



# The Human Advantage: Why People Still Power Great CX in the Age of AI

alta

In the age of AI, it's people who make the difference—and leaders who shape the culture.





**Amy Bouthilet**

VP, Global Talent  
Alta Resources



**Terri DeMent**

Director, Consumer Services  
Nestlé Purina

## Growth

Q12: I have had opportunities at work to learn and grow in the last year

Q11: Someone at work has talked to me about my progress in the last six months

## Teamwork

Q10: I have a best friend at work

Q09: My coworkers are committed to doing quality work

Q08: The mission or purpose of my company makes me feel my job is important

Q07: At work, my opinions seem to count

## Individual Contribution

Q06: Someone at work encourages my development

Q05: My supervisor or someone at work seems to care about me

Q04: I have received recognition in the last 7 days

Q03: I have the opportunity to do what I do best every day

## Basic Needs

Q02: I have the materials and equipment I need

Q01: I know what is expected of me at work



Elevated employee engagement leads to...

**59%**

Lower  
Turnover

**17%**

Higher  
Productivity

**10%**

Higher  
Consumer Ratings

**23%**

Higher  
Profitability



## Coaching System Purpose

To create a standardized system that focuses on building relationships and helping others make decisions, commit to actions and produce results



### communicate

#### Relationships & Results

Q01: I know what is expected of me at work



### assess

#### Strengths & Opportunities

Q06: There is someone at work who encourages my development



### resolve

#### Collaboration & Discovery

Q07: At work, my opinions seem to count

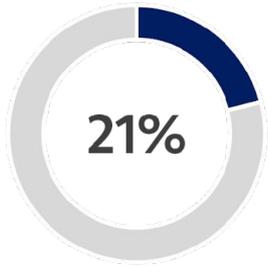


### execute

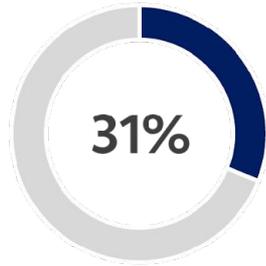
#### Action & Evolution

Q11: In the last six months, someone at work has talked to me about my progress

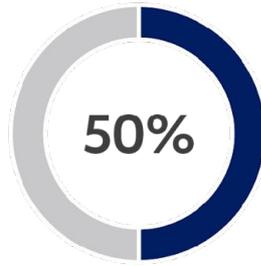
# How Does Alta Compare?



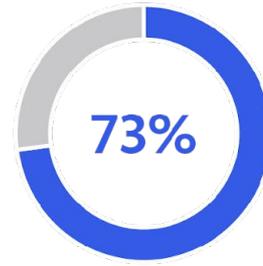
Global Workforce



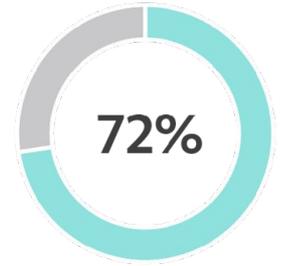
U.S. Workforce



Gallup Clients



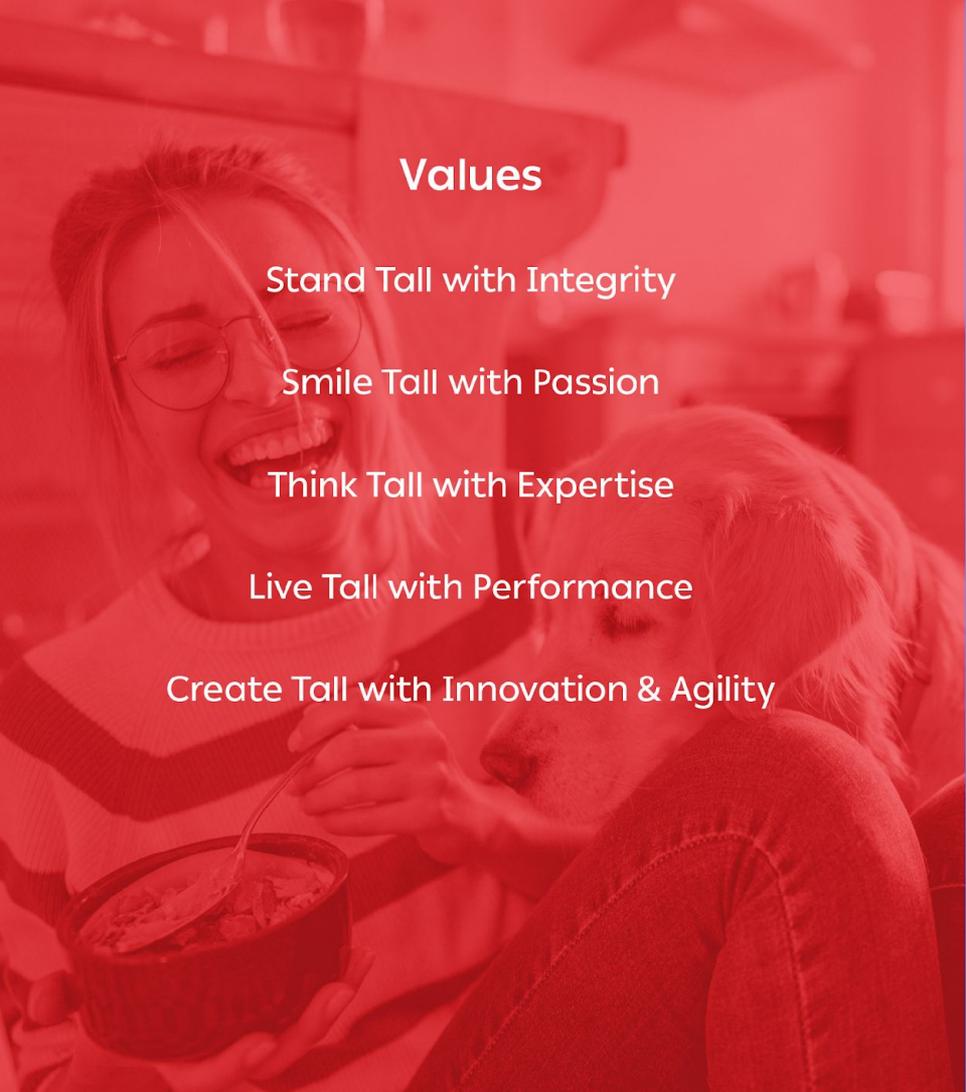
Alta Resources\*



Gallup Exceptional Workplace Award Winners

\*Alta ranks in the **top 2%** of Gallup's database for organizations in the service industry with 1,000+ employees





## Values

Stand Tall with Integrity

Smile Tall with Passion

Think Tall with Expertise

Live Tall with Performance

Create Tall with Innovation & Agility



## Guiding Principles

Results

Relationships

Integrity

Strength

Community

Communication

# Team Leader Time



## Key Insights

### Right ratios = real culture

Fewer reports mean more time to coach, mentor, and connect.

### Don't bury leaders in busywork

Avoid offloading admin and back-office tasks to team leads.

### Make space for connection

Clients and vendors must protect leaders' time with their teams.

### Coaching boosts retention

Prioritizing coaching drives lower attrition and higher engagement.

### Purina proves it works

230+ team > 1:12 TL:Agent ratio → 77% engagement (vs 23% global)



## Agent Testimonials

"Instead of worrying about typing everything while the customer is talking, I can actually listen and have a real conversation."

"I used to feel rushed trying to capture all the notes, but now I leave calls feeling confident I didn't miss anything important."

## Key Takeaways:

### **Strategic partnerships thrive when people come first**

Success isn't built on transactions—it's built on shared values, empowered leaders, and a commitment to growing people as much as results.

### **Scaling culture is possible—and measurable**

Engagement tools, leadership development, and coaching programs show that employee-first cultures can scale and directly improve CX outcomes.

### **Never lose sight of the human core of CX**

Tech can accelerate performance, but it's people — engaged, supported, and equipped — who deliver experiences that customers remember.

Thank You

