

2025

Creovai Business Impact Report

A Metric Sherpa Independent Analysis of Adoption, Outcomes, and Strategic Value

01 INTRODUCTION

Rethinking What's Possible in Contact Center Intelligence

Across industries, customer experience is increasingly recognized as a strategic asset, yet many organizations still struggle to operationalize it. Every customer conversation holds insight, but most go unexamined, unshared, and unused. Coaching happens late and often lacks context. Quality assurance remains a manual, reactive process—disconnected from business outcomes.

Creovai is emerging as a category-defining solution in the conversation intelligence and real-time guidance space. It's designed for leaders who need operational intelligence—not just AI-powered analytics. It connects insight to action and aligns performance improvement with business outcomes, not platform promises.

One COO captured the core of the problem this way:

"We were trying to bridge a growing gap—our job was getting more complex, but our workforce was getting less experienced."

That tension is exactly what brought them to Creovai. They needed more than reports. They needed a system that could elevate agent performance in real time and reduce the lag between insights and action. This reflects a broader shift in how contact centers are rethinking workforce enablement and performance management.

From my position as an independent analyst, I've reviewed dozens of implementations and advisory engagements over the past 18 months that reveal the same pattern: contact centers are under-leveraged—not due to lack of data, but due to fragmentation in how insights are captured, interpreted, and applied. Inconsistent QA practices, disconnected analytics, and one-size-fits-all coaching methods compound performance issues, especially in high-volume or compliance-driven environments.

This report explores the challenges organizations are facing, why they're selecting Creovai as a solution partner, and what outcomes they're realizing as a result. Along the way, it offers guidance for operationalizing insights, aligning action to outcomes, and evaluating success with clarity and discipline.

- Justin Robbins

A handwritten signature in black ink that reads "Justin Robbins". The signature is fluid and cursive, with the first name and last name clearly legible.

Founder and Principal Analyst, Metric Sherpa

02 THE PROBLEM

Incomplete Insight, Unsustainable Process

The day-to-day reality for many contact centers is defined by complexity and constraint. Despite the growing volume of customer data, the systems designed to interpret and act on that data remain reactive, incomplete, or poorly connected. Leaders know the gaps exist—but many are stuck with tools designed for a different era.

A utility executive summarized the downstream effect:

“Our financial success is directly tied to customer satisfaction. Providing superb customer care is central to our mission—but we were grading agents on 0.5% of their calls. That wasn’t sustainable.”

Based on customer interviews, audits, and observed deployments, the most common operational gaps include:

- QA programs focused on policy adherence rather than performance influence
- Manual review processes that fail to scale or surface emerging risks
- Coaching efforts hindered by lack of context or outdated examples
- Static knowledge systems detached from live interactions

These issues show up daily in operational metrics and in agent and customer experiences. They often lead to excessive turnover, limited coaching impact, and missed improvement opportunities.

One leader noted, *“We had no idea what our agents should be coached on because we didn’t know what our customers were actually saying.”*

Leaders navigating these problems should reflect on:

- + How many calls are reviewed per agent per month?
- + Are we investing more time in monitoring or in meaningful enablement?
- + What issues are getting missed because we aren’t listening at scale?
- + How can we replicate the best practices of our top-performing agents across the rest of the team?

03 WHY CHOOSE CREOVAI

Alignment Between Insight and Execution

In successful CX technology deployments, one pattern is clear: alignment between insight and execution leads to measurable impact. It's not enough for a solution to be technically advanced—it must fit the rhythms and realities of daily operations.

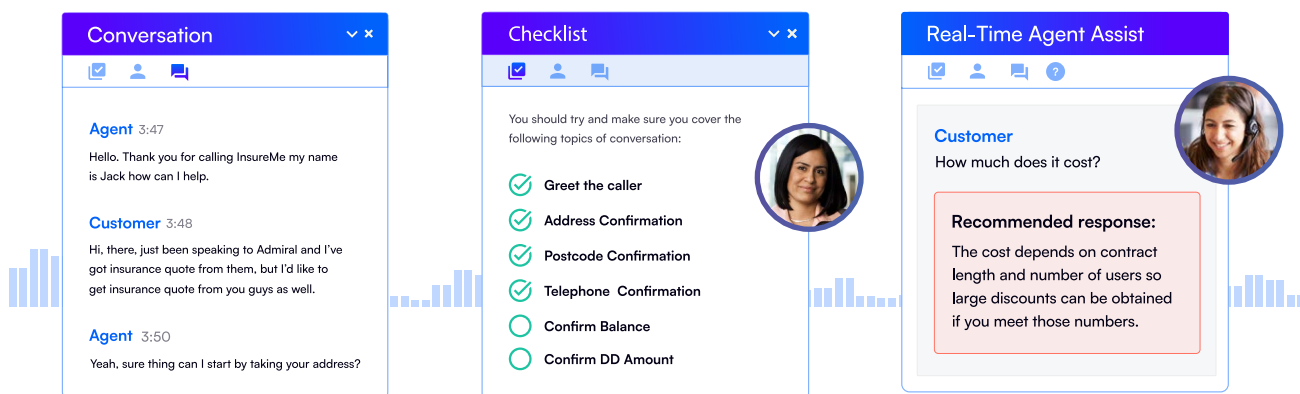
What makes Creovai distinct is how it connects previously disconnected systems—conversation intelligence and real-time agent guidance—into a continuous performance engine. Each capability can operate independently, but when used together, they multiply effectiveness.

- **Conversation Intelligence** analyzes every customer interaction to identify patterns, coaching needs, process issues, and what top performers are doing differently.
- **Real-Time Guidance** transforms those insights into live support, delivering prompts, workflows, and next-best actions during conversations.

Creovai helps organizations reduce churn, improve revenue, and lower cost-to-serve through an integrated, insight-driven approach.

Customers report adopting Creovai for several reasons:

- Pre-built machine learning models trained to recognize industry-specific events, behaviors, and risk indicators—especially in highly regulated, high-volume sectors like utilities and financial services
- Root cause analysis tools that connect agent actions to changes in KPIs
- Real-time guidance that adapts based on historical patterns and live performance
- QA automation that scores 100% of interactions and scales with volume—not headcount



A side-by-side comparison illustrates the operational shift:

CHALLENGE	TRADITIONAL TOOLS	CREOVAI
QA coverage	<1% of calls sampled	100% of calls scored
Coaching feedback	Lagging and anecdotal	Behavior-specific, real-time
Knowledge support	Static documents	Dynamic, AI-informed prompts
Change detection	Manual audits	Real-time trend surfacing
Cross-functional insight	Siloed or unavailable	Dashboarded and exportable

Implementation is often cited as a strength. One executive shared:

“We knew we weren’t an easy client, but Creovai’s team helped us push through every roadblock. That mattered more than feature sets.”

For decision-makers evaluating their options:

- + Can this solution demonstrate impact on a prioritized business outcome?
- + Will it integrate into our existing workflows and coaching rhythms?
- + How fast can we run a sprint that produces measurable change?

04 THE IMPACT

Practical Wins, Strategic Progress

Organizations using Creovai are reporting measurable improvements in operational efficiency, agent performance, and customer satisfaction—without major infrastructure overhauls or long rollout timelines.

NRTC

Faced with a less experienced workforce, NRTC deployed guided workflows:

- ✓ Reduced attrition by 30%
 - ✓ Accelerated onboarding through contextual, in-role support
-

Callzilla

To improve disposition accuracy, Callzilla implemented real-time agent guidance:

- ✓ Decreased error rates from 20% to under 1%
 - ✓ Improved accuracy, resolution, and handle time
-

Thrasio

Managing over 70,000 tickets per month, Thrasio scaled QA and coaching with Creovai:

- ✓ Increased QA coverage from 3% to 100%
 - ✓ Saved \$260,000 annually through analyst efficiency
 - ✓ Boosted CSAT from 89% to 97% using predictive scoring and DSAT recovery
-

Large Utility Provider

Creovai identified a missed opportunity in paperless billing:

- ✓ Agents mentioned the service on just 10% of eligible calls
- ✓ A targeted coaching initiative tripled conversion rates and increased revenue

Across these deployments, the common thread is speed and scale. 100% QA scoring enables more reliable compliance and faster issue detection. Real-time coaching addresses emerging gaps before they escalate. And leaders are using complete interaction insight—not a sample—to drive focused behavior change.

The most effective Creovai rollouts share three traits:

- A clear, high-priority business goal
- Frontline managers equipped with actionable, role-specific insight
- A short, repeatable cycle from issue detection to improvement

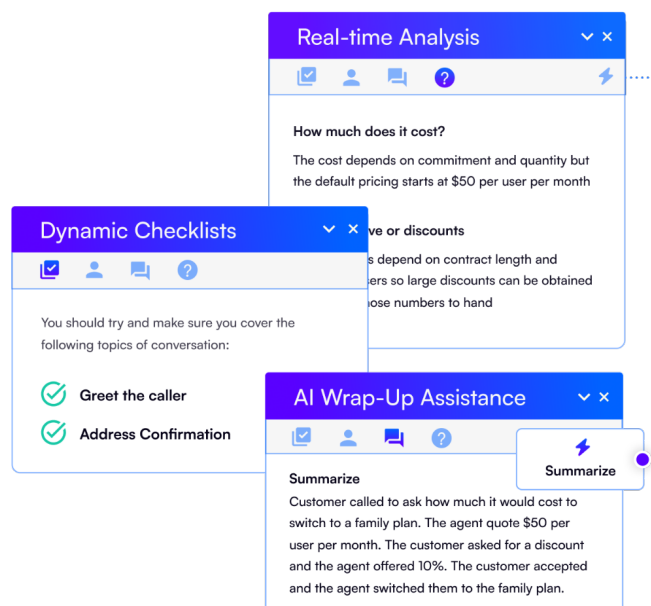
These three traits consistently show up in successful deployments and serve as a foundation for future planning. Identifying performance gaps, surfacing critical behaviors, and closing the loop between insight and action are the building blocks of sustainable improvement.

Questions to guide internal evaluation:

- + Where are we missing visibility into performance or compliance?
- + Which agent behaviors most directly impact cost, revenue, or customer satisfaction?
- + What systems are in place to drive consistent improvement across all interactions?

Creovai is helping teams close the distance between understanding what's happening and improving what happens next. The organizations highlighted here are using insight to make targeted improvements, streamline workflows, and support their agents more effectively.

With clearer visibility, more consistent feedback, and faster cycles between issue detection and action, they're turning everyday operations into opportunities for measurable impact.



CONCLUSION & NEXT STEPS

From Insight to Advantage

The organizations modernizing their contact centers are not tackling everything at once. They're identifying critical business levers, testing focused improvements, and scaling what works.

Creovai supports this approach. Rather than promising transformation through automation alone, it equips leaders with the visibility and tools to translate day-to-day effort into revenue gains, service improvements, and greater operational clarity.

3-Step Evaluation Roadmap for Buyers:

01

Define Your Performance Focus: Choose one critical business objective (e.g., reduce churn, improve upsell, cut cost per interaction).

02

Launch a Targeted Pilot: Apply Creovai to a specific function, workflow, or team. Use automated QA and real-time guidance to test impact.

03

Track, Calibrate, Scale: Measure results against benchmarks, refine coaching, and expand what works across the operation.

Questions to guide internal alignment:

- + What are we measuring today that we're not acting on?
- + What are we acting on today that we haven't validated with data?
- + What would improve if every agent received daily feedback based on real interactions?
- + Where can automation free up resources for strategic coaching?

As one customer put it

"For the first time, our contact center feels like a source of strategic clarity."

Based on the deployments I've reviewed, that sentiment is well-earned and replicable.

About Metric Sherpa

Metric Sherpa is the next-generation analyst firm CX leaders rely on for clear, independent insight. We deliver original research, strategic guidance, and content that drives real decisions. Founded by CX expert Justin Robbins, we bridge the gap between strategy and execution with practical, experience-backed analysis. Our work helps CX tech companies and business leaders understand the market, sharpen their message, and lead with confidence.

Learn more at metricsherpa.com.

About Creovai

Creovai powers contact center excellence through an award-winning software suite. Creovai Real-Time Agent Guidance delivers dynamic workflows and provides a GenAI assistant to make every agent your best agent. Conversation Intelligence gives contact center leaders actionable insights to improve agent coaching, lower operational costs, reduce customer churn, and increase sales. These two solutions work together to deliver intelligent guidance: the application of conversation data to real-time scripts, coaching prompts, and alerts. Contact center leaders optimize real-time workflows and guidance based on insights from the most successful interactions, leading to better experiences for agents and customers.

Learn more at creovai.com.

