

AI vs. call center comparison sheet

A strategic evaluation for after-hours tenant support models

As enterprise portfolios grow, so does the complexity of providing consistent 24/7 tenant support. Many operators are evaluating how conversational AI agents stack up against outsourced call centers on performance, cost, and scalability. Use this comparison to inform strategic planning and vendor evaluations.

Dimension	Call center model	Conversational AI agent
Availability	24/7 with staffing limits, downtime risks	24/7 with no downtime, no shift constraints
Response time	3–15 min (queue-based)	5–30 sec (instant triage via logic engine)
First contact resolution	Low–Medium (script-limited)	High (trained on SOPs, FAQs, and escalation paths)
Escalation handling	Manual, often overused	Logic-driven, limited to urgent/priority issues
Property context awareness	Limited (generic scripts)	High (trained per property/building rules)
Cost per interaction	\$5–\$12 CAD (depending on volume/contract)	\$1–\$3 CAD (flat monthly + marginal cost)
Brand consistency	Variable tone and agent quality	Consistent tone, messaging, and experience
Scalability	Linear (requires more agents)	Non-linear (can scale across 100+ buildings)
Reporting & audit trails	Often unavailable or delayed	Real-time logs, analytics, and SLA compliance

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Summary

Category	Winner
Speed	✓ AI agent
Cost efficiency	✓ AI agent
Customization	✓ AI agent
Escalation control	✓ AI agent
Human empathy	✓ Call center
Complex negotiation	✓ Call center



Best practice:

Use conversational AI agents for Tier 1 and Tier 2 support, and reserve human staff for edge cases or escalation events.

Implementation tips

- Start with one or two buildings to validate SOP alignment
- Integrate your escalation logic and vendor database early
- Measure success on response time, FCR, and tenant sentiment

Explore an AI deployment roadmap

Email us at info@scaalr.com or schedule a conversation at www.scaalr.com