity

Traditional Model

01

Call volume rises → Headcount rises

02

Recruitment increases → Training demand expands

03

Supervision expands → Software seats increase

04

After-call administration increases

05

Language coverage adds cost

06

Extended hours require additional shifts

Human and AI Model

01

Call demand classified by complexity and risk

02

AI Workers handle controlled, repeatable workflows

03

Human specialists focus on judgement and high-value conversations

04

Both operate through shared records and systems

05

Capacity can increase without headcount increasing at the same rate

06

Human escalation remains available at all times

CEO Question: What percentage of our present call volume genuinely requires human judgement, empathy or negotiation?

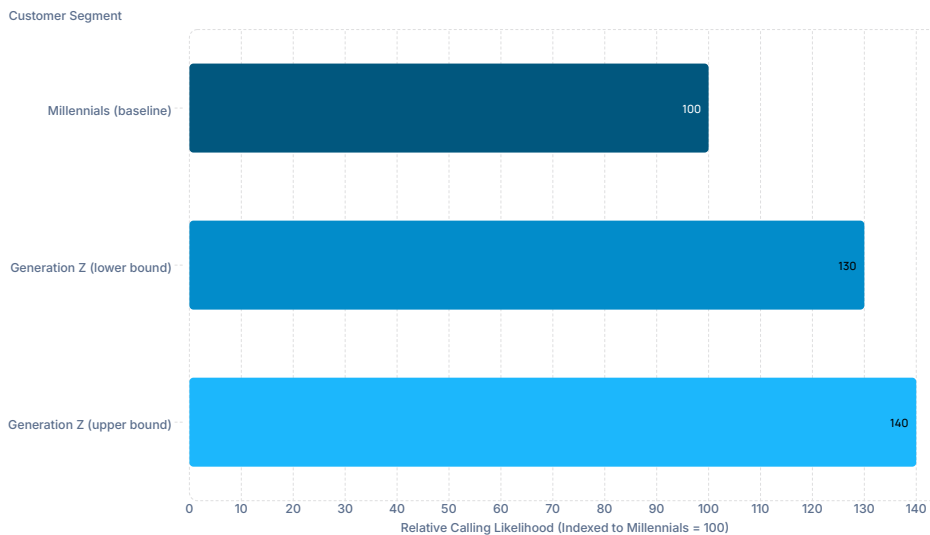
This page presents an operating model framework developed by AutoNurture AI. It does not contain external benchmark statistics.

<https://autonurture.ai>

Digital growth has not removed demand for voice, particularly when an interaction is complex, urgent or financially important

Consumers across generations continue to value live phone conversations as a customer service channel. Research indicates that for interactions involving money, urgency or complexity, customers actively choose to speak with a person – or an intelligently guided voice system.

Exhibit 4.1 – Observed Calling Behaviour at One Financial Services Company



Individual company observation. Not a global generational benchmark. Generation Z customers at this company were reported to use the phone as often as baby boomers. No precise numeric index for baby boomers was provided in the source.

Why Customers Move to Voice

Digital Journey Failure

A self-service or digital process has not resolved the customer's need

Money or Payment

The interaction involves billing, debt or a financial arrangement

Urgency

The situation requires an immediate response

Reassurance or Negotiation

The customer requires empathy, explanation or agreement

CEO Insight: The strategic question is not whether voice disappears. It is how voice can be delivered more intelligently, consistently and economically.

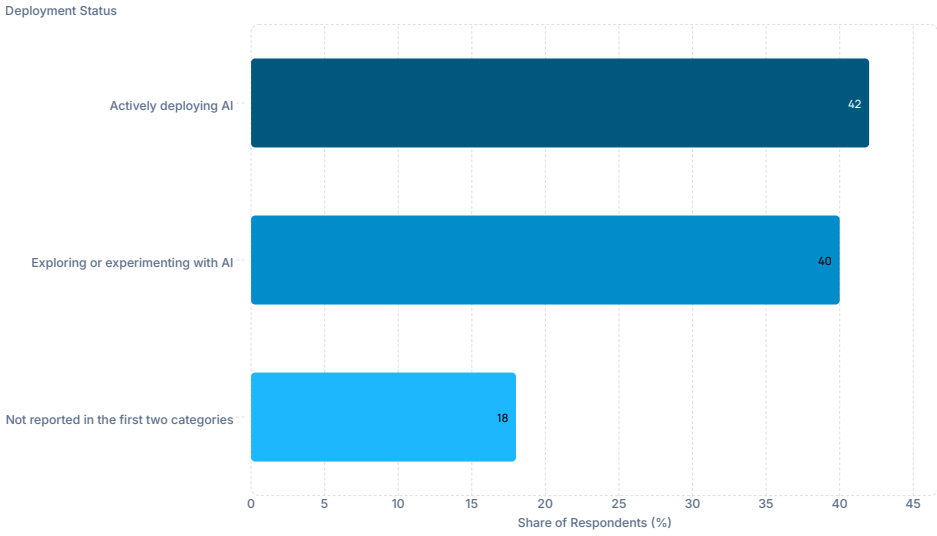
Source: McKinsey & Company, "Where Is Customer Care in 2024?", 12 March 2024. The article references a survey of 3,500 consumers and an individual financial services company observation.

<https://www.mckinsey.com/capabilities/operations/our-insights/where-is-customer-care-in-2024>

Early adopters are accelerating investment whilst many large organisations remain between experimentation and deployment

Amongst enterprise-scale organisations, AI deployment is no longer rare. However, the distribution of activity is uneven, and the organisations accumulating practical operating knowledge are widening their advantage.

Exhibit 5.1 – AI Deployment Status: Enterprise Organisations

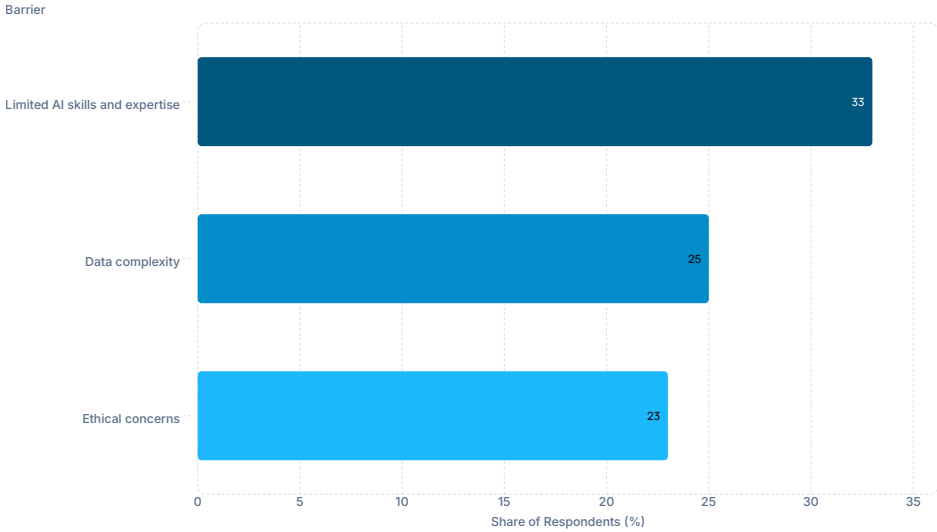


59%

Accelerating Investment

Of organisations deploying or exploring AI reported accelerating their investment or rollout during the preceding 24 months

Exhibit 5.2 – Primary Barriers to AI Adoption



The companies accumulating practical experience are not waiting for perfect conditions. They are increasing their investment whilst learning how to integrate data, govern models and redesign workflows.

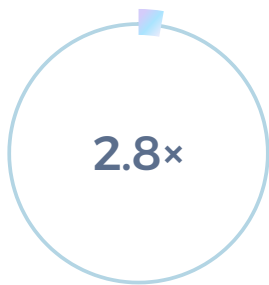
Note: This IBM study was conducted in 2023 and published in January 2024. It reflects enterprise organisations with more than 1,000 employees and should not be described as a 2026 adoption survey. Source: IBM, "Global AI Adoption Index 2023", published 10 January 2024. Research conducted by Morning Consult for IBM among more than 8,500 IT professionals. <https://newsroom.ibm.com/2024-01-10-Data-Suggests-Growth-in-Enterprise-Adoption-of-AI-is-Due-to-Widespread-Deployment-by-Early-Adopters>

The organisations capturing the greatest AI value redesign complete workflows rather than automating isolated tasks



AI High Performers

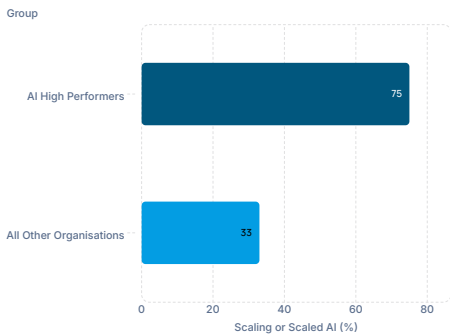
Share of McKinsey respondents classified as AI high performers



Workflow Redesign

High performers are 2.8 times as likely as other organisations to report fundamentally redesigning workflows

Scaling AI: High Performers vs. Others



Note: "Approximately three quarters" and "approximately one third" are the source's own characterisations. Index figures are illustrative approximations only.

Before: Fragmented Call Workflow

- 01
Call received
- 02
Identity checked manually
- 03
Agent searches multiple systems
- 04
Conversation conducted
- 05
Notes entered manually; outcome classified manually
- 06
Follow-up arranged manually; systems updated separately

Redesigned: Integrated Workflow

- 01
Call received by AI or human
- 02
Customer context retrieved; identity and intent assessed
- 03
Approved workflow completed
- 04
Human escalation where required
- 05
Structured outcome recorded; systems updated
- 06
Follow-up initiated; interaction available for review

CEO Insight: The economic value does not come only from reducing conversation time. It comes from removing duplicated work before, during and after the call.

Source: McKinsey & Company, "The State of AI in 2025: Agents, Innovation, and Transformation"; 5 November 2025.

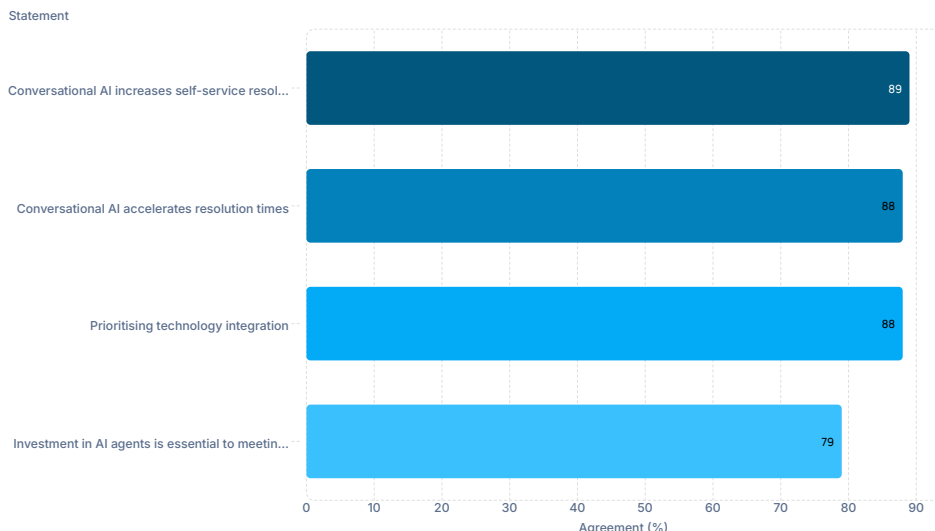
<https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai>

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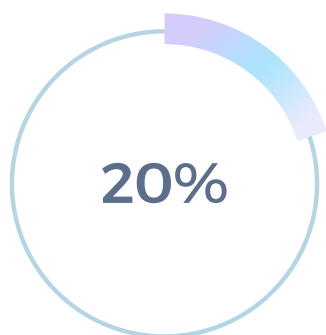
https://www.mckinsey.com/~media/mckinsey/business%20functions/quantumblack/our%20insights/the%20state%20of%20ai/november%202025/the-state-of-ai-2025-agents-innovation_cmyk-v1.pdf

Service leaders increasingly view integrated AI agents as an operational requirement rather than an optional experiment

Exhibit 7.1 – Service Professional Sentiment on Conversational AI

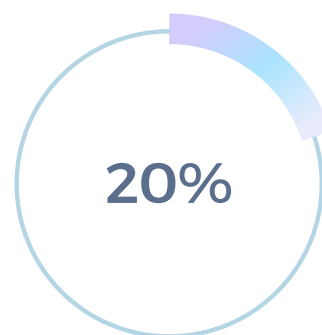


SURVEY EXPECTATIONS – NOT GUARANTEED REALISED OUTCOMES



Anticipated Service Cost Reduction

Average anticipated reduction in service costs once AI agents are fully implemented



Anticipated Resolution Time Reduction

Average anticipated reduction in case resolution times once AI agents are fully implemented

Surveyed organisations *anticipate* average reductions of 20% in service costs and case resolution times once AI agents are fully implemented. These are anticipated improvements reported by surveyed organisations. They are not independently measured average outcomes and are not guaranteed.

AI agents depend on connected data, approved knowledge and operational systems. Without integration, an AI agent remains an isolated conversation interface.

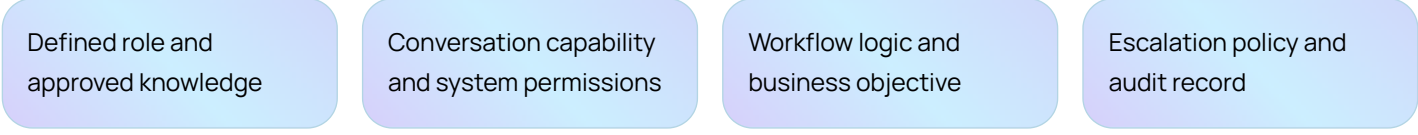
Source: Salesforce, "State of Service, Seventh Edition", 2025. Insights from more than 6,500 service professionals.
<https://www.salesforce.com/en-us/wp-content/uploads/sites/4/documents/PDF/state-of-service-7th-edition.pdf>

The emerging operating model extends beyond answering questions to completing controlled business workflows

A basic IVR menu and a fully capable AI Worker are not the same technology. Understanding the five levels of voice automation maturity enables organisations to assess their current position and identify realistic next steps.



Components Required for an AI Worker



CEO Insight: Autonomy should increase only when the workflow, controls and evidence justify it.

AI Worker maturity framework developed by AutoNurture AI. <https://autonurture.ai>

The strongest operating model allocates conversations according to complexity, risk and need for human judgement

AI Worker Handles

High volume, repeatable enquiries

Controlled transactional workflows

After-hours and overflow demand

Multilingual standard interactions

Human Specialist Handles

Complex or emotionally sensitive conversations

High-value or high-risk decisions

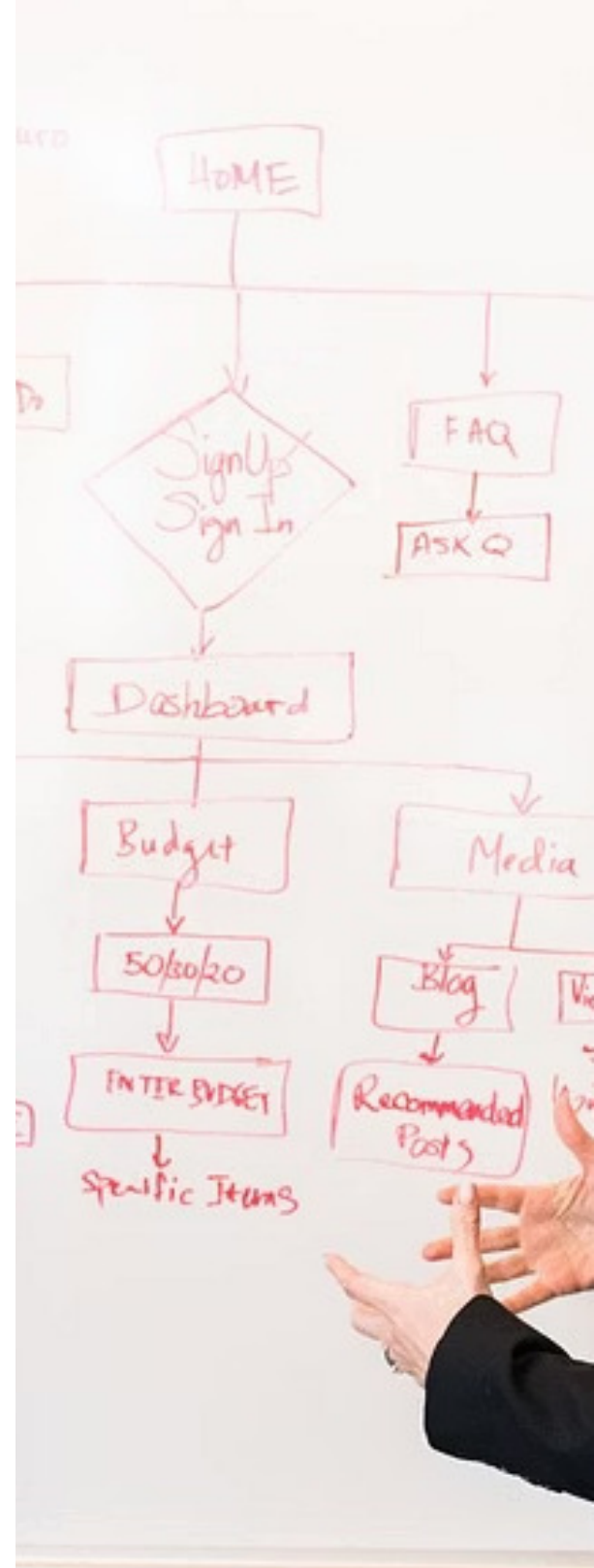
Escalations from AI Worker

Relationship-critical interactions

A conversation should not be automated merely because technology can automate it. It should be automated only when the risk-adjusted business outcome improves.

Human and AI allocation framework developed by AutoNurture AI.

<https://autonurture.ai>



Integrated voice AI can reduce avoidable contact and compress administrative steps, but results depend on workflow design and system access

☐ These results were reported for one leading energy company after integrating an AI voice assistant into its back-end call workflow. They are not industry averages or guaranteed results.



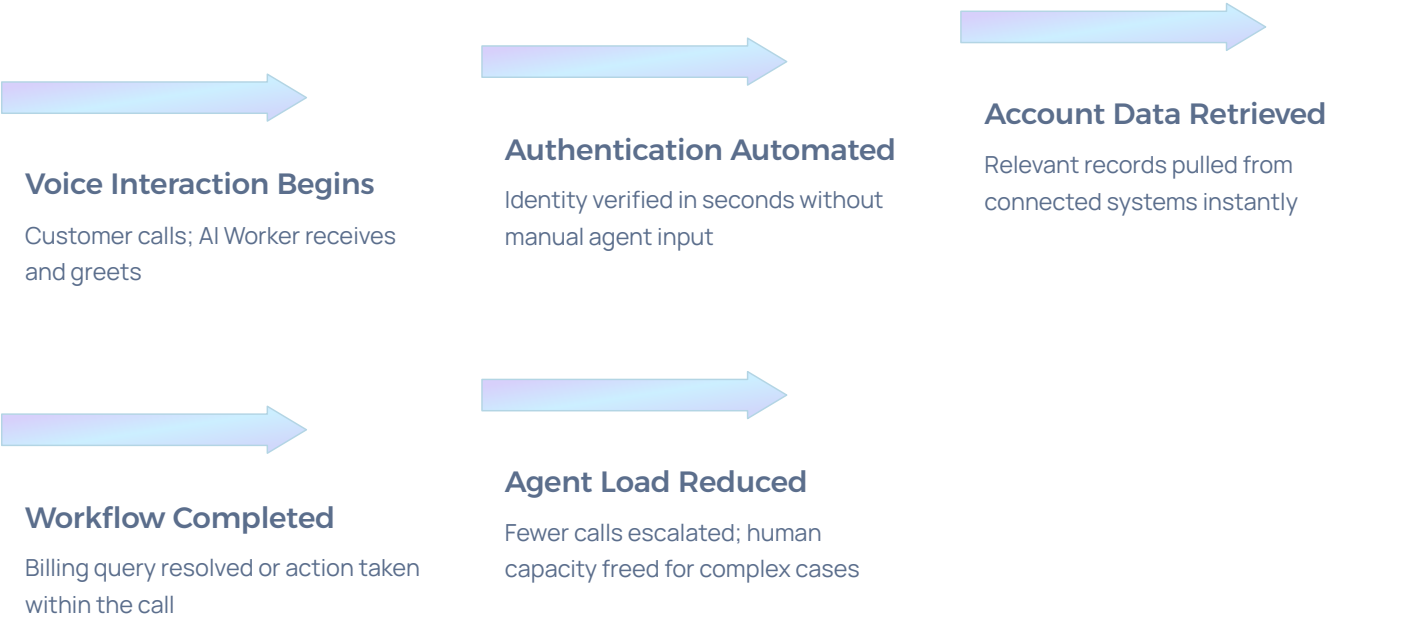
Reported Reduction in Billing Call Volume

One leading energy company reported a reduction in billing call volume of around 20% following AI voice assistant integration

Reported Reduction in Authentication Time

The same company reported that customer authentication time was reduced by up to 60 seconds per call

Exhibit 10.1 – Where Integration Delivered Impact



The main value did not come from generating a human-sounding voice. It came from connecting the conversation to the systems required to complete the customer's task.

Source: McKinsey & Company, "The Contact Center Crossroads: Finding the Right Mix of Humans and AI", 19 March 2025. <https://www.mckinsey.com/capabilities/operations/our-insights/the-contact-center-crossroads-finding-the-right-mix-of-humans-and-ai>

The strongest initial use cases combine high volume, repetition, measurable outcomes and controlled operational risk

Evaluation Criteria for Use Case Selection

Volume and repetition

Outcome clarity and data availability

Integration complexity and existing cost

Compliance risk and customer sensitivity

Escalation frequency and error consequence

Prioritise First

- Appointment booking
- Overdue invoice reminders
- Candidate screening
- Welcome calls
- Satisfaction surveys
- Basic lead qualification

Pilot with Controls

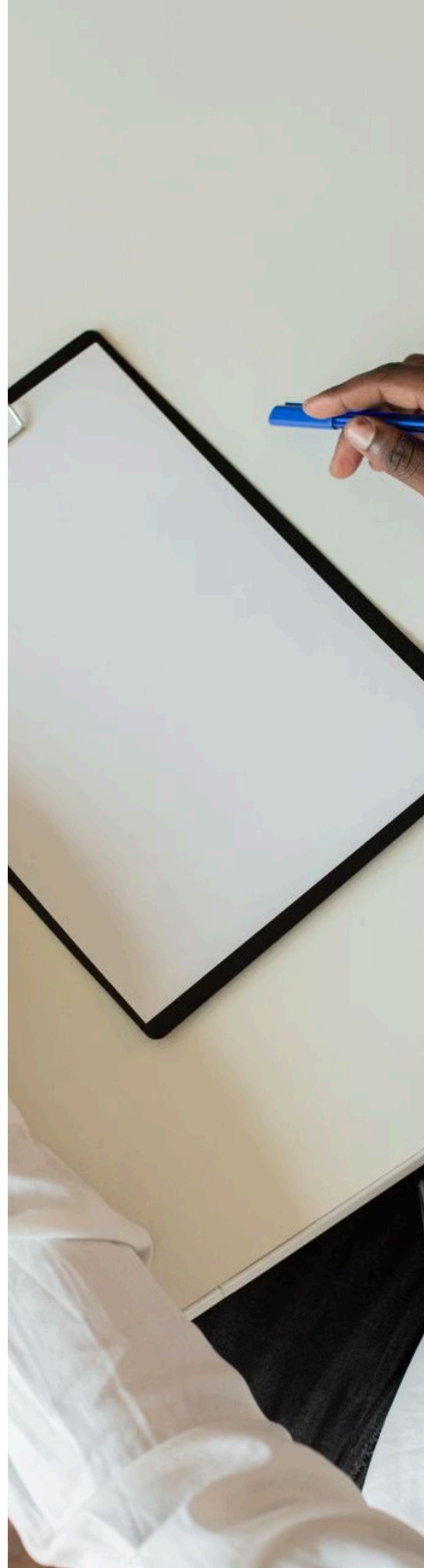
- Payment arrangement conversations
- Renewal calls
- Customer retention
- Troubleshooting

Keep Human-Led Initially

- Formal disputes
- Vulnerable customer cases
- Legal matters
- Complex negotiation

Use case prioritisation framework developed by AutoNurture AI.

<https://autonurture.ai>



Even moderate call volumes can consume substantial employee capacity when conversation and administration are considered together

Illustrative scenario. Not an AutoNurture customer result and not an external industry benchmark. Results depend on workflow suitability, call length, integration, escalation rate, platform cost and employee cost.

Exhibit 12.1 – Weekly Capacity Model (Illustrative)

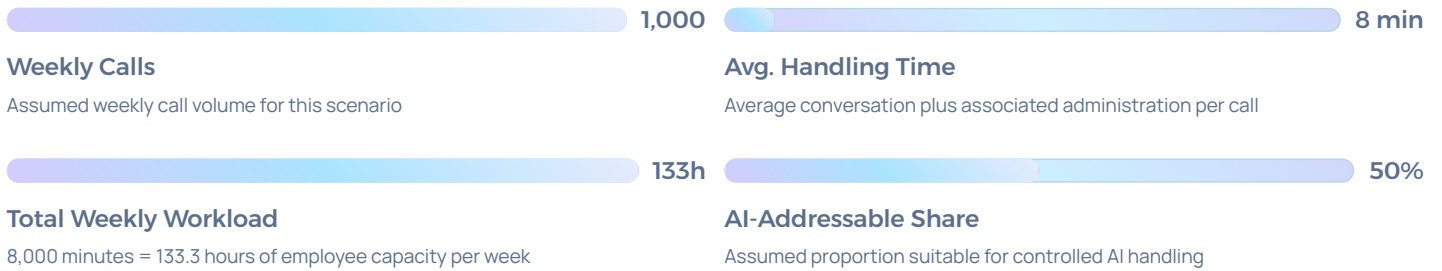
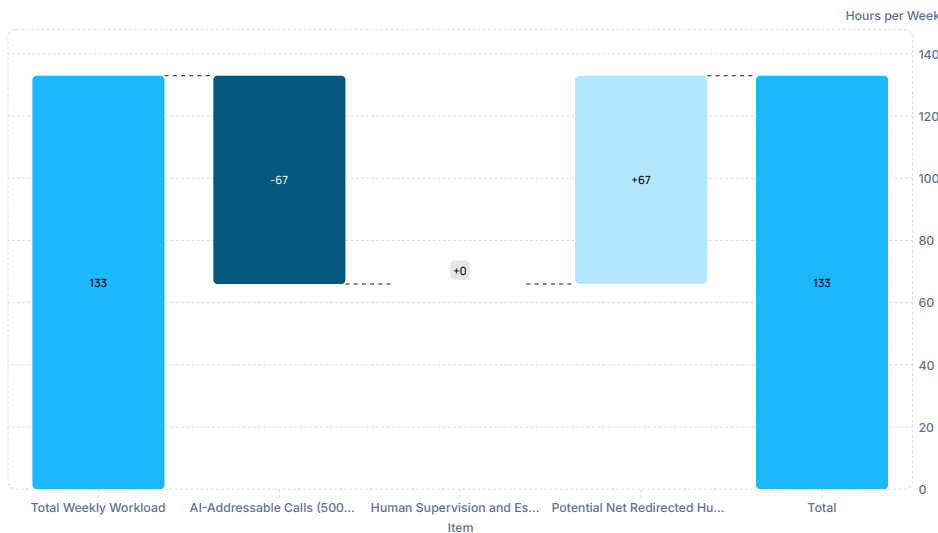


Exhibit 12.2 – Weekly Capacity Waterfall (Illustrative)



Supervision and escalation hours are shown as a variable input. Organisations should insert their own estimated figure based on escalation rate and supervisor time per AI conversation.

Financial Value Formula (Illustrative)

Annual net capacity value = (AI-addressable annual hours [approx. 3,200 hrs at 48 working weeks] × loaded employee hourly cost) – AI platform costs – telephony costs – implementation costs – human supervision costs

No euro or dollar saving is calculated here. Insert your organisation's loaded employee hourly cost to produce a specific figure.

Additional Non-Labour Value Drivers

More calls completed · Extended hours · Faster response

Lower abandoned call rates · Better follow-up consistency

Improved collection activity · More interviews scheduled

Increased sales opportunities · Reduced employee administration

Illustrative calculation prepared by AutoNurture AI. <https://autonurture.ai>

For enterprises, the larger opportunity is often the standardisation of fragmented workflows across departments, systems, languages and locations

The enterprise business case should not be built only around labour substitution. It should also include revenue recovery, cash collection, risk reduction, service consistency and management intelligence.



Productivity

- Reduced after-call work ·
- Automated summaries ·
- Automated record updates ·
- Shorter routine interactions ·
- Better routing



Revenue and Cash Flow

- Faster lead response ·
- Systematic renewals ·
- Dormant lead reactivation ·
- Consistent collections ·
- Improved opportunity capture

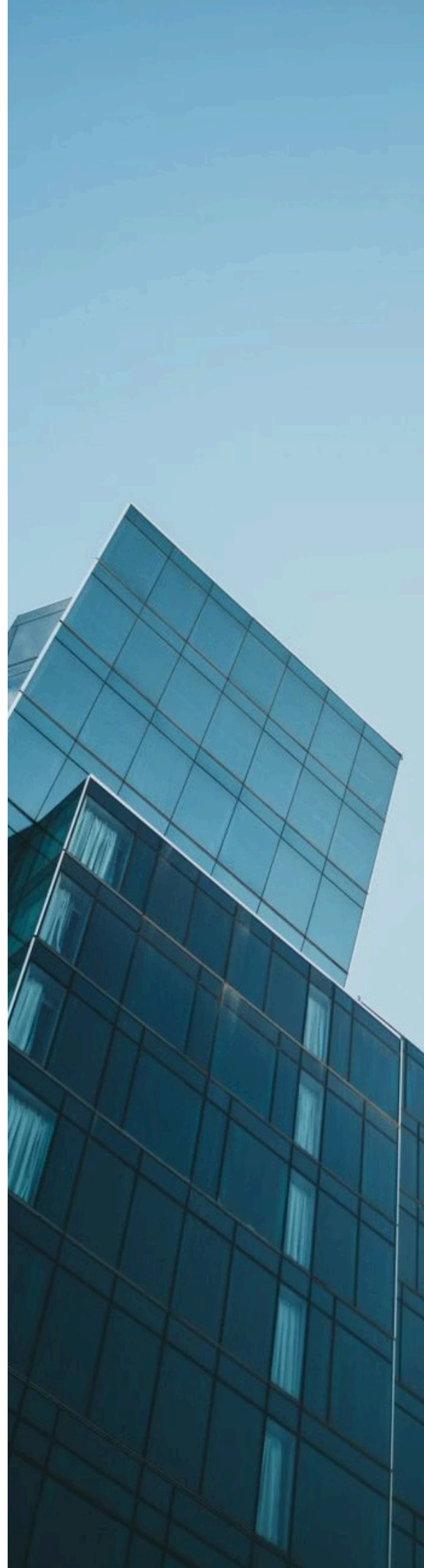


Management Intelligence

- Searchable transcripts · Outcome classification · Objection analysis ·
- Compliance review · Root cause identification · Cross-team benchmarking

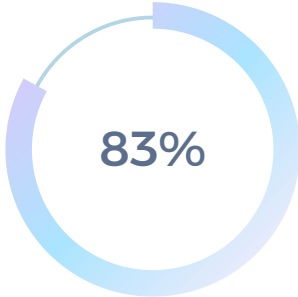
Enterprise value framework developed by AutoNurture AI.

<https://autonurture.ai>



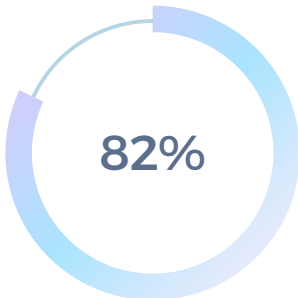
AI creates sustainable operational value only when workforce redesign, customer trust and governance develop alongside the technology

Workforce



Improved Career Prospects

Service representatives at AI-using organisations who report improved career prospects

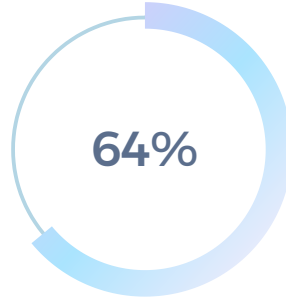


New Skills Developed

Service representatives who report developing new skills through working with AI

Source: Salesforce, "State of Service, Seventh Edition", 2025.
<https://www.salesforce.com/en-us/wp-content/uploads/sites/4/documents/PDF/state-of-service-7th-edition.pdf>

Customer Trust



Data Concern

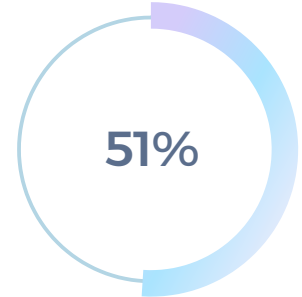
Customers expressing concern that companies are reckless with customer data

Required Controls:

- Transparency and purpose limitation
- Approved data access and secure storage
- Recording disclosure and retention policies
- Human escalation available
- Customer choice where appropriate

Source: Salesforce marketing statistics, citing State of the Connected Customer research.
<https://www.salesforce.com/uk/marketing/marketing-statistics/>
 Supporting:
<https://www.salesforce.com/ap/blog/state-of-ai-connected-customer/>

Model and Operating Risk



Negative Consequences

Respondents from AI-using organisations reporting at least one negative consequence from AI use

Nearly one third of those report consequences involving AI inaccuracy.

Controls Required:

- Restricted system permissions
- Human validation and test environments
- Escalation thresholds and transcript review
- Audit logs, version control, incident response
- Named compliance ownership

Source: McKinsey & Company, "The State of AI in 2025", 5 November 2025.
<https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai>

Role Evolution: From Call Handler to AI-Enabled Specialist



CEO Insight: Governance should not be treated as a final legal approval. It should be designed into the workflow, permissions and escalation process from the beginning.

A controlled 90-day programme can establish whether an AI Worker creates measurable value before wider deployment

1

Days 1-15: Diagnose

- Analyse current call reasons
- Establish volume and cost baselines
- Identify repetitive workflows
- Map systems and data
- Assess customer and compliance risk
- Select one measurable use case

2

Days 16-30: Design

- Define the AI Worker's role
- Create approved knowledge
- Define system permissions
- Write escalation rules
- Agree success metrics
- Prepare customer disclosures

3

Days 31-60: Pilot

- Launch with controlled volumes
- Monitor conversations and transcripts
- Measure business outcomes
- Correct failure patterns
- Gather employee and customer feedback

4

Days 61-90: Decide

- Compare results with baseline
- Calculate economic impact
- Review customer experience and risk
- Stop, refine or scale
- Document operating standards
- Select next workflow

CEO Measurement Dashboard

Cost per completed outcome ·
Workflow completion rate · Human
escalation rate

First contact resolution · Average
handling time · After-call
administration time

Customer satisfaction · Error rate ·
Compliance incidents

Revenue generated · Cash
collected · Appointments booked ·
Interviews booked · Human hours
redirected

Identify the first workflow your organisation should move to a Human and AI operating model. Book an AutoNurture AI call centre assessment and tailored economic analysis.

<https://autonurture.ai>

Source Index

McKinsey & Company – The State of AI in 2025: Agents, Innovation, and Transformation

<https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai> · PDF:

https://www.mckinsey.com/~media/mckinsey/business%20functions/quantumblack/our%20insights/the%20state%20of%20ai/november%202025/the-state-of-ai-2025-agents-innovation_cmyk-v1.pdf

McKinsey & Company – The Contact Center Crossroads: Finding the Right Mix of Humans and AI (19 March 2025)

<https://www.mckinsey.com/capabilities/operations/our-insights/the-contact-center-crossroads-finding-the-right-mix-of-humans-and-ai>

McKinsey & Company – Where Is Customer Care in 2024? (12 March 2024)

<https://www.mckinsey.com/capabilities/operations/our-insights/where-is-customer-care-in-2024>

Salesforce – State of Service, Seventh Edition (2025)

<https://www.salesforce.com/en-us/wp-content/uploads/sites/4/documents/PDF/state-of-service-7th-edition.pdf>

IBM – Global AI Adoption Index 2023 (published 10 January 2024)

<https://newsroom.ibm.com/2024-01-10-Data-Suggests-Growth-in-Enterprise-Adoption-of-AI-is-Due-to-Widespread-Deployment-by-Early-Adopters>

Salesforce – Marketing Statistics and State of the Connected Customer Research

<https://www.salesforce.com/uk/marketing/marketing-statistics/> · <https://www.salesforce.com/ap/blog/state-of-ai-connected-customer/>

AutoNurture AI – Product and solution information

<https://autonurture.ai>

GET STARTED

See the AI Worker in action

Book a personalised demo and discover how AutoNurture can transform your call centre operations – in 90 days or less.

[Book a Demo →](#)

No commitment. No jargon. Just a focused conversation about your operation.

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