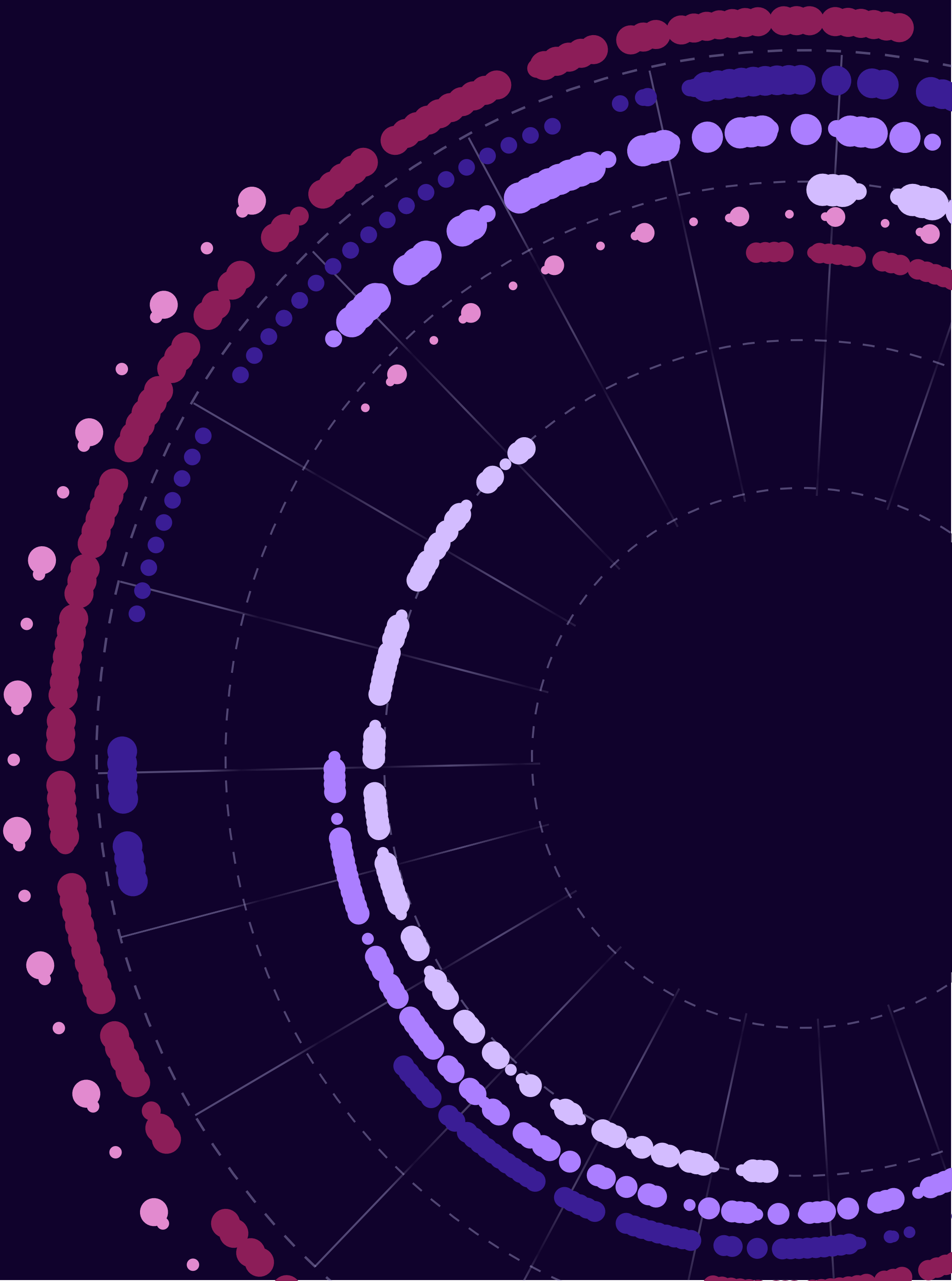


The Ai Flywheel

How Ai is reinventing
business communications



IN PARTNERSHIP WITH **hypothesis**



A virtuous cycle

The business communication landscape is undergoing a radical transformation. The fusion of AI's computational power and human emotional intelligence has begun to deliver customer experiences that are lightning fast, profoundly insightful, and deeply personal and empathetic.

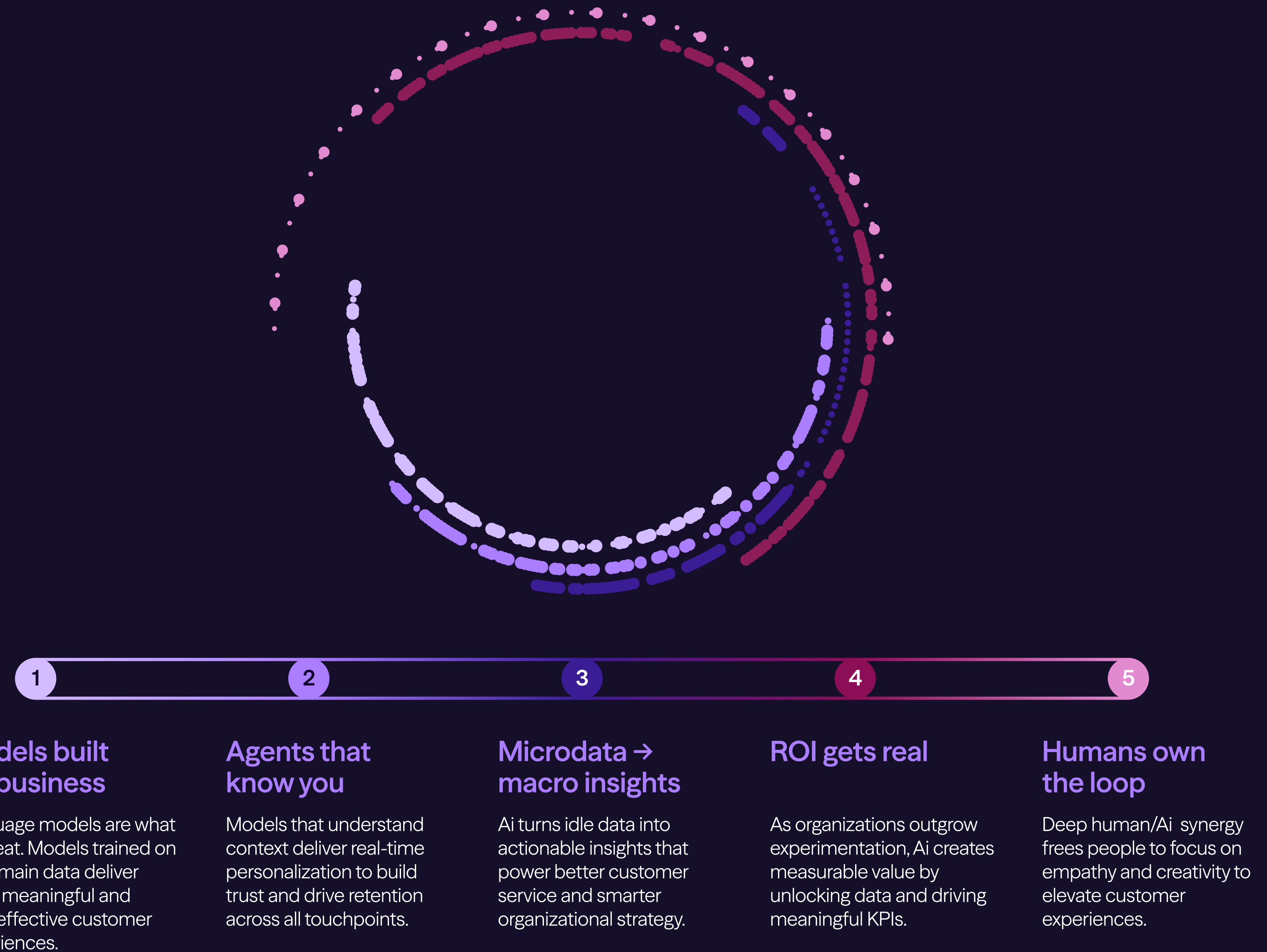
As proprietary models and responsive virtual agents produce powerful insights that can drive efficiency and operational excellence, a new virtuous cycle is accelerating. At Dialpad we see five crucial trends converging to form this cycle, with several accelerators fueling each trend.

It's 2025. Let's take a look at the AI flywheel.



The Ai Flywheel

Purpose-built agentic Ai is fueling a virtuous cycle of improved customer outcomes, data insights, provable ROI, and elevated roles for human agents.



01 Models built for business

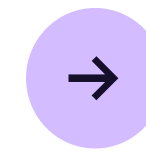
LLMs are super-powerful,
but they aren't designed for
specific purposes.

The Ai flywheel creaks into motion the moment a customer initiates contact with a contact center or other service representative. Increasingly, that contact involves artificial intelligence.

Over the past two years many companies have experimented with generative Ai (GenAi) to augment or even replace their customer service operations. But the leaps in quality made by ChatGPT and its peers have [ebbed significantly](#). Powerful though they are, generic models trained on the contents of the entire internet can't return relevant answers to the domain-specific questions that matter to most companies.

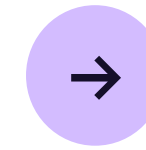
Knowing the birthdate of every leader of the Roman Empire is one thing; knowing what action items were agreed upon in last week's sales meeting is a very different challenge.

What's happening: a new set of Ai building blocks



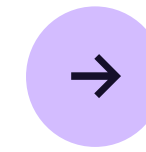
Small language models

Compact models offer superior performance for tailored use cases.



Information retrieval

Knowledge is only power if you can find and understand it.



Scalable architecture

You need infrastructure that grows alongside your business.



Why you'll want it: your models will be *your* models

Private, purpose-built Ai models trained on proprietary datasets create ultra-relevant, tailored results that dramatically improve both customer and business outcomes.

Small language models

Compact models offer superior performance for tailored use cases

Large language models (LLMs) like ChatGPT have driven the cultural zeitgeist around the new Ai. But **small language models (SLMs) are rapidly emerging as the more practical, targeted approach to taking advantage of GenAi in business communications.**

Being trained on the broadest possible datasets enable LLMs to handle a wide variety of tasks, but with lower accuracy and at a significantly higher cost in computational resources. SLM developers trade quantity for quality, training their models on smaller but highly focused datasets that optimize their performance for specific use cases at far lower cost than LLMs.

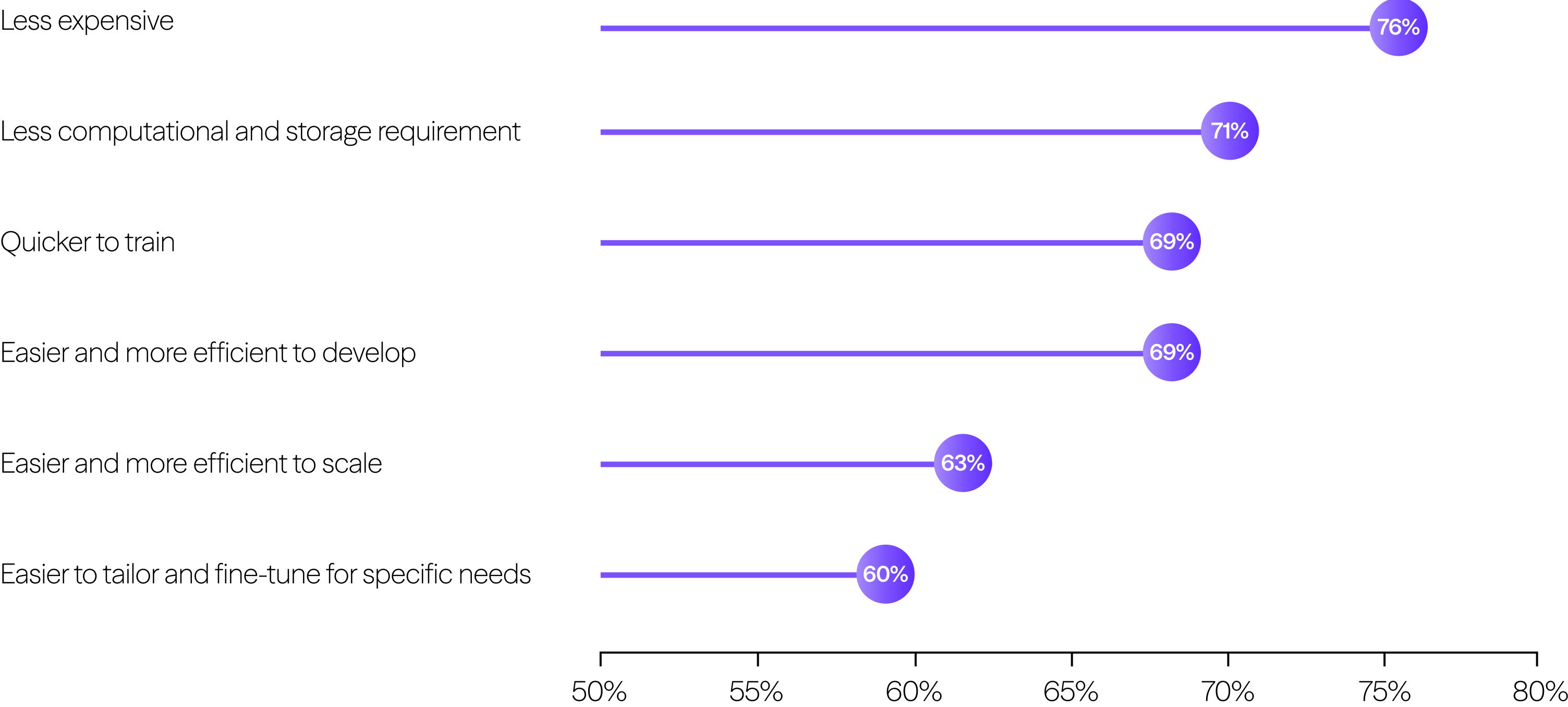
Add in superior latency, scalability, and customer experience, and it's easy to see why SLMs will be fundamental drivers of the new Ai flywheel.



Why you want it: Ai platforms are right-sizing

GenAi is complicated and expensive, particularly when it comes to large language models. The new small language models are more cost-effective, with output that's optimized to your data and use cases.

Reasons organizations are using SLMs



Information retrieval

Knowledge is only power if you can find and understand it

A purpose-built Ai model needs a diet of data to stay healthy; the quality and relevance of the data available to any Ai application play a significant role in its utility. Every day most companies generate massive amounts of information, ranging from status reports and business metrics to sales results and customer histories. Until now these proprietary data troves, structured and unstructured and stored across tools and drives, have been largely inaccessible. **Yet an organization must be able to find and analyze its own data in order to derive value from it.**

But now new Ai-fueled information retrieval strategies—notably retrieval augmented generation (RAG) and knowledge graphs (see below)—are helping companies access this data within the systems employees use every day. For contact centers this means agents empowered to offer real-time solutions to customers’ problems, and managers finding big-picture perspectives on new ways to streamline and improve their operations.

Retrieval augmented generation allows language models to access and interpret unstructured data in knowledge bases and databases, and use it to answer questions accurately in real time.

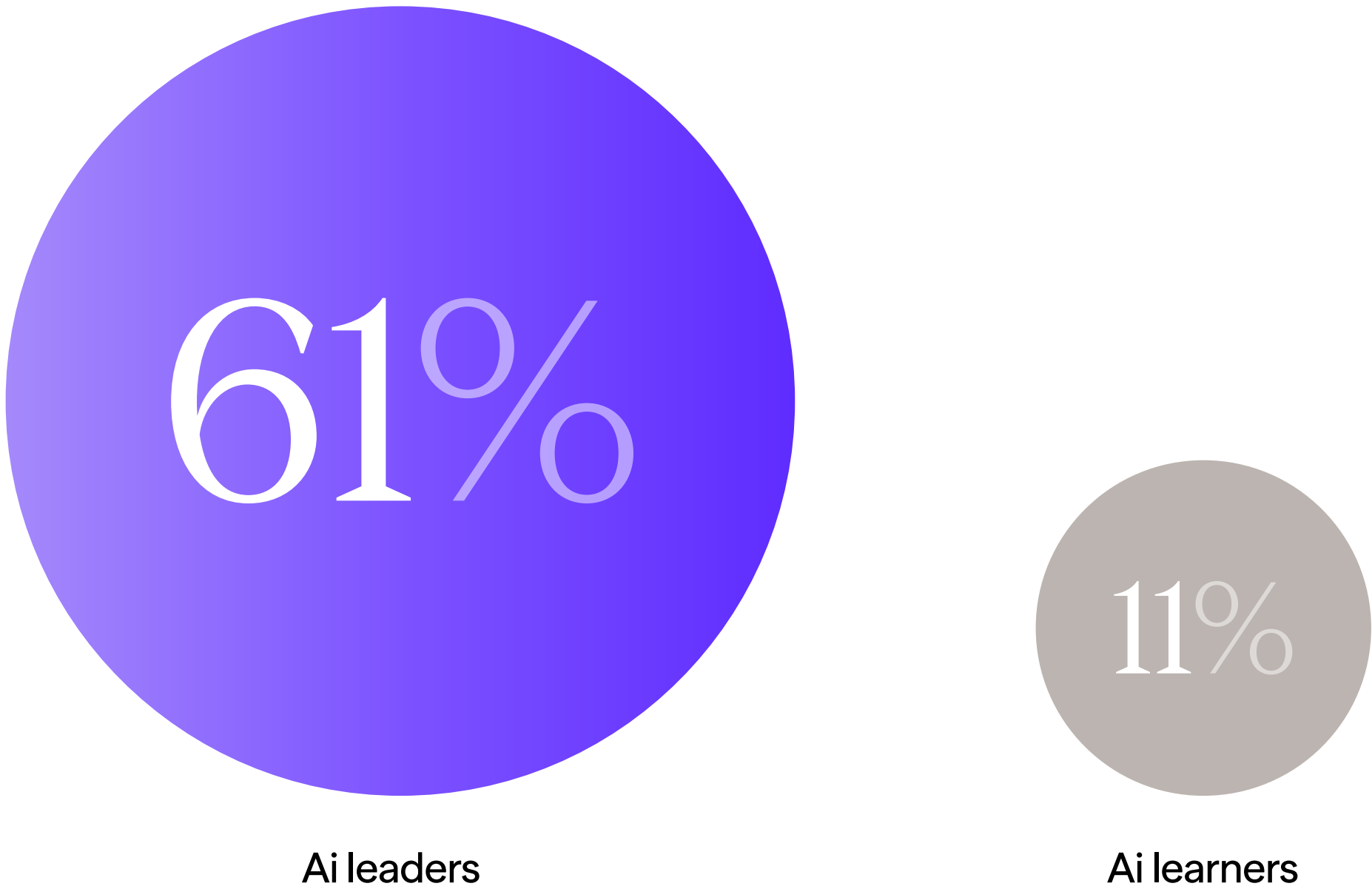
Knowledge graphs connect structured data, databases, and reference materials to power search tools, recommendation systems, and Ai reasoning engines.



Why you want it: data is the new gating factor

Data will separate tomorrow’s business winners and losers. [IBM reports](#) that 61% of Ai leaders believe themselves capable of accessing and managing data to support Ai initiatives, versus just 11% of Ai learners. Information retrieval tools will democratize this crucial access, letting organizations of all sizes and skills harness their data for a wide range of use cases.

Ai leaders are confident accessing and managing their data, compared to Ai learners



Scalable architecture

You need infrastructure that grows alongside your business

Up to now, most software developers have relied on third-party providers—[primarily OpenAI](#)—to provide the backbone of their Ai capabilities. This approach made sense in these initial GenAi years, given the level of time, investment, and expertise that’s required to build a proprietary platform.

But it’s becoming apparent that despite the upfront investments, solution providers that develop their own Ai systems actually have a competitive edge over those that outsource. This advantage boils down to the ease and flexibility of scaling; Ai power is only fully realized when the whole organization can access it, but it’s difficult to cost-effectively distribute third-party Ai to growing and increasingly disparate teams.

Several important factors, by contrast, make Ai infrastructure much better at evolving as your company does. Here are ones to consider as you evaluate Ai vendors:

- 

Real-time Ai

Ai models and application software running in the same cloud environment optimizes for performance and reliability.
- 

Predictable performance

Third party models are modified by providers without warning, which impacts their quality and reliability. Proprietary models controlled at the source are more flexible to meet customer needs and less vulnerable to surprise changes.
- 

Control over costs

Direct management of Ai development and deployment enables solution providers to optimize computing resources, which leads to more predictable pricing.
- 

Security and governance

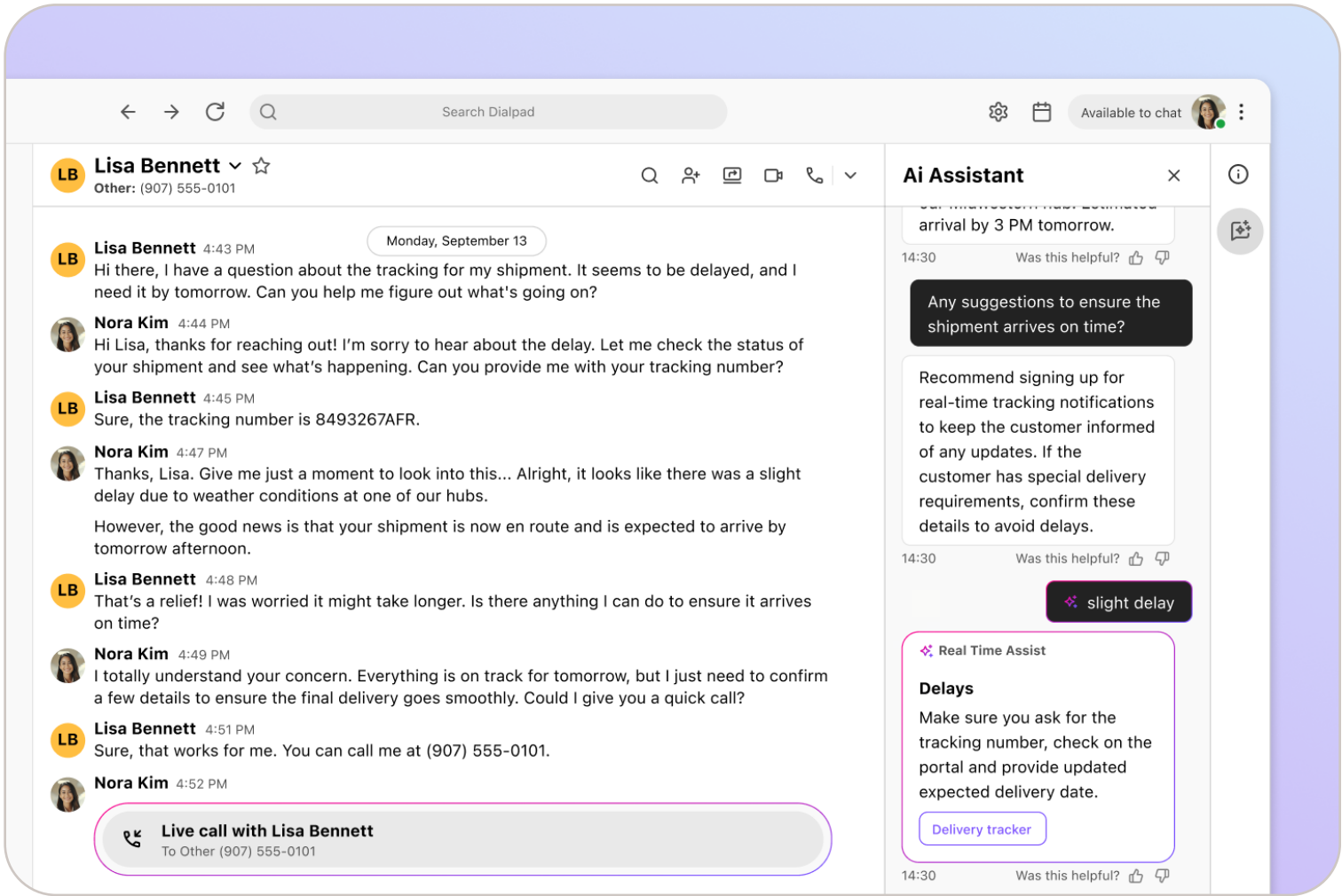
Control over data handling, processing, and storage ensures adherence to privacy and compliance standards.



Why you want it: unpredictable Ai costs eat all the benefits

Vendors who build their own systems are better positioned to help their customers scale Ai and maximize the results.

Dialpad connects CRM, knowledge base, and other relevant data to every customer interaction



Dialpad Ai Assistant, a chat-based resource, provides real-time “omniscience” for sales & support agents who need to get quick answers in the moment.

Dialpad Real-Time Assist cards proactively surface key customer and product information on the agent’s screen during a call, so they always know the best next step to take.

Case in point: Education First

With Dialpad, Education First’s agents use Real Time Assist cards to guide calls with customers, and their outbound call efficiency has increased 33%.

“If there’s a new strategy or different information we need to give our sales reps or CS agents, we can easily use Real-Time Assist cards to help them. Our team struggles less with calls and can get through conversations faster.”



Mike Monteiro, EF’s Senior Manager of People Operations



Dialpad POV: Your models will only work right if your vendor has the right expertise

Ai isn't real without real-time transcription

We've been focused on real-time Ai for contact centers since 2018. Our Ai tools are trained on the largest dataset of business conversations—no PTA meetings—and provide real-time automation, assistance, and insights to agents, managers, and customers.

You need access to dots in order to connect them

We use sophisticated information retrieval techniques throughout our platform to surface the right information at the right moment. This is especially crucial during customer calls, when only agents armed with rich customer context and deep product understanding can offer ideal service.

And you need infrastructure that supports your growth

Why do **96%** of Dialpad's contact center customers use our Ai capability—**63%** above industry average?

- **Dialpad is easy to activate.** You can set up a call center in minutes; no burying IT in change requests.
- **Dialpad is private and secure.** We build and run our own models, so customer data never travels to third parties, either for training purposes or for inferences.
- **Dialpad is cost-effective.** We own our own models and cloud architecture, so Ai features are included in the base price—there are no usage-based surprises!



Real-time transcription powers Dialpad customers’ call center transformation



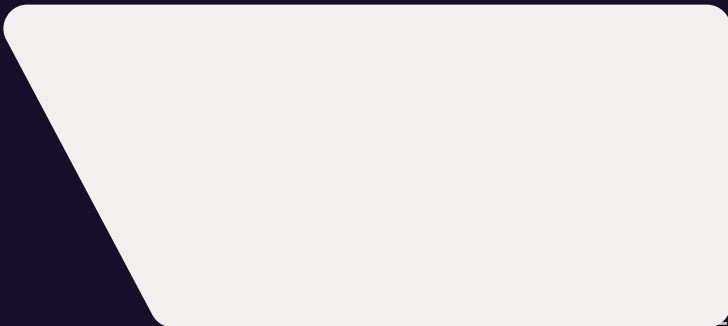
DialpadGPT

The first real-time language model trained on the largest available business communication dataset



DialpadASR

Proprietary speech-to-text engine, powering highly precise Ai transcriptions and optimized for call centers



DialpadNLP

Deep understanding of business context for sentiment, call purpose, and other important real time context

“With Dialpad Ai we have the facts and accurate transcription for every call, which has been a huge win for us.”

 | [ShipEx](#): Zach Glenn, Director of IT

“With Dialpad we can set up a new call center in 10 minutes from anywhere. We have the flexibility to manage our call center on our own, and it’s easy.”

 | [Education First](#), Mike Monteiro

“We love Dialpad transcription. We’ve been doubling our demos-to-calls ratio, with better analytics and more sophisticated analytics.”

 | [LeadSigma](#), Scott Hansen, Founder and CEO

02 Agents that know you

Curated experiences
understand customers' history
and anticipate their needs.

We've all had too many pointless exchanges with customer service chatbots and endless "Press 1..." phone trees that don't offer the help we need. Purpose-built models are powering **new Ai agents that make it easier to deliver personalized experiences across all your touchpoints.**

Human and virtual agents alike can begin conversations pre-armed with knowledge about the caller and their likely needs—*How did they reach this conversation? What did they buy? Have they called support before? For what issues? With what outcomes?*—and be ready to proactively offer solutions.

For customers needing quick help, it's great to feel like they're speaking with an expert instead of an algorithm. And for businesses feeling pressure to personalize customer interactions but struggling to do so well, these agent advances couldn't have come at a better time.

What's happening: the Ai agent's new toolbox



Actionable insights

Personalization needs to be personal.



Agentic Ai

Need speed? These agents learn and act on their own.



Conversation design

Think you can't program quality dialogue? Think again.



Why you'll want it: Agentic Ai powers quality human/machine interactions

Personalized customer interactions are hard to do, but crucial for engagement and loyalty. With the new agents, you can put your best foot forward for your customers in every exchange.

Actionable insights

Personalization needs to be personal.

Dynamic personalization isn't a new idea for customer-facing organizations; marketing, sales, and customer service teams have been working on it for decades. **Yet most businesses aren't meeting customer demand for personalization. 71%** of customers expect tailored customer interactions¹, but just **10%** of businesses are satisfied with their personalization efforts.

But now proprietary SLMs armed with agentic AI trained on call center data are enabling representatives to access the complete customer histories and company knowledge bases in real time, and use those insights to deliver personalized service in each customer's preferred channel.



Why you want it: personalization means profit

Businesses that personalize interactions see a 6.7% increase in engagement and satisfaction, and those customers spend 30% more than they do with competitors.



Agentic Ai

Need speed? These agents learn and act on their own.

‘Agentic’ means “capable of independent action.” Agentic Ai models answer questions, perform tasks, and solve multi-step problems without direct human supervision, and they continuously learn from these experiences.

The benefits of agentic Ai start simply, with straightforward self-service that satisfies customer needs like resetting a password and learning store hours. Responses like these might seem trivial, but they consume valuable call center time just because there’s such a huge volume of them. Every minute a live human isn’t answering simple questions, they can be answering more difficult ones.

But agentic Ai does more than just free up people to focus on more complex tasks. Agentic models with access to customer insights can also extend personalized support into self-service, keep human agents informed about a customer’s history, inject the most current information into an agent’s script, follow up on key action items, or route a customer to an agent with the specific expertise needed. Agentic Ai brings the personal touch to digital support and adds quality, accuracy, and follow-through to human service.



Why you want it: agents extend your resources

Agentic Ai extends your team’s capabilities, making it easier to respond in each customer’s preferred channel, efficiently and effectively, every time.



Voice: the next frontier

One exciting development area in agentic Ai is voice. The combination of language models, speech natural language generation, and modern content retrieval is paving the way for a whole new mode of customer service that blends the best of both worlds—highly-accurate, multi-skilled support delivered conversationally with a human touch.



Conversation design

Think you can't program quality dialogue? Think again

As companies wielding proprietary models and agentic AI gain deeper insights into their customers, they'll also be able to pursue richer understandings of what ideal customer conversations sound like, and how to make sure each encounter meets that quality bar.

Putting these insights into action is the province of conversation designers, who use AI and analytics to map ideal conversation flows, identify the phrases that are most likely to drive positive outcomes, deliver this guidance to agents, then follow their customer calls to make sure they're applying these insights.

Think of it as a new discipline combining UX design, learning & development, and marketing. Today's conversation designers are using deep analytics to learn what makes customer interactions succeed or fail, right within contact center platforms. In the not-too-distant future, **they'll use the same data to transform how agents are trained, how customers are served, and how the products themselves function.**



Why you want it: words matter

Effective communication drives customer satisfaction. Conversation designers will help ensure your agents deliver the right message in the optimal language, to drive the results you want every time.

Business leaders say that effective communication increases customer satisfaction in multiple ways

Helps deliver timely support



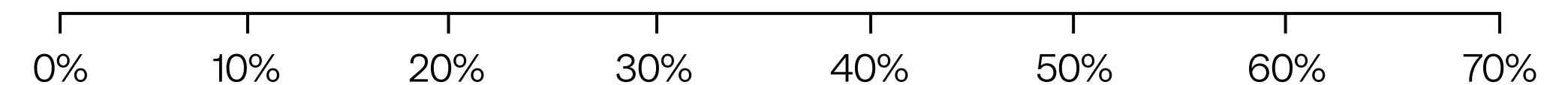
Makes customers feel heard



Delivers more personalized support



Strengthens customer trust



Source: Grammarly

Dialpad POV: Agentic personalization takes many forms. We focus on methods that move your numbers.

RE/MAX

RE/MAX relies on analytics, Ai Insights, and Live Coaching to enhance customer journeys

“It’s about being able to leverage every piece of data to enhance our customer’s journey with us. With Ai Insights, we’re not just addressing customer queries anymore—we’re able to anticipate their needs and preferences as well. It’s about being able to go beyond the transactional nature of our business and really connect with our customers on a personal level.”

Josh Gilmore, VP of Customer Experience

BNI

BNI reduced handle time by 23% and increased outbound calls by 24%

BNI’s agents use transcripts and summaries to save time and focus more on live customer interactions. Meanwhile, Ai CSAT, Ai Scorecards, and analytics help BNI coaches identify the topics and teams that need the most focus.

CareChoice

CareChoice optimized service levels while increasing NPS

CareChoice improved communication between clients and support workers, resulting in a better customer experience overall. “Having visibility into where people are and what they’re doing helps us manage service levels and meet our targets. The best part is that the live dashboard contains exactly the right kind of information we need.”

Georgia Hollingsworth, Coordination Manager

Rently

Rently’s IVR experience streamlines routing for faster ticket resolution

“With Dialpad, we were able to set up a lower-complexity IVR than what we were used to. Our older IVR was very basic and outdated, and I was able to quickly implement Dialpad’s IVR. Now customers call one number and are quickly sent to the right department. It’s very smooth.”

Sahil Farooqi, Head of Customer Care

ooredoo

Ooredoo increased inbound digital interactions from 0.4% to 37%

Now, Ooredoo’s retail teams focus on providing personal service for the most complex cases, even as digital messaging interactions grow in popularity with customers.

03

Microdata → macro insights

Idle data transforms into actionable strategies, making your whole organization smarter.

For a call center, a single customer login issue seems likely to be a forgotten password, but multiple reports could signal a systemic problem. Yet when these reports are spread across different agents, the pattern may be harder to spot.

That's a problem. Most businesses own troves of customer data that in aggregate could offer strategic insights far beyond customer service.

But the difficulty of harnessing and interpreting all those individual data points means most of this knowledge goes unrealized.

Today's tailored models can do just that, which means new opportunities to search, understand, and wield data to support all kinds of organization-level innovation, product improvements, and strategic thinking. In fact, [Accenture projects](#) that growth and expansion will be the primary goal of Ai at a majority of companies by the end of the decade.

What's happening: Ai applied to business strategy



Business insights

Your chatbot has some ideas to run by you.



Multi-agent systems

Customer feedback offers a wealth of strategic insights.



Continuous learning

You're always learning. Your models should too.



Why you'll want it: Ai will separate leaders from laggards

You're going to need Ai in order to stay ahead of the competition. Companies that use Ai to innovate, reinvent, and drive strategy will see higher top-line performance than their peers.

Business insights

Your chatbot has some ideas to run by you

GenAI is democratizing access to knowledge. Just as anyone today can upload a spreadsheet to ChatGPT and prompt it for insights, chatbots embedded within business tools allow employees of all skill levels to not only find answers but also do pivotal strategic analysis.

Companies with Ai strategies designed for insights will be able to apply language models and their data to any initiative inside their business, driving transformation at a whole new scale. The key dependencies are having access to your data and language models that understand your workflows, tasks, and goals.

In a call center this means managers using customer interaction data to coach agents in a targeted way, forecast staffing with high confidence, and transform their call center into a source of strategic insights on customer needs, product lines, and operational excellence for the entire organization.



Why you want it: Data challenges hinder Ai initiatives

Companies that can apply their own data to their business initiatives have a significant advantage over their competitors. Yet the majority of companies aren't doing it today and don't have the expertise to transform.

68%

of available data sits idle within companies.¹

61%

of data executives report their organizations lack the expertise to become data-powered entities²

Multi-agent systems

Customer feedback offers a wealth of strategic insights

As call centers leverage AI to develop higher-level insights about their operations, they'll also begin to proactively apply AI to resolve problems on behalf of call center managers. Previously, agentic AI only autonomously performed narrowly defined workflows. Now multi-agent systems are beginning to work together to independently coordinate communication, tasks, intelligence, and learning across multiple agents without human supervision.

Here are some examples of multi-agent systems at work in call centers today:

- Scoring calls and analyzing CSAT to develop coaching recommendations
- Analyzing call traffic to forecast staffing needs
- Reviewing aggregate CSAT data to identify systemic issues and suggest resolutions



Why you want it: There's power in numbers

66% of customer service professionals say that AI has improved their business performance by helping them analyze customer feedback. And yet we've only scratched the surface of what these insights might offer.

66%

Call centers generate massive amounts of customer data, creating a new opportunity to develop a new understanding of how the business is performing and what customers want. Yet we've only scratched the surface of what these insights might offer.

Continuous learning

You're always learning. Your models should too.

Until very recently, companies have been able to make a one-time purchase of a static off-the-shelf dataset and call themselves a data-driven organization. Those days are gone.

As it becomes mission-critical for businesses to apply Ai to customer histories in real time, **the resulting datasets will continuously improve models' contextual understanding, with resulting performance gains for both human and virtual service.**



Why you want it: Those who don't evolve fall behind

Ai models trained on outdated data deliver stale results. As companies learn to use their data effectively, their Ai models need to keep up.



Dialpad POV: We put the power of your data in your hands

At Dialpad we know your call center isn't an island—your agents are on the front lines of your company's relationships with its customers, a vantage point that gives them the potential to transform the whole business.

Our Ai expertise gives us a unique perspective on the customer interaction data they'll use to do that. We designed DialpadGPT to master the nuances of business communication, and we're continually honing and expanding our Ai features based on what we learn from our own customers.

Today we're increasingly focused on empowering managers and leaders as well, combining our Ai's business, use case, and vertical expertise paired with communication guidelines and customer data to **deliver knowledge, insights, and strategic recommendations with high precision and relevance, throughout the company.**

Case in point: Tucows

What happened when Tucows upgraded its call center to Dialpad Support?

SLA adherence: +10%

Dialpad's real-time analytics, notification, and live dashboards let Tucows track essential metrics, proactively manage SLAs, and closely monitor call quality.

Forecast accuracy: 95-100%

Tucows used Dialpad's targeted, automated Ai Scorecards to transform its QA process.

CSAT +5%, team efficiency +10%

Dialpad's targeted, automated QA leveraged Ai Scorecards to transform Tucows' QA process from Excel spreadsheets and manual scoring to actionable feedback at scale with Ai Scoreboards. The result: better tracking of key performance metrics like average handling time, ring time, and missed calls.

“CX leadership means staying aware of everything around you. Dialpad helps me conquer my fears and calm my paranoia by giving me access to real time and historical contact data at my fingertips.”

tucows | Fernan Kalaw, VP of Customer Care at Tucows Domains

04 ROI gets real

Prove your case with
transparent costs and benefits.

As Ai goes from experimental novelty to expected component of enterprise software, the way organizations measure its value is evolving as well. Unpredictable usage-based fees make companies reluctant to deploy Ai to their entire workforce, which limits its impact. Those organizations that do deploy Ai find implementation and change management to be costly in their own right.

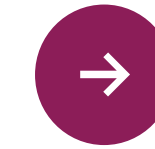
So as more companies consider adding new solutions or replacing existing ones, **CFOs and IT will demand evidence that time and money invested in Ai expenditures will result in actual value.**

What's happening: better ways to make the business case



Productivity is provable for call center workflows

Customers count minutes and seconds. You should too.



Ai validates KPIs

Your team is measured by results. Your software should be, too.



Proof of Concept

Your company isn't average. Why judge it by industry averages?



Why you'll want it: your Ai project will get approved

In 2024, a third of GenAi initiatives didn't make it past [Proof of Concept](#), according to Gartner, in part due to unclear business value. Showing real results will drive your Ai project forward.

Provable productivity

Customers count minutes and seconds. You should too.

In 2024, most sales pitches about Ai solutions focused solely on time savings and increased productivity for the entire workforce. It's clear by now that well-designed Ai solutions do in fact help teams save time and work more efficiently. Yet the sheer quantity of Ai providers promising hours of time savings per week just doesn't add up; **you can't realistically have five new Ai features that each save five hours a week.**

Unlike other functions within a business, call center performance is directly tied to measures of time. And Ai that's well-integrated into core call center workflows can easily be linked to time savings. It's a clear before-and-after test that helps managers understand the operational improvements that their team is deriving from Ai.



Why you want it: Wasted time equals lost opportunity

Well-designed operational improvements in your call center deliver dual benefits—more efficient use of funds and higher customer satisfaction—which together lead to a better bottom line.



Ai validates KPIs

Your team is measured by its results. Why should your software be any different?

Just like every other investment a company makes, Ai investments need to align to organizational metrics. This sounds like common sense, but the reality is that **until recently, Ai has been treated like a pet project, and Ai vendors have flown under the radar of metrics-driven CFOs and IT leaders.**

Now, three years into the GenAi era, businesses are demanding a clear understanding of how Ai will affect specific goals, and software buyers are applying more traditional measures of value. For call centers, this means CSAT scores, ticket resolution times, revenue-driven repeat purchases, and so on. Sophisticated vendors are responding with tools that help buyers estimate potential goals and admins measure actual results on an ongoing basis.



Why you want it: Smart software makes you beautiful

Aligning your software choices to the metrics you're going to be held accountable for only makes sense. Look for solutions that make it easy for you to justify your purchases and demonstrate the real results that your team is creating.



Proof of Concept

Your company isn't average. Why rely on industry averages to evaluate costs and benefits?

CFOs and IT leaders want a concrete assessment of the costs and benefits of every new software solution, and in SaaS, many buyers prefer to run a Proof of Concept to see how a given solution performs in their own environment. Given the rising demand for real metrics, the PoC model is now extending to Ai solutions.

PoCs provide a clearer picture of real-world costs and benefits of Ai, helping buyers assess several parts of the equation

- **Impact of automation:** Ai chatbots and digital self-service present interesting avenues for cost-cutting in customer support.
- **True costs:** The cost of third-party Ai can surpass projected savings, especially if a vendor charges based on usage and your use case requires real-time access by agents and managers.
- **Observable results:** It's important to compare how a solution performs in your environment, with your team, data, and tech stack.



Why you want it: You can try before you buy

Software buyers should demand a Proof of Concept for every strategic purchase, especially Ai. 46% of enterprise IT pros call lack of pricing predictability a primary obstacle to implementing Gen Ai in their organizations. But the potential upside is huge: According to Emarketer, the average customer service interaction via chatbot costs \$0.10, compared to \$8 for human agents.

Human agents are estimated to more costly than chatbots, yet the actual cost savings of Ai is different in every business



Human agent

\$0.10



Chatbot

Dialpad POV: We make CFOs happy

AI is still the Wild West. It can be hard to determine what's real and what's just a well-designed datasheet. At Dialpad we have a proven record of helping call center teams save time and improve metrics, in predictable, cost-effective ways that give CFOs confidence:

91%

of calls receive an **Ai CSAT** score compared to 15% industry average

54%

Ai Chatbot deflection rate

41x

more calls reviewed with **Ai Scorecards** since launch

50%

wrap up time improvement with **Ai Recaps**

30h

saved monthly per QA agent with **Ai Transcripts**

Case in point: FinditParts

FinditParts, the largest online supplier of trailer parts and heavy-duty truck and aftermarket parts in the US, is keeping customers happy with Dialpad.

Key results:

- CSAT scores increased by 4x
- Managers save 5 hours/week with Ai Scorecards

“QA and Ai Scorecards help our team evaluate more calls to improve call quality, which has been a big time saver for us. It saves our managers at least five hours a week”.



Chuck Ciarlo, Senior Vice President of Customer Success

Case in point: Sunstate

Sunstate Equipment Company, a construction rental service with retail locations across the US, partnered with Dialpad to modernize its communications and customer service platforms.

Key results:

- Ai Recaps saves 25% of time spent on calls
- Tailored, Ai-informed agent training steadily improved CSAT

“It's about getting real-time feedback, which we use to guide our newer team members. And our customers notice the difference!”



Stephen Schleeper, Senior VOIP Engineer

05 Humans own the loop

Human-centered
customer service will help
your company shine.

In an increasingly automated world, the human element is a crucial differentiator. But the AI advances discussed in this report have increased the tension between effective human oversight of machine interactions for qualities like fairness, accuracy, explainability, and recourse—“humans in the loop”—and the desire for speed and scalability which human involvement can interfere with.

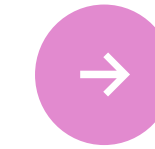
The “humans own the loop” idea seeks to resolve this tension, ensuring that humans can take advantage of AI’s speed, scalability and knowledge while being confident that technology is supporting them. This means transparency in metrics and the ability to see exactly why AI scores the way it does and easily make corrections when AI gets something wrong. This emerging partnership promises to elevate customer service, using the same automated, detailed insights and design to ensure users feel in control of the powerful new tools, and **fusing the best of human and AI capabilities into much more satisfying experiences for agents and customers alike.**

What’s happening: truly empathetic customer interactions



Real-time, comprehensive sentiment analysis

Do you know? If it’s survey-based sentiment analysis, probably not.



Multi-modal service

Responding in customers’ preferred channel is better for you both.



Humans-in-the-loop design (HITL)

People in the driver’s seat, AI in the gas tank.



Why you’ll want it: service & bottom line rise in tandem

Automation and high-touch customer service can coexist. In fact, 71% of organizations [expect](#) AI to enable just that. The right AI solution can raise the bar on experience while keeping a laser focus on productivity and efficiency.

Real-time, comprehensive sentiment analysis

If you know, you know. If it's survey-based sentiment analysis, you probably don't.

Human performance is affected by mood, fatigue, bias, and incorrect information. Any of these factors can lead to negative customer interactions which increase support costs, lost sales, and churn.

Organizations have used sentiment analysis for decades to keep tabs on how customers feel about their brands and assess the performance of call centers. But it's a fact that most of us are offered lots of opportunities to complete surveys at the end of support calls, and most of us usually decline. It's fair to say that **only the angriest or happiest customers respond to CSAT surveys, skewing assessments and missing key areas of actionable feedback about what customers actually think.**

But now Ai can measure customer sentiment in real time, across the entire customer base – no surveys required. Instantaneous feedback pinpoints the moments where an interaction turns negative, empowering managers to quickly intervene. Ubiquitous feedback gives leaders a complete view of call center strengths and shortcomings, and identifies ways that teams and individuals can hone their skills to better serve customers.



Why you want it: for genuine continuous improvement

Your goal is consistent, unbiased, and frustration-free customer service. Your team members have varying levels of knowledge and skill, and they all have unique backgrounds and personal lives that shape how they'll respond at any given moment. Sentiment analysis, when done universally across all calls in real time, helps uplevel team members' performance over time.

Multi-modal service

Responding in customers' preferred channel is efficient for you and satisfying for them.

Despite conventional wisdom, preferences about customer service modalities aren't generational; people of all ages are open to multiple modes of customer service, including voice, live chat, email, and social media. These preferences are actually quite individual, and vary depending on circumstance.

The ability to respond to customers in their preferred channel and to move seamlessly between different types of communication in a single interaction will enable businesses to deliver precisely focused, real-time support to any given customer, with rich understanding of tone, dialect, and cultural nuances that reduces language and accessibility barriers.

Real-time, multi-modal service will allow businesses to serve customers where they are and divert issues that are better served through self-service or a chatbot.



Why you want it: to meet customers where they are

Consumers are open to channels, but really, we all want service in the channel that is going to get us to the quickest possible resolution. And that channel is different for different people.

Humans-in-the-loop design (HITL)

People in the driver's seat, Ai in the gas tank

Ai is only as good as the data it's trained on. This is why those aforementioned purpose-built models are so important; the more curated the data, the higher quality the results.

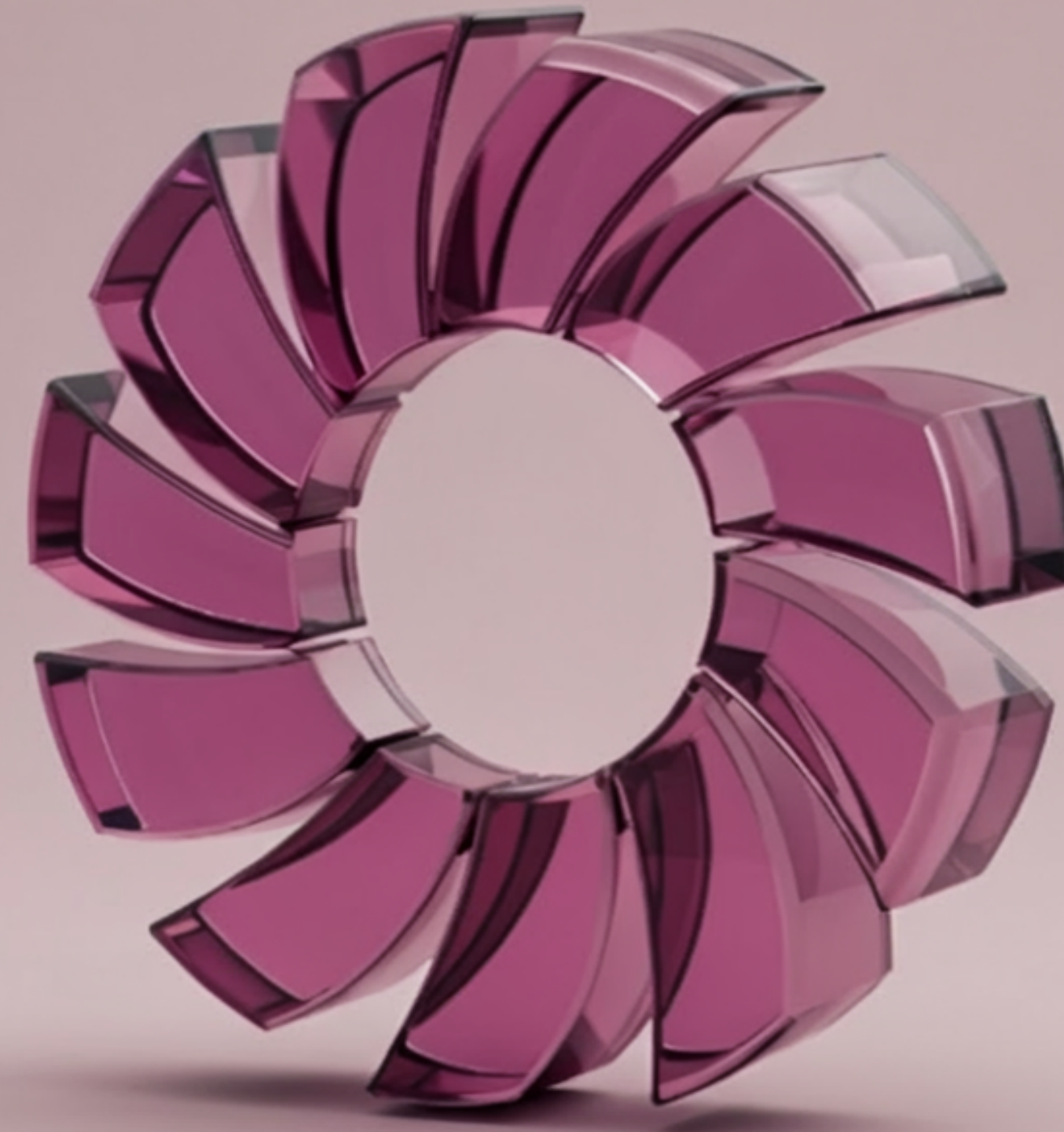
But even with the best dataset, Ai makes errors and manifests bias. That's why customer experience leaders and consumers agree that humans are crucial to most interactions, with Ai alongside. Ai is there to assist and remove unnecessary steps from the process.

HITL is a design philosophy that places human expertise, empathy, and oversight in the driver's seat, harnessing Ai systems' speed, scalability, and problem-solving capabilities to boost efficiency, improve personalization, and reduce errors in customer experiences.



Why you want it: because your customers do

Some customer interactions are more satisfying when automated. Others require nuance, empathy, and complex problem-solving. Ai can't tell the difference, but your people can – especially when they're armed with Ai-powered knowledge and insights.



Dialpad POV: Human-centered design needs to focus on genuine human experience.

Sentiment analysis is something every CX leader thinks about. Dialpad's Ai CSAT capabilities empower people to deliver satisfying service, every time.

Ai CSAT works: Dialpad's customers report an average of 14% increase in CSAT scores after implementing Ai CSAT.



Case in point: Dialpad

Eating our own dog food: Dialpad uses Ai CSAT to get a full picture of customer sentiment

Yesterday: Dialpad's own contact center used to use traditional post-call CSAT surveys. We'd typically get a 7-15% response rate comprising mostly people at the extremes: those who had a great experience and those who had a poor one.

Today: Ai CSAT now analyze 100% of calls, and we study the rankings to find the lowest results and fix those problems. We're getting insights reflecting the middle 80% of callers that weren't possible without Ai.

dialpad 

Case in point: Superior Press

Okay, one more happy customer: Superior Press increased CSAT from 75% to 94% in 4 months.

"Live sentiment analysis has made a huge difference in improving calls, saving time when digging into key moments, and understanding what the issues are. We love that it flags everything for you... We realized that to optimize CSAT scores, the team needed to make sure they get everything they need from the customer, including who the customer is, what the customer is calling about, and account details, before being able to help customers properly."



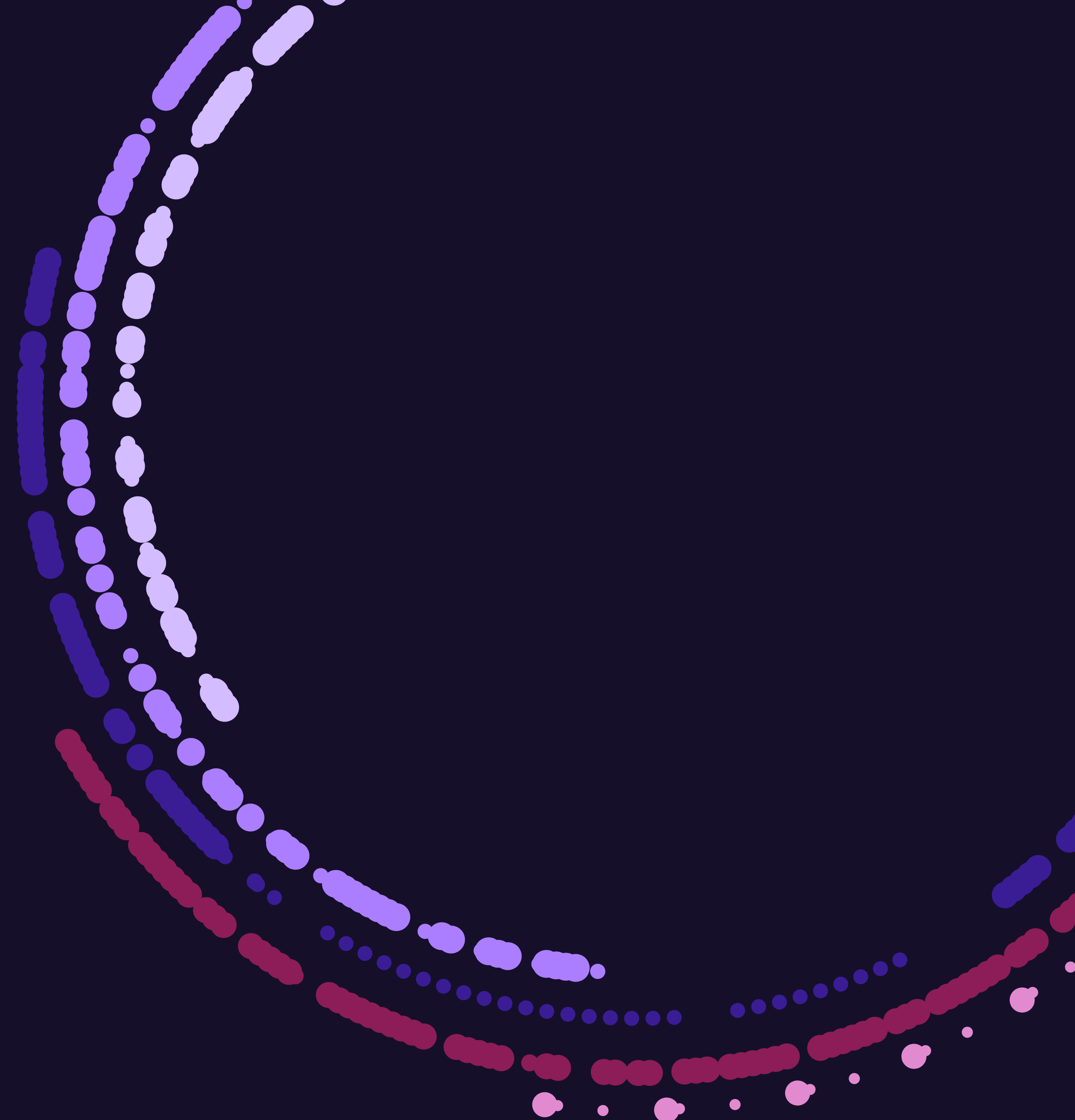
Gordon Musgrove, Director of Customer Delivery at Superior

The cycle is self-sustaining

Empowered human agents drive customer acquisition and productivity gains.

These profits are reinvested into the business, which leads to new customer data, which improves the AI models, which results in happy customers and more productivity gains.

And the AI flywheel continues to spin.



Set your flywheel into motion

The history of the Information Age is about computing power moving from central points to distributed nodes. One hulking mainframe feeding dumb terminals gives way to countless independent PCs. Desktop computers wired to in-ground cable pass the torch to handheld devices whose capabilities surpass the machines that put mankind on the moon.

Artificial intelligence is following the same path. The generative Ai revolution began with one powerful LLM responding to queries from millions of users around the world. Three years later we can see the day approaching when we all have the power to program our own proprietary agents. The process we've explored here isn't one flywheel—it's a million. In the era we're now entering, every company, every call center—every *human*—owns their own flywheel.

What will you do with yours?



“Dialpad’s intuitive Ai insights will simplify how work is done by enabling agents to become more informed decision-makers and better understand customers’ unique needs.”

Craig Walker
Dialpad, Founder and CEO