

Why your contact center volume won't go down.

(No matter what you've tried)



A five-minute field guide to finding what's driving inefficiency in your operation.

YOUR VOLUME ISN'T GROWING IT'S REPEATING



Does this sound familiar?

- ✓ You've added capacity.
- ✓ Tightened workflows.
- ✓ Introduced automation.

Yet the volume
keeps *coming back*.

Across industries, **20% to 30%** of
contact center work is avoidable.

The same issue showing up again in different ways.

That's not coincidence.

It's a pattern – and not the good kind.

What this means:

You're not reducing work.
You're recycling it.



01
DIAGNOSTIC

Where is your repeat work
actually coming from?



Where is your repeat work *actually* coming from?

Understand the cause.
Not just the *volume*.

Most teams quantify volume.

Few teams understand what's behind it, especially the volume they don't want.

Ask yourself:

- 🔍 What percentage of your contacts are repeats within 7 days?
- 🔍 How often does the same issue reappear after it was "resolved"?
- 🔍 Which issues show up multiple times across different channels?

If you don't know the answer, you don't have a volume problem – *you have a visibility gap.*

What to look for:

- 🔄 Same issue, different channel
- 👤 Multiple contacts tied to one journey
- 📊 High volume in categories that "should be simple"

Why this matters:

- 📊 20–30% of contact center volume is typically avoidable. Most of it hides inside repeat activity. *Not obvious or labeled, but measurable once you look.*



02
DIAGNOSTIC

Where are your workflows *breaking*?







Where are your workflows *breaking*?

This work rarely starts in the contact center.
It's introduced earlier.

The pattern:

- ① Something breaks
- ② The customer reaches out
- ③ The issue is partially handled
- ④ It doesn't resolve

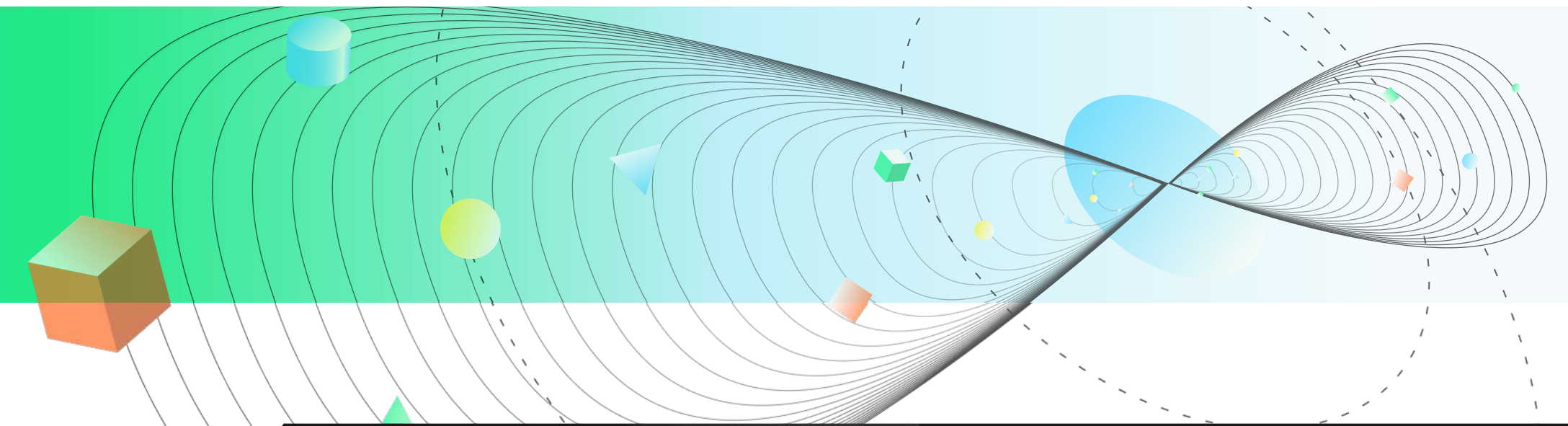
What to look for:

-  Too many handoffs between teams
-  Gaps between systems
-  Steps that require re-entry or repetition
-  Processes that “complete” but don't resolve

This creates an avoidable demand loop.
Not a spike – *a loop.*

Ask yourself:

- 🔍 Where does this issue break before it reaches the contact center?
- 🔍 Which teams or systems touch this request before it's resolved?
- 🔍 Where are customers forced to repeat steps or start over?



Why this matters:

-  If the workflow isn't fixed, the work doesn't go away.
It keeps coming back.

03
DIAGNOSTIC

What are you *missing*?



What are you *missing*?

Most teams rely on QA to understand performance.

But most QA has two built-in limitations.

FIRST:

It only sees a *small sample*

Only 1–3% of interactions
are typically reviewed

Which means up to

97%

go unseen

SECOND:

It evaluates interactions *in isolation*

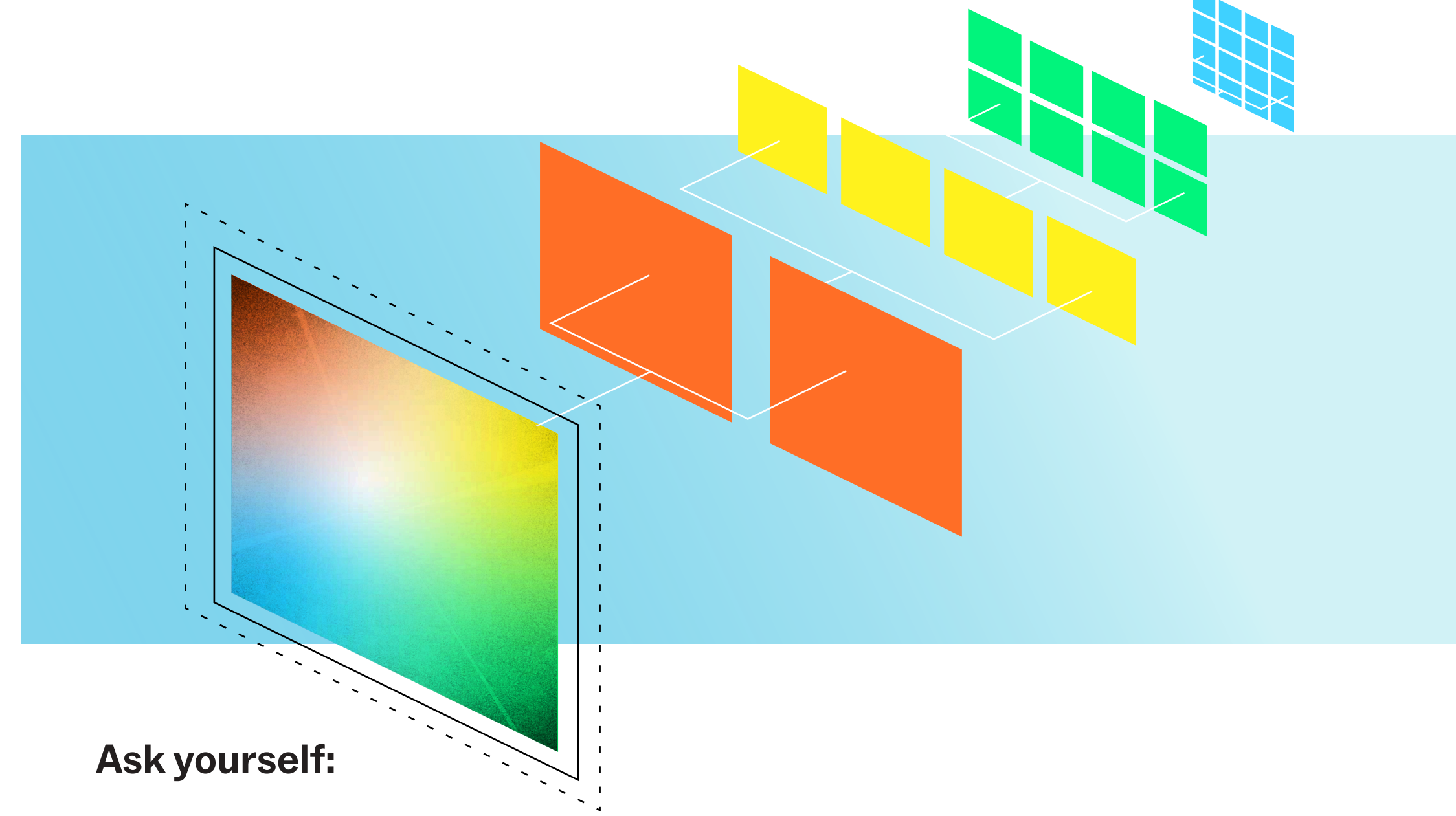
Even within a sample,
QA looks at one
interaction at a time.

It doesn't connect:

- ① What happened before
- ② What happens next
- ③ Whether the same issue returns

What gets missed:

Patterns across conversations | Repeat issues across customers | Signals that only show up at scale



Ask yourself:

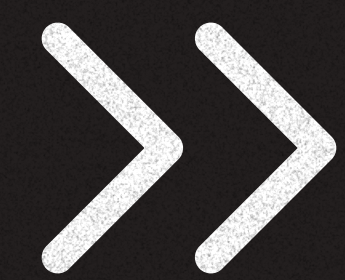
- 🔍 What decisions are we making based on sampled data?
- 🔍 What patterns would we see if we analyzed everything?
- 🔍 Where are we blind today?

Why this matters:

You can't fix what you can't see.

Most teams are making decisions without
seeing the complete picture.



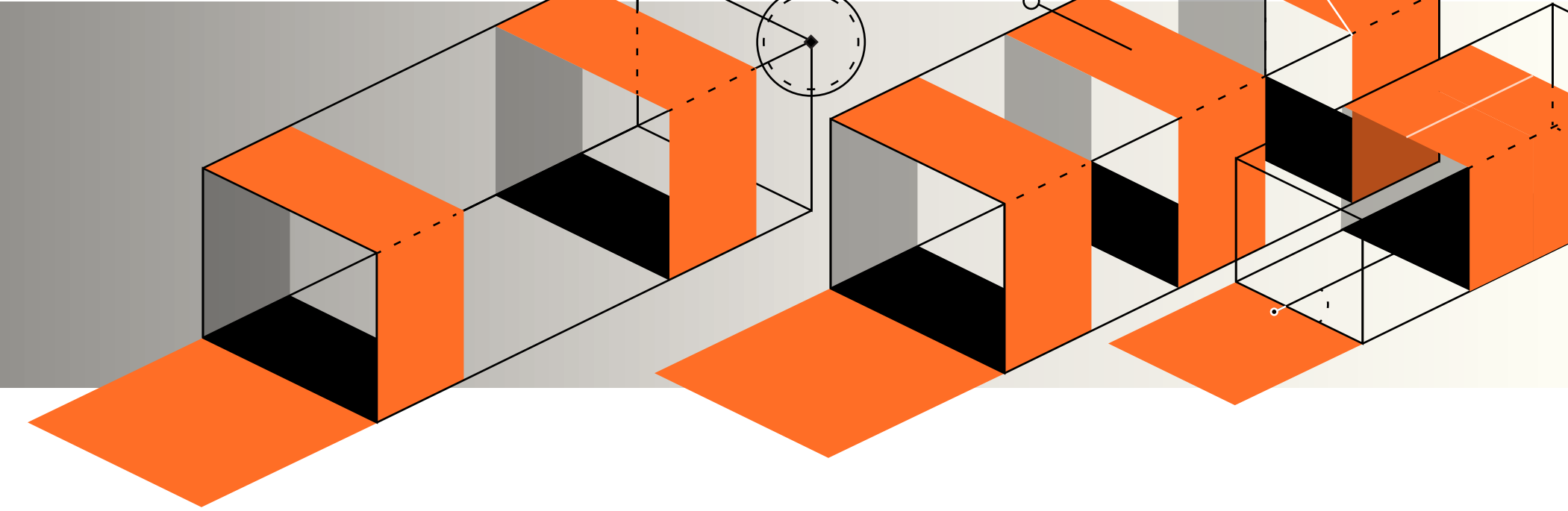


Making *shift.*



THE SHIFT

AI changes what you can *actually see*.



For years, contact center teams have been working with partial views.

Not because the data wasn't there.

Because it wasn't possible to *connect it*.

- Too many systems
- 🔗 Too much fragmentation
- ✘ Systems not designed to work together

So teams relied on samples, disconnected reports, and lagging indicators. They could see activity but, they couldn't see what was driving it.

Leaders need to **see the entire customer journey.**

AI removes that limitation

For the first time, **AI makes it possible to understand the system as it actually behaves.**

- Every interaction can be analyzed, not just a sample
- Signals can be connected across systems and channels
- Journeys can be reconstructed end-to-end
- Repeat work can be traced back to where it starts

Not after the fact... As it happens.

THE SHIFT IS SIMPLE

- 📌 Before AI, you worked with fragments
- 📌 With AI, you can see the full customer journey
- 📌 And once you can see it, you can change it



MAKING IT REAL

Scala turns AI into intelligence *you can act on.*

Seeing your CX systems as a whole is one thing. Turning that visibility into intelligence **you can act on is what matters.**

That's what Scala was *built for.*

Scala provides a unified intelligence layer that is embedded into your existing CX systems so you can:



Observe what's happening.

Analyze every interaction across channels, not just a sample.



Diagnose why it's happening.

Connect signals across systems to identify where repeat work shows up first and why it repeats.



Act where it matters.

Deploy automation and workflows to create greater efficiency and remove waste continuously.

HERE'S WHAT CHANGES:

Now you can identify and remove what's driving waste.

- Where breakdowns enter the system
- Where workflows break
- Where issues repeat
- And fix it at the source



USE CASES

How Scala shows up in *real operations*.



National Health Plan

Problem:

- <1% of calls reviewed.
- Most interactions unseen.
- Risk gaps missed.

What Scala does:

- Analyzes 100% of conversations and surfaces risk and performance patterns.

Outcome:

- 2:1 ROI.
- Full visibility.
- Earlier risk detection.



Global Travel & Hospitality

Problem:

- Customers contact support multiple times to fix bookings.
- Broken digital flows drive repeat calls.

What Scala does:

- Identifies and pinpoints breakdowns and automates changes with AI agents.

Outcome:

- 2.5:1 ROI.
- Fewer repeat contacts.
- Lower cost.
- Faster service.



Regional Bank

Problem:

- Customers repeatedly call for account access, payments, and transaction issues.
- Journeys break and repeat.

What Scala does:

- Identifies repeat volume, finds failure points, and resolves common requests with AI agents.

Outcome:

- 3:1+ ROI.
- Higher containment.
- Fewer repeat calls.
- More reliable transactions.

THE SHIFT IS SIMPLE:

Find where customer experience breakdowns enter the system.

Fix it at the source.





See how leading teams eliminate inefficiency in their contact center.
If this felt familiar, it's worth seeing how Scala can help.

SEE HOW IT WORKS.

SCHEDULE A DEMO.

sales@scala.ai

We'll show you:

- How to evaluate 100% of your interactions, not just a sample
- How to **deploy AI agents** across customer and internal workflows
- How Scala **turns signals into intelligence** across your entire operation