

\$1.5M in AI Savings Realized After Company Deploys Structured AI Value Realization Model and Strengthens ROI Accountability.

A global travel and hospitality company was rapidly expanding its use of AI across voice, chat, email, and back end operations to boost efficiency and elevate the guest experience. However, as new AI features launched, the gap between deployment and measurable value grew due to inconsistent baselines, limited reporting, and unclear performance follow-through—putting the company’s FY2026 goal of \$6M in verified savings at risk.

To close this gap, the organization created a new role—the AI Value Realization Lead—appointing Insite to ensure every AI initiative delivered transparent, validated, and financially measurable impact.



\$1.5M

In Verified AI Savings

7.5%

Containment of Calls

36sec

Reduction in AHT



Challenges

Despite strong technical progress, the company struggled to connect AI deployments to quantifiable outcomes. With AI investments expanding, leadership needed a structured, accountable model to ensure deployments produced expected ROI.

- No standardized process for collecting baseline metrics prior to AI go-lives.
- Reporting and dashboards were created after deployment, preventing early measurement.
- Under performance—such as low containment or feature adoption—went unnoticed for long periods.
- Limited coordination between Product, Tech, Operations, Training, and Finance delayed issue resolution.
- AI features were treated as “complete” at launch instead of continuously optimized.



Solutions

Insite led the creation of the AI Value Realization Program, aligning measurement, accountability, and financial validation across all AI initiatives.

Baseline & Measurement Discipline:

Partnered with Workforce Management and Finance to capture historical performance ahead of every AI launch.

Performance Monitoring & Optimization:

Compared projected outcomes to actuals across Chat, Voice, and Salesforce, identifying under performance and defining corrective actions.

Cross-Functional Feedback Loops:

Consolidated insights from Operations, Tech, and Training to address adoption gaps, workflow issues, system logic challenges, and training needs.

ROI Validation & Governance:

Maintained a centralized ROI Calculator with Finance-approved inputs, ensuring validated savings flowed into budgets, forecasts, and workforce plans.

Operational Insight Development:

Delivered leadership-ready reporting covering cost savings, efficiency improvements, and guest experience outcomes.



Results

Introducing the AI Value Realization Lead produced a consistent, data-driven approach to managing AI performance. The company has already validated over \$1.5M in savings, with clear visibility into achieving the \$6M FY2026 target.

Omilia IVA (Voice Automation)

- 38,929 call reductions (~156,847 saved)
- 7.5% containment (\$32,490 savings)
- 36-second AHT reduction (~\$79,700 annualized savings)
- Identified 26% agent under-adoption

Ada Chatbot (Chat Automation)

- Handles 15% of Direct Support Volume with 58% containment
- \$28,304 saved in first 28 days
- \$35,910 forecasted staffing reduction
- \$205,734 projected impact over five months

Guest Diagnostic Tool (GDT)

- Automated identification of ~42,000 cases
- \$297,000 in avoided support calls
- \$537,000 saved from reduced escalations
- \$1.13M total validated value

Folio & Email Case Automation

- 75% reduction in folio copy requests
- 57,000 email cases automatically routed with higher accuracy