

The 90-Day Pilot Scope

A reference scope for a 500-seat CX organization that wants to prove resolution before a broad rollout.

The longest, most carefully planned rollouts tend to produce the weakest results, while tightly scoped pilots reach production in weeks. Speed is not the tactic on its own, but speed applied to a narrow scope is the strategy. Speed applied to a process that was never redesigned for AI generates new categories of failure at scale, which is why scope matters as much as pace.

The 12 to 18 month timeline most enterprises assume is a procurement artifact, not a product requirement. It exists because vendor selection, security review, and integration planning get run one after another instead of in parallel.

Scope the pilot to three things

1

One channel

Start where volume and intent are most predictable, usually chat or email.

2

One customer segment

A defined population, not the whole base.

3

One intent cluster

A well-bounded set of related requests, not everything at once.

Then set the guardrails up front

■ **Escalation.** Pre-build the escalation rules before the agent goes live.

■ **Success criteria.** Define what resolution means using the True Resolution Formula, and build the dashboard before launch.

■ **Measurement.** Set a six-week window. The pilot proves the resolution rate, and the proof unlocks the broader rollout.

■ **Parallel tracks.** Run data access, compliance sign-off, and escalation design in parallel, not in series. The single biggest lever on deployment time.



Scope is what keeps speed safe. For Maven deployments, running the three delay drivers in parallel tends to be the difference between a quarter and a year.

Proof it works

K1x went live with 80% autonomous resolution inside the first week. One fintech deployment reached **90% autonomous resolution in three weeks**. Neither waited for a perfect roadmap; a scoped pilot earned the rollout.