

AxionRay

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EXECUTIVE SUMMARY

Situation

RoboLuxe's launch of new 5G robots has flooded support with ~3,000 U.S. calls/month (10,000 globally), straining 200 agents. Leaders report they're "flying blind" – critical issues only surface after many customers are impacted. First-tier agents lack visibility into past cases, so routine problems frequently escalate to expensive SWAT engineers (3× cost). This drives up costs and robot downtime, hurting uptime and customer satisfaction.

AxionRay Solution

Our AI-driven platform plugs into RoboLuxe's CRM and call systems to analyze every support interaction in real time. Natural Language Processing automatically clusters issues and populates a dynamic knowledge base with proven fixes. Agents see context-aware suggestions in their existing interface (no extra screens), enabling them to resolve many problems on first contact. Meanwhile, managers get a live dashboard of emerging issue trends, allowing proactive intervention.

Value Proposition

By surfacing solutions to frontline agents, Axion boosts First-Call Resolution and cuts costly escalations. Early estimates show even a 50% reduction in escalations could save ~$1M+/year in support costs, paying back the platform in under a year. AI support platforms typically return ~$3.50 for every $1 invested; industry data also show AI can slash case resolution times by up to 87% and reduce service operating costs 30–60%. Lower operating costs and faster fixes will directly improve uptime, customer satisfaction, and margin.

Next Steps

We propose a phased rollout (pilot → pilot expansion → full deployment) with stakeholder training. The goal is a live demo next week for David and his Director of Call Center Ops and SWAT lead, per the call. (This aligns with the executive mandate to "get ahead of emerging issues" and empower agents.)

Pain Points



Lack of visibility

"Our biggest problem is that we're flying blind. We have no real-time visibility into the emerging issues." – David Chen



Inefficient knowledge sharing

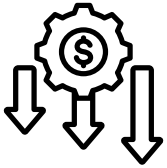
"Simple, recurring issues get passed on to our highly skilled–and much more expensive–SWAT team." – David Chen

Priorities



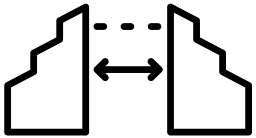
Improve First Call Resolution

"My goal is to empower our frontline agents to solve more, so our SWAT team can focus on complex problems." – David Chen



Reduce support costs

Mandate from executives to cut escalations and increase efficiency.



Organizational Process Gaps

Current CRM + KB is fragmented, poorly maintained, and not trusted by agents.

Problems



Reactive Support

Emerging issues undetected → downtime



Knowledge Disconnect

First-line agents repeatedly escalate the same basic issues because they “can’t find existing solutions” in the KB

Solution



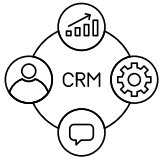
AI mines call-center transcripts in real time



Detects new issue trends early (e.g., battery defect)

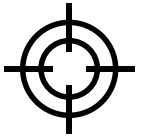


Auto-builds & updates a trusted knowledge base



Integrates seamlessly into existing CRM workflows (no extra system overhead)

Scope & Goal



U.S. support operation (scale 3x for global)



Quantify savings from reduced SWAT escalations (core lever), note upside from faster handling and higher FCR.

Input

- Monthly inbound calls (US): 3,000
- Tier-1 cost per call: $100
- Baseline escalation rate: 20% → 600 escalations/month
- SWAT incremental cost per escalation (above tier-1): $200
- AxionRay subscription (annual): $200,000
- One-time integration/training (year 1 only): $50,000

ROI Analysis

Baseline Cost (today)

Tier-1 cost: 3,000 × $100 = $300,000 / month

Escalation incremental: 600 × $200 = $120,000 / month

Total monthly cost (US): $420,000

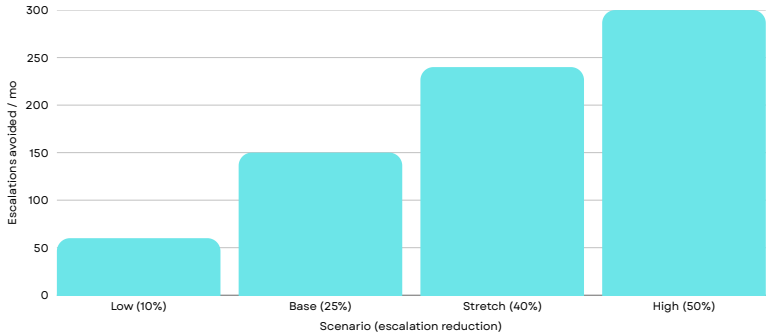
Annual run-rate (US): $420,000 × 12 = ~$5.04M

Global rough order: ~$15M/year (≈ 3x US)

Improvement Lever (with AxionRay)

Primary lever modeled: fewer SWAT escalations (better FCR via AI assist + dynamic KB).
Formula: Monthly savings = (Baseline escalations avoided) × $200

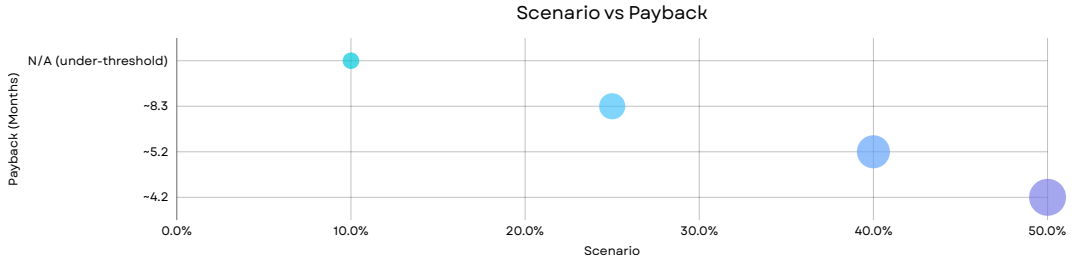
Savings Scenarios (US)

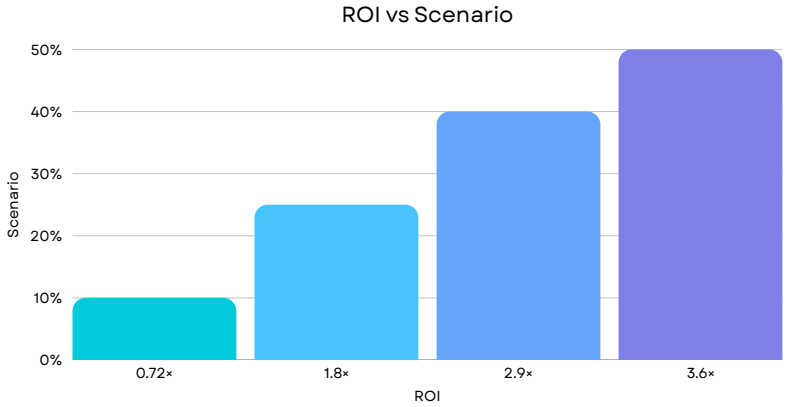




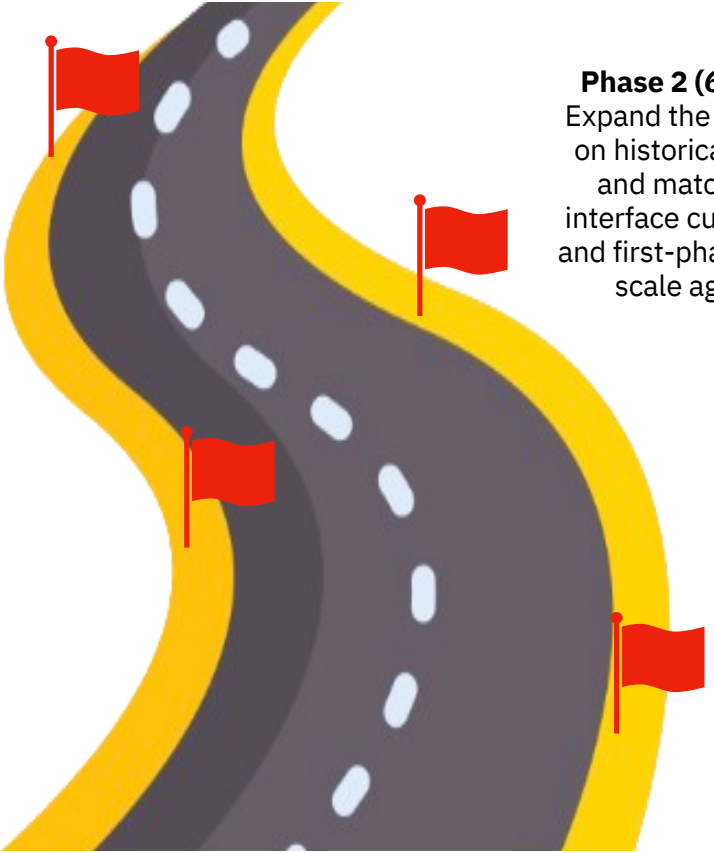
Investment & Payback (US)

Year-1 cost: $200,000 (subscription) + $50,000 (one-time) = $250,000
Ongoing years: $200,000 (subscription); Payback months = (Year-1 cost) / (Monthly savings)





Phase 1 (4–6 wks) – Discovery & Pilot Setup: Establish data pipelines from CRM and call logs. Deploy a limited AI pilot on one robot product line. Deliverables: integrated dashboards for trending issues and a basic dynamic KB with pilot data. Collect feedback and refine NLP models.



Phase 2 (6–8 wks) – Initial Rollout & Tuning: Expand the pilot across all product lines. Train AI on historical ticket/call data. Tune classification and matching algorithms. Deliverables: user interface customization, agent training materials, and first-phase performance reports. Begin small-scale agent adoption with “power users.”

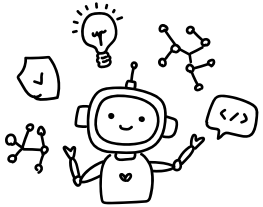
Phase 3 (8–12 wks) – Full Deployment & Optimization: Roll out Axion to all 200 call-center agents and SWAT team. Complete integration so knowledge suggestions appear seamlessly in CRM . Deliverables: enterprise access, live dashboards for support managers, and routine reporting. Conduct change-management workshops. Monitor KPIs (escalation rate, FCR) and iterate.

Phase 4 (Ongoing) – Expansion & Support: After go-live, provide continuous support and adjustments. Explore additional use cases (see next slide) and integrate new data sources. Deliver periodic executive reviews to demonstrate ROI.

Use Cases



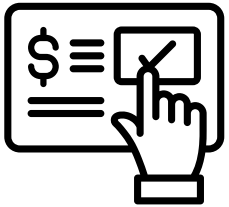
Real-Time Issue Detection



Agent Assist & Dynamic KB



Trend Reporting for Engineering

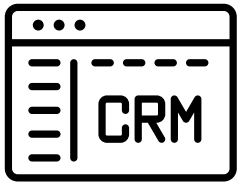


Self-Service & Knowledge Expansion

Data Sources



Call-center transcripts



CRM logs

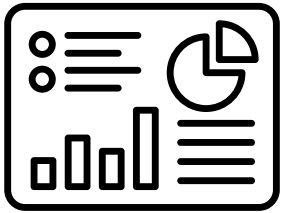


SWAT team resolution notes

Land and Expand Opportunities



Predictive maintenance insights



Cross-product analytics

SaaS Subscription Model

Element	Description	Example for RoboLuxe
Delivery	Cloud-based, accessed via web/CRM integration	Agents use Axion directly inside existing CRM, no extra software
Pricing Basis	Subscription fee tied to usage (users, call volume, or hybrid)	$20 per agent/month or $10 per 1,000 calls analyzed
Billing Cycle	Monthly or annual	Annual license for 200 agents
What's Included	Platform access, upgrades, hosting, data security, customer support	AI dashboards, dynamic KB, 24/7 support
Optional Add-Ons	Advanced features/modules beyond core package	Engineering analytics, predictive maintenance, customer self-service
Customer Benefit	Predictable OPEX, ROI-linked, low entry barrier	Pilot proves ROI before scaling globally

Tiered approach

Tier	Scope of Use	Features Included
Pilot	• 50 agents • 1 robot product line • 3-month term	• CRM integration • Real-time trend dashboard • Dynamic KB (limited) • Basic analytics • Remote onboarding & support
Enterprise	• 200+ agents • All robot lines • Annual license	• Full CRM embed (in-app AI suggestions) • Global trend dashboards • Unlimited dynamic KB • Advanced analytics & engineering feedback loop • 24/7 support & success manager



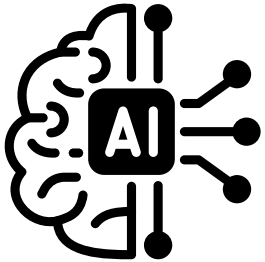
Call Center Agents (Tier 1): Axion's AI suggests fixes from past cases directly in the ticket interface, enabling Tier 1 agents to resolve issues quickly without SWAT, while turning each case into a learning opportunity.

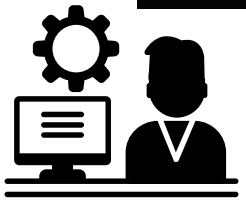


SWAT Engineers (Tier 2): SWAT continues to handle novel/complex cases. Their resolved tickets feed back into Axion's system. Over time, SWAT sees fewer repeat issues and can focus on new challenges. Engineers may have a dashboard of unique problem clusters to investigate.



Executives (VP Service, Director): Executives get high-level KPI reports (cost savings, uptime, trends) and use Axion's analytics to guide strategic decisions like prioritizing firmware fixes.

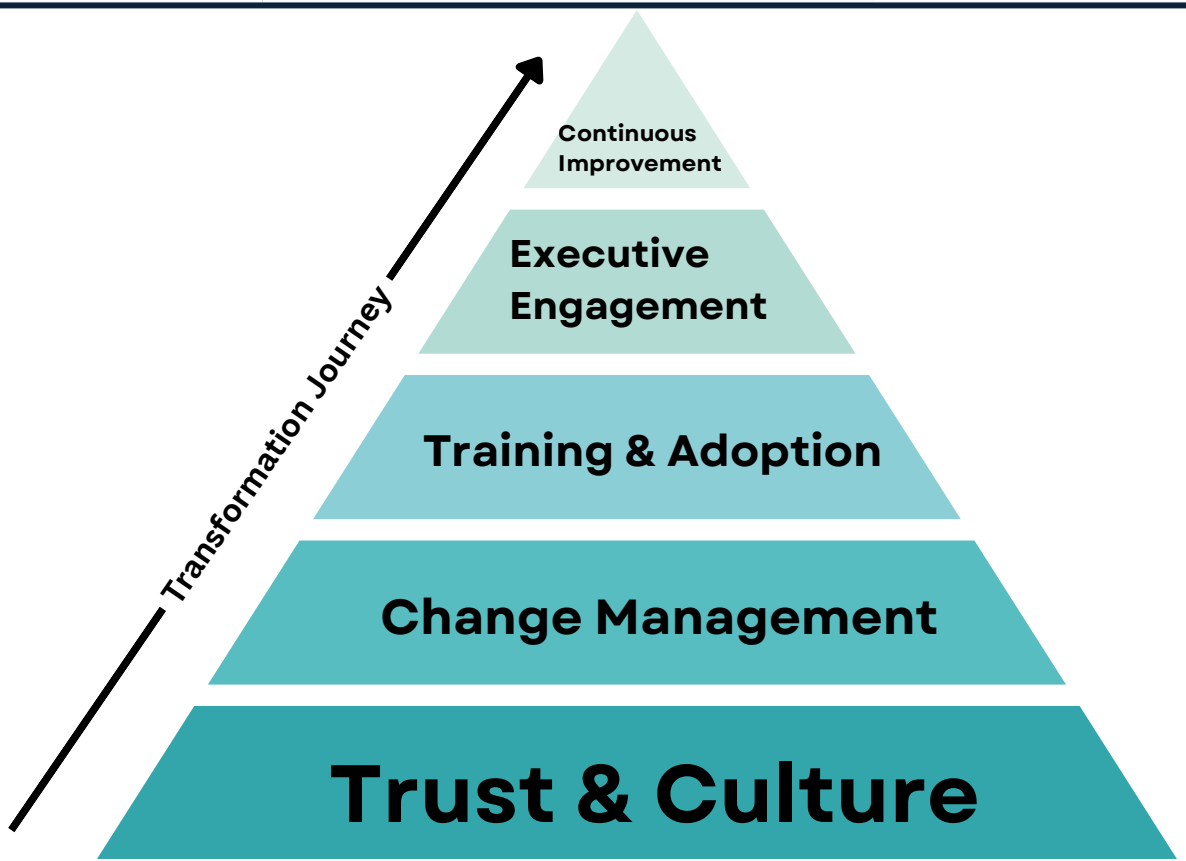




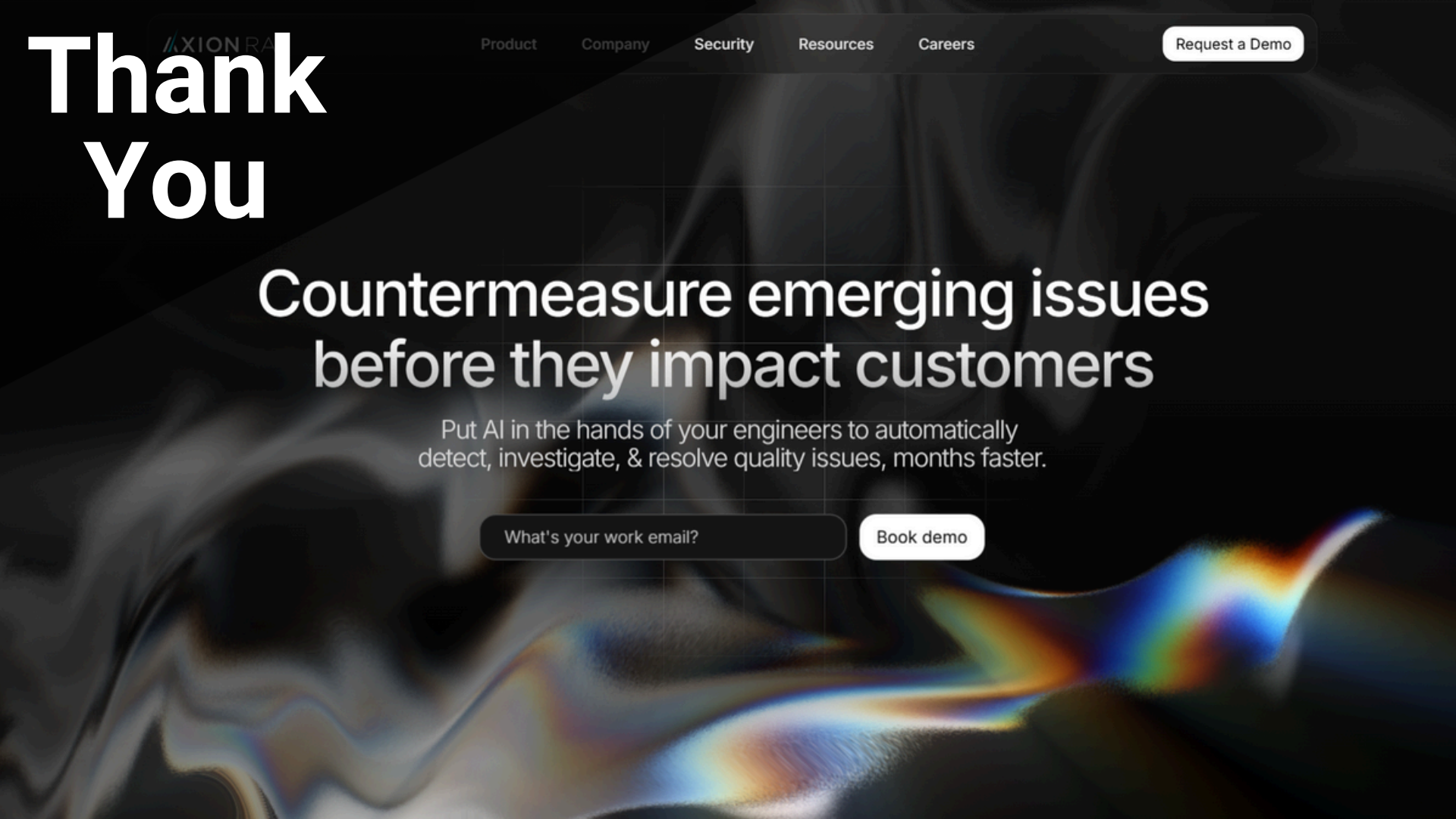
IT/CRM Administrators: IT/CRM admins maintain Axion–CRM integration, manage user access and data security, and coordinate with AxionRay to map fields and update configurations.



Support Managers/Directors: Support managers use Axion's real-time dashboards to track issues and team performance, reallocate resources for growing ticket clusters, and review resolution times and FCR through detailed reports.


Transformation Journey
Continuous Improvement
Executive Engagement
Training & Adoption
Change Management
Trust & Culture

Thank You


Product
Company
Security
Resources
Careers
Request a Demo
Countermeasure emerging issues before they impact customers
Put AI in the hands of your engineers to automatically detect, investigate, & resolve quality issues, months faster.
What's your work email?
Book demo