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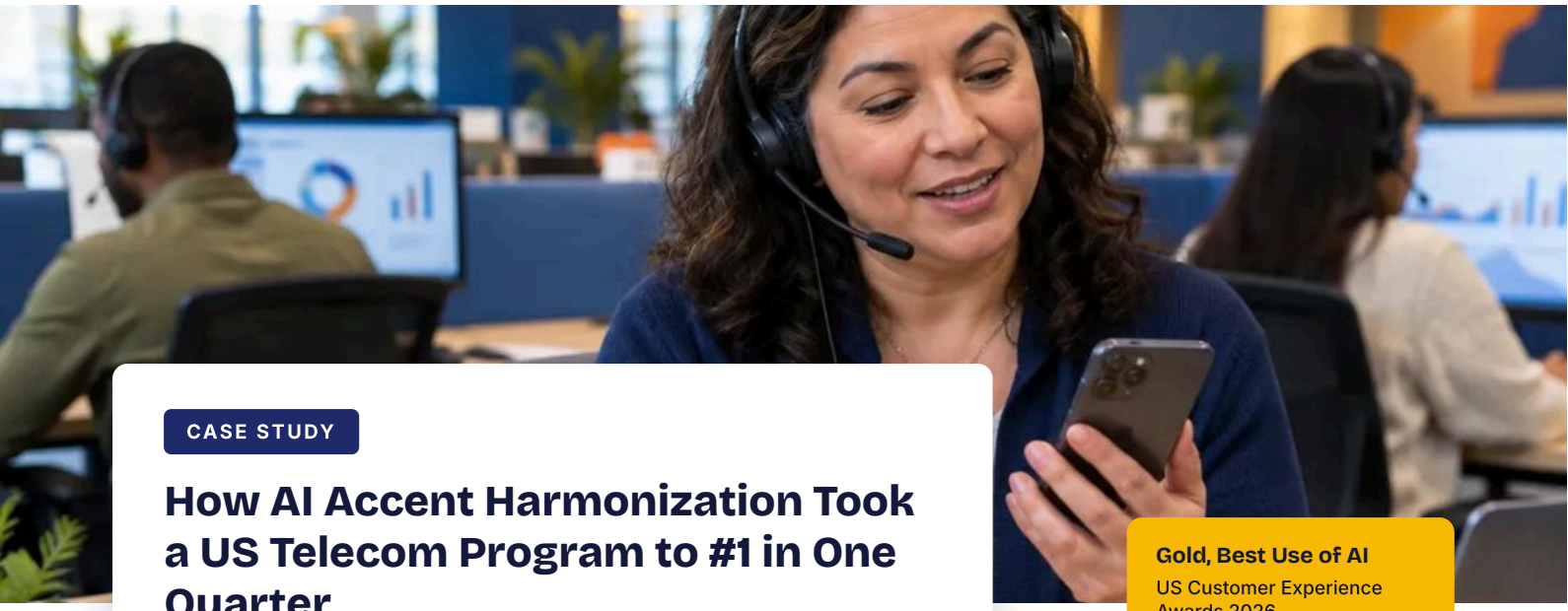

CASE STUDY

How AI Accent Harmonization Took a US Telecom Program to #1 in One Quarter

Gold, Best Use of AI
US Customer Experience Awards 2026

About the client

One of the largest US telecommunications providers, offering wireless, broadband and connectivity services. Fusion CX supports its Customer Retention and Sales & Customer Service lines of business from delivery centers in Southeast Asia and Latin America.

INDUSTRY	LINES OF BUSINESS	TECHNOLOGY
Telecom: wireless and broadband	Customer Retention; Sales & Customer Service	Accent Harmonizer by Omind, QA coaching, real-time WFM

The challenge

The client had rationalized its vendor panel and ranked partners on CX scores. Partners above target won additional volume; partners below it lost share. Fusion CX's programs sat at the panel average. Root-cause audits of detractor calls in October and November 2025 showed agents scoring well on product knowledge but losing customers in delivery.

- **Language barriers:** 15% of audited detractor calls cited accent, clarity or repetition issues.
- **Clarity gap:** 13% of detractors involved agents struggling to convey strong product knowledge clearly.
- **Rising handle time:** average handle time had increased 22% over the same period.
- **Volume at risk:** vendors below the client's CX target faced volume reduction.

Results within 90 days

<1%
communication-related escalations, down from 15% of detractors

13%
lower AHT in Customer Retention

72.12%
Retention CX score, the best month of the year

#1
vendor ranking across all lines of business

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Client name withheld for confidentiality.

Action plan deployed

Instead of adding headcount or more scripting, Fusion CX deployed AI to remove the friction in agents' delivery, inside its AI-first, human-centric operating framework. The rollout ran from a client-approved proof of concept to full site deployment in December 2025 in under 90 days.

1 Client approval and proof of concept

A controlled pilot cohort, shared target metrics and deployment criteria, and client sign-off before scaling.

2 Onboarding and human-AI training

Agents learned how Accent Harmonizer supports their delivery, while empathy, active listening and problem-solving stay theirs.

3 Provisioning on agent desktops

Role-based access for every assigned agent in both regions, integrated with the existing softphone, with no telephony change.

4 Full deployment and daily improvement

Daily detractor audits fed back to agents within the same shift. Real-time WFM flagged calls over 20 minutes, holds over 120 seconds and after-call work over 60 seconds for supervisors.

Outcomes

Region / line of business	Language-barrier rate, Oct-Nov 2025	Jan 2026
Southeast Asia: Customer Retention	4.8%	**0.5%**
Southeast Asia: Sales & Customer Service	2.1%	**1.1%**
Latin America: Customer Retention	6.2%	**0.7%**
Latin America: Sales & Customer Service	3.9%	**0.9%**

Share of audited detractor interactions citing a language barrier.

- **Escalations:** communication-related escalations fell from 15% of audited detractors to under 1% by January 2026.
- **Handle time:** AHT fell 13% in Customer Retention and 3.52% in Sales & Customer Service, reversing the earlier increase without adding headcount.
- **CX scores:** Retention reached 72.12%, its best month of the year. Sales closed December at 66.33%, making Fusion CX the only vendor on the panel above target.
- **Vendor ranking:** Fusion CX ranked #1 across all lines of business and became the only partner eligible for additional volume.
- **Pilot performance:** pilot groups outperformed their center averages by 10.5 to 56 percentage points, and attrition in the pilot cohort fell during deployment.

KEY TAKEAWAYS

- Audit detractors for root cause before adding headcount: here the gap was delivery, not knowledge.
- AI that removes friction for human agents can move CX scores faster than automation that replaces them.
- The same tooling and governance in Southeast Asia and Latin America produced the same result in both regions.
- The program earned Fusion CX Gold for Best Use of AI at the US Customer Experience Awards 2026.

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