MALA TECHNOLOGY ADVISORS

Independent Technology Guidance. Market Intelligence. Better Decisions.

CUSTOMER EXPERIENCE · SOLUTION DATA SHEET

Contact Center Decisions Aren't Per-Seat Decisions.

The right contact center platform depends on call volumes, CRM integrations, recording and compliance needs, and how your workforce actually operates. MALA evaluates CCaaS and contact center AI against those realities and separates what's production-ready from what's still on a roadmap.

CCaaS + Contact Center AI + CRM Integration + Recording & Compliance + Workforce Optimization

THE CHALLENGE

Demos sell the roadmap. You operate the present.

Roadmap AI

Agent assist and automated QA pitched before they're production-ready.

Integration gaps

Platforms that don't fit your CRM and data flows.

Compliance exposure

Recording, retention and consent requirements.

Per-seat thinking

Pricing that ignores volumes and workforce patterns.

OUR APPROACH

Matched to how your contact center really runs.

01 **Profile**
Map call volumes, channels and workforce operations.

02 **Require**
Define CRM, recording and compliance requirements.

03 **Evaluate**
Compare CCaaS platforms and AI capabilities.

04 **Validate**
Separate production-ready AI from roadmap features.

05 **Negotiate**
Secure terms, then coordinate deployment.

Contact center AI is assessed against your specific call volumes and compliance obligations.

WHERE MALA HELPS

CX technology that performs on day one.

CCaaS selection

Platforms compared on volume, channels and reliability.

Agent assist

Real-time guidance evaluated on real workflows.

Sentiment analysis

Capabilities tested against your interactions.

Automated QA

Quality scoring that works at your scale.

CRM integration

Data flows between platform and CRM validated.

Recording & compliance

Retention, consent and audit requirements covered.

Serving customer-driven organizations modernizing their contact center and CX.

BY THE NUMBERS

Why this matters now.

3
AI capabilities tested: agent assist, sentiment, automated QA
MALA EVALUATION SCOPE

4
selection drivers: volume, CRM, compliance, workforce
MALA EVALUATION SCOPE

430+
providers in MALA's partner network, CCaaS included
SIMILAR COMPENSATION

$0
fee to you. Paid by the vendor only if you move forward
VENDOR-SPONSORED

WHO IT'S FOR

Built for the people who own the decision.

CX Leaders	A platform that fits how customers actually reach you.
Contact Center Ops	Workforce and quality tools that fit real volumes.
CIO / CTO	Clean integration with CRM and data systems.
Compliance	Recording, retention and consent handled correctly.
CFO	Pricing tied to volume, not just seat count.

THE MALA MODEL

Unbiased. Vendor-sponsored.

Our services are sponsored through strategic referral agreements with 430+ technology solutions providers, never billed to you. MALA is paid by the vendor only if you move forward with a vendor we recommend.

- **Unbiased recommendations**
  Providers within each category have similar compensation models, so your requirements drive the answer.
- **Paid only if you move forward**
  The selected vendor compensates MALA, and only when you choose a recommended vendor.
- **No obligation**
  You are never required to move forward with any recommended vendor.

COMMON QUESTIONS

What clients ask first.

Q Is contact center AI ready?
Some of it. We separate production-ready capability from roadmap, against your volumes.

Q Can you help with implementation?
Yes. We stay involved through deployment and vendor coordination.

Q What drives the platform choice?
Call volumes, CRM integrations, recording and compliance, and workforce operations.

Q Does this cost us anything?
Nothing. MALA is paid by the vendor only if you move forward with a recommended vendor. No obligation.

ENGAGEMENT AT A GLANCE

Scope	CCaaS, contact center AI and CRM integration
Focus	Production-ready capability, not roadmap
Deliverable	Platform comparison and negotiated terms
Cost to you	None. Vendor-sponsored, no obligation

RELATED Communications · AI · Data

THE FIRST STEP

Talk to a CX advisor. No obligation.

Bring your contact center renewal or modernization project. 30 minutes, no obligation.

Vendor-sponsored: MALA is paid by the vendor only if you move forward with a recommended vendor. No obligation to do so.

Let's simplify your next technology decision. Talk to an advisor.

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