

Ready Enough:

# **A Practical Guide to Integrating AI in Your Contact Center**

A collection of colorful, semi-transparent geometric shapes (triangles and polygons) in shades of blue, purple, and orange, arranged in a cluster in the bottom right corner.



## The Integration Reality Check (or: No One Thinks They're Ready)

Most AI integration advice assumes you have clean data, modern platforms, and airtight, well-documented processes. But if you're like 95% of contact centers, your systems are messy, your workflows evolved organically, and your IT team is already underwater.

That's not a you-problem. It's the default.

This guide shows you how to move your contact center forward anyway —because **you're already ready enough.**

# Step 1: Start With What You Have, Not What You Wish You Had

Perfection is a moving target. This exercise helps you assess what’s usable right now. You don’t need to solve every issue, but you need an idea of where to start.

System/Tool	Category			Notes or Gaps
	Integration -Ready	Needs Middleware	Legacy -Blocked	
				(APIs available, needs data cleanup, etc)



### Category Cheat Sheet

#### Integration-Ready

- Has stable, documented APIs
- Structured or clean-ish data
- Owned by someone with admin access

#### Needs Middleware

- Common connector platforms exist (e.g. Zapier, Workato)
- May require some manual data formatting
- Some API limitations or non-standard formats

#### Legacy-Blocked

- No APIs, or proprietary platforms
- Highly manual workflows or siloed systems
- No internal owner, or unclear data structures

## What This Tells You

Which areas  
are ready now

Which need lightweight  
bridging solutions

Which are high-effort  
and should wait

Biggest opportunity:

Biggest blocker (that can wait):

## Step 2: Use What You’ve Got: A Smart Approach

If you’re waiting for your tech stack, data, or documentation to be “ready,” you’ll never launch. This section helps shift your mindset from all-or-nothing to good-enough-to-start.

Myth	Reality
“Our KB is too messy for AI.”	AI can learn from patterns in live agent interactions.
“We don’t have an API, so we can’t integrate.”	Browser-level automation can work wonders.
“We need to fix everything first.”	You only need one narrow, testable use case to get started.
“AI only works with structured data.”	AI thrives on unstructured inputs —emails, notes, screen captures, etc.

Answer these as a team or solo to build internal confidence:

**Where are your agents already solving problems faster than your systems?**

**What would it look like to test AI on just one small workflow this quarter?**

**Who’s your best internal partner for low-friction testing?**

### Step 3: The 30-60-90 Framework

**If it takes longer than 90 days to show value, it's not operational AI.**

This framework sets clear, realistic expectations for what a productive AI pilot looks like and how quickly your team should see results. Use it to pressure-test vendors or set internal timelines.

Phase	Target Outcome	Evaluation Prompts
30 Days	Tangible value visible	Can agents see value (e.g. time saved, guided steps)? Are we tracking key metrics?
60 Days	Working pilot in production	Are real agents using it live? Have we iterated based on usage?
90 Days	Ready to scale	Can this be expanded across teams or use cases? Are IT, Ops, and CX aligned on impact?

Use this framework to guide your vendor (or internal) conversations:

Can they commit to this timeline?	<input type="radio"/> Yes	<input type="radio"/> No
Do they provide weekly visibility on progress?	<input type="radio"/> Yes	<input type="radio"/> No
Will they adjust based on live usage feedback?	<input type="radio"/> Yes	<input type="radio"/> No

#### Pro Tip

If a vendor tells you **6–9 months** just to launch a pilot, **they're not built for the pace of contact center operations**

## Step 4: How to Tell If an AI Partner Is Built for the Real World

Before you commit to an AI partner, it's worth asking: Are they equipped to work with your contact center as it is—or only with the “ideal” contact center?

Many vendors assume you've got perfect documentation, mature platforms, and a clean sandbox to test in. Realistically? You probably don't. This Vendor Evaluation Scorecard can help you identify which partners are built for the reality of legacy systems, limited resources, and real timelines.

Use it as a quick litmus test for any conversations with a vendor, or simply to clarify what your contact center actually needs.

**Instructions:** Mark each vendor's approach, then compare against your contact center's reality.

Evaluation Criteria	Heavy-Lift Vendor	Flexible, Real-World Partner
Requires modern, well-documented APIs	<input type="radio"/> Yes	<input type="radio"/> No
Insists on complete knowledge base documentation	<input type="radio"/> Yes	<input type="radio"/> No
Cannot deploy without full system integration	<input type="radio"/> Yes	<input type="radio"/> No
Supports “no-code” or admin-level deployment	<input type="radio"/> No	<input type="radio"/> Yes
Works with live agent workflows as training data	<input type="radio"/> No	<input type="radio"/> Yes
Can deliver tangible value in 30 days	<input type="radio"/> No	<input type="radio"/> Yes
Pilots with real agents (not lab simulations)	<input type="radio"/> No	<input type="radio"/> Yes
Offers working solution within 60–90 days	<input type="radio"/> No	<input type="radio"/> Yes
Requires replatforming or significant IT lift	<input type="radio"/> Yes	<input type="radio"/> No
Prioritizes business outcomes over tech roadmap	<input type="radio"/> No	<input type="radio"/> Yes



Based on your current environment, which vendor type do you need?

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What questions will you ask during your next vendor evaluation?

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Sidd was built for messy operations.

We know messy contact center operations—we've lived it. With Sidd, there's no replatforming, and no perfection required. There's only forward motion.

Want to see what that looks like  
in your environment?

Let's Talk!

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