

Agent Labs for CCaaS

Envision, Create, Apply,
and Scale.



Transform Your Contact Centre with AI That Delivers Real Outcomes

Contact centres are under pressure to do more with less, while customers expect faster, smarter, more personalised service. The gap between contact centre platforms, CRM, and back-office systems of record is costing time, money, and loyalty. Agent Labs is a structured engagement where we work with you to identify, validate, and deploy AI agents that close these gaps, support your human agents, and deliver measurable improvements to customer experience. It's not a proof of concept. It's a fast track to production-ready AI in your contact centre.

Benefits

1. Today's IT and Identify high-impact Contact Centre use cases leaders are under pressure to:

Facilitated sessions to uncover where AI can reduce handle time, improve first-contact resolution, ease agent burden, and close the gap between your contact centre and the systems your agents rely on.

2. AI and human agents working together, from day one

We bring you contact centre market trends, adoption lessons from real CCaaS deployments, and AI integration patterns across CRM, telephony, and workforce management—so you can lead, not follow.

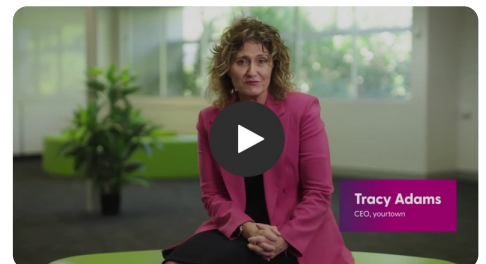
3. Build capability, not dependency

We co-design with your contact centre and IT teams, embed integration best practices, and support your architecture and governance—so your organisation can own and evolve its AI capability long after the engagement ends.

How we help

In 21 days, we will work with you to:

- ✓ **Validate** – high-impact AI use cases specific to your contact centre and customer journeys
- ✓ **Accelerate** – AI agent development in a safe, supported environment connected to your real systems
- ✓ **Launch** – production-ready AI agents that improve CX and reduce agent handling time from day one
- ✓ **Embed** – AI deeply into your contact centre workflows, connecting platforms, CRM, and systems of record



Yourtown Case Study

[View case study](#)

What It Looks Like A Practice

Accelerate your contact centre transformation by leveraging our library of real-world AI design patterns and pre-built agents built specifically for customer experience and agent support.

Agent Experience

- Real-time AI assist surfacing relevant knowledge, CRM data, and next-best-action guidance during live customer interactions
- Automated after-call work including call summarisation, CRM updates, and case creation to reduce wrap time
- Intelligent agent onboarding and coaching using AI-generated training insights drawn from real interaction data
- Live sentiment analysis and escalation prediction to support agents and supervisors in high-pressure interactions

Customer Experience

- AI-powered self-service IVR and chat deflection that resolves common enquiries without agent involvement, integrated with CRM and back-end systems
- Personalised web and messaging chat experiences that draw on live customer data to deliver contextual, accurate responses across digital channels

22 Specialisations:

- Azure Virtual Desktop
- Windows Server and SQL Server Migration
- Analytics
- Data Warehouse Migration
- Kubernetes on Azure
- Modernisation of Web Applications
- Adoption and Change Management
- Calling for Microsoft Teams
- Meetings and Meeting Rooms for Microsoft Teams
- Teamwork Deployment
- Identity and Access Management
- Threat Protection
- Low Code Application Development
- Intelligent Automation

7 Partner Designations:

- Business Applications
- Microsoft Cloud
- Data & AI (Azure)
- Digital & App Innovation (Azure)
- Infrastructure (Azure)
- Modern Work
- Security

About Insight

Insight Enterprises is a leading Solutions Integrator that helps clients solve technology challenges by combining the right hardware, software, and services. We're a global Fortune 500 technology company with a network of over 6,000 partners and experts around the world who provide access to end-to-end IT capabilities. For more than 35 years, we have delivered and optimised technology solutions for our clients efficiently, effectively, and safely. We are rated as a Great Place to Work, a Forbes World's Best Employer, and a Fortune World's Best Workplace. Discover more at au.insight.com. NSIT-M