

TLCx LaunchPad™ in Practice: Closing the Loop from Analytics to Agent Outcomes



By DeJon Gaines, Chief Technology Officer, TLCx

I've spent more than two decades in enterprise technology, and one thing I've learned is that the gap between data and action is where customer experience goes to die. You can have dashboards that tell you everything and change nothing. You can have quality scores that measure the past without informing the future. You can have AI that generates suggestions nobody trusts.

When I joined TLCx earlier this year, I wasn't just taking on a technology role. I was stepping into a company that already understood something many larger organizations still struggle to grasp: the point of analytics is not insight. The point is outcome. Insight is just a waypoint.

The Discipline Behind LaunchPad™

LaunchPad™ is the embodiment of that belief. But what I want to talk about here isn't the platform, it's the discipline behind it. The way we think about the data-to-action loop and why closing that loop completely is the only thing that actually moves the needle for the customer.

Closing the loop means designing systems that don't just analyze data but trigger timely, relevant actions that drive meaningful improvements in the customer journey. It's about creating a seamless feedback mechanism where insights directly inform decisions, enabling real-time responsiveness and continuous optimization.

"The point of analytics is not insight. The point is outcome. Insight is just a waypoint."

- 1 — **Dashboards**
 Tell you everything but can change nothing on their own.
- 2 — **Quality Scores**
 Measure the past without informing the future.
- 3 — **AI Suggestions**
 Generate recommendations nobody trusts, unless the loop is closed.

The Problem with Most CX Analytics

Most contact center analytics are built around reporting. They answer the question: *what happened?* Average handle time, first call resolution, CSAT scores, abandon rates - these are all useful data points, but they're oriented backward. They tell you how yesterday went.

The more sophisticated organizations start to layer in quality assurance - listening to calls, scoring agents, identifying training gaps. That's better. But even here, the traditional model has a critical lag built into it. A supervisor samples five percent of calls. Feedback reaches the agent days or weeks later, after the customer who had the bad experience has already formed an opinion, told three people, and possibly churned. The QA process documented the failure; it did nothing to prevent or recover from it.

1

Backward-Oriented Metrics

AHT, FCR, CSAT, abandon rates: all useful, but they tell you how *yesterday* went, not how to improve tomorrow.

2

Critical Lag in Traditional QA

Only 5% of calls sampled. Feedback arrives days or weeks later, after the customer has already churned or complained.

3

Documentation Without Prevention

The QA process documented the failure; it did nothing to prevent or recover from it.

What we've been building toward with LaunchPad™ is a fundamentally different architecture: one where data isn't just collected and reported, but where it actively closes the loop between what we observe and what agents do next. In real time, not in the next training cycle.

How We Think About Customer 360

More Than a Unified Profile

TLCx Customer 360 is often described as a unified customer profile, and technically that's accurate. But the way we use it operationally is more interesting than the feature description suggests.

The value of a 360 view isn't that the data is all in one place. The value is that it changes the nature of the conversation before it begins.

What the Agent Knows Before a Word Is Spoken

- This customer called twice last month about the same billing question
- A previous resolution attempt didn't stick
- Predictive intent modeling reveals what this customer is most likely calling about before they say a word

"When the customer experiences that their history matters, that the company knows who they are, you see something shift in the interaction quality that no amount of script coaching can produce."

We also use Customer 360 proactively. Not just at the point of inbound contact, but to identify customers who are showing behavioral signals that suggest dissatisfaction or churn risk before they reach out at all. That's a different orientation, moving from a service model to a care model. The difference between waiting for someone to raise their hand and reaching out because you saw it coming.

Real-Time Guidance Is the Missing Middle Layer

TLCx Engage AI sits at the point of the conversation itself. It's where I think the most underappreciated work in CX technology happens.

Everyone is talking about AI in CX. Most of what they're describing is either pre-interaction (routing, self-service) or post-interaction (transcription, analysis, coaching). The middle layer, what's happening in real time while the customer is on the line or in the chat window, is where the experience actually gets made or broken. And that's where a lot of technology solutions are still remarkably thin.



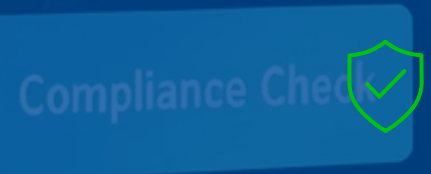
Right Knowledge, Right Moment

Surfaces the right knowledge at the right moment so agents aren't hunting for information mid-conversation.



Real-Time Summaries

Generates real-time summaries so the agent doesn't have to keep the entire context in their head.



Compliance Prompts

Identifies when compliance-sensitive language might be at risk and surfaces a prompt before it becomes an issue.



Reduced Cognitive Load

Frees agents to focus on empathy, judgment, and de-escalation, the human parts of the job.

This matters enormously for agent development, and not just for handling time metrics. New agents ramp faster when they have that scaffolding. Experienced agents handle more complexity because the routine cognitive work is supported. The whole team performs closer to the ceiling of their capability rather than averaging toward the floor.

Quality Intelligence as a Feedback Engine

QI is where the loop closes. And I want to be direct about why 100% AI-driven quality assurance is not just a scale story - it's a fairness story.

The Problem with 5% Sampling

- Subject to selection bias and supervisor bandwidth
- Inherent inconsistency of human scoring at scale
- Two supervisors evaluating the same call can produce different scores
- The same supervisor may score differently on a Friday afternoon vs. a Monday morning
- Noisy quality data produces noisy coaching, which produces inconsistent outcomes

What 100% AI-Driven QA Delivers

- A complete picture of performance, not a sampled one
- Patterns across the entire interaction population
- Systemic issues in knowledge base or process design, not just individual behaviors
- Compliance risk at the portfolio level, not just the incident level

"When a coaching prompt is generated hours after an interaction rather than days, the agent can still remember the conversation. The feedback is relevant, specific, and actionable."

Over time, that changes the quality trajectory in ways that traditional QA programs simply can't match.

The Loop Is the Strategy

What I want people to understand about the LaunchPad™ architecture is that the three capabilities - Customer 360, Engage AI, and QI - are not independent tools that happen to be offered together. They're designed as a loop.



The next interaction benefits from everything that happened in the last one. At scale, across millions of interactions, that compounding effect is enormous.

"Every customer interaction makes our system smarter about the next one. Every quality insight updates our guidance. Every behavioral signal from a customer enriches the profile that informs how we approach them next."

That's what closing the loop actually means. Not just measuring outcomes. Feed outcomes back into inputs. It's the difference between a CX program that generates reports and one that learns.

What "Data-Driven CX" Should Actually Mean

We talk a lot in this industry about data-driven CX. What that phrase usually means in practice is: we have dashboards, and we look at them. What it should mean is something fundamentally different.

What It Usually Means

We have dashboards, and we look at them.



Every quality insight updates our guidance.



Outcomes are fed back into inputs, not just measured.

What It Should Mean

Every customer interaction makes our system smarter about the next one.



Every behavioral signal from a customer enriches the profile that informs how we approach them next.



The result is a CX program that learns, not one that merely reports.

Human-First Is Not a Tagline

I want to close on this, because I think it's the point that's easiest to miss when you're talking about AI and analytics.

Everything I've described, the 360 view, the real-time guidance, the 100% QA coverage, is in service of the human beings on both sides of the interaction. The agent who deserves fair evaluation and targeted support. The customer who deserves to feel known, to have their time respected, to have their problem actually solved rather than just processed.

"Technology that optimizes for efficiency at the expense of empathy is not CX technology. It's cost-reduction technology wearing a CX costume."

The design intent of LaunchPad™ is to make agents better at the human parts of their job by handling more of the mechanical parts. To make customers feel more seen by making sure the people serving them have the context they need to actually see them.

1

For the Agent

Fair evaluation, targeted support, and scaffolding that lets them focus on empathy, judgment, and de-escalation.

2

For the Customer

To feel known, to have their time respected, to have their problem actually solved rather than just processed.

3

The Design Principle

Human-first, tech-powered: a genuine design principle, not a marketing line, that shows up in how every capability in LaunchPad™ is built.

The Loop Closes Around the Human

"The loop from analytics to agent outcomes only closes meaningfully when the human is at the center of it, not as a data point to be optimized, but as the reason we built the system in the first place."

At TLCx, we describe our approach as human-first, tech-powered. That's not a marketing line I inherited and kept out of inertia. It's a genuine design principle that shows up in how every capability in LaunchPad™ is built and how we think about deploying it.

About the Author

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DeJon Gaines is Chief Technology Officer at TLCx, where he leads the company's technology vision and the ongoing evolution of TLCx LaunchPad™. He brings 20+ years of enterprise digital transformation experience from Conduent, Xerox, and Affiliated Computer Services, with expertise spanning cloud architecture, AI-driven solutions, and operational strategy.

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