

Guide to Maximizing AI ROI for CX and Contact Centers:

Fast-Track Implementation for
Immediate and Sustainable Gains



Ascent
Business
Partners



Executive Summary

Artificial intelligence is transforming customer experience and business operations across industries. However, many organizations struggle with lengthy implementation processes, unclear ROI projections, and vendor selection complexity. This guide provides a roadmap to accelerate AI adoption, avoid common pitfalls, and achieve measurable results in as little as 60 days.

By leveraging Ascent Business Partners' proven approach, executives can bypass traditional AI implementation roadblocks, gain quick wins, and build long-term value. Ascent's **technology-agnostic strategy** and **risk-free, try-before-you-buy model** ensure businesses maximize ROI without the risks of expensive, unproven software investments.

Accelerating AI ROI: Why Speed Matters

AI has moved from a futuristic concept to a competitive necessity. Organizations that delay AI adoption risk falling behind in efficiency, customer engagement, and profitability.

WHY TRADITIONAL IMPLEMENTATION MODELS FAIL

Many enterprises take a fragmented approach to AI, selecting solutions without a clear strategy. Lengthy RFP (Request for Proposal) processes, complex integrations, and internal resistance slow progress and increase costs. The result? Missed opportunities and failed AI initiatives.

Several common pitfalls contribute to AI implementation failure:

- **LACK OF AN INTERNAL CHAMPION**
Without a dedicated leader driving AI initiatives, projects often lose momentum. To succeed, AI requires cross-functional buy-in from IT, operations, finance, and leadership.
- **FORCED OR MISALIGNED INITIATIVES**
AI adoption must be aligned with business objectives. When leadership forces AI without a clear use case or operational need, adoption is slow, and ROI remains unclear.
- **BUDGET MISCONCEPTIONS**
Many organizations believe AI is too expensive, delaying investment. However, modern AI models are designed to be self-funding, delivering ROI in months rather than years.
- **OVERWHELMING SCOPE**
Businesses often try to implement AI across multiple functions simultaneously, leading to complexity and confusion. Starting with a focused, high-impact AI solution is a better strategy.



- **RESISTANCE TO CHANGE**
Employees may fear AI will replace jobs, leading to reluctance in adoption. Successful implementation requires clear communication about AI's role in augmenting—not replacing—human workers.
- **INTEGRATION CHALLENGES**
Many AI solutions fail because they aren't compatible with existing systems. Choosing technology-agnostic AI solutions ensures smoother integration and faster implementation.

To avoid these pitfalls, companies must take a structured, strategic approach to AI adoption, ensuring alignment with business needs, securing leadership buy-in, and prioritizing measurable outcomes.

THE NEED FOR SPEED AND STRATEGY

Executives must balance speed with strategic alignment. AI implementation should not take years to yield results. With the right partners, businesses can **see measurable improvements within weeks**, ensuring both quick wins and long-term gains.



Quick Wins: How to Achieve Immediate AI ROI

IDENTIFYING LOW-INTEGRATION SOLUTIONS

Organizations often believe AI adoption requires extensive infrastructure changes. In reality, many AI-driven solutions—such as hiring automation, workforce optimization, and real-time agent assist—can be implemented with minimal disruption.

- **HIRING & TRAINING:** AI streamlines recruitment, reducing hiring time and improving retention.
- **WORKFORCE OPTIMIZATION:** AI-powered insights enhance employee efficiency without requiring major backend integration.
- **CUSTOMER SELF-SERVICE:** AI chatbots and virtual assistants handle tier-one inquiries, freeing human agents for complex tasks.

THE VALUE OF PARTNERSHIP VS. DIY AI SELECTION

Instead of navigating AI's complexity alone, businesses benefit from expert guidance. Ascent Business Partners acts as a strategic advisor, eliminating guesswork and ensuring **technology-agnostic AI recommendations tailored to each company's unique needs.**

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“Executives come to us with problems—we find the solutions, ensuring minimal resource allocation.”

– Ascent Business Partners Leadership

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Beyond Efficiency: The Long-Term Growth of AI Investments

HOW AI LEARNS AND EVOLVES OVER TIME

Unlike static software, AI continuously improves through data processing. The longer AI is embedded within an organization, the more refined and valuable it becomes.

- AI adapts to business changes, ensuring ongoing relevance.
- Continuous learning enhances efficiency and decision-making.
- AI-powered insights help organizations forecast trends and optimize workflows.

MAKING EVERY EMPLOYEE MORE EFFECTIVE

AI doesn't replace human employees—it enhances their capabilities. With real-time agent assist, AI provides live guidance, improving employee performance and job satisfaction.



"AI-driven training and live coaching reduce ramp-up time, turning every agent into a top performer." – Ascent Business Partners

Accelerating AI ROI: Why Speed Matters

ELIMINATING RFP DELAYS WITH PRE-VETTED SOLUTIONS

Traditional RFP processes can take 90–120 days before AI solutions are even selected. With Ascent's pre-vetted AI vendors, businesses can go from executive discussions to proof-of-concept (POC) within weeks.

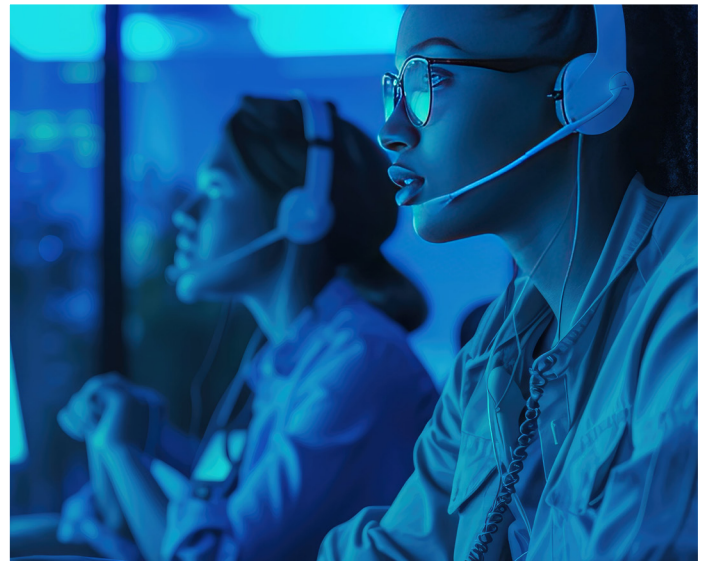
- **OLD MODEL:** 3-6 months of vendor selection, followed by 6+ months of implementation.
- **ASCENT MODEL:** Vetted AI solutions are deployed in real-world environments within] 30-60 days.

ACHIEVING ROI IN 60 DAYS

Through strategic vetting, AI solutions can deliver tangible results in under two months. Success stories highlight cost savings, revenue increases, and efficiency improvements from rapid AI implementation.



"With the right AI partner, organizations can skip unnecessary delays and start seeing ROI in just 60 days." – Ascent Business Partners Leadership





Overcoming AI Skepticism: CFO-Approved Business Cases

OUR TRY-BEFORE-YOU-BUY MODEL

Executives are often skeptical of AI investments due to unclear ROI projections. Ascent's model allows businesses to **test AI solutions in a controlled environment before committing**, ensuring risk-free adoption.

- AI solutions are deployed in real-world settings to validate impact.
- Performance data determines ROI before full-scale implementation.
- Financial leaders gain confidence through tangible, measurable improvements.

THE BUDGET MYTH: WHY AI DOESN'T REQUIRE UPFRONT INVESTMENT

Many executives assume AI transformation demands a large capital expenditure. In reality, AI solutions can be structured around **KPI-driven performance**, ensuring the investment pays for itself.



"Companies don't need a big budget—they need the right AI strategy. When AI solutions hit key metrics, they pay for themselves." – Ascent Business Partners



Meet the Leadership Team

CRAIG TOBIN – CEO & CHAIRMAN

Craig Tobin is a proven leader in AI-driven business transformation, with over 35 years of experience helping Fortune 500 companies optimize contact centers, customer experience, and operational efficiency. Ascent's technology-agnostic approach reflects Craig's deep expertise in delivering custom AI solutions that drive measurable success—from reducing costs to enhancing customer loyalty. His executive leadership at Accenture, TeleTech, and Equitant has shaped innovative, results-focused strategies that remove the guesswork from AI adoption. Craig is passionate about helping enterprises confidently embrace AI without risk, ensuring every investment translates into real business impact.

KIM HOWELL – COO

Kim Howell is a digital transformation champion with a track record of driving operational excellence through AI-powered solutions. As COO of Ascent, she partners with businesses to implement strategic, technology-driven improvements that elevate efficiency and customer experience. Previously, as COO and Chief People Officer at ERC, Kim led workforce transformation initiatives that optimized employee performance and engagement. Her expertise in AI-driven process enhancement and go-to-market strategies helps organizations harness AI to augment human capabilities, not replace them. Known for her people-first approach, Kim ensures AI adoption is both seamless and impactful—delivering real, measurable business outcomes.

Conclusion & Next Steps

OUR TRY-BEFORE-YOU-BUY MODEL

AI adoption should not be a slow, cumbersome process. With the right approach, executives can achieve rapid ROI while laying the foundation for long-term innovation.

- Identify quick-win AI solutions that deliver measurable efficiency gains.
- Partner with experts to navigate the AI landscape with confidence.
- Move beyond outdated RFP models and accelerate time-to-value.
- Focus on continuous learning and strategic AI deployment.

GET STARTED TODAY

Ascent Business Partners is ready to help organizations fast-track AI implementation. Contact us for a consultation and discover how AI can drive measurable ROI within 60 days.



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