



AI Implementation Guide

Redefining customer communication in the age of AI

A screenshot of a mobile application interface for an AI call summary. The top part shows a green rounded rectangle with a white speech bubble icon and the text "Call at 7:25am". Below this is a large, semi-transparent dark blue box containing call details. At the top of the box, there is a green star icon followed by the text "Handled by AI Voice Agent" and "2min 54sec". Below this, there are three tabs: "Summary" (which is highlighted with a white background and a black border), "Transcript", and "Action Items". A hand cursor icon is positioned over the "Summary" tab. At the bottom of the box, there is a text summary: "Jade is considering upgrading to the pro plan. She asked questions about pricing, data usage limitations of the pro plan compared to enterprise." The entire interface is set against a dark teal background.

Why implementing AI in customer communication can't wait

Customer expectations are rising faster than many businesses can meet them. Calls, messages, and tickets often sit in separate systems, leaving agents without the context they need and leaders without a clear view of performance. The consequences are immediate: time is wasted, opportunities are lost, and customer loyalty is put at risk.

AI is not a future concept. It is a practical solution to today's challenges, but it has to be implemented thoughtfully. When deployed in the right way, AI reduces inefficiency, improves outcomes during every interaction, and gives decision-makers the visibility they need to manage with confidence. The question is no longer whether to use AI, but how to adopt it quickly, safely, and in a way that adds measurable value.

>Contact Insights

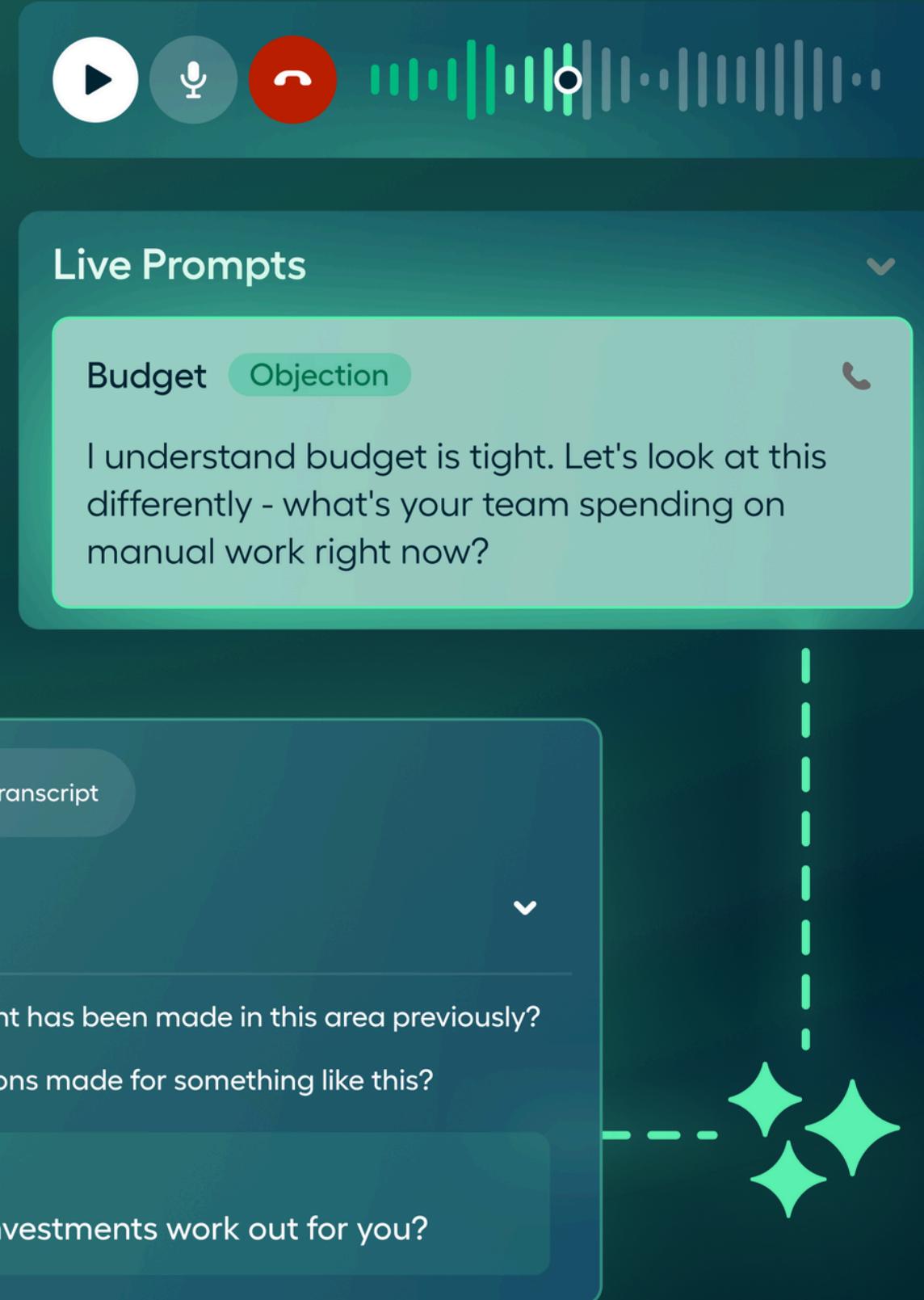
- Jade Edwards was last contacted 5 days ago by Catarina Barros for the first time in 4 months.
- Interested in a demo of how Acme can support her 12 support agents.
- Mentioned that reliability and ease of use are very important to her.



Aircall's experience with more than 21,000 businesses has shown that the most successful teams share a common approach. They start with clear outcomes, they embed AI directly into existing workflows, and they keep people at the center—using AI to automate what slows teams down while enabling agents to deliver the empathy and expertise customers expect.

This guide translates those lessons into a step-by-step path you can follow. It is designed to help sales and support leaders implement AI with confidence, avoid disruption, and realize results from the very beginning.

The implementation mindset



The image shows a screenshot of the Aircall AI interface. At the top, there are three circular buttons: a white play button, a grey microphone button, and a red recording button. Below these are several green and grey vertical bars representing an audio waveform. The main interface is divided into two sections. The top section is titled "Live Prompts" and contains a message from an AI agent: "Budget Objection". The message text is: "I understand budget is tight. Let's look at this differently - what's your team spending on manual work right now?". The bottom section is titled "Playbook" and shows a "Budget" entry with a status of "In progress". The list under "Budget" includes: "• What kind of investment has been made in this area previously?" and "• How are budget decisions made for something like this?". At the bottom, there is a "Follow-up question" section with a circular icon and the text: "How did those past investments work out for you?". A dashed line with three green starburst icons connects the "Playbook" section to the "Live Prompts" section.

Successful AI adoption begins with the right mindset. Too often, businesses approach AI as a feature to experiment with rather than a system to operationalize. This leads to stalled pilots, fragmented tools, and results that never reach the front lines. To capture real value, leaders must treat AI as part of the foundation of customer communication, not an optional add-on.

The most effective implementations start with outcomes, not technology. The objective is not simply to install new capabilities, but to shorten resolution times, strengthen customer loyalty, accelerate deal cycles, and improve team performance. Features are only valuable when they serve these measurable results.

Equally important is where AI lives. Many solutions operate as separate layers, forcing teams to juggle between platforms. Aircall takes a different approach: AI is embedded directly into the communication stack—working seamlessly with the CRMs and help desks that already anchor daily workflows. This ensures adoption is natural, data flows are uninterrupted, and the benefits are immediate.

Finally, the most effective AI strategies keep people at the center. Automation handles repetitive work, while real-time intelligence empowers agents to excel in the conversations that matter most. Rather than replacing human capability, AI sharpens it—enabling teams to deliver experiences that are faster, more accurate, and more personal than before.

Why Aircall AI

The market is crowded with AI solutions that promise transformation but often deliver frustration. Some are too shallow—simple bots that deflect questions but fail to build trust. Others are too complex—requiring heavy IT support, long implementations, and costly integrations that few growing businesses can sustain.

Aircall takes a different approach. Our AI is designed to be powerful and practical from day one. It combines three qualities that matter most to sales and support leaders:

- **Capacity.** Handle more conversations without adding headcount by automating routine calls, generating post-call updates, and delivering instant insights.
- **Clarity.** Surface the right information at the right moment—so agents stay confident, leaders gain visibility, and customers get accurate answers every time.
- **Control.** Deploy AI easily, scale it at your pace, and maintain brand consistency across every interaction.

This balance is what sets Aircall apart. By embedding AI directly into the platform your teams already use, Aircall delivers measurable outcomes immediately—faster resolution times, stronger CSAT, shorter deal cycles, and more effective coaching. Instead of asking you to adapt to new tools or workflows, Aircall AI adapts to your business, ensuring you realize value from the very first call.

Summary

The customer is interested in purchasing the solution but wants to see if discounts fit into the budget. The sales representative is scheduling a meeting to close a new deal.



Positive mood

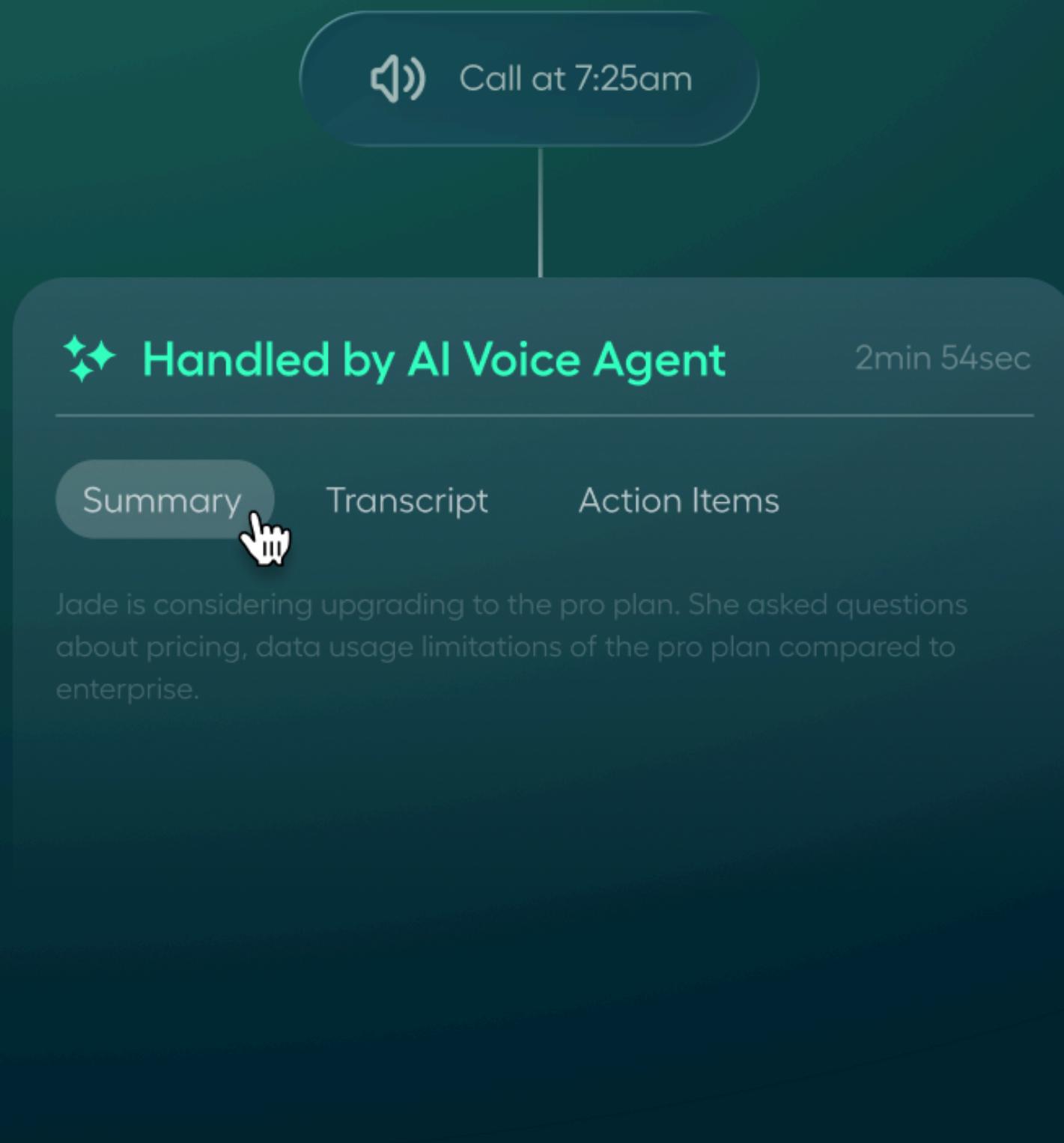
Action Items

- Aaron has to check the discount possibilities and make a new offer.
- Aaron has to email Cameron a quote with updated pricing.
- Aaron has to book a follow-up meeting to confirm the new offer.

[Schedule follow-up](#)

[Generate email](#)

Step-by-step: How to implement Aircall AI



A screenshot of the Aircall AI call interface. At the top, a blue header bar displays a speaker icon and the text "Call at 7:25am". Below this, a large green box indicates the call was "Handled by AI Voice Agent" and lasted "2min 54sec". Three tabs are visible: "Summary" (highlighted with a cursor icon), "Transcript", and "Action Items". The summary text reads: "Jade is considering upgrading to the pro plan. She asked questions about pricing, data usage limitations of the pro plan compared to enterprise." The transcript and action items sections are currently empty.

Aircall AI is not a single product or SKU—it is a set of offerings designed to work together. Each layer builds on the next, delivering quick wins early and compounding value over time. By following this sequence, sales and support leaders can begin with simple use cases and scale into broader transformation without disruption.

Step 1: Automate the front line with AI Voice Agent

AI Voice Agent acts as the first layer of coverage. It answers routine questions, qualifies inbound calls, and routes conversations intelligently. Instead of pulling agents away from high-value work, it ensures every call is answered and escalated appropriately.

The business value is immediate: fewer missed calls, faster responses, and reclaimed bandwidth for the conversations that move revenue or strengthen loyalty. Many customers describe it as “adding an extra team member” without adding headcount.

Implementation is straightforward. Start by assigning AI Voice Agent to low-risk, repetitive call types—such as FAQs or out-of-hours coverage. Configure clear escalation rules so that complex issues always reach a human, and keep FAQs updated to maintain accuracy and trust.

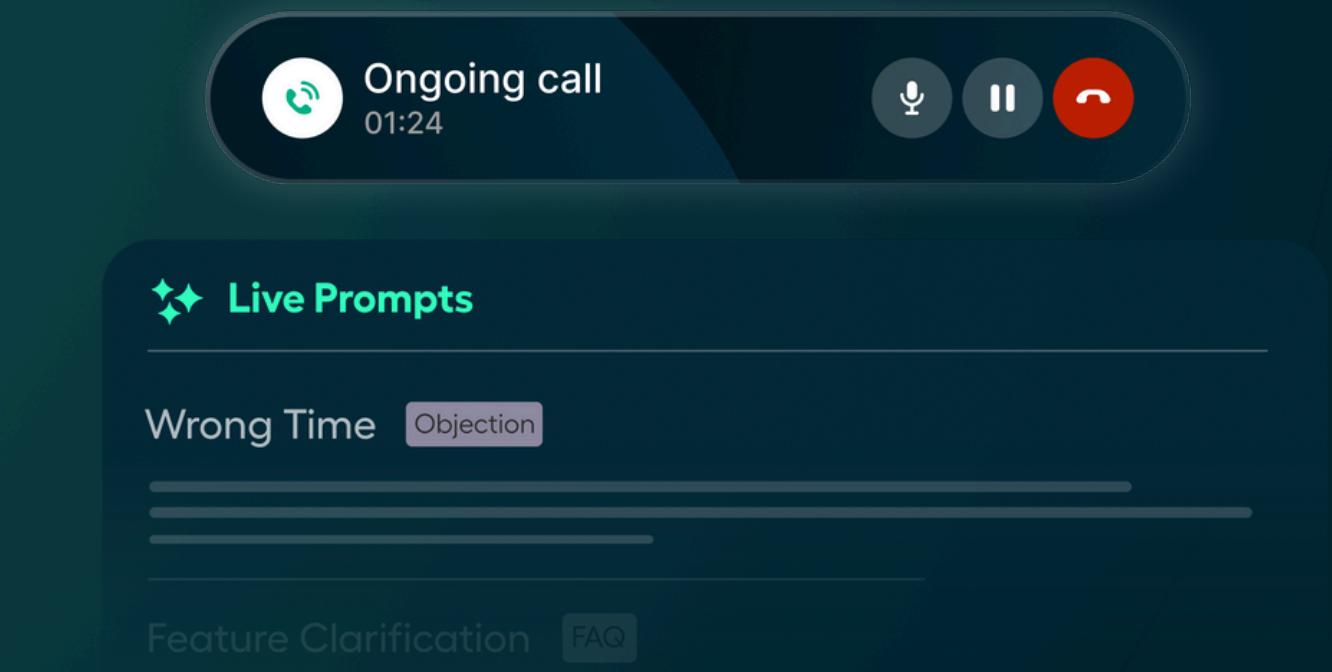
How to implement Aircall AI

Step 2: Coach smarter with AI Assist Pro

Once coverage is established, the next priority is improving the quality of live conversations. AI Assist Pro brings intelligence into the call itself. Agents receive real-time prompts, talk tracks, and next-best questions drawn from proven playbooks. Post-call admin—summaries, scoring, and tagging—is completed automatically.

The impact is significant. Teams close deals faster, handle objections more consistently, and build customer trust in the moment when it matters most. Leaders also gain a clearer view of performance without relying on time-consuming manual review.

To implement, begin with a pilot group. Track key metrics such as resolution time, conversion rate, and CSAT before and after deployment. Share success stories across the team to accelerate adoption and confidence.



Step 3: Eliminate busywork with AI Assist

The final step is removing the repetitive tasks that surround every conversation. AI Assist transforms hours of talk into structured insights: call summaries, CRM or helpdesk updates, follow-up actions, and topic detection.

For managers, this means reviewing calls twice as fast and expanding QA coverage to 100%. For agents, it means consistent coaching and less administrative burden. For the business, it means more capacity without increasing headcount.

Implementation is simple. Connect Aircall directly to your CRM or helpdesk so data flows automatically, and align summary style with team preferences to ensure consistency. Many organizations deploy AI Assist and AI Assist Pro together to maximize both efficiency and quality.

Change management made simple

Anna Cho took a call from **Reece Frazier** at Company X

Hi! This is Anna from Aircall. How's it going?
Good. How about you?
I'm doing well. Thanks for calling. What can I help you with?



Summary

The customer experienced a delay in his refund processing due to a holiday spike in requests. Reece manually processed the refund and resolved the customer's issue. The customer expressed gratitude for a fast resolution.

The success of any new technology depends not only on what it can do, but on how easily teams can adopt it. One of the advantages of Aircall AI is that it fits naturally into the systems and workflows you already rely on. That means faster implementation, smoother training, and measurable results without disruption.

Rolling out AI alongside your CRM or help desk is often the most effective path. Because Aircall is fully embedded, integrations work from day one, so your teams benefit immediately from auto-logging, click-to-call, and analytics. Instead of adding another tool to learn, AI simply enhances the processes agents and managers already know.

This approach reduces the burden on IT and avoids long transition periods. Agents gain time back almost instantly by cutting down on manual work. Managers gain visibility without needing new dashboards or reporting tools. And customers experience faster, more consistent service—often before they even realize AI is in place.

The most effective change strategies begin with a phased rollout. Start with a pilot group, track results against clear metrics such as resolution time, CSAT, and call efficiency, and use early wins to build confidence. Internal champions play a critical role here: when peers share how AI is helping them close deals faster or resolve issues more quickly, adoption spreads naturally across the organization.

With Aircall, change management isn't a hurdle. It's an opportunity to unify systems, improve workflows, and empower people—all while delivering immediate value to the business and 7 the customer.

Real-world wins

The best proof of value comes from seeing how businesses like yours are already using Aircall AI. Across industries and regions, our customers are transforming customer communication with automation, real-time intelligence, and actionable insights.

Unbiased, the UK's leading financial advice platform, turned to AI Voice Agent to handle high call volumes without expanding their team. Routine calls are now managed automatically, while complex cases escalate seamlessly with full context. The result was a 23% increase in calls answered within service-level agreements—stabilizing at 93% coverage, all without new headcount.

Ruby, a U.S.-based communications provider, used AI Assist to scale quality assurance across a distributed team. With AI-generated summaries and searchable transcripts, managers review calls in minutes instead of hours. Abandonment rates dropped from 7% to 1%, while customer satisfaction jumped by 50%.

Accademia Italiana Fitness, a leading wellness and fitness services organization equipped its client services team with AI Assist Pro. Live prompts surface mid-call, guiding agents through complex account questions. The impact was immediate: accuracy improved, missteps that once cost \$500 per error were avoided, and agents gained confidence handling sensitive interactions.

Across our customer base, the everyday impact of Aircall AI is clear:

- 70% less post-call admin for agents
- 16+ hours saved per team, every month
- More than 1,000% ROI on routine call automation

These results aren't isolated. They reflect a broader truth: when AI is embedded directly into the systems teams already use, adoption is smooth, outcomes are measurable, and the benefits compound quickly.

Building toward the future

Implementing AI in customer communication is not just about solving today's inefficiencies. It's about creating the foundation for a business that can grow, adapt, and compete in a market where expectations never stop rising.

With Aircall, each step you take—automating routine calls, adding real-time coaching, turning conversations into insight—lays the groundwork for scaling AI more broadly across your organization. Because AI is embedded directly into Aircall, there is no need for rip-and-replace projects or complex new systems. You can expand at your own pace, layering new capabilities as your team and your customers demand them.

By choosing Aircall, you are not experimenting with AI—you are partnering with a platform built to evolve with you. As expectations accelerate and competitors search for answers, your teams will already be equipped with the tools to deliver faster resolutions, higher loyalty, and scalable growth.

The image shows a screenshot of the Aircall software interface. At the top, there's a navigation bar with 'BANT playbook' (selected), 'Playbook', 'Summary', and 'Transcript'. Below this, a 'Budget' section is shown with a status of 'In progress'. It contains a list of questions: 'What kind of investment has been made in this area previously?', 'How are budget decisions made for something like this?', and 'If you found the right solution, is there a budget already set aside, or would this need to be built into a future cycle?'. A 'Follow-up question' section asks 'How did those past invest'. Below the playbook, a call summary for 'Jade Edwards (628) 225-4825' is shown, indicating an 'Ongoing call' for 01:24. The call controls include a microphone icon, a pause icon, a red end call icon, and signal strength, volume, and battery icons. To the right, there's a 'Live Prompts' section with three entries: 'Gong Competitor' (Gong is great for post-call analysis, but A), 'Wrong Time Objection' (I hear you on timing. Would it make sense least lock in today's pricing and implementation slot for when you're read), and 'Data Privacy FAQ' (Great question - security is our top priorit). A text box at the bottom right says 'I understand budget is tight. Let's look at capabilities'.