



GLTSA Conference AI Roundtable Summary:

10/15/25

Moderator: Ryan Ambs

Detailed Summary

During the GLTSA Conference Roundtable, participants explored the evolving balance between automation and human interaction within the Telephone Answering Service (TAS) industry. Discussions focused on when AI can effectively support operations and where the human element remains irreplaceable.

Prompt 1: Balancing AI vs. Human Touch – Where Do You Draw the Line?

Participants identified that AI should handle structured, transactional, or repetitive tasks, while live agents are essential for emotionally sensitive, complex, or specialized calls. Examples included avoiding AI in funeral, hospice, ethics, and medical-related calls, while using it effectively for appointment setting, attendance tracking, and data collection.

Themes emerged around three primary categories:

- Emotional Accounts – require empathy and tone interpretation.
- Complex Accounts – demand problem-solving and adaptability.
- Specialized Vocabulary – involves terms AI may misinterpret (e.g., pharmaceutical, compliance).

Prompt 2: AI Opportunities and Departmental Enhancements

Attendees brainstormed several areas across departments where AI could enhance efficiency and accuracy. In operations, AI could act as an internal information hub, prescreen calls, automate dispatching, and consolidate FAQs. For client services, it could assist in contract reviews, generate meeting summaries, and manage standardized messaging. In HR and QA, AI applications included scheduling, attendance tracking, and performance analysis.

Key opportunities discussed included:

- Automating repetitive tasks and providing live caller insights.
- Enhancing training through analytics and identifying repeat issues.
- Assisting with payroll audits, timecard reviews, and agent QA scoring.
- Supporting marketing with content generation and data-driven decision making.

Prompt 3: Looking 3–5 Years Ahead – The Future of AI in TAS

Participants shared predictions about AI's continued evolution in the TAS industry. Many expect hybrid roles—where AI assists agents by handling front-end data collection, tone analysis, and live transcriptions—to become standard practice. Improvements in analytics, reporting, and QA grading accuracy are anticipated. There was also optimism about AI improving employee performance by identifying knowledge gaps and streamlining repetitive training topics.

Common future themes included:

- Reduced labor costs through automation and AI-agent collaboration.
- A shift toward hybrid operating models and greater reliance on IT staff.
- Broader public acceptance of AI within customer service.
- Enhanced user-friendliness, making AI tools more accessible and efficient.

Key Takeaways

The roundtable emphasized that while AI can increase speed, consistency, and scalability, human agents continue to provide empathy, adaptability, and trust—qualities essential to the customer experience. The TAS industry's future lies in thoughtful integration, using AI to handle routine tasks while empowering agents to focus on high-value, emotionally intelligent interactions.

Condensed Highlights (External Recap)

- AI is best suited for transactional or repetitive tasks, while humans remain critical for emotional or complex interactions.
- Opportunities include automating scheduling, training analytics, QA scoring, and client communications.
- Over the next 3–5 years, hybrid AI-agent roles and improved reporting tools will reshape TAS operations.
- The focus remains on balance—leveraging technology to enhance, not replace, the human touch.