

# DATAMARK

Committed to Serve • Determined to Solve • Driven to Improve

# The Executive's Guide

to **Outsourcing** Contact Center  
Functions Leveraging AI

*datamark.net*

# DATAMARK

Introduction:

# The **Next Leap** in Contact Center *Efficiency*

Welcome to the evolving world of Business Process Outsourcing (BPO), where **Artificial Intelligence (AI)** is not just a buzzword but a transformative force.

Amidst this AI revolution, we're excited to introduce you to **DataScribe** — a pivotal tool that is reshaping how BPOs handle contact center operations.

Before we dive into the specifics, let's set the stage by discussing why reducing Average-Handle-Time (AHT) is a **game-changer** for your business.

# A Contact Center Revolution

## DataScribe Core Features

Imagine a tool that listens, understands, transcribes, and summarizes your calls in real-time. That's DataScribe for you. It's designed to work across different CCaaS platforms (CCaaS agnostic), bifurcating both caller and agent audio directly from your local PC.

### Here's What DataScribe Does:

- ✓ **Transcribes Calls in Real Time:**  
Every word spoken is instantly transcribed, leaving no room for misunderstandings.
- ✓ **Summarizes Efficiently:**  
After the call, DataScribe uses Generative AI providing a concise summary, saving agents the hassle of note-taking.
- ✓ **Masks Sensitive Information:**  
DataScribe automatically redacts PII/PHI/PCI data, ensuring compliance and security.

## Live Demo Scenario

Let's visualize how AI tools in BPO like DataScribe perform during a typical customer call:

- ✓ **Greeting and Authentication:**  
"Hello, thank you for calling. How may I assist you today?"
- ✓ **Understanding the Issue:**  
As the conversation unfolds, DataScribe transcribes and analyzes the content in real-time.
- ✓ **Resolution and Recap:**  
The agent resolves the query, and DataScribe provides a perfect summary for closure, all within the blink of an eye.

# Strategic Benefits for Your BPO



## OPERATIONAL EFFICIENCY

**DataScribe** slashes the time agents spend on ACW, allowing them to handle more calls per hour and significantly boosting productivity.



## COST EFFICIENCY

**DATAMARK** does not leverage 3rd party audio streams or transcription services, meaning that DataScribe is extremely cost-effective, offering clear cost benefits, particularly for larger operations where its scalability turns into direct savings.



## ENHANCED CUSTOMER AND EMPLOYEE EXPERIENCE

Faster resolutions and accurate record-keeping **heighten customer satisfaction** and reduce the cognitive load on your agents, making their jobs easier and more fulfilling.

# Checklist for Choosing an AI-Enabled BPO Partner

When evaluating potential BPO partners for AI capabilities, use this checklist to assess their fit and expertise.

## Look for:

✓ **Proven AI Expertise:**

Demonstrated success in integrating AI into complex BPO environments. Can your BPO partner actually prove they leverage AI today?

✓ **Customization Capability:**

Solutions tailored to fit your unique business needs. Can the AI product your using be customized to your specific needs?

## Conclusion: Stay Ahead with AI

The future is here, and it's powered by AI. Don't let your BPO operations lag. Embrace DataScribe and ensure your company not only keeps up but leads in efficiency and innovation.

### Ready to **transform** your front office operations?

Schedule your free AI BPO assessment and demo today. Discover how DataScribe can tailor AI-powered solutions specifically to your needs.

[Schedule a Free AI BPO Consultation and Demo](#)



# Contact Center – AI Adoption Evaluation Guide



## Objective:

The agent resolves the query, and DataScribe provides a perfect summary for closure, all within the blink of an eye.



## Scope:

This guide applies to all BPO operations, including customer service, technical support, back-office tasks, and any other areas where AI tools and technologies could be implemented.



## Responsibilities:

- **Operations Manager:** Oversee the evaluation process and ensure compliance with this SOP.
- **Technology and AI Solutions Team:** Conduct technical assessments and provide insights on AI capabilities.
- **Quality Assurance:** Monitor and report on the performance of AI-integrated processes.

# Checklist for AI Advancement Evaluation

## Current AI Utilization

- Identify all current AI technologies being used in the organization.
- Evaluate the effectiveness and efficiency of these AI tools.
- Document any existing issues or limitations with the current AI implementations.

## 2. Technology and Infrastructure Assessment

- Assess the existing IT infrastructure's capability to support new AI technologies.
- Check for integration capabilities with current systems and software.
- Identify areas with outdated technology that may hinder AI integration.

## 3. Data Management and Security

- Review data collection, processing, and storage practices.
- Ensure compliance with data security standards and privacy laws.
- Evaluate the effectiveness of data-driven AI applications (e.g., machine learning models, and data analytics).

## 4. Employee Interaction and Training

- Assess staff proficiency with current AI tools.
- Identify training needs for existing or new AI technologies.
- Evaluate employee feedback on AI tools to identify challenges and resistance.

# Checklist for AI Advancement Evaluation

## 5. Customer Experience and Satisfaction

- Analyze customer feedback to gauge the impact of AI on service quality.
- Identify customer-facing processes that could benefit from AI enhancements.
- Assess the need for AI-driven tools like chatbots or automated response systems.

## 6. Potential AI Applications

- Identify processes that are not currently automated but could benefit from AI.
- Propose AI solutions to improve operational efficiency and accuracy.
- Evaluate potential vendors or AI technologies that could be integrated.

## 7. Compliance and Regulatory Review

- Ensure that AI applications comply with industry-specific regulations.
- Review AI ethical guidelines and ensure adherence to ethical AI use.

## 8. Financial Implications

- Conduct a cost-benefit analysis of proposed AI implementations.
- Identify potential ROI from integrating new AI technologies.
- Plan budget allocations for AI advancements.



# Checklist for AI Advancement Evaluation

## 9. Final Recommendations

- Compile findings and recommendations into a report.
- Present to senior management for review and decision-making.
- Develop an implementation plan for approved AI advancements.

## Review and Monitoring

**Establish a timeline** for the review and assessment of AI tool performance post-implementation.

**Schedule regular updates** and training sessions for continued employee engagement and development.

---

# DATAMARK

Committed to Serve • Determined to Solve • Driven to Improve

USA | INDIA | MEXICO

[datamark.net](https://datamark.net)

123 W. Mills Ave. #400  
El Paso, Texas 79901

800-477-1944  
915-778-1944

Mon-Fri, 8am-5pm MT  
[info@datamark.net](mailto:info@datamark.net)

