

How a global BPO firm became an AI-enabled services partner

SITUATION

- \$400M family-owned global BPO operating across the Philippines, India, Mexico, and the US was facing real pressure from AI-native competitors
- Tried multiple AI pilots such as agent assist, customer segmentation, automated QA/coaching
- Maintained fragmented data across 100+ SQL servers with limited usability
- Stuck in "POC mode" with no path to production

Enterprise clients were treating them as a commodity, and they needed to embed AI into their service delivery model to differentiate at a potential exit.

SOLUTION

Executive AI Strategy 2 weeks

Two-week reset to shift leadership focus from "what's possible" to "what matters." Aligned the executive team on a prioritized action agenda they could execute.

Enterprise AI Strategy 12 weeks

Diagnostic across the global operating model surfacing 30+ AI use cases, each prioritized by value and complexity, with a fully investment-ready roadmap.

Data Transformation 16 weeks

Migrated from 100+ fragmented SQL servers to Microsoft Fabric, giving the business a unified data foundation it could finally build on.

Transformation Office 12 weeks

Built and operated the client's internal AI governance function, including evaluation frameworks and best practices so the team could keep executing after we were gone.

GTM & Conversational Intelligence 10 weeks

Developed the strategy to embed AI into their service delivery model and reposition from commodity BPO to AI-enabled services partner. Deployed a production conversational intelligence platform with post-call diagnostics and automated QA scoring.

IMPACT

80% Automated QA QA coverage moved from 0% to 80% automated across all calls.

25% CSAT Improvement Customer satisfaction increased post-deployment, driven by faster resolution and stronger agent performance.

5+ FTE Hours Eliminated Manual reporting burden removed through consolidation of 100+ SQL servers onto Fabric.

30+ Use Cases Identified Prioritized AI pipeline with business impact sizing across the full global operating model.

OUTCOME

- AI-powered agent coaching and automated QA are live in production across call operations. Not a pilot, not a roadmap. Working technology that the team is actively using every day.
- The company can now walk into a sale process with a documented AI transformation story backed by real CSAT and QA results. The story was built during the hold period. The evidence was already there.
- They entered the market as an AI-enabled services partner while most competitors were still running pilots. That differentiation was visible and defensible, and it resonated with enterprise buyers and potential acquirers.