

Telemarketers

AI voice agents and predictive diallers now place calls, qualify leads and handle scripted pitches, leaving humans the objections and the close.

EXPOSURE 76 Very high exposure	WINDOW 0–3 yrs until change lands	ADOPTION TODAY Very High	READING Core tasks are being automated now. Exposure is the share of today's work AI can plausibly take on within the window.
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§ 01WHAT IS HAPPENING

What is happening to telemarketers

Impact

Outbound platforms combine predictive dialling, speech analytics and generative scripting so that the first contact, the qualification questions and the appointment booking can run with little or no human involvement. Where a person is still on the line, real-time coaching tools surface the next best line, flag compliance phrases and draft the follow-up email before the call ends. Lead lists are scored by machine learning, so the human caller spends the shift on the contacts most likely to convert rather than working a cold list top to bottom.

Risk

Core scripted calling is automating now; the remaining human value sits in consent-sensitive, complex or high-ticket conversations.

Occupation-level measures place telemarketing in the highest official exposure tier, and the task mix is a close fit for current voice and language models: reading a script, answering common questions, logging an outcome. Those tasks are the bulk of the role and they are being automated in the current window. What stays human is the conversation that goes off script, the regulated disclosure that has to be delivered and understood, and the sale where trust rather than persistence decides the outcome. Expect headcount in pure cold-calling to fall sharply within 0-3 years, while the survivors are redeployed as closers, account openers or quality reviewers of automated calls.

Sector readiness

Very High Adoption in Contact-Centre Platforms

The contact-centre vendors that telemarketing teams already use have shipped AI dialling, speech analytics and virtual agents as standard features, so adoption does not require new infrastructure. Large outsourcers and financial-services, telecoms and energy sellers have moved fastest; smaller agencies tend to use cheaper voice-agent start-ups or simply buy fewer seats.

§ 02 POSITION

Where you stand

- i Position yourself as the closer who takes the warm, pre-qualified lead the automated system hands over and turns it into a completed, compliant sale.
- ii Build a reputation as the person who can monitor, audit and improve the scripts and voice agents, not just the one who reads them.
- iii Move towards regulated or high-value selling, such as insurance, finance or business-to-business, where a human on the line is required or expected.

§ 03 ACTIONS

6 POINTS

What this means for you

Concrete changes to how the work gets done, in the order you are likely to meet them.

- 01 **Take the handoff.** Automated diallers and voice agents now qualify leads; make sure you are the person who receives the live transfer and can close it, because that is the step employers still pay a human for.
- 02 **Learn the dashboard.** Speech analytics and conversation intelligence tools score every call; understanding what they measure lets you improve your numbers and argue your case when the scoring is wrong.
- 03 **Own compliance.** Rules on consent, call recording and automated outreach are tightening in most markets, and the human who knows them is harder to replace than the one who only knows the script.
- 04 **Specialise in objections.** Work out which objections the automated flows cannot resolve and become the named escalation for them.
- 05 **Get a product qualification.** In insurance, energy or financial products a licence or accredited qualification moves you from telemarketer to adviser, which is a different score band entirely.
- 06 **Keep a record of outcomes.** Track your retention and cancellation rates, not just your call volume, because retained sales are the metric that distinguishes a human seller from an automated one.

What is pushing this change

- 01

AI voice agents. Conversational models now hold natural-sounding two-way calls, handle common questions and book appointments without a human on the line.
- 02

Predictive and parallel dialling. Dialling platforms connect agents only to answered calls and use machine learning to pick the best time and number, compressing the work of a team into fewer seats.
- 03

Real-time coaching and scripting. Tools listen to live calls, prompt the next line and draft follow-up messages, lowering the skill needed for a human to perform at an acceptable level.
- 04

Lead scoring in the CRM. Salesforce Einstein, HubSpot and similar systems rank prospects, so fewer calls are needed for the same number of sales.
- 05

Speech analytics for quality control. Automated scoring of every call replaces the sampled manual review that supervisors used to do, and feeds back into script changes within days.
- 06

Regulatory pressure on outbound calling. Rules on consent and automated calls are pushing employers to reduce raw volume and to prefer monitored, documented channels, which favours software over large human teams.

Impact by sector

The headline figure is an average. Where you work changes the picture.

Business process out-sourcers	Outsourcers sell seats, so they are the first to replace them with automated agents; exposure here is the highest in the occupation.
Financial services and insurance	Regulated disclosures and suitability rules keep a human in the loop for the sale itself, though qualification and appointment setting are already automated.
Charities and fundraising	Donor calls depend on an emotional connection and on long-term retention, so human callers persist longer, often supported by AI-drafted scripts and segmentation.
Business-to-business lead generation	Reaching a named decision-maker and holding a credible conversation about their business still favours an informed human, with AI used for research and sequencing.

Skills to build

The skills that keep the human part of this work valuable as the routine part is automated.

- 01 **Consultative selling.** Diagnosing a customer's situation and recommending honestly is what separates a closer from a script reader; build it through product training and shadowing experienced account staff.
- 02 **Handling live transfers.** Picking up a conversation an automated agent started, with the context in front of you, is a distinct skill; practise with the transcripts and summaries your platform produces.
- 03 **Compliance literacy.** Know the consent, recording and cooling-off rules for your market and products; a recognised compliance or product qualification makes this visible to employers.
- 04 **Conversation analytics.** Learn to read the metrics and transcripts your speech-analytics tool generates so you can improve your own performance and contribute to script design.
- 05 **Written follow-up.** Most sales now finish in email or chat; being able to review and sharpen AI-drafted follow-ups keeps you in control of the customer relationship.
- 06 **CRM discipline.** Clean, complete records are what the lead-scoring models learn from; good data hygiene makes you more effective and more valued by the team that runs the system.

Tools in use

KINDS OF TOOL WORTH KNOWING

- 01 **Outbound AI voice agents.** A fast-moving category of start-ups offering fully automated outbound calling; worth understanding because they are the direct substitute for the role.

NAMED TOOLS ALREADY IN USE

Five9	VISIT
Cloud contact-centre platform with predictive dialling, intelligent virtual agents and real-time agent assist used widely in outbound teams.	
Dialpad Ai	VISIT
Business phone and contact-centre system with live transcription, real-time coaching cards and automated call summaries.	
Salesforce Einstein	VISIT
Lead and opportunity scoring plus generative drafting inside the CRM that most sales teams already use.	
HubSpot	VISIT
CRM with AI-assisted sequencing, predictive lead scoring and call logging for smaller sales teams.	

Gong

VISIT

Conversation intelligence that records, transcribes and scores sales calls to identify what the best performers do differently.

§ 08 EXAMPLES

3 EXAMPLES

In practice

Ways people in this role are already using AI, and what they get from it.

Automated first contact

EXAMPLE 1

HOW

A voice agent calls a purchased list, confirms interest and eligibility, and transfers only the live, qualified prospects to a human closer.

GAIN

Human callers spend their time on conversations that can actually convert.

Real-time coaching

EXAMPLE 2

HOW

During a call the platform transcribes the conversation, shows the agent an answer to the objection just raised and flags any missed compliance statement.

GAIN

New starters reach acceptable performance faster and compliance breaches fall.

Automated quality review

EXAMPLE 3

HOW

Every recorded call is scored for script adherence, sentiment and required disclosures, with exceptions sent to a supervisor.

GAIN

Supervisors review the few calls that matter rather than a small random sample.

§ 09 CONTEXT

How this role compares

Three neighbouring roles chosen to show the direction of travel.

Data Entry Keyers

MORE EXPOSED

AI IMPACT

Data entry is almost entirely within reach of OCR and language models and is being automated faster than voice selling.

WORK MOVES TO Telemarketers at least retain a live customer conversation; data entry has no equivalent human anchor.

Digital Marketing Specialists

DIFFERENT SKILLS, GROWING

AI IMPACT

AI drafts and tests campaign content, but the specialist directs channels, budgets and measurement and the field keeps growing.

WORK MOVES TO Analytical and channel skills rather than phone persistence; a realistic move for callers who learn the marketing stack.

Sales Representatives (Wholesale and Manufacturing)	AI IMPACT	Field and account selling uses AI for research and proposals, but the relationship and negotiation stay with the human.
	WORK MOVES TO	Product knowledge, negotiation and account management; the natural next step for a telemarketer who can close.
COMPLEMENTARY, LESS EXPOSED		

§ 10 VERDICT

Closing judgement

If your job is to read a script to a list of strangers, the software is already doing that more cheaply and without breaks. The part of the work that still needs you is the part that was always hardest: handling a hostile or confused customer, explaining a product honestly, and closing a sale that will not be cancelled next week. Move towards those conversations now, learn the tools that are replacing the easy calls, and get your compliance knowledge in order, because the regulators are looking closely at automated outreach.

§ 11 BASIS

REVISED 5 OCTOBER 2026

Evidence and revisions

What the exposure figure rests on, what changed when it was last revised, and the published work cited for this role.

SCORE	The 5 October 2026 review held the score.
76	
WINDOW	Exposure Index v2. Inputs: task applicability 81/100 (Microsoft AI applicability score 0.40 for Telemarketers); observed usage 38/100 (Anthropic observed exposure 0.29); official exposure tier 100/100 (BLS: very high); labour-market trajectory not yet mapped for this occupation, so its weight was spread across the other inputs; published adoption rating 85/100 (very high adoption). Weighted base 76.3. Final score 76. New report: the window of 0-3 years is set from the score band.
0-3 years (unchanged)	

HOW THE FIGURE IS BUILT (EXPOSURE INDEX V2)

Task applicability — Microsoft Research, AI applicability score	81 × 39%	31.5
Observed usage — Anthropic Economic Index, observed exposure	38 × 22%	8.4
Official exposure tier — US BLS AI-exposure category	100 × 22%	22.2
Labour-market trajectory — US BLS projected employment change 2025–35	not measured	–
Published adoption rating — This report's adoption level	85 × 17%	14.2
Weighted base		76.3
Exposure score		76

MEASURES BEHIND THE SCORE

US Bureau of Labor Statistics · *Employment Projections 2025–35 and AI Exposure Categories* (27 August 2026)

AI-exposure tier: Very high. Projected employment change not yet mapped for this occupation. Matched to Telemarketers.

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Microsoft Research · *Working with AI: Measuring the Applicability of Generative AI to Occupations* (10 July 2025)

AI applicability score 0.40 for SOC 41-9041; scaled to 81/100 as the task-applicability input.

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Anthropic · *Anthropic Economic Index report: Cadences* (26 June 2026)

Observed exposure 0.28 for SOC 41-9041; scaled to 38/100 as the observed-usage input.

PUBLISHER PDF

UK Department for Science, Innovation and Technology · *Assessment of AI capabilities and the impact on the UK labour market* (28 January 2026)

UK context: around 70% of UK workers are in occupations with tasks AI could perform or enhance, above the US average; a one-standard-deviation rise in exposure was associated with a 3.9% fall in UK job postings.

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<https://www.careerguard.ai/sources>

Method and sources

Each report was written from a large body of published research. The exposure score itself is computed, not written: it is the CareerGuard Exposure Index, a weighted average of occupation-level measures from the US Bureau of Labor Statistics (AI-exposure classification and 2025–35 projections), Microsoft Research (AI applicability scores) and Anthropic (observed exposure), together with the adoption rating published on the report. The organisations and publications below are the standing literature behind the narrative sections. Every source, with dates, licences and archived copies where we are permitted to hold them, is catalogued in the research library.

Exposure Index v2 (October 2026). Each input is scaled to 0–100 and weighted: task applicability 35% (Microsoft AI applicability score ÷ 0.5), observed usage 20% (Anthropic observed exposure ÷ 0.75), official exposure tier 20% (BLS very high = 100, high = 70, moderate = 40, low = 10), labour-market trajectory 10% ($50 - 2.5 \times$ projected % employment change), published adoption rating 15% (very high = 85, high = 70, medium-high = 55, medium = 40, low-medium = 25, low = 10). Inputs not measured for an occupation are dropped and the remaining weights renormalised. An editorial adjustment of at most ± 12 points is allowed only for automation channels the measures cannot see (robotics, self-service, machine vision, medical imaging, RPA/OCR, generative video) and is always logged with its reason. Scores are whole numbers, not rounded to five. The change window shifts one notch (a year at each end) per ten points of movement.

I GLOBAL AND MACROECONOMIC IMPACT OF AI ON WORK

World Economic Forum

The Future of Jobs Report series — Employer survey of expected job growth and decline, skill shifts and technology adoption (2020, 2023 and 2025 editions); *Artificial Intelligence and the Future of Entry-Level Work* (2026).

AI governance and transformation reports — Frameworks on ethical AI, talent strategy and industry transformation.

McKinsey Global Institute

AI, Automation and the Future of Work series — Research quantifying automation potential by task, sector and demographic, from "Jobs Lost, Jobs Gained" to "Agents, robots, and us" (2025).

Industry-specific reports — Financial services, healthcare, manufacturing and others.

PwC

Global AI Jobs Barometer — Annual analysis of job postings and productivity by AI exposure (2024–2026 editions).

Upskilling Hopes and Fears survey — Employee perceptions and readiness.

Microsoft Research and Anthropic

Working with AI (2025); *Anthropic Economic Index* (2025–2026) — Occupation-level usage data from Copilot and Claude conversations, the two observed-usage measures behind the 2026 revision.

Stanford Digital Economy Lab and Stanford HAI

Canaries in the Coal Mine? (2025–2026); *AI Index Report (annual)* — Payroll evidence on early-career employment in exposed occupations; annual measurement of AI capability, investment and adoption.

Deloitte

Human Capital Trends series — Workforce, talent and HR technology trends.

Tech Trends series — Emerging technologies and their business implications.

Accenture

Technology Vision series — Forward-looking analysis of emerging technology, with emphasis on AI.

Fjord Trends — Design, innovation and human experience in a digital world.

Boston Consulting Group

AI/ML insights and industry solutions — "The AI Revolution in the Workplace" and related research.

EY

AI and workforce reports — Adoption, talent strategy and ethics.

IBM Institute for Business Value

AI and automation studies — Business models, workforce evolution and leadership.

OECD

AI Policy Observatory — International data and policy on AI, labour markets and skills.

Employment Outlook — Labour-market trends including technological impact (2023–2026 editions).

International Labour Organization

Generative AI and Jobs: A Refined Global Index of Occupational Exposure (2025) — Task-level exposure gradients for every ISCO occupation; successor to the 2023 global index.

International Monetary Fund

Staff Discussion Notes on AI and work (2024, 2026) — Complementarity framing: where AI augments and where it substitutes.

UK Department for Science, Innovation and Technology

Assessment of AI capabilities and the impact on the UK labour market (2026) — UK occupational exposure and job-posting evidence.

Brookings Institution

AI and automation research — Economic and social implications, displacement and skills.

Yale Budget Lab and Goldman Sachs Research

Tracking the Impact of AI on the Labor Market; AI and the US labour market (2026) — Aggregate labour-market monitoring; macro displacement estimates.

Oxford University (Oxford Martin School)

The Future of Employment — Frey & Osborne and subsequent research on susceptibility to automation.

MIT Technology Review

AI & Work — Reporting on AI research and its implications for industries and jobs.

Gartner

Hype Cycle for Artificial Intelligence — Maturity and adoption of AI technologies.

Future of Work reports — Workplace models and talent strategy.

U.S. Bureau of Labor Statistics

Employment Projections 2025–35; AI Exposure Categories; Occupational Outlook Handbook — Ten-year employment projections and, from the 2025 cycle, an AI-exposure tier for every detailed occupation.

Indeed Hiring Lab

AI at Work Report (2025) and posting-market updates — Skill-level transformation estimates and job-posting trends by occupation.

II CORE AI AND MACHINE-LEARNING RESEARCH

OpenAI

Research papers, blog and API documentation — Large language models, generative AI, safety and societal impact.

Google DeepMind

Research papers and blog — Reinforcement learning, AI for science, AGI and ethics.

Meta AI

Research papers and blog — Large language models, computer vision, AI for social good.

Hugging Face

Transformers library and model hub — Open-source state-of-the-art NLP models.

TensorFlow and PyTorch

Documentation and community forums — Core frameworks illustrating practical capability.

arXiv

cs.AI, cs.LG, cs.CV, cs.CL — Pre-print research.

NeurIPS and ICML

Conference proceedings — Top-tier academic research.

ACM and IEEE

Journals and proceedings — ACM Computing Surveys; IEEE Transactions on AI.

Kaggle

Datasets and competition solutions — Applied machine learning on real-world problems.

The Alan Turing Institute

Research and reports — Responsible and applied AI.

III ETHICAL AND RESPONSIBLE AI DEPLOYMENT

NIST

AI Risk Management Framework — Voluntary framework for managing AI risk.

European Commission

AI Act — Risk-tiered legal framework for AI.

Ethics Guidelines for Trustworthy AI — Principles for responsible development.

Partnership on AI

Research and best practice — Responsible AI development.

AI Now Institute

Annual reports — Social implications: power, inequality, rights.

ACM FAccT

Proceedings — Fairness, accountability and transparency.

Data & Society

Publications — Social implications of data-centric technology.

WIPO

Conversation on IP and AI — Intellectual-property implications of AI.

IEEE Global Initiative on Ethics of AI/IS

Ethically Aligned Design — Recommendations for ethical AI design.

Center for AI and Digital Policy

Policy briefs — Accountable AI policy.

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