



AI summary

AI Orchestration in the World's Most Complex Markets

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AI Orchestration in the World's Most Complex Markets

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Participants

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Summary

The session explored the orchestration of AI in complex global markets, with an emphasis on Teleperformance's approach to integrating AI across its extensive operations. The speakers highlighted the challenges organisations face when AI initiatives lack coordination, often resulting in inefficiencies and limited impact. Citing an MIT study that found 95% of AI projects deliver little to no value, they argued that success requires rethinking processes, not merely overlaying AI onto outdated workflows. Teleperformance's solution, the TP AI Fab (Foundational AI Backbone), enables companies to integrate AI across industries and geographies while addressing compliance, security, and scalability considerations. The framework includes layers for industry-specific expertise, AI orchestration, and foundational infrastructure.



The speakers stressed the importance of balancing automation with human oversight, particularly in sensitive or complex scenarios. They illustrated the role of AI in handling routine tasks, such as hotel booking modifications, while ensuring human intervention in critical cases like emergencies. This hybrid approach was supported by real-world examples, including Teleperformance's work with diverse industries and markets, such as managing multilingual interactions and tailoring AI to region-specific regulations. AI's flexibility and adaptability were highlighted, with the platform enabling organisations to switch between models and integrate varying regulatory requirements, as seen in markets like China and Indonesia.

Finally, the session showcased Teleperformance's internal use of AI to transform processes like recruiting, training, and quality assurance. By leveraging AI to analyse 100% of customer interactions, they moved beyond traditional sampling methods, uncovering actionable insights that improve both employee performance and client services. This orchestration of multiple AI systems within a unified platform was presented as essential for maximising value. The speakers emphasised that successful AI deployment requires a strategic, ecosystem-driven approach where diverse AI models work cohesively, data is centralised, and human-AI roles are clearly delineated. They concluded by inviting further discussions and demonstrations to share best practices.

Takeaways

AI Orchestration Is Key to Unlocking Value at Scale

The session emphasised that integrating AI effectively requires more than isolated deployments; it demands orchestration across interconnected processes. Teleperformance's TP AI Fab platform exemplified how foundational, orchestration, and blueprint layers can help organisations manage AI holistically to deliver measurable value.

AI Cannot Replace Humans Entirely

The speakers highlighted that while AI can handle mundane and high-volume tasks, human intervention remains essential for critical and nuanced situations. They illustrated this with examples like emergency hotel situations, advocating for a hybrid model of AI-supported human roles.

Asia's Regulatory and Cultural Complexities Demand Custom AI Solutions

Deploying AI in Asia is uniquely challenging due to diverse regulations, languages, and cultural nuances. The session revealed that compliance, industry-specific requirements, and localised behaviour shape how AI systems must be tailored to succeed in this region.

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