Bridging the GenAI divide: Converting pilot to profit with orchestrated intelligence

TP.ai FAB

White paper

The “Great Disconnect” in enterprise AI

The race to adopt generative artificial intelligence (GenAI) has created a significant gap in the business world. On the one hand, companies are investing billions, launching pilot programs with enthusiasm. On the other hand, a staggering reality is emerging — most of these initiatives are failing to deliver meaningful results.

Recent studies paint a clear and somewhat concerning picture. A 2025 MIT report found that an astonishing 95% of enterprise GenAI pilots fail to move from testing to production with measurable impact. Similarly, Gartner research notes that most organizations remain stuck in the pilot phase, focusing more on internal productivity tweaks than on true customer experience innovation.

This isn’t just a technology problem; it’s a strategic one. We call it the GenAI divide — the chasm between superficial adoption and genuine, profitable transformation. Companies are discovering that off-the-shelf AI tools, while impressive in demos, often fall short when integrated into the complex, real-world workflows of a large enterprise. They lack the context, memory, and adaptability to create lasting value.

So, how do you join the successful 5%?
The answer lies in a new way of thinking. It requires moving beyond simply implementing tools and toward a model of orchestrated intelligence. This approach recognizes that real impact comes from harmonizing advanced technology with your most valuable asset — your people and their deep industry expertise. It’s about creating a single, adaptive system where human empathy and AI-driven efficiency work together.

Read on to understand the common pitfalls of AI adoption, learn about actionable strategies, and examine real-world case studies.

95%

of GenAI pilots fail,
according to MIT

Understanding the GenAI divide

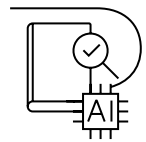
The promise of GenAI is undeniable. Leaders across every industry are eager to harness its power to boost efficiency, create new revenue streams, and revolutionize customer experiences. Yet, the road from ambition to achievement is proving to be more challenging than anticipated. A disconnect has emerged between the vast potential of AI and its practical application within the enterprise.

The 95% problem: Why most AI pilots fail

The statistics are stark. According to a landmark 2025 MIT study, approximately 95% of custom GenAI pilots fail to scale and deliver measurable business impact. This widespread failure isn't due to a lack of effort or investment. Billions of dollars are being poured into AI initiatives, but they often result in what the report calls "high-adoption, low-transformation" mode.

What does this mean? Employees might be using generic AI chatbots for simple, low-value tasks, but the core business processes remain untouched. The transformative power of AI to reshape workflows, enhance decision-making, and create new value is left untapped.

KEY REASONS FOR THIS FAILURE INCLUDE:

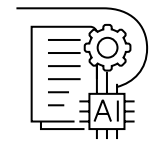


Focusing on the wrong metrics

Many companies measure success by adoption rates (e.g., logins) rather than business outcomes (e.g., revenue growth, cost savings).

The "one-size-fits-all" illusion

Generic, off-the-shelf AI tools lack the specific context and memory needed to handle complex enterprise workflows.



Implementing in a silo

Many companies attempt to build proprietary AI systems internally, but MIT's research shows that partnering with specialized vendors is twice as likely to succeed.

The illusion of progress: Adoption vs. adaptation

Gartner's 2024 "Does GenAI Improve CX?" survey reinforces this reality. It was found that most companies are still in the testing or pilot phase, focusing primarily on improving internal productivity, not driving customer-facing innovation. While efficiency gains are valuable, they represent only a fraction of AI's potential.

This creates an illusion of progress. A company might celebrate that 80% of its workforce has used a new AI tool. However, if that usage is limited to summarizing emails or drafting routine communications, the organization hasn't transformed. It has merely added a new layer of software.

True progress occurs when AI is deeply embedded into high-value workflows, fundamentally changing how work gets done. This is the difference between an employee asking a chatbot a question and an AI-orchestrated system that manages an entire claims processing workflow, from initial customer contact to final settlement.

The unseen engine of success: Embracing operational friction

Conventional wisdom suggests that the ideal technology is "frictionless". We strive for smooth, seamless experiences. However, when it comes to enterprise AI transformation, recent findings suggest that avoiding friction is precisely why so many initiatives fail. The most successful companies don't eliminate friction; they design for it, understand it, and use it as a powerful engine for adaptation and learning.

Friction as a feature, not a flaw

As a Forbes analysis of the MIT report powerfully states, "Friction isn't failure. It's what keeps your tires on the road."

The 5% of companies that succeed treat friction as a design input. They recognize that resistance reveals where systems must adapt, where workflows need to be redesigned, and where governance has to mature.

The three faces of friction

To harness friction, you must first understand its sources. It typically manifests in three interconnected forms:

Human friction	Organizational friction	Technical friction
The challenge: Employees resist tools that feel generic or untrustworthy.	**The challenge:** AI initiatives often clash with established departmental silos, budget structures, and risk-averse cultures.	**The challenge:** New AI models struggle to connect with legacy systems, access fragmented data sources, or comply with strict security standards.
The opportunity: This is valuable feedback. It tells you that the AI needs to be more context-aware.	**The opportunity:** This forces a necessary conversation about cross-functional collaboration and process redesign to break down silos.	**The opportunity:** This forces a modernization of the underlying infrastructure and drives the creation of a flexible, secure, and integrated data foundation.

For the 95% of companies that fail, this friction becomes a dead end. The pilot is deemed unsuccessful, and the initiative is abandoned. But for the 5% that succeed, friction is not an obstacle — it's a critical part of the process.

Introducing orchestrated intelligence (OI)

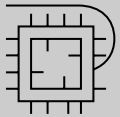
Understanding the GenAI divide and the role of friction is the first step. The next step is adopting a framework that can navigate these challenges and deliver sustainable results. This requires a fundamental shift in perspective — from buying AI tools to building an intelligent, orchestrated system.

The core components: People, technology, and domain expertise

At TP.ai, we see orchestrated intelligence as an equation. True value is the product of three essential elements, and only a partner who can deliver on all three can solve the equation.

People

No matter how advanced AI becomes, it cannot replicate human empathy, nuanced judgment, or creative problem-solving. Your people are your most valuable asset. With nearly half a million experts worldwide, TP brings a deep understanding of human interaction. An orchestrated system empowers these experts with AI, allowing them to handle complex and emotional interactions that build trust and loyalty.



Technology

Technology provides the scale, speed, and consistency needed for modern business operations. This includes everything from a secure cloud infrastructure to sophisticated AI models and automation platforms. Our approach is technology-agnostic, allowing us to select and integrate the best-in-class tools for each unique client need.

Deep domain expertise

Every industry has its own unique language, regulations, and customer expectations. An AI tool that works for retail may fail in healthcare. With over 47 years of vertical experience, TP provides the deep domain knowledge needed to tailor AI solutions to specific industry challenges. This ensures that the technology is not just powerful but also relevant and compliant.

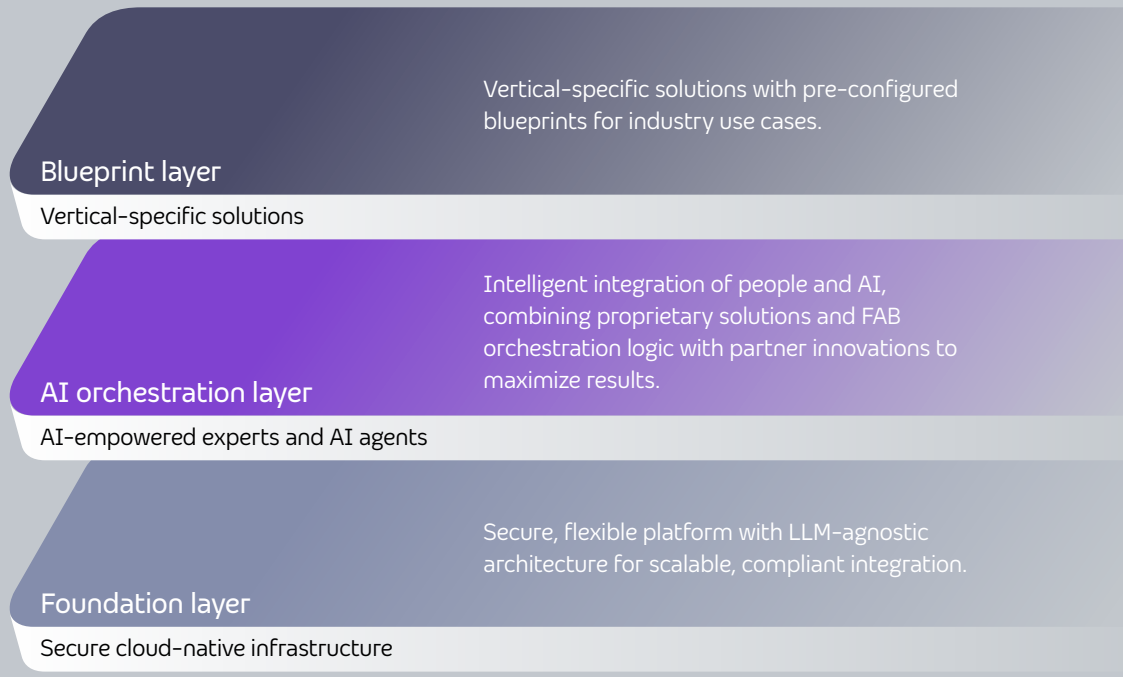
When these three components are orchestrated effectively, the whole becomes far greater than the sum of its parts. You create a system where AI handles repetitive tasks, freeing up human experts to focus on high-value work, all guided by deep industry knowledge.

TP.ai FAB: Your framework for success

To turn the concept of orchestrated intelligence into a practical reality, TP.ai developed the FAB (Foundational AI Backbone) framework, a three-layered, modular architecture designed to build, manage, and scale enterprise-grade AI solutions.

FAB provides a structured approach to navigating the complexities of AI adoption. It is our proprietary platform that weaves agentic AI, human experts, and specialized tools into vertical-specific solutions that deliver real outcomes.

TP.ai FAB
Foundational Artificial Intelligence Backbone



INDUSTRY-READY SOLUTIONS
Customizable, end-to-end, and deployable in any environment.

CONTINUOUS IMPROVEMENT
Closed-loop model where AI augments in real time, and humans enhance AI over time.

BUILT TO INTEGRATE SEAMLESSLY
Cloud-first, secure foundation that connects with existing systems.

CERTIFIED SPECIALISTS ON DEMAND
Highly skilled professionals available globally to train models, refine data, and accelerate projects.

TP.ai FAB
Foundational
Artificial Intelligence
Backbone

Blueprint layer: Accelerating value with industry-specific solutions
The blueprint layer is where the FAB framework delivers industry-specific value. It consists of pre-configured solutions tailored to concrete use cases across various industries. These blueprints are not just theoretical models; they are end-to-end packages of our capabilities, ready to be deployed.

Further, this layer tackles the problem of generic AI tools that lack domain context. Each blueprint combines reusable AI agents, AI-empowered human workflows, specific orchestration logic, and domain-specific data flows.

Examples of industry blueprints include:

- **Banking and Financial Services:** Blueprints for account servicing, customer acquisition, and risk management, with built-in compliance for financial regulations
- **Insurance:** Solutions for claims management, policy issuance, and underwriting, designed to handle the specific data and workflows of the insurance industry
- **Healthcare:** Blueprints for revenue cycle management, medical coding, and utilization management, all compliant with HIPAA and other healthcare standards
- **Retail:** Solutions for omnichannel order support and return optimization, designed to enhance the end-to-end customer journey

By starting with a blueprint, you are not starting from scratch. You are leveraging years of domain expertise and proven solutions, dramatically accelerating your time to value and reducing implementation risk.

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Artificial Intelligence
Backbone

AI orchestration layer: Bringing out the best in humans and AI

The AI orchestration layer is the intelligent heart of the FAB framework. It is where the interaction between human experts and AI agents is managed. It is the dynamic system that routes tasks, facilitates collaboration, and ensures that the right resource — human, AI, or a hybrid — is assigned to each task.

This layer directly addresses the human and organizational friction discussed earlier. It operates on a simple but powerful principle: "AI makes humans better in the moment. Humans make AI better over time."

Key components of the AI orchestration layer include:

- **Intelligent task routing:** When a customer inquiry arrives, the AI orchestrator analyzes its intent and complexity. A simple request might be routed to a fully autonomous AI agent. A complex or emotional issue is sent to a human expert who is augmented by AI tools in the background.
- **The hybrid force:** For many tasks, humans and AI work side-by-side. Humans handle the nuance and empathy of the interaction, while AI manages data retrieval, transaction processing, and automated note-taking. This "co-pilot" model enhances both efficiency and quality.
- **Real-time learning and feedback loops:** Every interaction is a learning opportunity. The platform captures data that is used to improve the AI models continuously. Human experts also provide direct feedback and coaching during downtime, creating the "accuracy flywheel" that builds trust and performance.
- **Proprietary and partner solutions:** The layer integrates TP's proprietary solutions (like our automation and interaction analytics tools) with best-in-class technologies from partners, ensuring a comprehensive and powerful toolset.

This orchestration ensures that you get the best of both worlds: the efficiency and scale of AI, combined with the empathy and judgment of your human experts.

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Artificial Intelligence
Backbone

Foundation layer: Building a secure and scalable backbone
Any successful AI initiative must be built on a solid technical foundation. This layer addresses the technical friction that often derails AI projects, such as security concerns, integration challenges, and scalability issues.

The foundation layer is a secure, cloud-native infrastructure designed for the demands of enterprise AI.

Its key features include:

- **Security by design:** With cybersecurity as a core principle, the foundation ensures that all data is handled in compliance with global standards like PCI and HIPAA, protecting your business and your customers.
- **LLM-agnostic flexibility:** The platform is not tied to a single AI provider. This model-agnostic approach allows us to orchestrate and integrate the best large language models (LLMs) and AI tools from a wide ecosystem of partners, ensuring you always have access to the most effective technology for the job.
- **API-first architecture:** A modern, API-first design enables seamless integration with your existing systems, whether legacy CRMs or modern cloud platforms. This breaks down data silos and ensures that the AI has access to the information it needs.
- **Intelligent infrastructure:** The platform is built to scale, enabling everything from data processing and curation to closed-loop optimization through prompt engineering and continuous feedback.

By establishing this robust foundation, you create a stable and secure environment where AI can be deployed with confidence.

Overall, the FAB framework provides the structure to customize these blueprints to your exact needs, ensuring a perfect fit for your organization.

AI orchestration in action: Real-world case studies

Strategy and frameworks are powerful, but their true value is demonstrated through real-world results. The following case studies illustrate how the TP.ai approach — combining orchestrated intelligence and the FAB framework — has helped clients across different industries cross the GenAI divide and achieve measurable success.

Major US bank

Growing the core with AI

THE CHALLENGE

A major US bank was facing pressure to improve operational efficiency in its customer service centers while enhancing the customer experience. It needed to reduce interaction times without sacrificing quality or customer satisfaction.

OUR APPROACH

We partnered with the bank to deeply analyze its operations and identify key areas for AI infusion. Our approach was modular and targeted, focusing on empowering agents and optimizing workflows.

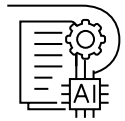
We implemented:

AI co-pilots

Providing agents with real-time solution suggestions and access to information, reducing research time

Contact type simulations

Using AI to create realistic training scenarios, accelerating agent onboarding and improving their ability to handle complex queries



Personalized incentive campaigns

Leveraging data analytics to create targeted campaigns that improve customer engagement

REAL RESULTS

The results demonstrated the power of augmenting, not replacing, human expertise.

>20%	15%	+6-point
IMPROVEMENT IN EFFICIENCY	REDUCTION IN INTERACTION TIME	INCREASE IN NET PROMOTER SCORE (NPS)

"TP has progressively expanded its delivery and innovative thought leadership, investing with us for the future."

— Vice President of Operations

Global airline

Capturing new opportunities in AI and consulting

THE CHALLENGE

A global airline was struggling with a sprawling and inefficient network of contact centers. They needed a strategic plan to consolidate operations, reduce costs, and modernize their service model without disrupting customer support.

OUR APPROACH

We engaged our consulting practice to capture new opportunities by providing high-value strategic advice. This went far beyond a typical outsourcing engagement.

REAL RESULTS

The consulting engagement delivered a clear, data-driven strategy that produced massive cost savings and operational improvements.

$10M
IN ANNUAL COST SAVINGS

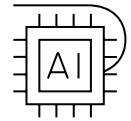
50%
OF CENTERS CONSOLIDATED

60%
OF TP EXPERTS MOVED TO REMOTE WORK

Our team provided:

Demand-supply optimization analysis

A deep dive into call patterns and staffing levels to identify inefficiencies



AI simulation models

Modeling different scenarios for center consolidation and work-at-home models to predict cost savings and operational impact

Transformation roadmap

A detailed, phased plan for consolidating centers and transitioning a significant portion of the workforce to a remote operating model

Leading UK digital bank

Extending vertical plays

THE CHALLENGE

A fast-growing digital bank in the UK needed to scale its financial crime operations to keep pace with its expanding customer base. It required a partner who could deliver a comprehensive, end-to-end service that combined domain expertise with advanced technology.

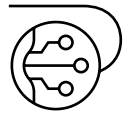
OUR APPROACH

We moved beyond a traditional BPS relationship to become a strategic partner. We built a complete, end-to-end financial crime service based in India, extending vertical plays.

This included:

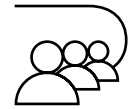
AI-enabled agent assist

Tools that helped analysts identify suspicious patterns more quickly and accurately



Advanced tech solutions

Implementation of cutting-edge technology to improve customer retention and fraud detection



Cultural alignment

Deeply understanding the bank's culture and tone of voice to ensure a seamless customer experience, even during sensitive fraud investigations

REAL RESULTS

The vertically integrated solution delivered outstanding results in both security and customer satisfaction.

2X

IMPROVED FRAUD DETECTION

100%

CUSTOMER SATISFACTION

"We partnered with TP for three clear reasons: its proven ability to understand our culture, its comprehensive footprint globally, and its complementary CX digital stack."

— Vice President of Operations

Your path to AI-powered prosperity

The journey to enterprise AI maturity is not a simple sprint but a strategic marathon. The GenAI divide is real, and most companies are currently on the wrong side of it, stuck in a cycle of promising pilots and disappointing results.

However, the path to success is becoming clearer. It is a path that moves away from a narrow focus on technology and toward a holistic vision of orchestrated intelligence. It recognizes that true transformation happens at the intersection of people, process, and technology, all guided by deep domain expertise.

The key takeaways from this guide are simple but powerful:

Embrace friction as a signal.
The challenges you encounter during AI integration are not roadblocks; they are signposts pointing you toward the deep-seated processes and assumptions that need to change. Lean into this resistance and use it to drive adaptation and learning.

Think in systems, not tools.
Success does not come from buying the latest AI model. It comes from building an integrated system that harmonizes the capabilities of both humans and machines.

Adopt a structured framework.
A proven methodology like the TP.ai FAB framework provides the structure needed to navigate complexity, mitigate risk, and accelerate your time to value.

Follow a clear strategy.
Pursue a multi-pronged strategy that strengthens your core business, extends your capabilities into new vertical solutions, and positions you to capture emerging opportunities in the AI value chain.

The future of business will not be defined by companies that simply use AI, but by those that become truly AI-powered. This means creating an organization that is adaptive, intelligent, and continuously learning — a place where AI is invisible when needed and indispensable when it matters most.

About TP.ai

TP.ai is the AI division of TP, the global leader in digital business services. We believe in combining the power of people with technology to create exceptional outcomes.

With a global workforce of over 490,000 employees serving clients in 170 countries, TP has an unparalleled understanding of customer interaction and business processes across all major industries. Our 13-year average client relationship is a testament to the trust we have built with the world's leading brands.

TP.ai harnesses this scale and expertise to deliver orchestrated intelligence. Our proprietary FAB framework provides an enterprise-grade, technology-agnostic platform to build, manage, and scale AI solutions that are secure, effective, and relevant.

We are transforming our own business and the businesses of our clients by moving toward agentic, AI-enabled orchestration. With a commitment to investing in technology, partnerships, and people, TP.ai is your trusted partner for navigating the age of AI.