

# THE 6 QUESTIONS EVERY CX LEADER ASKS

The honest answers for modernizing with  
AI in the contact center.



*A practical guide for leaders evaluating  
AI in contact center operations.*

QUESTION

01

*Can we build this ourselves?*





## QUESTION 01:

# *Can we build this ourselves?*

**Every contact center leader considering AI asks the same questions. Some out loud. Most quietly. None of them are wrong to ask. But the answers might surprise you.**

### **What's really being said...**

**Building an AI point solution is achievable.** Building an enterprise-grade operational intelligence layer that continuously observes conversations, detects root causes across systems, evaluates every interaction, and surfaces the next best action across a hybrid human-AI workforce is a different problem entirely. Most teams underestimate by a factor of three in time, cost, and ongoing maintenance before a single line of production code is written.

*"Most teams underestimate by a factor of three in time, cost, and ongoing maintenance."*



### **How Scala addresses it...**

Scala was built by operators who spent years inside large-scale service organizations and watched internal builds fail. Not because the engineers weren't good. Because the resources, focus, and sustained commitment required to build at this level are almost always underestimated before a single line of production code is written.

**Scala delivers an enterprise-grade unified intelligence layer in weeks, not years, embedded within your existing stack with no engineering dependency required to deploy.**

What you build in-house is V1 with no roadmap. What you get with Scala improves continuously, backed by a team of AI experts whose only job is making it better.



### **The question worth sitting with...**

If your engineering team finished the build in 18 months, what would the cost of those 18 months of avoidable demand, repeat work, and reactive management look like on a spreadsheet.

QUESTION

02

*Will AI in my contact center work?*





## QUESTION 02:

# *Will AI in my contact center work?*



### What's really being said...

**This is the right instinct applied to the wrong problem. Bad AI deployments have burned teams, and the scars are real.**

But the deeper fear is rarely about the technology. It's about ownership, credibility, and speed. Who runs this? Who is accountable if it fails?

Most leaders don't have headcount to absorb another initiative, and they can't afford to sponsor something that takes six months to show value. The person putting their name on this decision needs to demonstrate impact in weeks.

That's why the default is doing nothing. Not because leaders don't believe AI works. Because they've seen what happens when implementation is harder than the sales process suggested.

**"The deeper fear is rarely about the technology.**

**It's about *ownership, credibility, and speed.***

**Who runs this? Who is accountable if it fails?"**



### How Scala addresses it...

Scala doesn't ask you to trust AI in the abstract. Scala's unified intelligence layer is embedded within your existing systems and evaluated against your actual operational data. You see what it detects. You validate what it recommends. You control what it acts on.

**Scala's reasoning engine is trained on high-volume, industry-specific service operations, not generic models applied to contact center problems as an afterthought.** It's a proven platform built for the realities of large-scale contact center operations, and it's already delivering results for organizations like yours.



### The question worth sitting with...

What would it mean for your operation if AI worked exactly the way it was supposed to and you had the visibility to prove it?



QUESTION

03

*Do we need AI right now?*





### QUESTION 03:

# *Do we need AI right now?*



## What's really being said...

This is a legitimate question about timing, not a rejection of AI. The operator asking this is weighing real investment risk against the cost of waiting. They're not complacent. They're strategic leaders asking whether AI is a right now requirement or a decision that can wait.

**The honest answer is that waiting has a cost. It's just harder to see on a spreadsheet.**

**Contact centers not moving on AI aren't standing still.**

They're falling behind organizations that are already compressing cost-to-serve, improving CSAT, and building operational intelligence that compounds over time.

"Waiting for perfect data before launching AI is like waiting until you're fit to start exercising. The waiting doesn't make the data cleaner. *It makes the gap wider.*"



## How Scala addresses it...

Scala connects the dots your current tools can't, not because your tools are bad, but because they were built to describe what happened, not explain why it keeps happening. Scala changes that.

Within weeks, 100% of conversations are being evaluated across human and AI agents, AI agents are deployed and handling routine demand internally and externally, and operators have a unified view of what's actually driving cost, friction, and repeat work across the entire operation.

**Not months-long implementation. No dependency on engineering. Real outcomes, visible quickly, that compound as the intelligence layer learns your business.**



## The question worth sitting with...

Twelve months from now, what will it cost if the organizations you compete against have already launched the intelligence capabilities you're still evaluating?



QUESTION

04

*What if our data is a mess?*





## QUESTION 04:

# *What if our data is a mess?*



### What's really being said...

This is a common misconception and reason some organizations delay deploying AI in their contact center. "Our data is messy. Disorganized."

**The fact is: the data isn't ever fully ready. And it never will be.**

Every major enterprise that has deployed a successful software or AI program has started with imperfect data.

Waiting for perfect data before launching AI is like waiting until you're fit to start exercising. The waiting doesn't make the data cleaner. It makes the gap wider.

"The leaders pulling ahead aren't the ones who had no doubts. *They're the ones who decided clarity was worth pursuing.*"



### How Scala addresses it...

Scala is built to work with the operational reality you live in every day: fragmented systems, inconsistent data, legacy platforms.

Scala doesn't require perfect data to get started. Most organizations begin with telephony data from their CCaaS platform. That data is stable, actionable, and enough to surface meaningful insights from day one.

Scala connects from there, expanding across your CX stack as confidence builds.

**You don't have to solve everything upfront. You start where the data is strongest and grow from there. The intelligence gets sharper over time and so does the business case.**



### The question worth sitting with...

Six months from now, will the data be cleaner, or will it just be six months later?

And more importantly, what is the cost waiting to your organization if you didn't start today?



QUESTION

05

*Will this deliver the right ROI?*





## QUESTION 05:

# *Will this deliver the right ROI?*



### What's really being said...

The ROI already exists inside your operation. It's trapped in the 20 to 30% of contacts that are repeat calls for problems not resolved the first time.

**It's trapped in the QA overhead of reviewing less than 3% of interactions manually.**

**It's trapped in the time spent reacting to problems instead of preventing them.**

**It's trapped in manual workflows that could be automated.**

The question isn't whether the ROI is there. It's whether you have the visibility to find it and the tools to capture it.

"Contact centers not moving on AI aren't standing still. They're falling behind organizations already compressing cost-to-serve and *building operational intelligence that compounds over time.*"



### How Scala addresses it...

**Scala is built to deliver measurable results in weeks, not months.**

Within weeks of deployment, 100% of interactions are being evaluated, routine demand is being automated without adding headcount, and leaders have a clear view of what's driving cost and friction across the operation. That means fewer repeat contacts, lower cost-to-serve, and QA coverage that previously required a team that is now running automatically.

**Customers see CSAT and NPS improvement within 90 days. The ROI conversation shifts from speculation to measurement and Scala builds the reporting to prove it.**



### The question worth sitting with...

What would a 30% reduction in operating costs mean for your business and what would it take to know whether that number is achievable in your organization?



QUESTION

# 06 *Is it secure?*





## QUESTION 06:

# *Is it secure?*



### What's really being said...

This is the right question. It should be asked early, asked directly, and answered with specifics, not reassurance.

The compliance and security requirements for enterprise contact centers are real, and any AI platform that can't meet them doesn't belong in your stack.

**But there's a risk that rarely gets named in this conversation: the operational risk of standing still while the environment around you grows more complex and the tools already running in your contact center go unaudited.**

"The ROI already exists inside your operation.  
It's trapped. The question isn't whether it's there.  
It's whether you have the *visibility to find it.*"



### How Scala addresses it...

Scala operates under SOC 2 Type 2, HIPAA, CCPA, and GDPR certifications.

Every interaction is captured with full context and reasoning of your organization's knowledge base and data, creating a complete audit trail for compliance and oversight.

AI agent behavior is deterministic and policy-driven. Guardrails and real-time monitoring keep agents on topic with the ability to intervene immediately.

Scala's Trust Center provides detailed documentation so your legal, security, and compliance teams can complete due diligence with complete information, not promises.

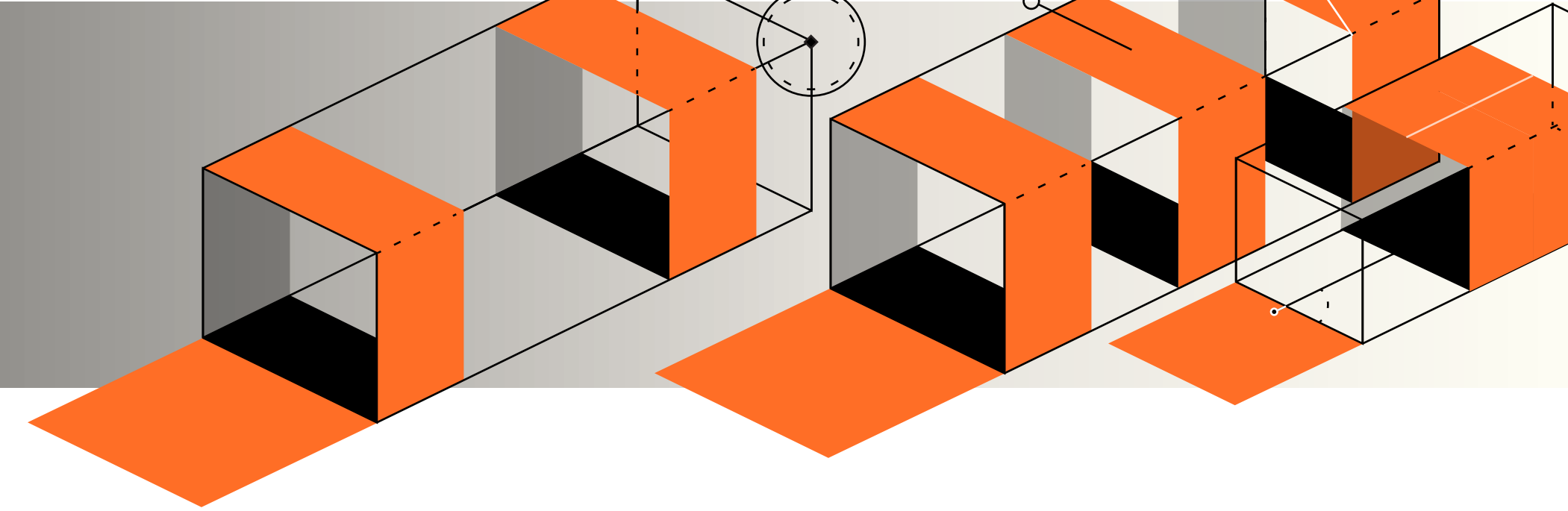


### The question worth sitting with...

Does your security framework for AI vendors make it easier to proceed with confidence, or harder to proceed at all?



# THE ANSWER



## You Already Know the Answer.

You've read the questions. Maybe you've asked one of them yourself.

**That's not a problem. That's the starting point.**

The leaders who are pulling ahead aren't the ones who had no doubts. They're the ones who decided that clarity was worth pursuing. That the cost of waiting was real, even if it didn't show up on a spreadsheet.

**Scala was built for that moment.**

The leaders who are pulling ahead aren't the ones who had no doubts. They're the ones who decided that clarity was worth pursuing. That the cost of waiting was real, even if it didn't show up on a spreadsheet.

**Scala is designed to show you exactly what's happening inside your contact center and across your CX, why it keeps happening, and what to do about it.**

- No months-long implementation.
- No dependency on engineering.
- No leap of faith required.



**See how Scala can work for you and your contact center.**





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

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**SEE HOW IT WORKS.**

**SCHEDULE A DEMO.**

[sales@scala.ai](mailto: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