

Voiso Says Agent Skepticism May Be the Missing Ingredient in Successful AI Adoption

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As artificial intelligence becomes increasingly embedded in customer service and sales operations, organizations are focusing heavily on adoption, automation, and productivity gains. However, according to Irina Bondar, Sales Team Leader at Voiso, one of the most overlooked indicators of AI success may be the skepticism shown by frontline agents.

In a recent industry commentary, Bondar argues that agent hesitation toward AI should not automatically be viewed as resistance to change. Instead, she believes it often provides valuable operational insight into how AI systems perform in real customer interactions.

?Many organizations assume that successful AI adoption means agents immediately trusting every recommendation or output,? Bondar said. ?In reality, healthy skepticism can be extremely valuable because agents are often the first people to recognize when context, nuance, or customer intent is missing.?

The observation comes as contact centers continue to accelerate investment in AI-powered tools for quality assurance, conversation analysis, coaching, workforce optimization, and customer engagement.

Recent research from UJET found that 93% of contact center agents feel the need to verify AI-generated information before using it with customers. More than half of respondents indicated that AI can be helpful but often lacks sufficient context to fully support customer interactions.

According to Bondar, these findings highlight an important shift in how organizations should evaluate AI performance.

?When agents challenge recommendations, rewrite suggested responses, or question automated scores, that is not necessarily a failure of adoption,? she explained. ?It may be revealing a gap between automated interpretation and what is actually happening in the conversation.?

As AI systems become more deeply integrated into customer operations, many organizations are beginning to focus less on deployment and more on governance, accountability, and performance management.

Bondar believes that one of the biggest challenges facing contact center leaders is ensuring that AI systems remain transparent and explainable to the teams using them.

?AI is increasingly involved in coaching, analytics, quality management, and customer engagement,? she said. ?But organizations need clear ownership around how recommendations are generated, how performance is measured, and how employee feedback is incorporated into the process.?

Without those structures, she warns, organizations risk creating a trust gap between technology and the people expected to rely on it.

Industry analysts have increasingly pointed to AI governance as a critical component of long-term adoption. As AI expands beyond experimentation into daily operational workflows, businesses face growing pressure to ensure that automated systems remain accurate, accountable, and aligned with customer experience objectives.

According to Bondar, high-performing teams tend to approach AI differently from organizations that struggle with adoption.

?The strongest teams do not demand blind trust,? she said. ?They build informed trust. They review the moments where agents override recommendations, they examine why those decisions were made, and they use that information to improve workflows and coaching strategies.?

This approach is particularly important in sales environments, where conversations often involve complex buying signals, emotional context, timing considerations, and customer objections that cannot always be fully captured through automation.

?Sales professionals make decisions based on nuance,? Bondar explained. ?AI can surface patterns, identify opportunities, and provide useful guidance, but human judgment remains critical in determining how a conversation should unfold.?

As organizations continue investing in AI-powered customer engagement technologies, Bondar believes the future will depend less on how quickly tools are adopted and more on how effectively organizations create feedback loops around them.

?AI maturity is not about unquestioning acceptance,? she said. ?It is about creating systems where recommendations can be reviewed, insights can be challenged, and feedback contributes to continuous improvement.?

Bondar also noted that agents often play a vital role in helping organizations refine AI performance over time.

?The people closest to customer conversations frequently identify issues before anyone else,? she said. ?When agents question AI outputs, they may be protecting the customer experience, identifying missing context, or highlighting opportunities for improvement.?

As contact centers continue balancing automation with human expertise, Bondar believes organizations should view frontline employees not as obstacles to AI adoption, but as essential contributors to its success.

?Agents are not the problem to solve,? she concluded. ?In many cases, they are the feedback loop that helps organizations build more effective, more reliable, and ultimately more useful AI systems.?

About Voiso

Voiso is a global provider of AI-powered contact center software supporting customer communication across voice, messaging, analytics, and omnichannel engagement. Its platform is used by organizations across industries including fintech, travel, healthcare, ecommerce, logistics, and business process outsourcing to manage customer interactions at scale.

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Voiso Inc

We started small by building a simple, reliable calling tool. Over time Voiso has become a modern end-to-end cloud contact center software.

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