

# DIGITAL WORKFORCE GUIDE

A practical guide for enterprise decision-makers evaluating digital employees for operations, customer service, compliance, and finance.

# The problem isn't a lack of motivation or budget.

## It's *structural*.

Most operations leaders aren't short on ambition or investment appetite. They're short on people. The pipeline isn't improving. Hiring more isn't solving the problem. It's deferring it.

This brief explains what digital employees actually are, what they cost, how they're managed, and where they've worked. Not to sell you something. To give you enough to make a grounded call for your own organisation.

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### The problem

72%

Scaling  
department

of enterprises cannot fill operations roles fast enough to meet demand

€58 K

costs per  
FTE p/year

true cost per FTE/year; salary, benefits, recruitment, onboarding, and turnover combined.

6-9 Mo

Hiring  
cycle

from hire date to performing at benchmark. (if the employee stays)

# Not Automation. Not a Chatbot.

## A DIGITAL WORKFORCE.

The distinction matters. A digital employee reads context, takes action in your systems, and handles complete interactions end-to-end, then escalates only when it should. No decision trees. No dead ends.

### Channels

Web chat · WhatsApp · Email · Voice Works on every channel your customers already use. No new infrastructure required.

### Skills

Q&A skills. Action fulfillment skills. Document processing skills. Trained on your processes. Configured for your needs.

### Integrations

Salesforce · Zendesk · SAP · AFAS. Operates as a named system user. Reads and writes directly; no middleware, no rip-and-replace of existing infrastructure.

## How they differ

### Not built on rules. Built on context.

Scripted bots break the moment a customer goes off-script. A digital employee reads the full conversation, understands intent, and handles edge cases: incomplete documents, unexpected questions, ambiguous requests. The same way a good agent does. Without the script. Without the breaking.

### Your team keeps the judgment calls

The repetitive, high-volume, predictable work is what a digital employee is built for. Your team moves to the cases that need them: complex complaints, sensitive conversations, regulated decisions that require a human sign-off. Nobody gets replaced. The work gets sorted.

# The cost case

You pay per successfully resolved interaction. Not per seat. Not per month. "Successfully resolved" is defined jointly with your team before deployment. If the work doesn't happen, the cost doesn't happen.



## What savings look like

Organisations deploying digital employees see a cost reduction of 4 to 5 times compared to their current cost per resolved interaction. No recruitment cost. No onboarding. No turnover. No ramp-up period. The same capacity at 2am as at 2pm.



## What you pay for

Resolved interactions. Your team defines what "resolved" means. No platform fees. No seat licenses. No cost for volume that doesn't deliver an outcome.



## The right size to start

The economics work when there is enough recurring, predictable volume. One conversation with your operations data will tell you whether the numbers hold for your context.



## Explore more

[www.freeday.ai/demo](http://www.freeday.ai/demo)

**Free  
day**

# Speed to value



## **Week 1-2**

Integration scoping and configuration. Systems access established. Process baseline agreed with your operations team.

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## **Week 2-4**

First digital employee live on your highest-volume process. Real interactions, real performance data from day one.

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## **Month 2**

Performance reviewed against agreed benchmarks.  
Second skill scoped and added.

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## **Month 3+**

Third skill added. Each deployment faster than the last. The infrastructure is already in place.

# Evaluation and Monitoring

We build your workforce. We analyze your processes together, train digital employees on your systems, deploy in 2-4 weeks, and optimize continuously. You approve. We implement. You are in control.

## Real-time visibility

### Portal

Conversation volume. Resolution rate. Cost per interaction. FTE freed. Every metric visible in real time across your entire digital workforce. The portal flags performance shifts before they become problems.

### Performance

Quality scores, First Time Right rates, and escalation patterns. Reported the same way you'd review a human team's performance.

### Knowledge

When a digital employee cannot answer a question, the portal surfaces the gap and drafts the knowledge article for your review. Nothing updates without your explicit approval.

## Operational control

### Skills

Start with one skill. Add a second. Then a third. Each deployment is faster than the last because the infrastructure is already in place and your workforce learns from shared data.

### Escalation

Every interaction that falls below the confidence threshold transfers to a human agent immediately. Full context included. Zero dead ends.

### Scope control

Your digital employees execute only the actions you've approved: update this field, process that document, issue refunds up to X amount. Expanding that scope requires your sign-off.

# Operational Risk & Governance

What happens when it goes wrong? Most vendors skip this question. We don't. The answer is what makes this deployable in regulated environments where failure has consequences.



## Escalation model

Every digital employee has a confidence threshold set with your team before deployment. When confidence drops below that threshold, or a customer requests a human, the interaction transfers immediately. Full context included. No loops. No dead ends.

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## Error rates & audit

Every interaction is logged and scored against agreed benchmarks. A complete audit trail including decision paths, outcomes, and timestamps is available to your compliance and quality teams at all times. Not on request. By default.

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## Human oversight

Digital employees execute only the actions you've approved. Expanding that scope requires your sign-off. The system proposes. Your team decides. Always.

# Europe's labour market is not coming back.

This isn't a temporary tightening. Demographic shifts don't reverse on a business cycle. Building operations that don't depend on headcount availability isn't a nice-to-have. It's the more durable bet.

The technology has existed in prototype form for years. What's changed is production-readiness: deployed in regulated environments, integrated with enterprise systems, operating at scale with measurable quality. The organisations moving now aren't experimenting. They're building structural capacity.

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## Statistics

67 years

Average effective retirement age in the EU. Rising as working-age population shrinks.

38%

Rise in average European wage costs over the past decade.

-20%

Projected decline in working-age EU population by 2050.

# Enterprise proof

## Client A: European crypto exchange

### Results

- 375,000 conversations handled in 2025
- 92.6% resolved without human intervention
- 32,552 operational hours reclaimed
- €1.4M in operational savings
- 26 FTE capacity freed

### Digital workforce

A European crypto exchange needed to scale 24/7 customer operations without adding headcount. Their digital workforce now handles the majority of inbound queries end-to-end; 92.6% resolved without human intervention. Quality scores match their best agents. The human team moved to complex cases.

## Client B: Netherlands' largest travel comparison platform

### Results

- 225,000 conversations handled in 2025
- 20 FTE capacity freed
- €1.2M in operational savings
- Peak day: 2,123 conversations handled
- Zero additional headcount

### Flex capacity, fixed cost

Seasonal demand made permanent hiring impossible. You can't hire for a peak and carry the cost through low season. They deployed digital capacity in weeks. When April demand spiked, the workforce scaled instantly; over 2,000 conversations in a single day. When demand dropped, capacity adjusted without layoffs.

# Why Freeday?

Most AI projects fail because organisations either build from scratch, buy generic platforms, or outsource to partners with no skin in the game. We take a different approach: we own the outcome. You get a managed digital workforce with guaranteed performance. No trial and error. No internal AI projects. No vendor risk.



**Industry blueprints.** Pre-built customer journey expertise. Proven conversational flows. Omni-channel coverage. You don't start from scratch.



**Actions, not answers.** Dynamic skill activation per conversation. End-to-end resolution. Seamless integration with existing systems. Not just Q&A.



**Performance guarantee:** Pay-for-performance model. Proven ROI and predictable costs. 4-6 weeks to go-live. No cure, no pay.

# Your competitors are still hiring.

That's not a taunt. It's the current state of most enterprise operations planning. Hiring pipelines are slow, unpredictable, and constrained in ways that aren't improving. The organisations that moved to digital workforce deployment looked at the same problem and chose a different lever. They're ahead because they started earlier. Not because they took a bigger risk.

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## What happens next

Start with one process. Prove the value with your own numbers. Expand at your pace. You don't need to redesign your operations to start. You need one clearly defined workflow and the willingness to measure the output honestly.

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## What you gain

Lower cost per interaction. Capacity redirected to work that needs human judgment. Full visibility into every conversation, every digital employee, every channel. Operations that scale without depending on the hiring market to cooperate.

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## Explore more

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