# THE BUYER'S GUIDE TO AGENT PRODUCTIVITY TOOLS

A practical framework for choosing the right AI-powered solutions to elevate your support team

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twilio

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## A practical framework for choosing the right AI-powered solutions to elevate your support team

Today's customers are moving fast, but many support operations are not. Agents switch between fragmented systems and manual workarounds–even when attempting to resolve the simplest, most common issues–while customers attempt to move fluidly across channels expecting a unified, effortless experience. Expectations are rising, costs are rising, and traditional support models can't keep up.

In fact, **71% of consumers** believe AI will positively impact their experiences if leveraged correctly by businesses, but only 16% have described these efforts as excellent so far. 69% of consumers also say it's important that automated interactions feel human-like.

This is exactly why more organizations are embracing AI-powered agent productivity. Not for the hype, but because it genuinely changes how support teams work. **45% of organizations** that invest in conversational AI personalization report higher customer satisfaction and engagement. They also report increased loyalty, better customer insights, and higher revenue. Twilio's **Agent Productivity** solution blends AI, automation, data, and real human know-how into a single, flexible system activated on any digital channel. It helps you grow, automate, and give customers the smooth, easy experiences they expect.

In this guide, we'll cover everything to look for in an AI-powered agent productivity solution.

# 71%

of consumers believe **AI will positively impact their experiences** if leveraged correctly by businesses
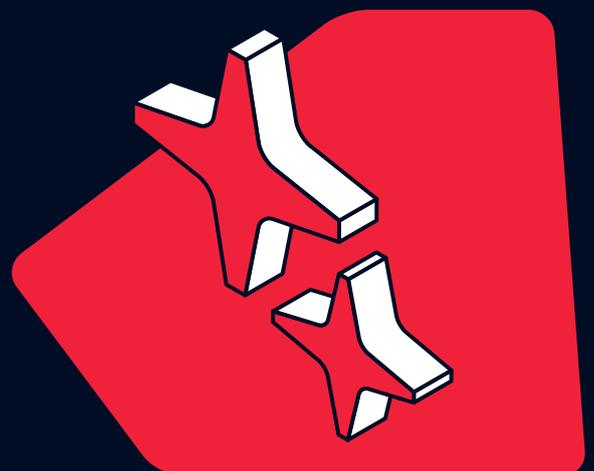
# **Clarifying** your use case and business context

Every great AI initiative starts with clarity. Before choosing any tool, *define what problem you're solving, where AI fits, and how automation should work alongside your human agents.*

Many organizations begin with one of these core challenges:

**Reducing agent workload and burnout** caused by repetitive inquiries and manual workflows

Example: A clothing shop's support team spends half their day answering the same question about order status, returns, and store hours.

Fact: **70% of customer support cases** can actually be solved by conversational AI while maintaining customer satisfaction. 41% of businesses report significant time savings from using AI.

**Improving self-service containment** without frustrating customers

Example: A car dealership launches a basic chatbot, but it can only handle simple FAQs, leading to a poor customer experience and lost revenue opportunities.

Fact: **40% of consumers** say AI gets stuck in loops or repeats itself and 54% want an easy option to connect with a human when they run into these roadblocks with AI.

# 41%

of businesses report significant **time savings from using AI**
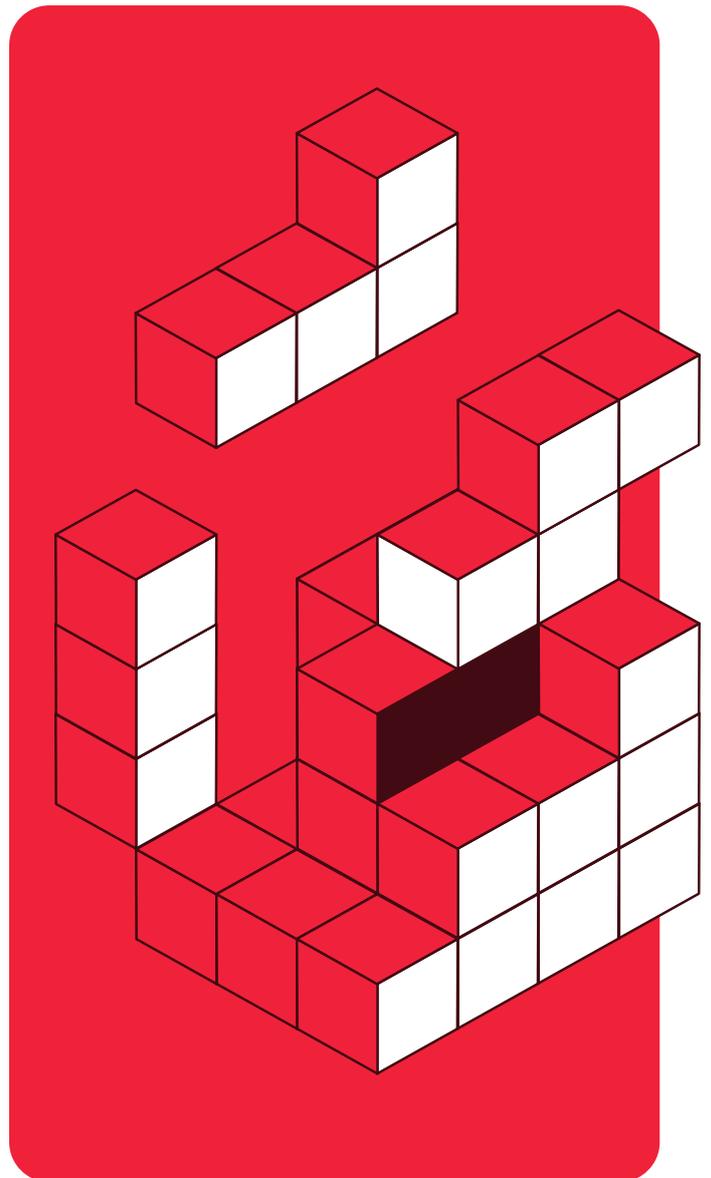
**Gaining visibility** into conversation quality, sentiment, and compliance to drive consistency in customer interactions

Example: A fintech company can only manually review 1-2% of customer calls, so they have no real-time view of agent performance and compliance–both individually and across the business.

Fact: **45% of businesses** say AI's greatest strength is its ability to adapt to customer needs. However, only 34% of consumers feel that brands are transparent about how customer data is actually used with AI.

**Scaling omnichannel support** across voice, SMS, WhatsApp, chat, and email

Example: A global brand lets customers message them on WhatsApp, call the 1-800 number, and submit tickets online, but none of these systems talk to each other.

Fact: Only **16% of consumers** feel like brands are excellent at personalizing communications on their preferred channels. 40% of consumers prefer messaging apps and 50% prefer email, so coordinating across the most popular channels is crucial.

**Speeding up response and resolution** for high-value customers

Example: A travel company has VIP customers who expect instant help when flights change or bags get lost.

Fact: 72% of consumers are happy to use AI as long as it feels human and solves quickly. Consumers are willing to wait only 4.3 minutes for AI support versus 8.5 minutes to talk to a human agent, so speed and reliability both matter.

Twilio doesn't treat AI as a feature; it treats it as the operating layer for modern customer engagement, giving you precise control over how and where automation applies. You can deploy anything from instant self-service to fully autonomous AI agents that reason, act, and escalate with purpose.
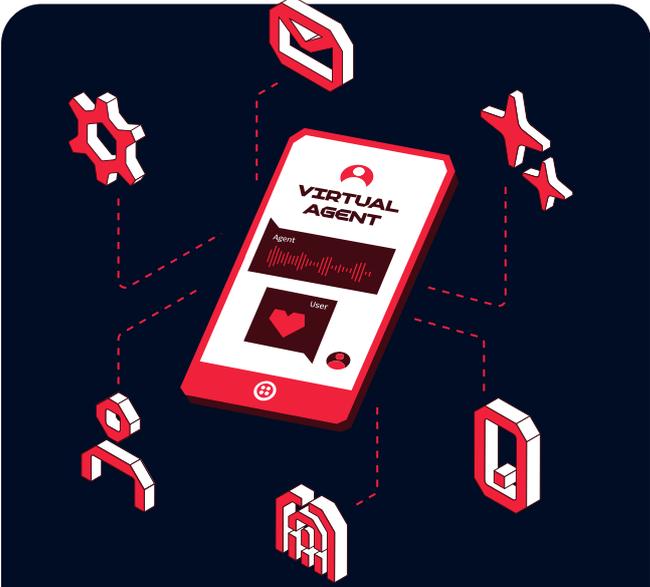


With **ConversationRelay** every handoff to a human is delivered with complete conversational memory and state, eliminating resets, silos, and broken experiences. This is not incremental improvement over legacy contact centers; it's a fundamentally different model for how human and AI teams work together.

# What a **best-in-class agent** productivity solution delivers

Today's AI agents need to do far more than answer simple questions. They must understand what customers want, take meaningful action, and continually improve. The strongest solutions share a common set of capabilities:

**Advanced language understanding and processing:**
The AI accurately interprets intent, sentiment, and context, giving both automated flows and live agents the intelligence they need to respond quickly and appropriately.

**Human-like dialogue flows:**
It can hold a natural back-and-forth conversation, remember context, answer follow-up questions, and guide customers through multi-step tasks with ease.

**Memory and context retention:**
The agent keeps track of previous interactions, even across sessions and channels, so customers never have to repeat themselves.

**Deep integrations with your systems:**
It connects with your CRM, ERP, ticketing platforms, and data tools, ensuring it has the relevant information needed to adhere to policy, personalize responses, and resolve issues.

**Ability to take real action:**
Beyond answering questions, the AI can complete tasks like resetting passwords or updating accounts through automated workflows.

**Smart escalation to humans:**
When an issue needs human assistance, AI-powered virtual agents know how to transfer the conversation to a person, providing all relevant context so the customer never has to repeat themselves.

**Built-in analytics and monitoring:**
Every interaction is analyzed for topics, sentiment, compliance, and friction–continuously enriching customer profiles and giving leaders a complete view of performance and quality.

**Continuous learning:**
The system gets smarter over time, and so do your teams.

> Twilio brings the brains of modern AI together with the muscle of enterprise orchestration, giving you a solution that actually delivers measurable CX results and process improvement.

# SCALABILITY AND ARCHITECTURE THAT GROWS WITH YOU

AI agents succeed only if they can scale. As your traffic grows, the platform must deliver consistent performance and reliability.

Twilio's architecture is cloud-native, globally distributed, and designed for enterprise workloads. Because it is modular and API-first, you can introduce AI gradually.

Start with one workflow, then expand into **virtual agents**, **agent assistance**, and additional channels (SMS, email, chat,) as you go, without replacing your existing systems.

This "evolve, don't rip-and-replace" approach is one of the core advantages cited by customers who need flexibility rather than rigid CCaaS constraints. Many organizations start with a single use case, like **AI-assisted chat or voice analytics**, and then expand into omnichannel support as they prove ROI and build internal confidence.

**Camping World** offers a view of scalable architecture in the real world. By unifying phone systems across dealerships with **Twilio Voice** and centralizing customer data with **Twilio Segment**, they created a scalable foundation for personalization across hundreds of locations. As they grew, that same architecture supported a **35% increase in conversion rates on paid channels** and a **12% lift in marketing campaign conversions** without needing separate, siloed tools for each dealership.

Because Twilio runs on a globally distributed infrastructure, it can support spikes in demand like seasonal retail peaks or unexpected incident volume without forcing you to over-provision. That makes it easier to scale up quickly when you need it, and scale back down when you don't.

**CAMPING WORLD**®

## 35%
increase in conversion rates on paid channels

## 12%
lift in marketing campaign conversions without needing separate, siloed tools for each dealership

# Security, compliance and governance

When deploying AI in customer operations, governance isn't negotiable. Look for a solution that includes:

- **End-to-end encryption**
- **Strong access controls and permissions**
- **Full audit trails and conversation logging**
- **Compliance alignment (GDPR, HIPAA, SOC2)**
- **Clear, explainable AI outputs**
- **Guardrails to prevent non-compliant answers**

Twilio's platform includes automated compliance detection, QA scoring, and conversation monitoring across channels, ensuring your teams maintain consistent, accurate communication at scale.

**Commure's** work with healthcare providers is a great example of maintaining compliance when using AI. Their patient engagement solutions, built in partnership with Twilio, support highly sensitive use cases like virtual care, cardiology monitoring, and preventive screenings. Using secure, compliant communications, they helped providers achieve a **54% reduction in no-show rates** and a **56% reduction in readmissions**. Those outcomes depend on an underlying platform that can handle PHI, regional regulations, and strict governance at scale.

Trust is non-negotiable and the majority of business leaders say AI governance is a top concern. Best-in-class solutions provide the controls, auditability, and safeguards necessary for enterprise adoption.

commure

**54%**

Reduction in no-show rates

**56%**

Reduction in readmissions

# UNDERSTANDING COST AND PRICING MODELS

Each vendor prices differently. Some charge by seat, some by interaction, and some by resolution. This lets companies scale usage while reducing per-unit cost.

When evaluating ROI, consider not just licensing but also:

- **Labor savings from automation**
- **Higher containment**
- **Reduced handle time**
- **Lower agent turnover**
- **Improved CSAT**
- **Revenue impact**

These levers often create significant cost savings that dwarf the operational expense.

For example, as **Lime** expanded globally, fraudsters targeted its SMS-based two-factor authentication to inflate traffic–a classic **SMS pumping attack**. By turning to **Twilio Verify** with **Fraud Guard**, Lime was able to protect its signup flows, preserve a smooth rider experience, and generate approximately **$100K in annualized savings with only a four-week implementation.** That combination of speed, security, and user-centric design is what modern AI-enabled platforms must deliver.

When you model your own business case, anchor it in similar outcomes: cost to serve, deflection, fraud reduction, and incremental revenue from better conversion and retention. That's where AI-powered agent productivity tools typically pay for themselves.

# lime

# $100K

**in annualized savings with only a four-week implementation.**

# Vendor, support and ecosystem fit

Your chosen vendor should provide more than technology; they must offer partnership.

Twilio brings:

- **Market leadership in CPaaS and engagement platforms**

- **Extensive documentation and expert support**

- **A world-class developer ecosystem**

- **A flexible ecosystem of partners and integrations**

- **Transparent roadmaps and enterprise reliability**

Twilio's modular approach means you can build exactly what you need, with as much or as little customization as your teams require.

For example, Camping World didn't just buy a point solution; they partnered with Twilio to unify all phone systems across all dealerships and centralized their customer data with Twilio Segment. On the other hand, Commure illustrates how independent software vendors (ISVs) can build on Twilio to serve specialized verticals like healthcare.

This kind of ecosystem—ISVs, integrators, and in-house teams all building on a common platform—is a key ingredient for long-term success.

# DESIGNING A GREAT USER EXPERIENCE

No matter how powerful the technology, customer experience depends on thoughtful design.

Look for a solution that equips your teams with tools to build:

- **Natural conversational flows**
- **A tailored tone of voice, consistent with your brand**
- **Dynamic, personalized responses**
- **Seamless fallback paths when AI needs help**
- **Unified agent experiences across channels and systems**

AI should *support* the customer, not create friction.

You can see these capabilities in action with customers like **Universidad Uk**. By combining **Twilio Flex** with Twilio Segment, Universidad Uk uses virtual agents, **Unified Profiles**, and **Agent Copilot** to see exactly who they're helping, what that person has done recently, and what they're likely to need next. Students and staff no longer repeat information across channels, and agents get real-time guidance on next best actions. They achieved a **70% deflection rate via virtual agents (up from 30% in just three months)** and **45% savings in operational costs.**

On the agent side, well-designed interfaces that bring together context, recommendations, and collaboration tools can dramatically reduce cognitive load. Agents no longer have to swivel between tabs or hunt for information; they can focus on listening and solving the customer's problem.

**70%**

deflection rate via virtual agents (up from 30% in just three months)

**45%**
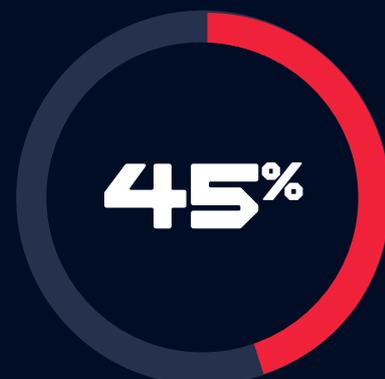
savings in operational costs

# Observability, measurement and success metrics

AI investments must deliver measurable outcomes. You should be able to track critical business metrics at both individual, team, and organizational levels:

- **Containment or deflection rate**
- **Average call handle time**
- **Time to resolution**
- **First contact resolution**
- **CSAT and sentiment trends**
- **Agent efficiency and after-call reduction**
- **Lead response time (for revenue teams)**
- **Compliance adherence**
- **Automated volume**

Twilio's **Conversational Intelligence** gives leaders real-time dashboards and insights across 100% of conversations–not the tiny sample manual compliance, training, or QA teams typically rely on.

Our customer stories give a sense of what "good" looks like when you measure the right things:

- Universidad Uk saw a **25% increase in new customer conversion rates.**
- Commure maintained a **94% patient satisfaction rate** with telehealth instructions and communications.
- Camping World achieved a **35% increase in conversion rates** on paid channels.
- Lime managed roughly **$100K in annualized savings** with fraud detection.

When selecting an agent productivity solution, ensure the vendor can not only expose these metrics but also help you act on them, closing the loop between insight and improvement.

# FINAL THOUGHTS: MODERN SERVICE REQUIRES MODERN TOOLS

Let's be honest. Support teams are doing the best they can with outdated tools that weren't built for the modern-day customer. People want quick answers, seamless handoffs, and help on whatever channel they feel like using. Agents want fewer clicks, fewer tabs, and fewer, "I'm sorry, can you repeat that?"

Twilio's **Agent Productivity** solution delivers on exactly that. It blends automation, AI, and real-time insights into one clean workflow that makes everyone's job easier. Customers get smoother experiences, agents get the support they need, and teams get a system that can finally scale without the stress.

To find out more about Twilio's agent productivity solutions, **visit our website here**. You can also read why Twilio is positioned in the Leaders category in this **2025 IDC MarketScape** for worldwide communications platform as a service.