

Solution Brief

Servion vBPO ZeroHold™ – Virtual BPO as a Service

Scale instantly. Spend
wisely. Serve better.



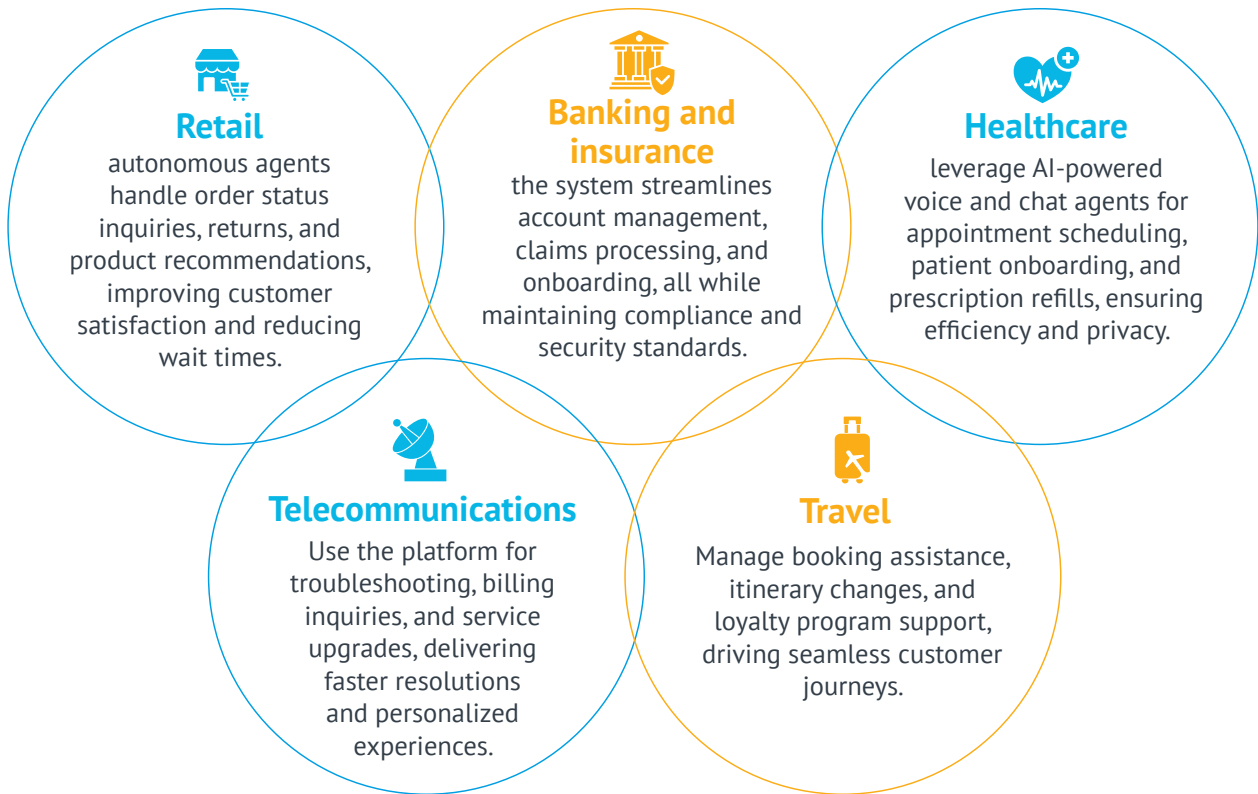
Executive Summary

The question is no longer whether to use AI in your outsourced contact center, but where and how fast can you apply it to move the needle on cost, CX, and scale. Servion vBPO ZeroHold™ delivers Tier0/1 capacity with autonomous voice and chat agents built on Parloa and operated as a managed service by Servion.

Human experts remain available for complex needs—seamlessly—in your existing CCaaS. Our quality & insights fabric, Servion VoicIQ, spans AI and human interactions for trust, compliance, and continuous improvement. Result: lower cost per contact, elastic scale, and measurable CX gains.

Who we serve:

Servion vBPO ZeroHold™ supports a wide range of verticals, including retail, banking, insurance, telecommunications, healthcare, and travel. Each industry benefits from tailored use-cases that maximize the impact of AI-driven contact center solutions.



Across all these verticals, the solution not only enhances customer experience but also delivers significant operational savings and scalability.



The Market Reality: Why vBPO ZeroHold™ Now

The Evolving BPO Landscape

The landscape of business process outsourcing (BPO) is undergoing a profound transformation due to several converging factors. Fragmented and isolated AI pilot projects are no longer sufficient to meet the rapidly evolving demands of the market. At the same time, customer expectations for seamless, personalized, and efficient service continue to rise, placing additional pressure on BPO providers to deliver greater value. Meanwhile, increasing margin pressures are forcing organizations to rethink traditional cost structures and seek innovative ways to improve operational efficiency.

AI-Native Competitors Reshape Expectations

AI-native competitors are now entering the scene and setting entirely new standards for service delivery. They excel in areas such as speed of response, hyper-personalization of customer interactions, and flexible pricing models based on measurable outcomes rather than labor hours. These emerging players are able to deploy solutions with remarkable agility, providing rapid proof of value at scale and raising the bar for what clients expect from their outsourcing partners.

Challenges Facing Traditional Outsourcing Models

In contrast, traditional labor-only outsourcing models are finding it increasingly difficult to keep pace. They often lack the ability to handle sudden surges in customer interactions, the versatility to support niche or specialty languages, and the robust compliance mechanisms necessary to satisfy stringent regulatory requirements. These limitations make it challenging for conventional providers to deliver both the scale and quality that modern enterprises demand.

The Hybrid Model: A Path Forward

To address these challenges, a hybrid operating model has emerged as a powerful solution. By combining autonomous AI agents with skilled human experts, and uniting them under a framework of shared governance, organizations can achieve the best of both worlds. This approach enables significant reductions in operational costs, provides elastic scalability to handle fluctuating volumes, and ensures consistently high-quality customer experiences. The hybrid model not only addresses immediate business needs but also positions organizations to thrive in an increasingly competitive and technology-driven marketplace.

The Solution: Servion vBPO ZeroHold™ — Comprehensive Virtual BPO Solution for Modern Enterprises

Servion's vBPO ZeroHold™ solution is designed to revolutionize traditional business process outsourcing by harnessing the combined power of Servion's extensive contact center integration expertise and Parloa's advanced enterprise AI Agent Management Platform. This partnership enables organizations to access a robust, production-ready vBPO offering that functions like a conventional outsourced service, yet is fundamentally enhanced by AI-driven automation.

Packaged AI for Operational Excellence

- **Autonomous Voice & Chat Agents (Parloa):** The solution empowers enterprises to seamlessly design, test, deploy, and monitor large fleets of AI agents capable of handling interactions across multiple languages and communication channels. Advanced safeguards, version control, rollback capabilities, and real-time performance telemetry ensure reliability and adaptability. This means organizations can rapidly adjust agent behaviors to meet evolving business requirements, maintain high service standards, and minimize risks associated with deployment.
- **Servion VoicelQ (Quality & Insights):** Through real-time transcription and automated redaction of sensitive information (PII/PCI), VoicelQ delivers robust compliance and quality assurance. It detects compliance signals, scores interactions for quality automatically, and generates comprehensive post-interaction summaries. Importantly, these capabilities span both AI and human agent interactions, enabling consistent quality control and accelerating the feedback loop for operational tuning.
- **Managed Integrations:** Servion vBPO ZeroHold™ offers seamless integration with leading CCaaS platforms (such as Cisco, Genesys, NICE, Amazon

Connect, and Dynamics 365 Contact Center), CRM systems, knowledge bases, ticketing platforms, and payment gateways. This native integration ensures smooth handoffs between AI and human agents, unified reporting, and consolidated operational visibility.

- **BPO-style Governance:** The solution incorporates robust governance mechanisms including weekly performance scorecards, thorough root-cause analysis reviews, and transparent service level agreements (SLAs). These SLAs cover key metrics such as containment by intent, response latency, system availability, quality assurance, and repeat-in-7-days rates, ensuring accountability and continuous improvement.

Packaged AI for Agent Empowerment

- **Human-in-the-Loop (HITL):** For cases requiring human intervention, Servion vBPO ZeroHold™ provides intelligent transfer mechanisms that pass full context to human agents, along with supervisor controls and escalation rules tailored by customer intent and risk profile. This ensures smooth transitions, minimizes customer frustration, and maintains compliance with complex regulatory requirements.
- **Agent Assist & Coaching:** Human agents benefit from real-time knowledge suggestions, policy reminders, and actionable coaching signals. Additionally, AI agents receive continuous tuning and optimization through feedback loops, raising first contact resolution (FCR) rates and ensuring consistent, high-quality customer experiences.

Comprehensive Solution Scope

- **Parloa-powered AI agent fleets:** Complete support for voice and digital channels, including design, testing/simulation, deployment, and ongoing monitoring of agent performance.
- **VoicelQ analytics, QA, and compliance:** Unified analytics and quality assurance across both AI and human interactions, with the ability to export business intelligence (BI) data directly to your organization's data lake for advanced analysis.
- **Integrations and Operations:** End-to-end connectors for CCaaS, CRM, payment systems, and knowledge bases, along with HITL and supervisor tools. The solution is hosted in a secure Azure landing zone, ensuring enterprise-grade identity management, networking, and observability.

High-Level Solution Architecture

- **Cloud Foundation:** The solution is built on Azure landing zones, providing robust policy enforcement, identity and access management, networking, logging, and observability for secure and scalable operations.
- **AI Agent Orchestration:** Parloa's platform enables sophisticated agent design, testing, simulation, versioning, canary deployments, and real-time telemetry to ensure optimal agent performance.
- **Quality & Governance:** Servion VoicelQ oversees analytics, quality assurance, compliance, and customer journey metrics (such as repeat-in-7-days) across both AI and human interactions, delivering a unified view of service quality.
- **Ecosystem Integration:** Full integration with CCaaS, CRM/ERP, knowledge repositories, payment systems, and supervisor consoles, with BI data export capabilities for advanced reporting and analysis.

Service Level Agreements (SLAs) & Governance

- **SLAs:** Comprehensive SLAs covering containment by intent, response latency, availability, quality assurance scores, and repeat-in-7-days rates.
- **Operational Cadence:** Regular weekly scorecards, executive read-outs, and transparent traffic allocation rules (balancing AI and human workloads) that are fully auditable for regulatory compliance and continuous improvement.

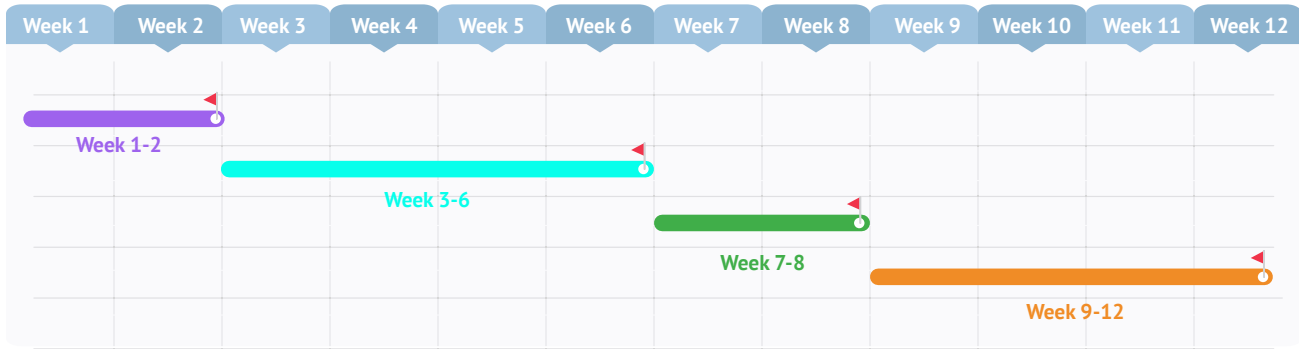
Flexible Commercial Models

- **Usage-Based:** Pay per minute or per interaction, with tiering based on language and communication channel.
- **Outcome-Based:** Pay per resolution for defined outcomes (such as payment posted or account unlocked), with performance incentives or penalties tied to key metrics.
- **Hybrid Managed Service:** Monthly build/operations retainer combined with usage charges, plus optional escalation partners (onshore or nearshore) for regulated workflows requiring additional oversight.

Solution Packages

- **vBPO ZeroHold™ Core:** Delivers voice and chat AI for defined customer intents, Parloa orchestration, baseline KPIs and SLAs, and secure Azure hosting.
- **vBPO ZeroHold™ + VoicelQ:** Adds comprehensive analytics, QA, and compliance capabilities across AI and human interactions, with BI export for deeper insights.
- **vBPO ZeroHold™ Regulated+:** Provides enhanced redaction and policy controls, with optional North America-based escalation partners for handling sensitive PHI/PCI/GLBA workflows.

90-Day Pilot Timeline—From Discovery to Scale



Weeks 1-2	Weeks 3-6	Weeks 7-8	Weeks 9-12
<p>Discover & Design— Collaborate to define customer intents, key performance indicators (KPIs), and operational guardrails. Set up sandbox integrations with CCaaS and CRM platforms for initial configuration.</p>	<p>Build & Integrate— Configure AI agents and VoiceIQ analytics, implement data policies, and conduct rigorous regression testing to ensure system reliability and compliance.</p>	<p>UAT & Calibration— Train supervisors, finalize go-live checklists, and establish baseline scorecards for performance measurement.</p>	<p>Run & Tune—Execute controlled go-live, perform daily tuning and optimization, publish ROI metrics and executive summaries, and develop plans for further scale-up.</p>

Quantifiable Outcomes (Typical Tier-0/1 Targets)

Containment (intent-level)

Achieve containment rates between **60–85%**, meaning that a significant portion of customer intents are fully resolved by AI without human intervention.

Average Handle Time (AHT) Reduction

Time (AHT) Reduction

Experience a **45+%** reduction in AHT for contained intents, translating into faster resolutions and improved operational efficiency.

Repeat-in-7-days (avoidance)

Improve repeat contact rates by **10–30%**, reducing the need for customers to reach out multiple times for the same issue.

Speed-to-Scale

Deploy hundreds of AI agents **within days**, not months, enabling rapid scaling to meet business demands.



Flexible Commercial Models

Choose from **usage-based pricing** (per minute or interaction), **outcome-based pricing** (per resolution), or request a customized financial model tailored to your specific intent mix, language requirements, and policies.

**Note: Actual outcomes may vary depending on the mix of intents, supported languages, and organizational policies. A full financial model is available upon request for greater transparency.*

Customer Success Stories



INSURANCE

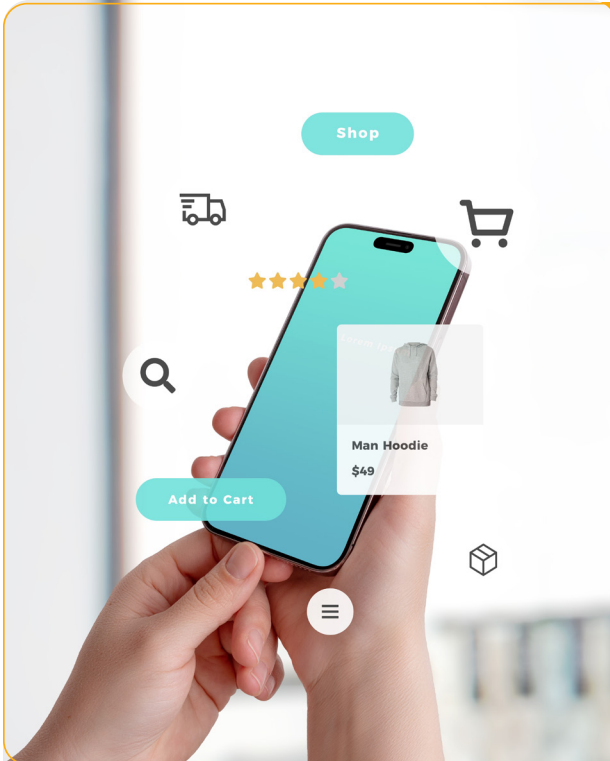
Leading full-service insurers. Serving over 4.16 million policyholders, including 440,000 businesses.

Client deployed an AI agent that answers all calls on the main hotline in natural language, accurately classifies requests, and routes each caller to the right expert—all while ensuring every step stays personal.

RESULTS:

- **33% call wait times reduction**
- **3.8 out of 5 average** for the AI agent
- Service staff are empowered to focus on personal advice

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ECOMMERCE

Client is a leading live commerce provider with 1.3 million active customers who can explore curated products ranging from fashion, jewelry, beauty, and wellness to household and lifestyle.

Client implemented a voice-based, automated ordering process that would allow customers to interact freely with a AI agent.

RESULTS:

- AI-driven execution of up to **3 million calls per year**
- **Ability to handle 600 Simultaneous Calls**
- **10% Cross-selling Success Rate**

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RETAIL

Leading automotive service and retail chain, with more than 500 branches across the country.

Client added a voice AI agent to its service team—one that's always available, always consistent. The AI Agent answers every inbound call, 24/7, in every branch where it's live. It handles routine requests on the spot and seamlessly routes more complex calls to the right team member, so nothing slips through the cracks.

RESULTS:

- **1 in 3 appointments** is booked directly by AI Voice agent
- Staff in participating locations now spend up to **60% less time on the phone**
- Client saw **higher customer satisfaction** and increased revenue

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INSURANCE

One of the largest mutual insurance companies that offers a wide range of insurance products for both private and corporate clients, including health, life, and property and casualty insurance.

Client deployed an AI agent that took on the complex task of call routing, ensuring that every customer was directed to the right department with precision and speed. The AI Agent's impact was immediate: it reduced the workload on the switchboard by 90%, freeing up human agents to focus on more complex inquiries.

RESULTS:

- 90% workload reduction for human agents to focus on more complex inquiries
- 60% of customers felt their experience with the AI Agent improved their perception of the company

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**START
YOUR BPO
TRANSFORMATION
JOURNEY
WITH SERVION**

We invite you to schedule your discovery session and benchmark analysis (15 minutes of call audio or chat transcripts) to begin your BPO transformation. This expert-led session will identify:

- ✓ Choose 3–5 intents for a 90-day pilot; we'll stand up the vBPO Core or vBPO + VoiceIQ package.
- ✓ Receive a tailored commercial proposal (usage-based and/or outcome-based) with SLA options.

Contact us today
to begin your BPO transformation journey

Email: marketing@servion.com | **Phone:** (877) 550-8527

Web: servion.com/vBPO-ZeroHold-Offer/


Where Journeys **get done**