



## Driving AI-Powered Innovation at Intrado with ICON Agility Services

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### Executive Summary

**Challenge:** Intrado, a leader in **automated customer service solutions**, sought to modernize its legacy **Interactive Voice Response (IVR) systems** by developing **mosaicx**, a Conversational AI-powered platform. However, rigid development processes, long lead times, and a lack of customer-centric feedback loops hindered progress.

**Solution:** ICON Agility Services implemented a **Lean-Agile, SAFe®-driven transformation**, shifting Intrado from a **project-oriented** to a **product-oriented** approach. Through Agile coaching, leadership alignment, and enterprise tooling configuration, teams adopted **faster, iterative development cycles** and improved collaboration—allowing mosaicx to be **delivered efficiently and continuously improved**.

**Result:** By embracing Agile methodologies and a Lean-Startup mindset, **Intrado accelerated AI innovation, reduced development cycles, and enhanced the customer experience**—positioning mosaicx as a competitive industry leader.

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### About the Customer

Intrado is a leading enterprise customer service solutions provider, specializing in IVR systems. Recognizing the limitations of traditional IVR, Intrado developed mosaicx, an AI-powered Conversational AI and Natural Language Processing (NLP) solution designed to deliver intuitive, human-like interactions for customers.

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### The Challenge

- Existing IVR Limitations:

- ❑ Rigid menu structures led to frustrating customer experiences.
- ❑ Manual content updates increased complexity and maintenance costs.
- ❑ Lack of adaptability limited innovation and responsiveness.

#### ⚠ Development Process Roadblocks:

- ❑ A traditional Waterfall approach resulted in long lead times, with development cycles taking months.
- ❑ No customer-centric feedback loops, personas, or Conversational UX integration.
- ❑ Siloed teams and unclear product ownership slowed execution.

● Need: Intrado needed an Agile transformation to accelerate AI product development, enhance collaboration, and improve customer experience.

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## The Solution

ICON Agility Services partnered with Intrado to implement Lean-Agile methodologies and SAFe® (Scaled Agile Framework)—enabling an incremental, customer-driven development approach for mosaicx.

#### Agile Product Strategy & Roadmap Development:

- ❑ Engaged stakeholders across the business to define the vision for mosaicx.
- ❑ Mapped user personas and customer journeys to drive product design.
- ❑ Developed an incremental product roadmap based on rapid feedback cycles.

#### Cross-Functional Agile Teams & SAFe Implementation:

- ❑ Reorganized engineering teams into cross-functional product teams to improve collaboration.
- ❑ Embedded Conversational AI UX designers to ensure seamless user experiences.
- ❑ Introduced Lean-Startup MVP development, enabling faster iterations and market testing.

#### Enterprise Agile Tooling & Execution:

- ❑ Configured Jira & Jira Advanced Roadmaps to support Agile planning and execution.
- ❑ Provided Lean-Agile, SAFe, and Scrum training for leaders and teams.

- ❑ Established a continuous feedback loop to align development with business goals.
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## The Results

- ✓ Accelerated AI product development, reducing lead times and increasing responsiveness.
  - ✓ Improved cross-functional collaboration, aligning teams and business stakeholders.
  - ✓ Enhanced customer experience by integrating Conversational UX early in development.
  - ✓ Standardized Agile execution with SAFe, ensuring sustainable product innovation.
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## Key Takeaways

- Shifting from a project-based to a product-centric approach enables faster, more adaptive development.
  - Lean-Startup methodologies and SAFe streamline execution and increase business agility.
  - Cross-functional Agile teams with UX integration drive customer-focused innovation.
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## Why ICON Agility Services?

ICON Agility Services specializes in Agile transformations for AI-driven innovation:

- ✓ Experts in Lean-Agile, SAFe, and Enterprise Transformation
  - ✓ Proven success in accelerating AI product development
  - ✓ Customized Agile strategies tailored for technology leaders
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**Future-Proof Your AI Innovation with ICON Agility Services**

Looking to scale AI development and optimize Agile execution? **ICON Agility Services can help.**

● **Let's connect.** Contact ICON Agility Services today.