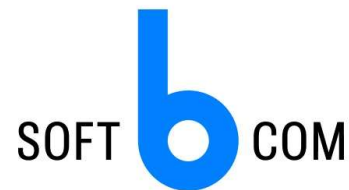


SoftBCom

Webinar

AI for Contact Center Executives

How to Deliver Quick Results and Advance Your Career



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Introduction



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SoftBCom Berlin GmbH:

- IT company, founded in Berlin in 2015.
- Headquarters in Berlin, operates worldwide.
- Customer service solutions: contact centers, service desks, process automation, and everything related.
- Full-service company: own software development, sales, integration, consulting, and support

Context overview



All agents require:

- Training
- integration into business processes
- Integration with teams of coworkers

AI adoption is often costly and complex:

- Sometimes, decisions on AI adoption are political.
- 95% of AI pilots fail (MIT's report *The GenAI Divide: State of AI in Business 2025*).

We focus on practical, low-risk AI pilots in contact centers:

- Can be implemented quickly
- deliver visible business impact
- accelerate both your organization's performance and your own career growth.

A contact center / a front desk is a **deeply integrated ecosystem**

1. **AI platform as “central environment”**: the most expensive transition for an established business
2. **Legacy systems**: no open API, engineering from scratch
3. **Tailoring of business processes**
4. **AI solutions age quickly**
5. **Own development**: avoid if that is not a business branch in itself

How to Reduce Risk

1. Move in steps:

- Start with projects that are **fast, cheap, and replaceable**
- **Measure results** before investing more
- **Avoid expensive “leaps of hope”** that may become obsolete before launch

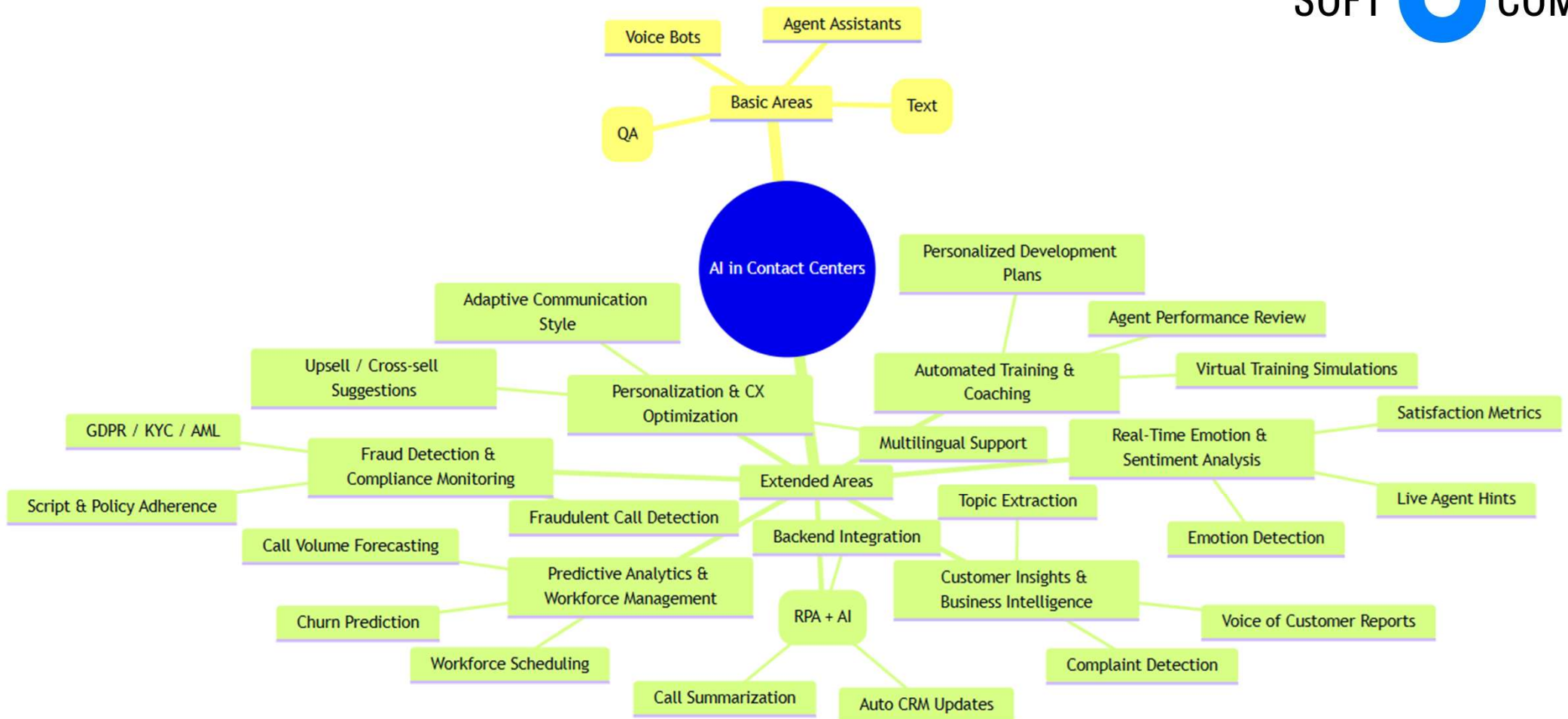
2. New AI solutions should **complement your existing ecosystem**, not replace it.

Rule of Thumb

An AI project is considered 'cheap' if:

- You can use operating capital
- Start in 1-2 months
- Pay off in 1-6 months.

AI in Contact Center



High-Impact Use Cases



A selection of cases that fall under Rule of Thumb definition

1. Agent Assistants
2. Chatbots (Text)
3. Voice Bots
4. Quality Assurance (QA)

1. Agent Assistant

Effect:

- listens to **all conversations**
- provides **text or voice real-time recommendations** during customer calls
- **efficiency can increase by up to 20% per agent**, and growing*

Key challenge:

- Assistant should understand **multiple information 'points'**
- provide **assistance on the fly**, without many additional questions.

* Agent Assist Use Cases - Generative AI - AWS

2. Chatbots (Text)

Customer-facing chatbots are already widely used:

- For handling order inquiries
- for product FAQs
- as virtual assistants

Effect:

- millions of routine questions are processed instantly, 24/7
- humans are used for higher-value cases
- Currently, about 30% of live conversations and up to 80% of routine tasks can be automated with Chatbots*

Key challenges:

- keeping conversations informative
- ensuring timely human escalation.

* [BEST Chatbot Statistics \[2025 Updated\]](#)

3. Voice Bots

Better suited for:

- Most contact centers (inbound and outbound) still work a lot with voice

Effect:

- routine queries are pre-processed automatically, leaving humans for high-value cases
- For inbound contact centers, 40-50% automation is achievable in 2025 *

Key challenges:

- Voice bots require high quality voice recognition...
- ... and speech generation, or else customers will be frustrated.
- That makes them more complex technically and financially than Chatbots.

* [How Voice AI is Transforming Contact Center Automation](#)

4. Quality Assurance (QA)

Effect:

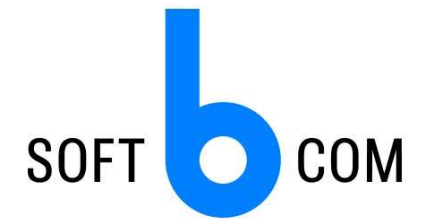
- Up to 100% of conversations are assessed
- Automated scoresheets
- Transcriptions for manual review
- On-line and off-line
- 50% automation achievable *

Key challenges:

- ASR/TTS plus AI model plus infrastructure can become costly
- Automated personal data protection can be tricky depending on legislation; in Germany GDPR compliance is a must

*McKinsey blog

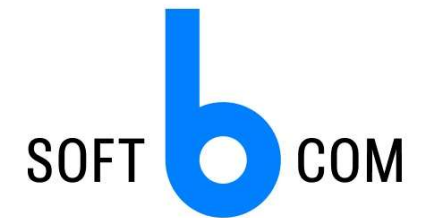
Live Demo: Easy start



SoftBCom's QAWacht: what we mean by easy start

www.softbcom.com/quality-assurance

Example Project p. I



Business	Pack 1	Pack 2	Pack 3	Pack 4
Tokens	1 500	6 000	25 000	100 000
Pack price, \$	45	165	625	2 000
Per token, \$	0,030	0,0275	0,025	0,020

Agents	50
Mins / month / agent	9 600
Utilization	0,80
Adjusted mins	7 680
Tokens per agent, month	250
Agent tokens per team, month	12 500
Tokens / month / team	396 500

Example Project p. II

Option 1		
QA share	20,00%	
QA tokens	89 300	
Cost, of QAWacht, USD	1 786	Package 4
Human managers before	10,0	
Human managers now	0,2	1 day a week on average
Human jobs saved	9,8	

Option 2		
QA share	5,00%	
QA tokens	31 700	
Cost, of QAWacht, USD	634	Package 4
Human managers before	2,5	
Human managers now	0,2	1 day a week on average
Human jobs saved	2,3	

Option 3		
QA share	2,00%	
QA tokens	20 180	
Cost, of QAWacht, USD	505	Package 3
Human managers before	1,0	
Human managers now	0,013	2 hours per week
Human jobs saved	0,988	

Key Takeaways

(from all the considered cases)

A successful pilot should have **low or zero upfront cost**.

Must offer a **free or inexpensive trial**.

SaaS-based, flexible payment.

Deployment time: **1-2 months (or less)**.

If it doesn't deliver value — stop and move to the next pilot.

When the right fit is found, the **ROI is immediate and visible** in reduced labour costs and higher productivity.

Q&A



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Thank you for your attention!

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