



# AI in the Contact Center: Your Next Move

ICMI Consulting helps you make progress no matter your maturity or stage.



## Two facts about AI:

### Fact 1:

Almost every contact center is evaluating its potential in some fashion, whether it be agent assist, supervisor assist, customer self-service or other.

### Fact 2:

A few centers are on the bleeding edge—having logged early AI benefits. But if you're still figuring out your strategy and path forward, you're in the large majority.

ICMI Consulting understands AI is not a silver bullet. We also know every contact center is different. That's why we've created and successfully deployed with dozens of call centers a three-stage framework aligned to varying maturity levels and needs.

## 3 Phases of AI

Discovery

Strategy

Maturity

### Why IMCI's AI Approach Works

- Grounded in people-first change, not just technology
- Tailored to your tools, roles and culture
- Balances education, exploration, governance and action

### What you will walk away with:

- A common understanding of AI across teams
- A prioritized set of use cases, with risks and benefits clearly defined
- Guardrails to guide responsible, trust-building adoption
- Leaders trained to coach and guide their teams through AI-driven change
- A phased roadmap tailored to your contact center

# ICMI's AI Framework

No matter what stage of AI adoption you're in, ICMI Consulting meets you where you are, helping you take the next step. Our professional Business Associates help you achieve your goals via stage-specific activities and deliverables, with a clear focus on outcomes and benefits to your contact center, agents, leadership and customers.

	Phase 1: Discovery	Phase 2: Strategy	Phase 3: Maturity
Goal	Discover, educate and build a shared understanding of AI	Define use cases and guardrails; frame opportunities and how AI can be adopted responsibly	Readiness and Roadmap: Prepare leaders and staff to take action with confidence
Activities	Stakeholder interviews, AI overview workshops (current capabilities, trends, myths vs. reality), tool and capabilities assessment	Use case workshops by role; risk/benefit analysis of each use case (data, compliance, CX); drafting of AI guardrails and ethical guidelines	Change-readiness assessment (skills, mindsets, communication needs); Leadership training on AI coaching and adoption; AI roadmap creation
Deliverables	Stakeholder summary of perceptions, concerns and readiness; 101-level education; SWOT analysis; maturity baseline	Prioritized use case map with benefit summary; AI guardrails document (trust, transparency, escalation paths, agent empowerment); change impact summary (tech, process, people)	Readiness assessment report; AI enablement plan (learning path by role); AI adoption roadmap (6-36 months)
Benefits	Builds trust and buy-in across roles; reveals existing AI capabilities and gaps in your systems and tech stack	Identifies where AI can drive real value by role / function; aligns leadership; establishes clear boundaries for responsible AI use	Turns insights into guidance; targeted planning for communication and enablement; aligns stakeholders around realistic next steps