



TTEC Digital AI Value Labs



At a Glance

TTEC Digital's AI Value Labs offer a clear starting point for AI adoption, guiding businesses through an iterative use case exploration process that focuses on generating meaningful value realization.

While 80% of businesses recognize AI's strategic value and expect it to increase in the next 12 months — **less than a quarter** say they can unlock its value today.

-Forrester, 2024

Invest in AI that delivers real business value – not empty promises

Designed as an iterative set of proof-of-concept (POC) sprints, TTEC Digital's AI Value Labs help businesses answer the critical question: "How do I make sure my AI investments deliver actual business value?"

AI's ability to serve an unlimited set of use cases is one of its greatest strengths. But that same versatility can make it difficult for businesses to decipher which promising solutions can help fulfill their CX vision and drive business efficiency, and which ones will fall short of their intended goals.

Creating a roadmap for meaningful AI transformation

AI Value Labs help businesses map a clear path to AI success by focusing on four primary activities:



Assess business priorities

We'll start with your key business objectives – including your goals related to productivity, efficiency, cost, and customer outcomes.



Build a custom AI use case backlog

From there, we'll compile a master list of all the AI use cases we could implement to support those business priorities.



Execute AI proofs-of-concept (POC)

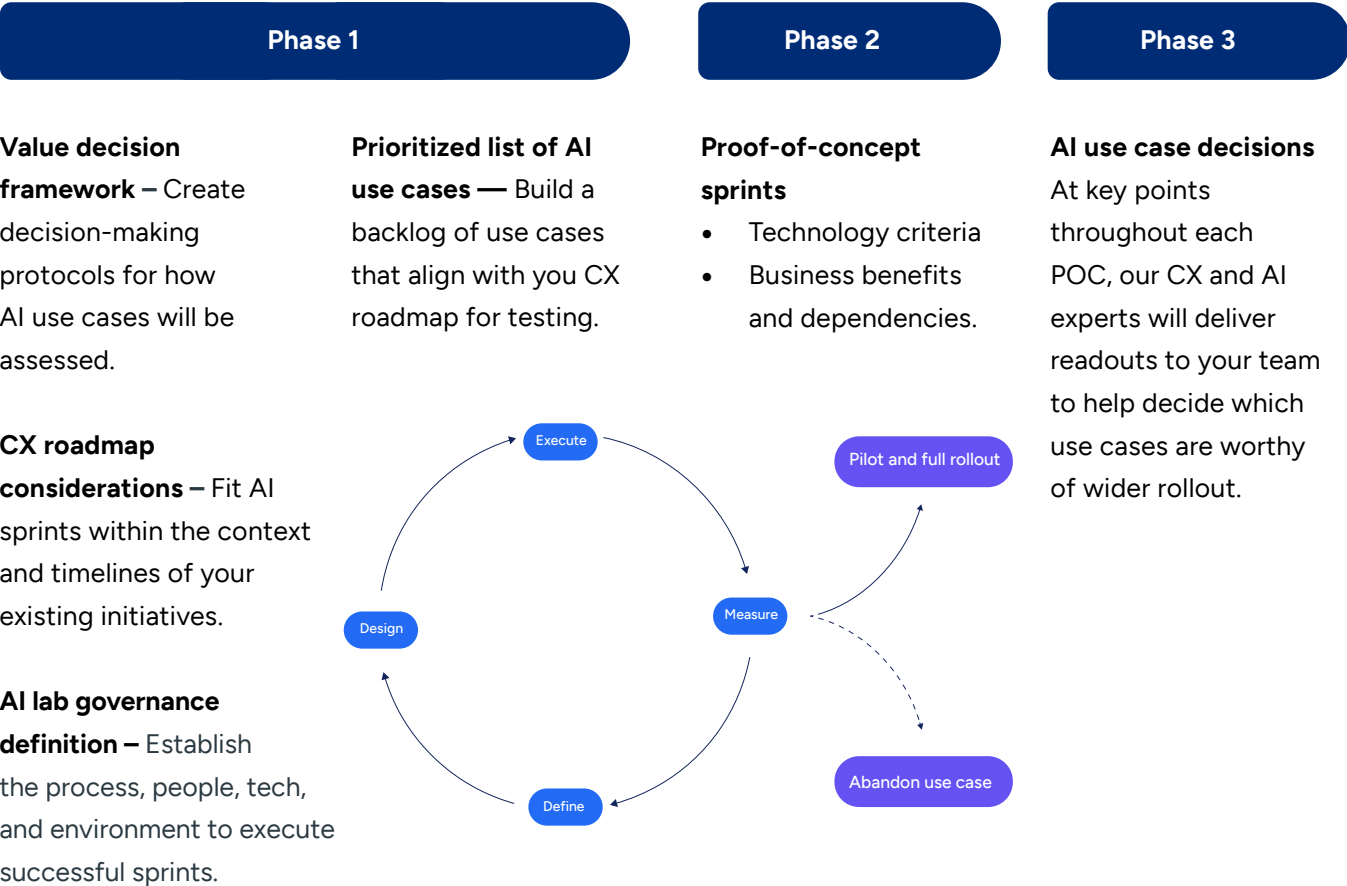
We'll help you prioritize specific AI use case POC projects and technology partners on a rolling basis and execute them using our proven deployment framework.



Select use cases for wider deployment

At key points throughout each POC, our CX and AI experts will deliver readouts to your team to help decide which use cases are worthy of wider rollout.

Throughout this process, our team of AI and CX experts will customize our transformation roadmap to fit the unique requirements of your organization.



Tap into our AI, operations, and CX transformation expertise

Core team:



CX Operations Executive

Oversees CX strategy, ensuring AI improves agent performance and customer interactions.



AI Solution Architect

Designs AI solutions that align with business goals and customer experience needs.



Business Analyst

Identifies AI opportunities by analyzing customer pain points, business needs, and the expected outcomes of selected use cases.

Flexible resources:



AI Engineers, Specialists, and Developers

As dictated by your technology ecosystem and preferred AI use cases, we'll put together a custom mix of technology experts with the right platform expertise for the job.



Implement AI with confidence

Turn AI apprehension into an AI advantage. If you're not sure how to sort the false promises from the realistic outcomes, reach out to our team of AI and CX experts today to see how we can help you transform your customer experience with solutions that deliver a measurable impact.

Connect our AI experts →

<https://www.ttecdigital.com/services/artificial-intelligence#form-1>

About TTEC Digital

TTEC Digital is a global leader in customer experience orchestration, combining technology and empathy at the point of conversation. With decades of innovation experience across the world's leading contact center technology platforms — plus in-house expertise in CX strategy, data and analytics, AI and more — TTEC Digital delivers an unmatched skillset for organizations looking to forge deeper customer relationships and drive better business outcomes. Learn more at [ttecdigital.com](https://www.ttecdigital.com).