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HOW WE TURNED AI INTO A REAL OPERATIONAL TEAMMATE AT UCC

Most companies use AI today. But in reality, most enterprise AI usage is still fragmented. One tool generates content. Another summarizes meetings. Another translates documents. Another helps with coding or research. **Then the real work begins: employees manually review, edit, forward, upload, synchronize, approve, and execute workflows across disconnected systems.**

The AI assists. But humans still carry the operational burden. At UCC, we wanted to solve a different problem: What happens if AI stops acting like a chatbot... and starts operating like a real coworker?

THE PROBLEM WE FACED INTERNALLY

As an international customer experience and technology provider, our teams manage thousands of operational interactions every day:

- Proposals
- Internal documentation
- CRM updates
- Presentations
- Recruitment workflows
- Support requests
- Reporting tasks
- Multilingual communication
- Knowledge retrieval
- Workflow coordination across platforms

Like many companies, we initially used multiple external AI tools in parallel. The challenge quickly became obvious: the outputs were useful, but the operational process remained heavily manual. Employees still had to move information between systems, validate data manually, compose presentations, synchronize workflows, create tickets, retrieve internal knowledge, and handle repetitive administrative execution tasks every day.

The AI generated the output, but humans still had to carry the operational process forward manually. That was the real bottleneck.

BUILDING OUR OWN AI INFRASTRUCTURE

Instead of adding more disconnected AI tools, we decided to build a centralized internal AI capability layer directly integrated into our operational ecosystem. This initiative became Project Spark: secure AI infrastructure deployed within UCC-controlled environments. The name “Project Spark” reflects the idea of igniting a new operational model where AI becomes an active part of enterprise execution rather than just an isolated assistant.

To support the computational demands of this initiative, the infrastructure was powered by NVIDIA’s latest AI-optimized supercomputing technology, specifically designed for advanced AI workloads and enterprise-scale model execution.

The objective was not simply to “use AI.” The objective was to operationalize AI. **We wanted:**

- **End-to-end task execution**
- **Multi-step task management**
- **Access to core enterprise systems and operational knowledge**

Most importantly, we wanted employees to delegate tasks to AI the same way they delegate operational tasks to colleagues.

FROM AI ASSISTANCE TO AI EXECUTION

The biggest shift happened when we stopped thinking in prompts and started thinking in operational objectives. Instead of isolated AI tasks, employees could assign real business workflows using natural language instructions, for example:

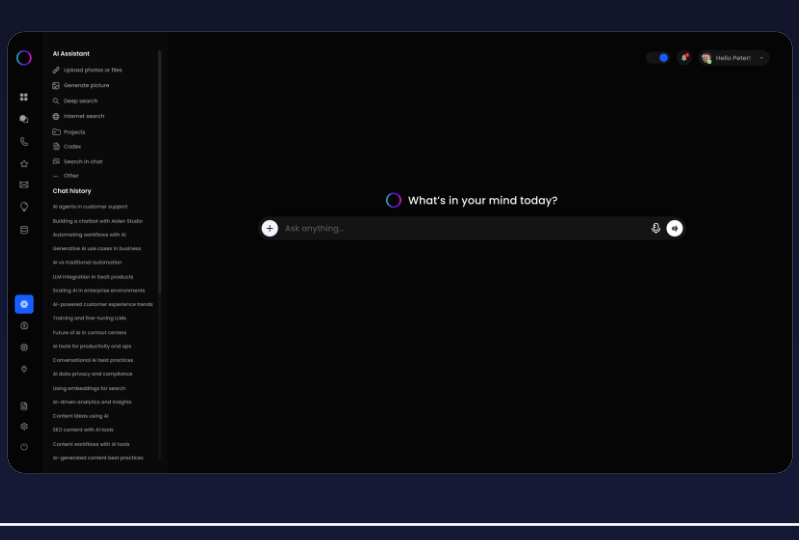
- “Send an ESG-focused presentation to John by email.”
- “I had a call with Peter and we have a meeting tomorrow. Send him a one-pager about our Digital CX services and create a meeting invitation for tomorrow at 3:00 PM.”
- “I received a draft contract. Summarize the sections relevant to me and add the required actions to my task list.”
- “Check whether there is already an IT ticket related to macOS meeting issues. If not, create one.”
- “Summarize my team’s task statistics from the last two months.”
- “I’m going on vacation next week. Set my Out of Office message, decline overlapping meetings, and notify my team about urgent ongoing tasks.”

The AI no longer simply generated outputs. It executed operational workflows across systems while employees remained responsible for approvals, supervision, and strategic decisions.

AI DIRECTLY INSIDE AIDEN STUDIO

One of the most important decisions was integrating the AI layer directly into Aiden Studio. As UCC’s internal communication and operational platform, Aiden Studio was already a familiar daily access point for employees, making AI capabilities immediately accessible inside an already widely used environment.

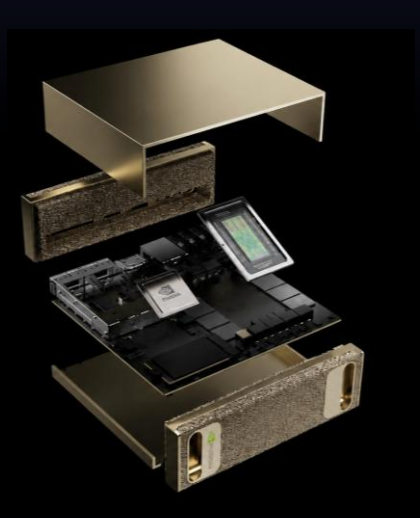
Beyond complex multi-step assistant tasks, employees also have access to traditional AI capabilities such as image generation and text editing, allowing them to work securely with sensitive data within a controlled environment.



DESIGNING AI INFRASTRUCTURE FOR ENTERPRISE OPERATIONS

Security and compliance were non-negotiable. As a company operating in enterprise and regulated environments, we needed full control over how data is processed, how AI models are accessed and governed, where information is stored, and how security policies, logging, and operational monitoring are managed across the entire infrastructure.

While enterprise-grade cloud environments can also provide high levels of security and compliance, for this specific initiative we chose NVIDIA’s on-premise AI supercomputing infrastructure, deployed entirely within UCC’s isolated server environment.



As a result, all data processing, storage, and computing capacity remain fully inside UCC-controlled infrastructure, without any third-party involvement in either data hosting or computational operations.

- Encrypted storage and transmission
- Restricted network access
- Model-level controls
- Monitoring and logging
- Isolated infrastructure

This architecture enabled us to scale AI adoption internally while maintaining enterprise-grade compliance standards.

THE OPERATIONAL RESULTS

After implementation, the impact became measurable across multiple operational areas. Within the first months of deployment, UCC achieved:

For the summer holiday campaign, generate an image featuring our company logo on a beach chair and send a ‘Happy Holiday’ email to all employees.

Operational workflow acceleration: 91%

My trip to New York is scheduled between November 12–18. Submit my leave request in the leave management system and set my Out of Office status in my calendar.

Operational workflow acceleration: 92%

Search the talent pool for employees with C1-level Spanish skills and send them an email about a relevant job opportunity with an application link. Also review the 120 incoming CVs and pre-filter candidates who meet the C1 Spanish requirement.

Operational workflow acceleration: 89%

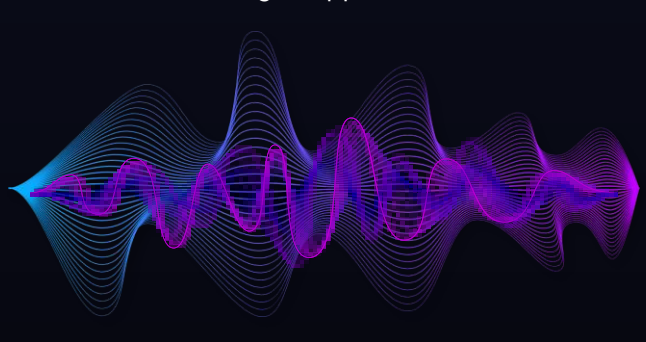
Tomorrow I have an intro meeting with Joseph to align on the upcoming FMCG opportunity. Create an FMCG-focused Studio case study presentation for me, and send Joseph a one-pager so he can prepare in advance.

Operational workflow acceleration: 95%

WHAT WE LEARNED

The biggest misconception around enterprise AI is that productivity comes from better prompts. In reality, enterprise value comes from operational integration. The real breakthrough happens when AI:

- Executes workflows
- Interacts with systems
- Processes operational logic
- Supports decision chains
- Orchestrates repetitive execution tasks



This is the difference between using AI tools and building an AI-enabled operating model.

THE FUTURE OF ENTERPRISE AI

We believe the next phase of enterprise AI is not about isolated assistants. It is about building secure AI workforces capable of executing meaningful operational tasks inside real business environments. Project Spark became much more than an internal technology initiative. It became the foundation of how we operate as an AI-first organization.

And this is only the beginning.

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