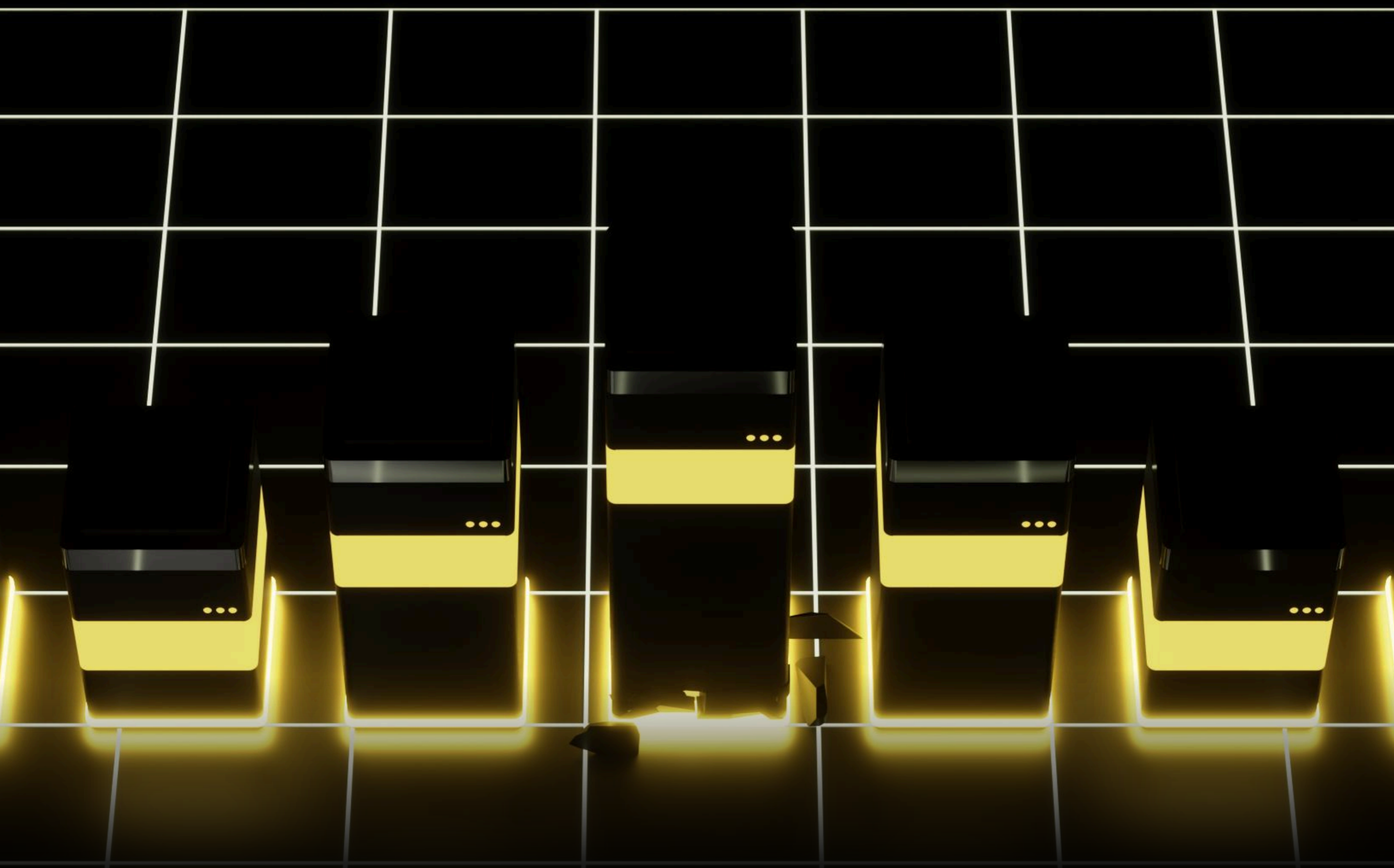


WHAT THE EARLY DATA SHOWS

The AI Production Paradox

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



Early findings from 824 enterprise decision-makers across North 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 globally 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 North America



North America is quicker to get to production

64% of North American organizations are already in production and 87% plan to be live within the next 12 months.



Investment intent matches other regions

In North America, 97% of organizations plan to increase spend on AI customer communications. "Trust, security, and compliance" is the leading area of investment, ahead of AI development itself.



Organizations in North America are deploying with the most success

34% of enterprises have had zero rollbacks, the highest of any region. For the 63% who have rolled back, the leading causes are hallucinations and data leaks.



North America has high conviction on infrastructure importance

49% of US organizations rate communications infrastructure as essential to their AI strategy – 11 points above the global average and the highest of any region.



The provider market is active

85% of North American organizations have had active or exploratory conversations with alternative providers. The US leads on active evaluation at 42% while Canada is significantly more conservative at 25%.

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.

Across **North America**, 64% of enterprises already have AI agents in production – slightly above the global average. 87% 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 North America, the main channels are web chatbots (67%), email (64%), social media (53%), WhatsApp (37%), SMS/MMS (54%), and voice and IVR (46%).

For **40% of North American enterprises**, the primary goal is improving customer satisfaction and loyalty – the top-ranked primary outcome, ahead of revenue growth at 21%.



64%

of North America organizations already have AI agents in production.

87%

of enterprises in North America plan to be in production in the next 12 months.

97%

in North 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 North America, **63% of enterprises have been forced to shut down or roll back a deployed AI communications agent** – 11 points below the global average of 74% but still significant.

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

What's triggering the rollbacks: Hallucinations and PII or customer data exposure are the leading causes, each cited by 23% of North American organizations. The US (24%) sits above Canada (18%) in PII-related rollbacks, but both countries remain below the global average of 31%.

Another common reason for rolling back agents is lack of auditability (13%). This isn't an abstract risk category. When 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.

63%

of North American organizations have had to shut down or roll back an AI agent.

34%

of enterprise leaders in North America report no rollbacks – the highest of any region.

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 brand perception, the support queue, and the engineering cost.

In North America, respondents cite reputational damage to the brand as the biggest impact of AI agent failure at 38%, followed by an increase in the support queue (32%).

And when an agent gets rolled back, the engineering team goes back with it – diagnosing, rebuilding, re-deploying. Our research shows 87% of AI engineering teams in North America report spending at least half their time building guardrails and safety controls, even before a single failure occurs. This is 3 points higher than the global average, and the highest across regions.

Main business impact of AI agent failure:

38%

of North America organizations cite reputational damage to the brand.

32%

of North America organizations cite impact to the support queue.

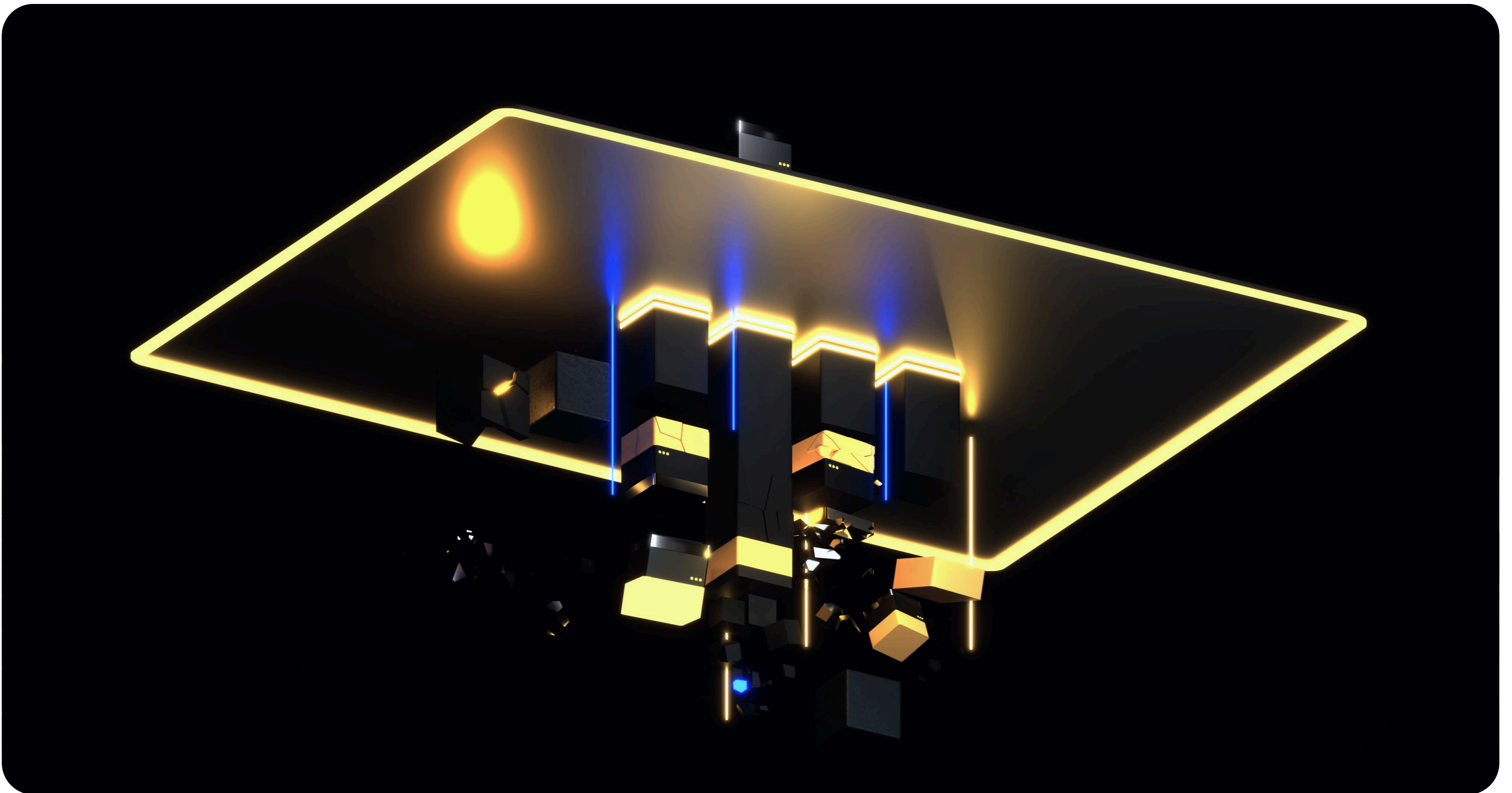
87%

of engineering teams in North 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.

Close to half (45%) of enterprises in North America rate communications infrastructure as essential to their AI strategy, the highest of any region and 7 points higher than the global average. An additional 43% say it's very important.

North America also shows the highest satisfaction with their current provider on every infrastructure dimension explored in the research.

And that satisfaction impacts the region's AI deployment success: In North America, organizations that rate their infrastructure highly are substantially further along in AI deployment, regardless of industry, company size, or country.

But this infrastructure satisfaction doesn't mean the market isn't assessing alternatives. Enterprises globally and in North America are evaluating their current providers. 88% of US organizations have had active or exploratory conversations with alternative providers in the past 12 months. The country is further ahead in the process than their Canadian counterparts, where just 77% have initiated this process. **In Canada, only 25% are actively evaluating alternative providers** – the lowest across all regions in the study – but over half say they've already had exploratory conversations.

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.

88%

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

88%

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

77%

of Canadian 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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