

90% OF
COMPANIES
USE AI.

80% SEE
NO PROFIT.



Swipe — this is the most expensive gap in enterprise technology right now.

THE GEN AI PARADOX

Near-universal adoption of artificial intelligence, accompanied by near-total absence of measurable effect on earnings.

TERM COINED BY MCKINSEY, STATE OF AI 2025

The interesting question isn't whether it's real. It's why.



IT WENT TO THE DESK.

Document summarisation
Fast to deploy. Hard to price.

Code assistance
Real gains. Diffuse ownership.

Knowledge search
Useful. Rarely load-bearing.

Drafting and email
High adoption. Low attribution.

All valuable. None of it sits on the revenue line.



IT LIVES IN THE ROOM.

Drive-thru and ordering

Throughput × ticket × accuracy.

Contact centre resolution

Containment is cash.

Frontline retail

Attach rate, in the moment.

Service desk and claims

Cost per contact, at volume.

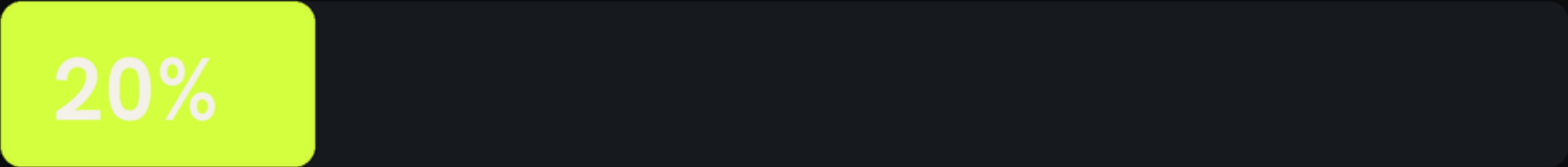
High-volume, real-time, physical. And almost entirely voice.



ADOPTION IS NOT IMPACT.



AI ADOPTION



REPORTING PROFIT IMPACT



Seventy points of unconverted investment. Sources: McKinsey State of AI 2025; Gartner CS Leader Survey 2025.



REAL TIME IS A DIFFERENT PROBLEM.

74 dB

The room is loud. Engines, rain, a second lane, a crying child.

0.4 s

People interrupt. A system that can't be cut off mid-sentence is a system nobody uses twice.

\$0

There is no margin for error. A failed interaction is a lost customer, priced immediately.



FOUR THINGS HAVE TO BE TRUE AT ONCE.



Miss any one of them and the deployment stalls in pilot.
Most do.



01 It hears you in the room you're actually in.

Not a quiet office. A lane, a floor, a car at speed.

02 It survives interruption.

Full duplex. Barge-in without losing the thread.

03 It finishes what it starts.

Reasoning inside guardrails, with a human able to steer silently.

04 It goes live in days, not quarters.

Configured from the interaction data you already have.



59%

of all inbound calls are now handled
end to end by the AI concierge.

“Being able to take care of those easy requests through our digital concierge opens up our ability to take care of guests who truly have the most complicated situations.”

VP OF OPERATIONS, RESORTS WORLD LAS VEGAS



SAY LESS. IT'S HANDLED.



Bring us the transcripts you already have. We'll show you the agent they build.

