

DATAMARK

America's Premier *Outsourcing* Partner

From AI Deployment to Daily Usage: Increasing Agent Adoption and Performance at Scale

Case Study

From AI Deployment to Daily Usage: Increasing Agent Adoption and Performance at Scale

Executive Summary

It's one thing to deploy AI. It's another thing to get people to use it.

The goal, for most organizations, is to deploy AI that the operation ends up depending on. But far too many teams go from promising deployment to drops in usage, workflow reversions, and subpar value realization

On the other hand, organizations that define clear business objectives and measure usage at the workflow level are seeing more consistent performance gains and measurable return from AI investments.

Here's how Tredence builds deliberate adoption strategies that turn promising pilots into lasting operational change.

Challenge

AI adoption is often treated as a training exercise rather than an operational discipline:

- Tools are deployed without defined success metrics
- Adoption is measured at a high level, not by use case
- Tenured agents bypass tools based on experience
- Leadership assumes usage equals impact

The result:

- Low or inconsistent agent usage
- Limited measurable ROI
- Continued reliance on manual processes
- Growing skepticism around AI effectiveness

AI is available, but it is not embedded into how work gets done.

DATAMARK Solution

A more effective approach focuses on measuring and managing adoption at the use-case level, aligning AI usage directly to business outcomes.

Instead of asking "Is AI being used?", the focus shifts to how, when, and where it is being used within the workflow.



Knowledge Base Utilization

Before: Knowledge tools exist, but usage is inconsistent and difficult to measure beyond logins or searches.

After: Adoption is measured through interaction-level metrics tied to agent behavior.

Key indicators:

- Number of questions submitted by agents
- Percentage of questions successfully answered vs unresolved
- Frequency of knowledge base updates and content freshness
- Adoption rates across new vs tenured agents

Risk factor: Tenured agents often show lower usage, not because the tool lacks value, but because they rely on memory. This creates risk, as knowledge is not standardized or scalable.

Call Summary Adoption

Before: AI-generated summaries are available, but usage is assumed rather than validated.

After: Adoption is measured based on actual integration into the workflow.

Key indicators:

- Frequency of summary generation vs usage
- Percentage of summaries copied and applied to downstream systems
- Degree of manual edits prior to use, indicating accuracy or trust gaps

This moves measurement from “feature usage” to **actual operational reliance**.

Live Language Support and Accent

Before: Language support capabilities are available, but adoption varies significantly across agents and call types.

After: Usage is measured against real interaction demand.

Key indicators:

- Volume of non-English or multilingual interactions
- Percentage of those interactions where translation or accent tools are activated
- Duration of usage within calls, not just activation events

This highlights gaps between **capability availability and actual utilization**.

Linking Adoption to Outcomes

Adoption must connect to performance:



Higher knowledge base usage correlated with reduced handle time and improved consistency



Increased call summary adoption reducing after-call work and improving data quality



Effective use of live support tools improving communication clarity and customer experience

The focus shifts from deploying tools to **embedding measurable behaviors that drive results**.

Results

Organizations that actively measure and manage AI adoption at the workflow level have demonstrated:



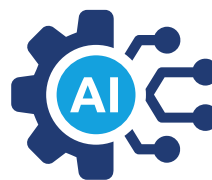
Increased agent usage of AI tools through visibility and accountability



Improved consistency in agent performance and decision making



Reduction in manual effort across documentation and information retrieval



Stronger alignment between AI investment and operational outcomes



Increased confidence in scaling AI beyond pilot groups

The impact is cumulative: Each phase compounds value and reduces risk, allowing organizations to scale AI without disrupting operations.



Conclusion

AI delivers value when it becomes part of how agents work every day. Without clear adoption metrics tied to specific use cases, organizations are left measuring activity rather than impact. The shift is simple in concept but difficult in execution, moving from tracking whether AI exists to understanding how it is actually used, and whether that usage changes outcomes.

About DATAMARK

Founded in 1989, DATAMARK, Inc. is a leading mid-sized Contact Center and Business Process Outsourcing (BPO) company headquartered in El Paso, Texas. Small enough to care, yet big enough to serve the world's leading brands, DATAMARK serves large enterprises and government agencies from its delivery centers located in the U.S., Mexico, and India. DATAMARK offers a wide range of CX and BPO services, including omni-channel, multilingual contact center services, document lifecycle management, loyalty program management, and finance & accounting outsourcing.

To learn more about how outsourced solutions can improve your organization's contact center and back-office operations, contact us at: 855-374-5155 or email info@datamark.net.

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