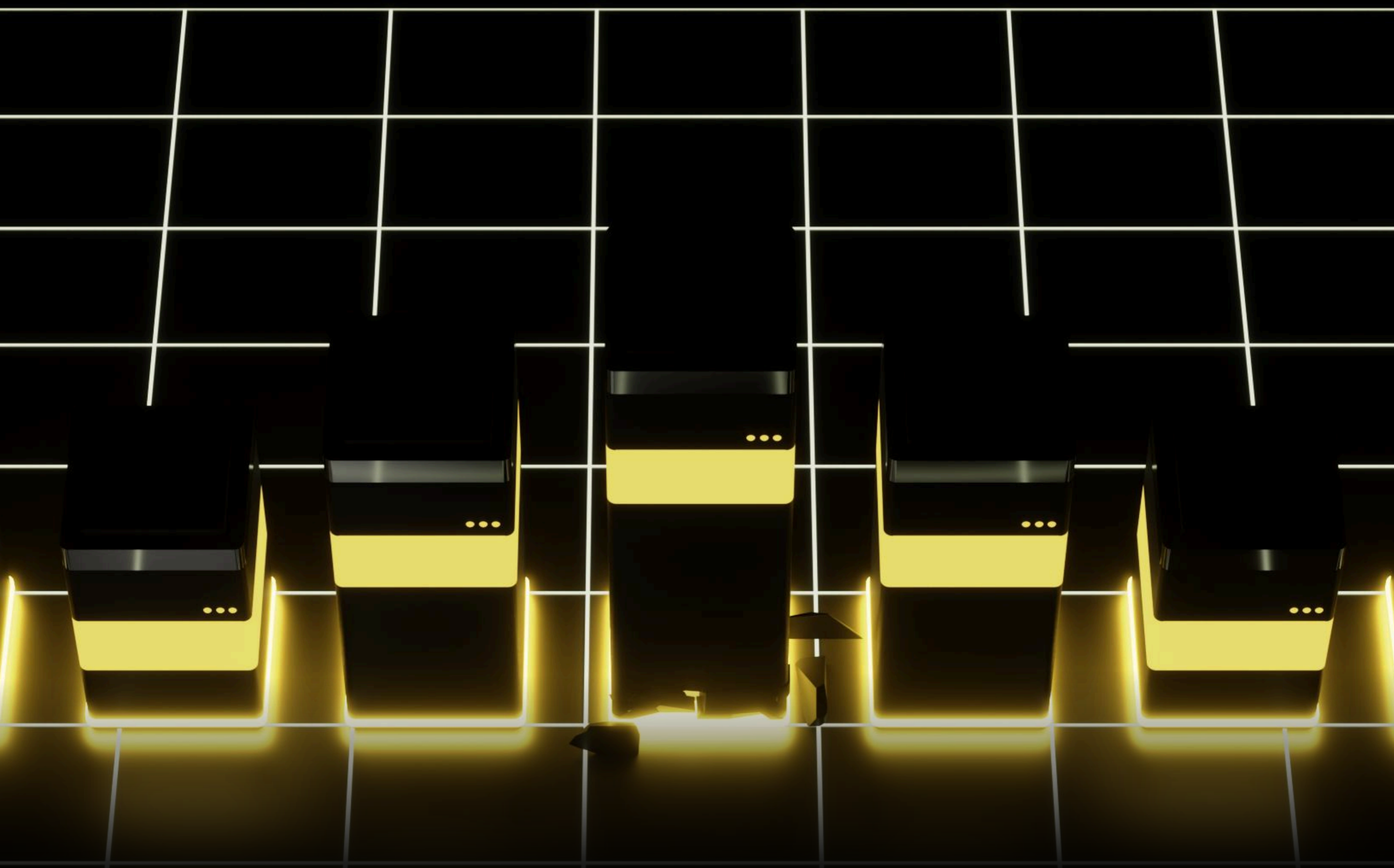


WHAT THE EARLY DATA SHOWS

The AI Production Paradox

The problem isn't your AI.
It's your comms infrastructure.








Early findings from 536 enterprise decision-makers across Latin America, part of a global independent survey of 2,527 customer communication leaders across 10 countries and 6 industries.

The finding that changes the conversation

Getting out of pilot purgatory was supposed to be the hardest part. Our data shows it wasn't.

In customer communications, 62% of organizations are already in production. Nine in ten expect to be there by the end of the year. What happens next is not what the market expected.

Top global findings

-  **Pilot purgatory is over**
62% of enterprises already have AI communications agents in production. 88% will be deployed within 12 months.
-  **Production is where the real story starts**
74% of enterprises that deployed AI in customer communications have been forced to roll back. Among those with fully mature guardrails, the rate is 81%.
-  **Confidence doesn't correlate with fewer failures**
90% of enterprise decision-makers describe themselves as confident in their AI agent readiness. Of those, 75% have experienced at least one governance rollback.
-  **The real impact of AI failures hits three places at once**
When an AI agent fails in production, the cost lands in the support queue, the brand, and the engineering backlog. Most organizations are only tracking the first.
-  **Infrastructure is where the race gets decided**
Infrastructure satisfaction is the single strongest predictor of AI deployment success across every variable analyzed, but most organizations say their current provider falls short in at least one area.

The reality in Latin America

-  **Latin American organizations are quickly leaving pilot stage**
Brazil leads with 76% of organizations already in production compared to just 49% in Mexico. Across the region, investment is ramping up, with 21% of organizations planning to increase investment by 50% or more.
-  **The region's AI rollback rate is one of the highest in the world**
82% of Latin American organizations have had to roll back an AI agent, 8 points above the global average. The number one reason in the region is data leakage with significantly more reporting this (41%) compared to the global average of 31%.
-  **WhatsApp defines this market**
66% of Latin American enterprises plan to use WhatsApp for AI agent communications, the highest rate globally.
-  **Latin America has high conviction on infrastructure importance.**
91% of Latin American organizations rate high-performing communications infrastructure as essential or very important.
-  **Provider gaps are fueling a big evaluation wave across the region**
90% of Latin American organizations have had active or exploratory conversations with alternative providers. Brazil leads the hemisphere with 48% actively evaluating.

Pilot purgatory is over

For two years, the dominant story in enterprise AI has been about being stuck. But for AI in customer communications, that story is no longer true. The debate about whether to deploy is over.

In **Latin America**, 63% of organizations have a live AI customer communications agent. Brazil leads the hemisphere with 76% already in production – 14 points above the global average. Across the whole region, 88% expect to have an AI agent live by the end of the year.

Enterprises globally are deploying AI across an average of 3.3 channels simultaneously, with nearly half running AI across four or more. In Latin America, WhatsApp leads at 66%, followed by web chatbots (58%), email (58%), social media (49%), SMS/MMS (43%), and voice and IVR (39%).

For 33% of Latin American enterprises, the primary goal is improving customer satisfaction and loyalty, but revenue and conversions (27%) is in close second.

63%

of Latin America organizations already have AI agents in production.

76%

of enterprises in Brazil are already in production.

99%

in Latin America plan to increase AI communications investment in 2026.



Production is where the real story starts

All along, the market has been drawing the wrong finish line. We thought getting to production was the hardest part. The data shows it isn't.

In Latin America, **82% of enterprises have been forced to shut down or roll back a deployed AI communications agent** – 8 points above the global average of 74%.

And that number doesn't decline with experience. Sinch data shows that, among organizations with fully mature guardrails, the rollback rate is higher still. More governance, more monitoring, more investment – and still, the most advanced programs have had to shut something down.

What's triggering the rollbacks: **PII or customer data exposure** is the leading cause, cited by 41% of Latin American organizations, 10 points above the global average of 31%. Mexico (44%) has the highest data leak rollback rate in the region, while Brazil (39%) also sits well above the global average.

Other common reasons for rolling back agents are hallucinations (24%) and lack of auditability (15%). These aren't abstract risk categories. When 15% of leaders in Latin America say their rollbacks can't be fully diagnosed because there's no audit trail, the organization is left with a failure it can't learn from, and no way to prove it's been fixed.

85%

of Mexican organizations have had to shut down or roll back an AI agent – 44% of those due to data leaks.

80%

of Brazilian organizations have had to shut down or roll back an AI agent – 39% due to data leaks.

The real cost of governance failures

These rollbacks don't happen quietly. When an AI communications agent fails in production, customers notice. Our data shows the impact splits in three directions: the support queue, the brand perception, and the engineering cost.

In Latin America, an equal number of respondents cite reputational damage to the brand and an increase in the support queue as the biggest challenge of AI agent failure at 33%. The impact of these is also amplified by the high rollback rate.

But those are not the only costs of AI failures. When an agent gets rolled back, the engineering team goes back with it – diagnosing, rebuilding, re-deploying. Our research shows 84% of AI engineering teams in Latin America report spending at least half their time building guardrails and safety controls, even before a single failure occurs.

Main business impact of AI agent failure:

33%

of Latin America organizations cite reputational damage to the brand.

33%

of Latin America organizations cite impact to the support queue.

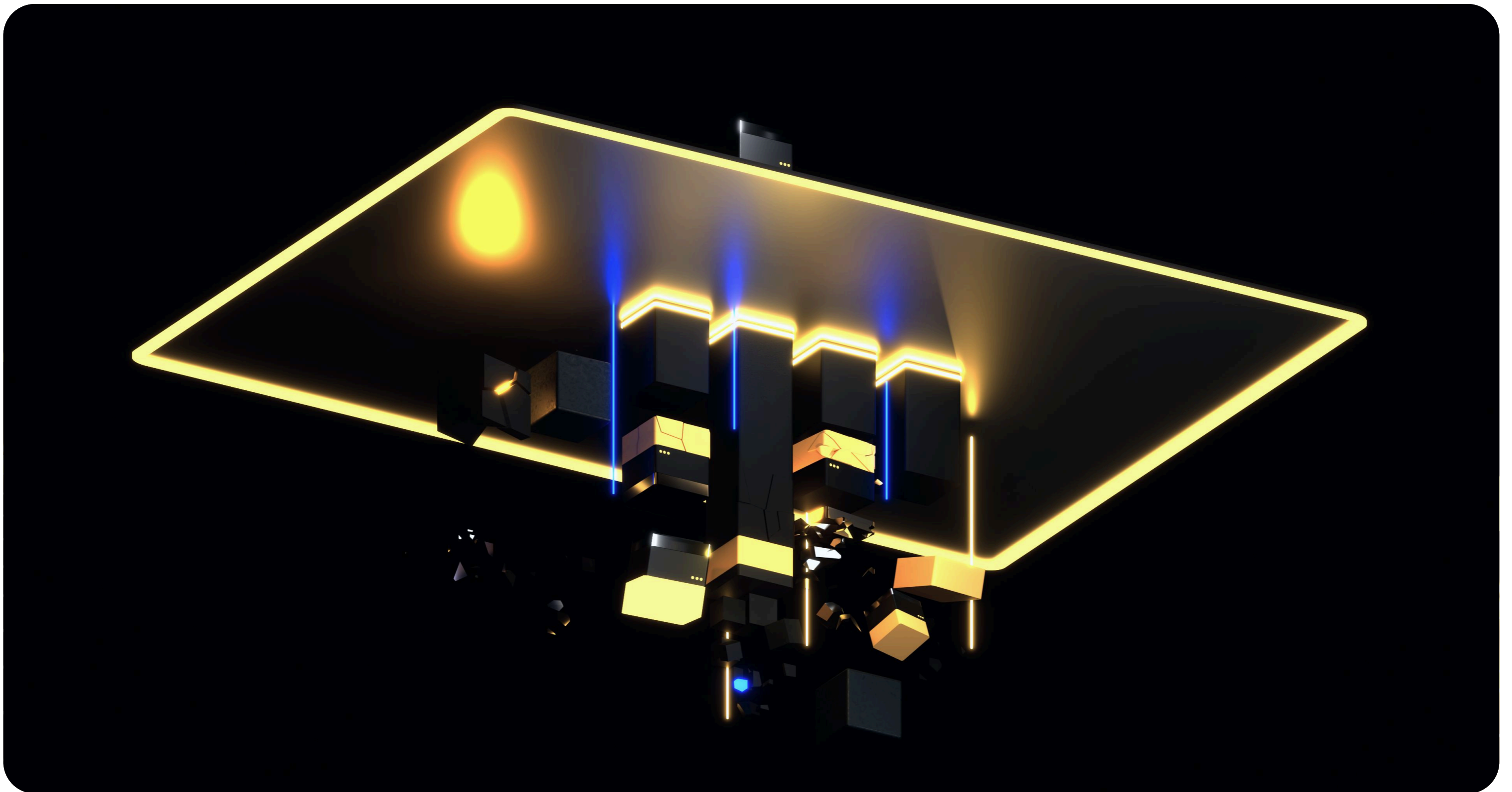
84%

of engineering teams in Latin America spend at least half their time building safety measures.



When you have to roll something back, it costs more than just the time it takes to roll it back. These are real people, real customers. And if you're deploying an AI agent into production that is just confidently wrong, confidently making mistakes, that's going to really impact your brand's value. Not to mention the experience that your customers are having. They may never come back. That's a real cost.

Daniel Morris
CPO at Sinch



Infrastructure is where the race gets decided

Sinch's global data shows that infrastructure satisfaction is the strongest predictor of AI deployment success across every variable analyzed.

In Latin America, 91% of organizations rate high-performing infrastructure as essential or very important.

Latin America is also investing in AI at pace, and making trust, security, and compliance the number one spending priority across the region.

Despite the high investment, most organizations still identify at least one shortcoming in their current provider, with almost half (47%) reporting insufficient reliability for autonomous AI interactions.

Enterprises globally are evaluating their current providers. As many as 90% of Latin American organizations have had active or exploratory conversations with alternative providers in the past 12 months – 4 points above the global average.

How actively organizations are evaluating new providers varies significantly by country: 48% in Brazil are actively evaluating vs 37% in Mexico.

The market isn't shopping because it's unhappy with a vendor. It's shopping because AI ambitions have outgrown what the current infrastructure was built to handle.

91%

of Latin America organizations rate high-performing infrastructure as essential or very important.

92%

of Latin America organizations identify at least one shortcoming in their current provider.

90%

of Latin America organizations have had active or exploratory conversations with alternative providers.



Get even more findings

The AI Production Paradox early findings report is already live, and the full report – including vertical, regional, and persona insights – is coming in June.

Explore the global data and discover why more investment isn't closing the governance gap.

[Read the report](#)

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