IFA26 evolve.

iFA INTERNATIONAL FRANCHISE ASSOCIATION

AI & HUMAN CO-WORKING: REAL TIME COLLABORATION BETWEEN MACHINES & FIELD TEAMS

Scott Klososky
Founder
Future Point of View

Ashley Dembowski
SVP, Customer Service
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President & CEO
Home Franchise Concepts

Future Point of View

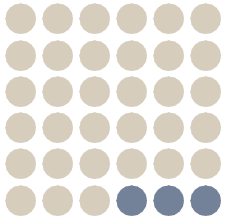
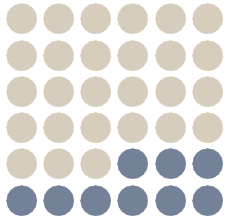
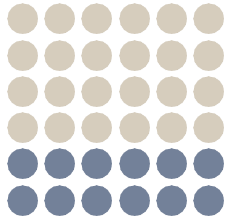
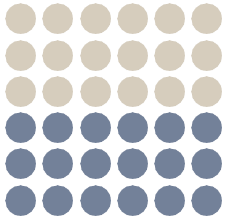
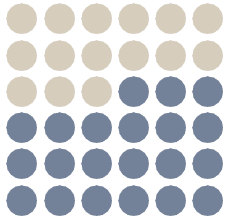
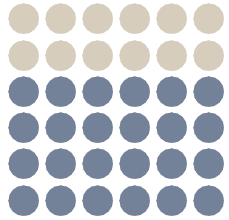
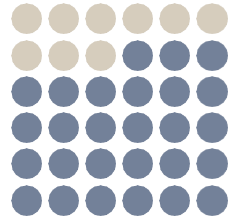
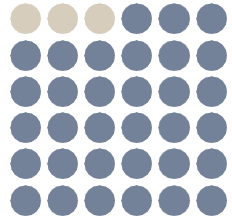
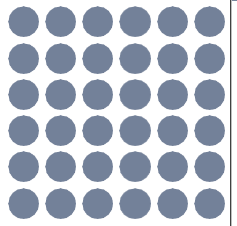
AI & Human Co-Working:

Real-Time Collaboration Between Machines & Field Teams

FPOV

HUMALOGY® SCALE

HUMAN TECHNOLOGY

MOSTLY MANUAL			PARTLY AUGMENTED		AUGMENTED			AUTOMATED	
									
H5	H4	H3	H2	H1	T1	T2	T3	T4	T5

A Digital Centaur Workforce

SOFTWARE CODING

FPOV

HUMALOGY® SCALE

HUMAN TECHNOLOGY

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A Digital Centaur Workforce

AI IS THE COPILOT

SOFTWARE CODING

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AI IS THE COPILOT

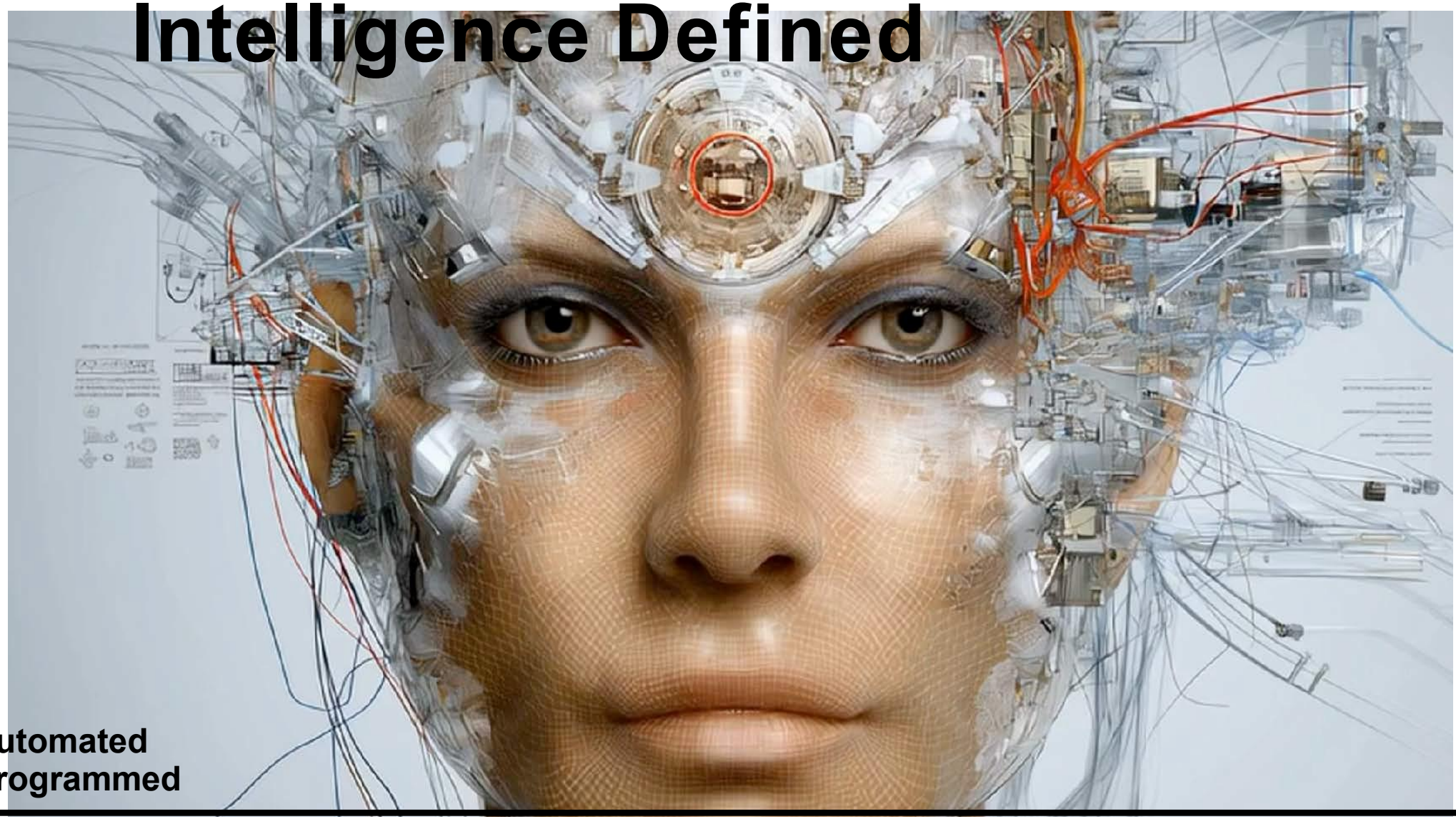
A Digital Centaur Workforce

HUMAN IS THE ORCHESTRATOR

SOFTWARE CODING

Humalogy
Intelligence Defined

FPOV

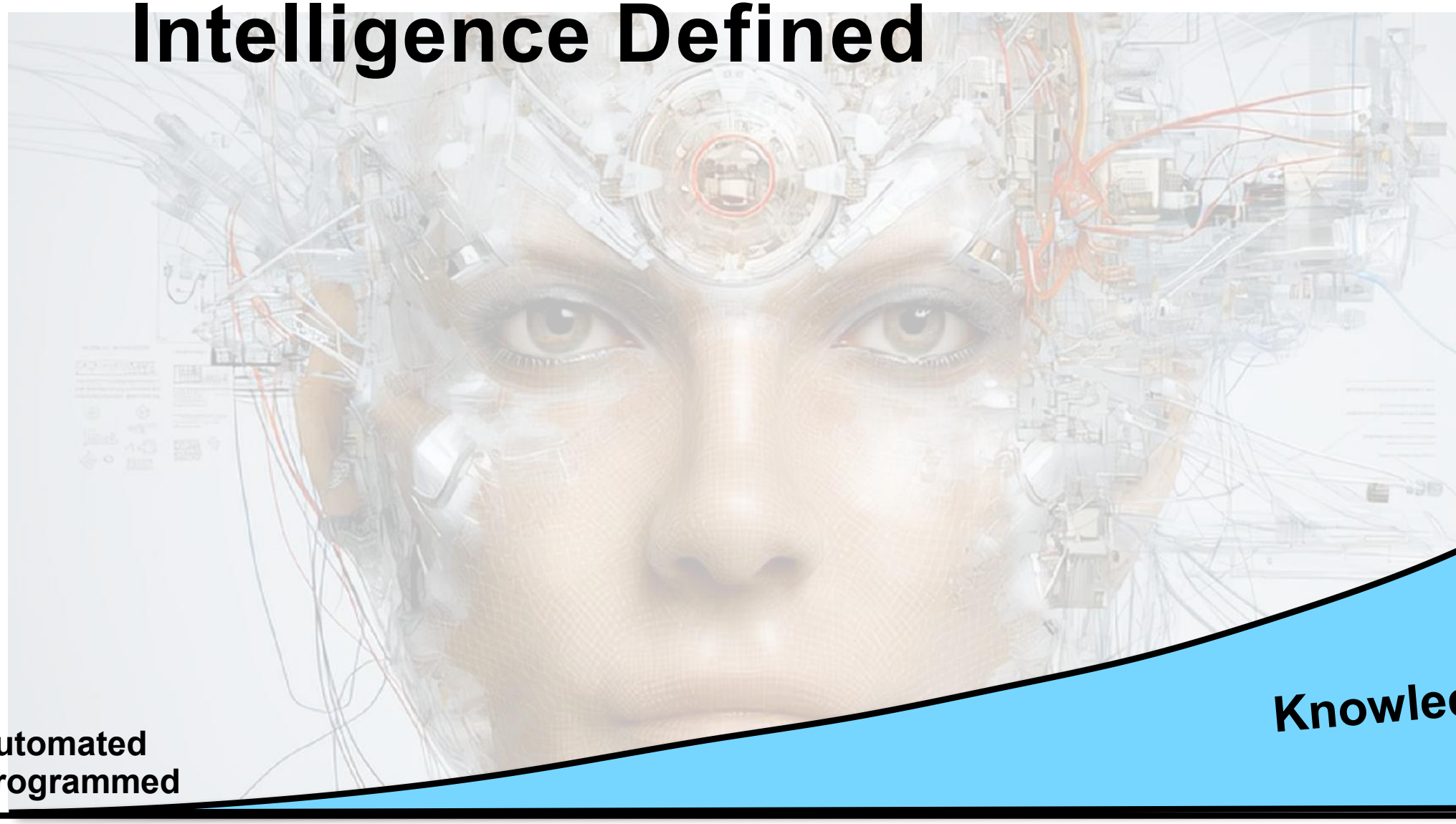


Automated
& Programmed

RPA → AI → AGI → Super Intelligence

Humalogy
Intelligence Defined

FPOV



Automated
& Programmed

Knowledge

RPA

AI

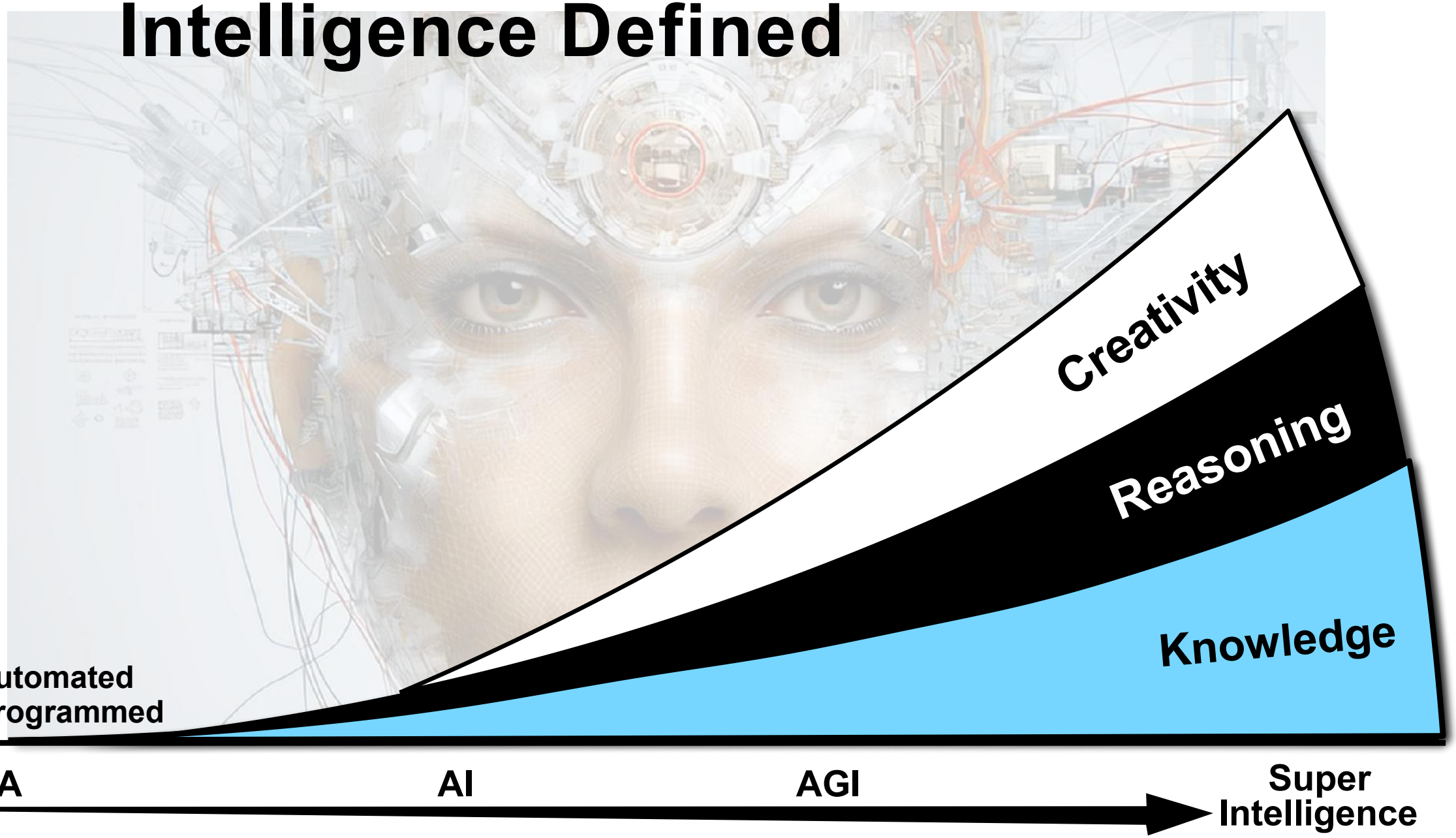
AGI

Super
Intelligence

Humalogy
Intelligence Defined

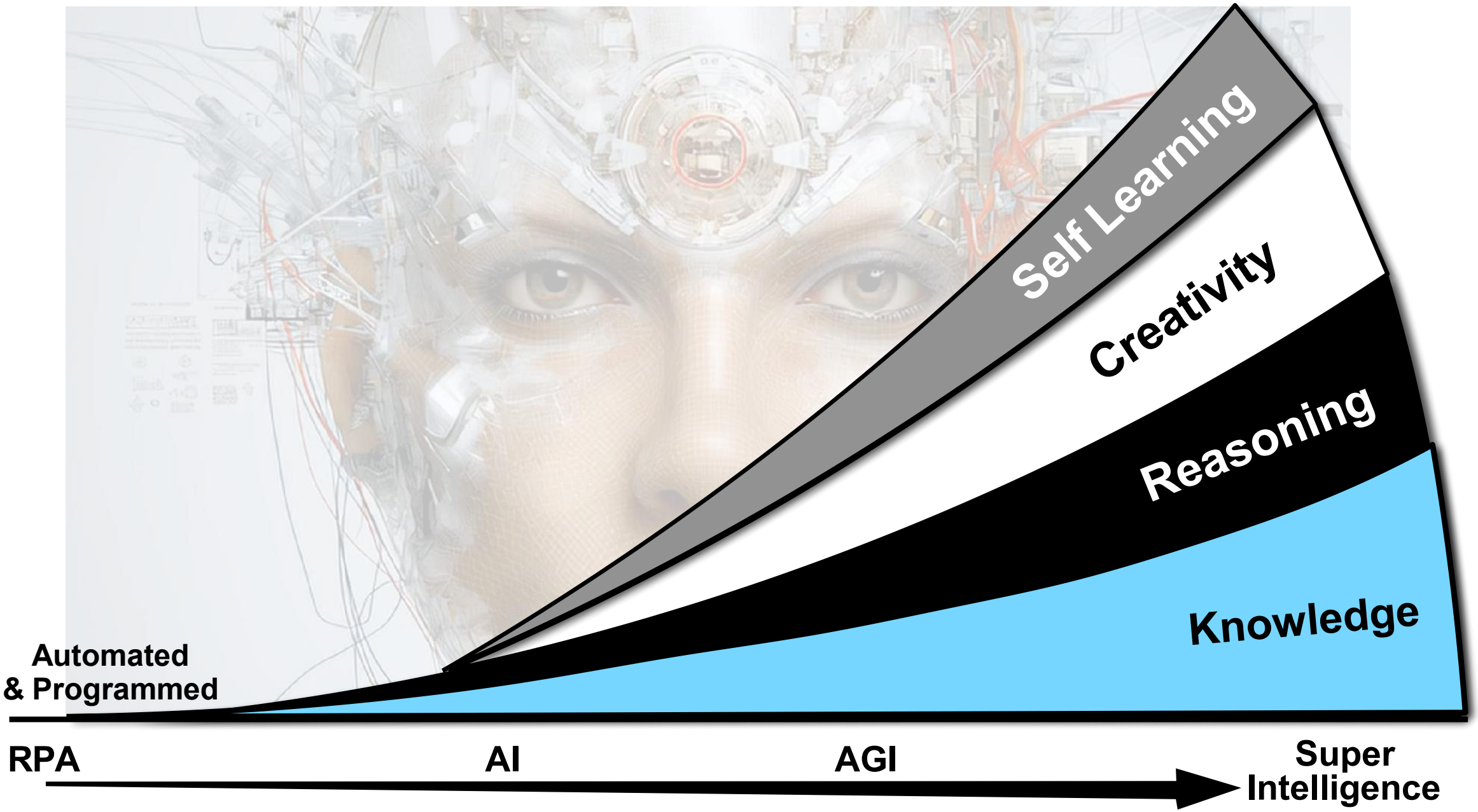
FPOV

Humalogy
Intelligence Defined



Humalogy Intelligence Defined

FPOV



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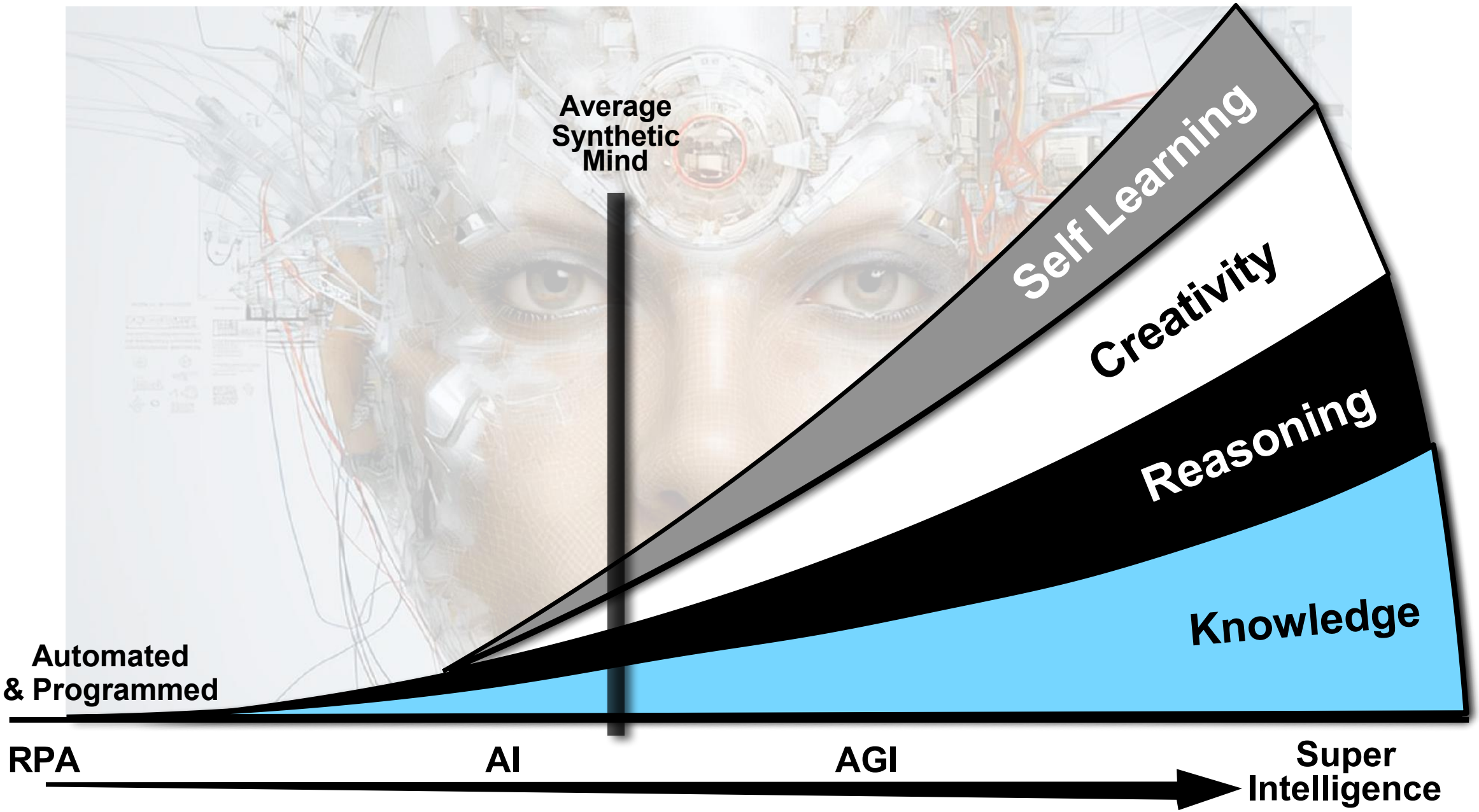

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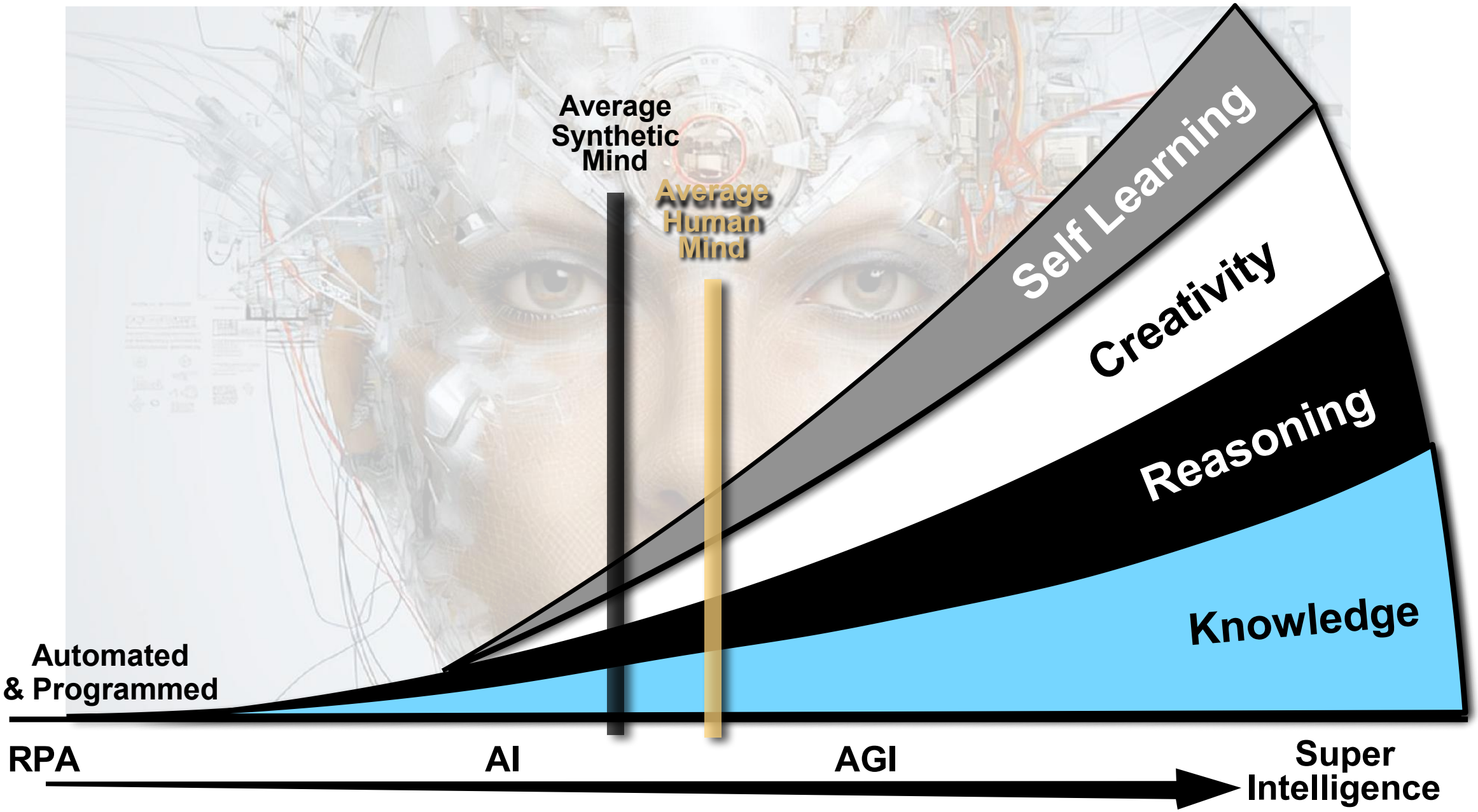

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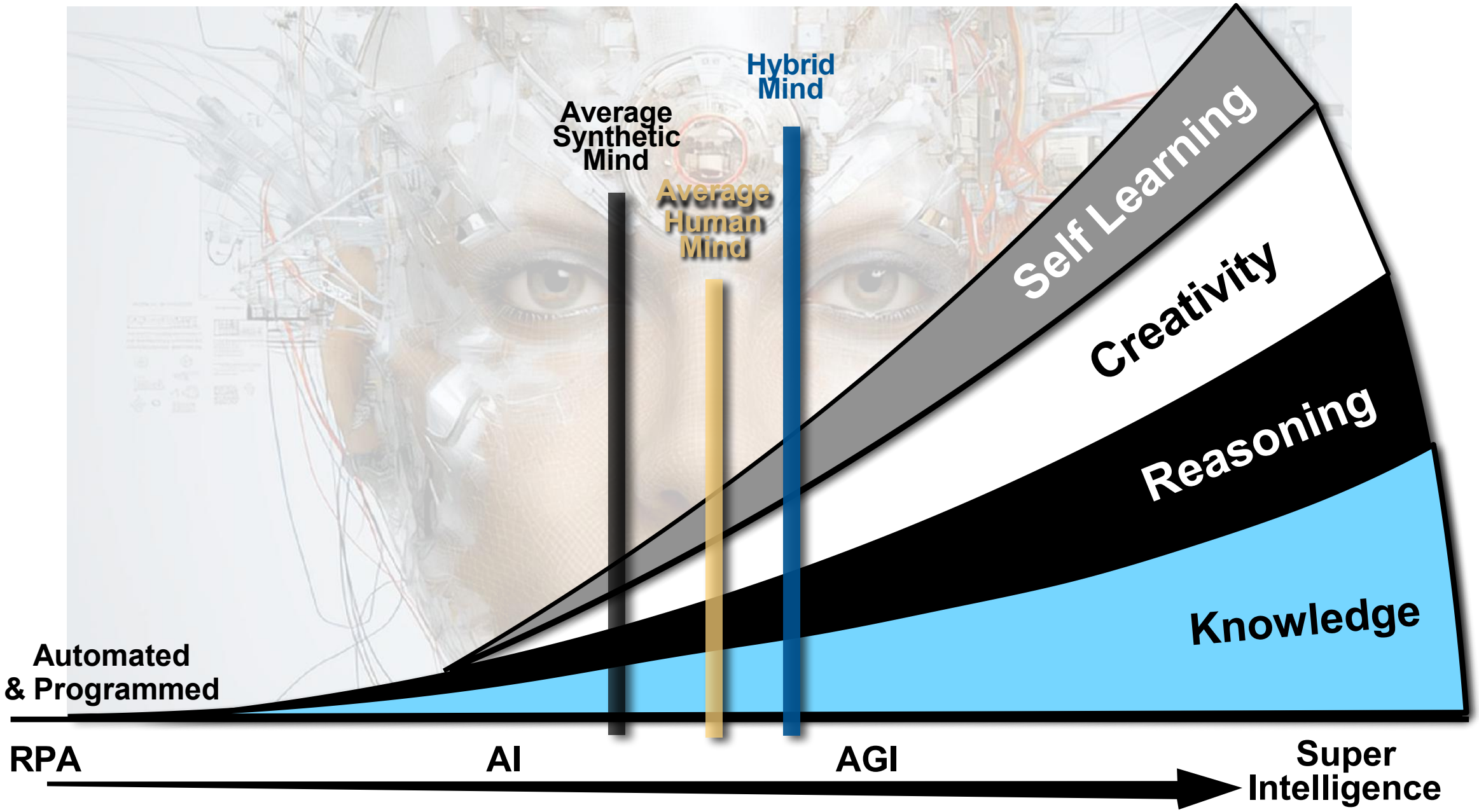

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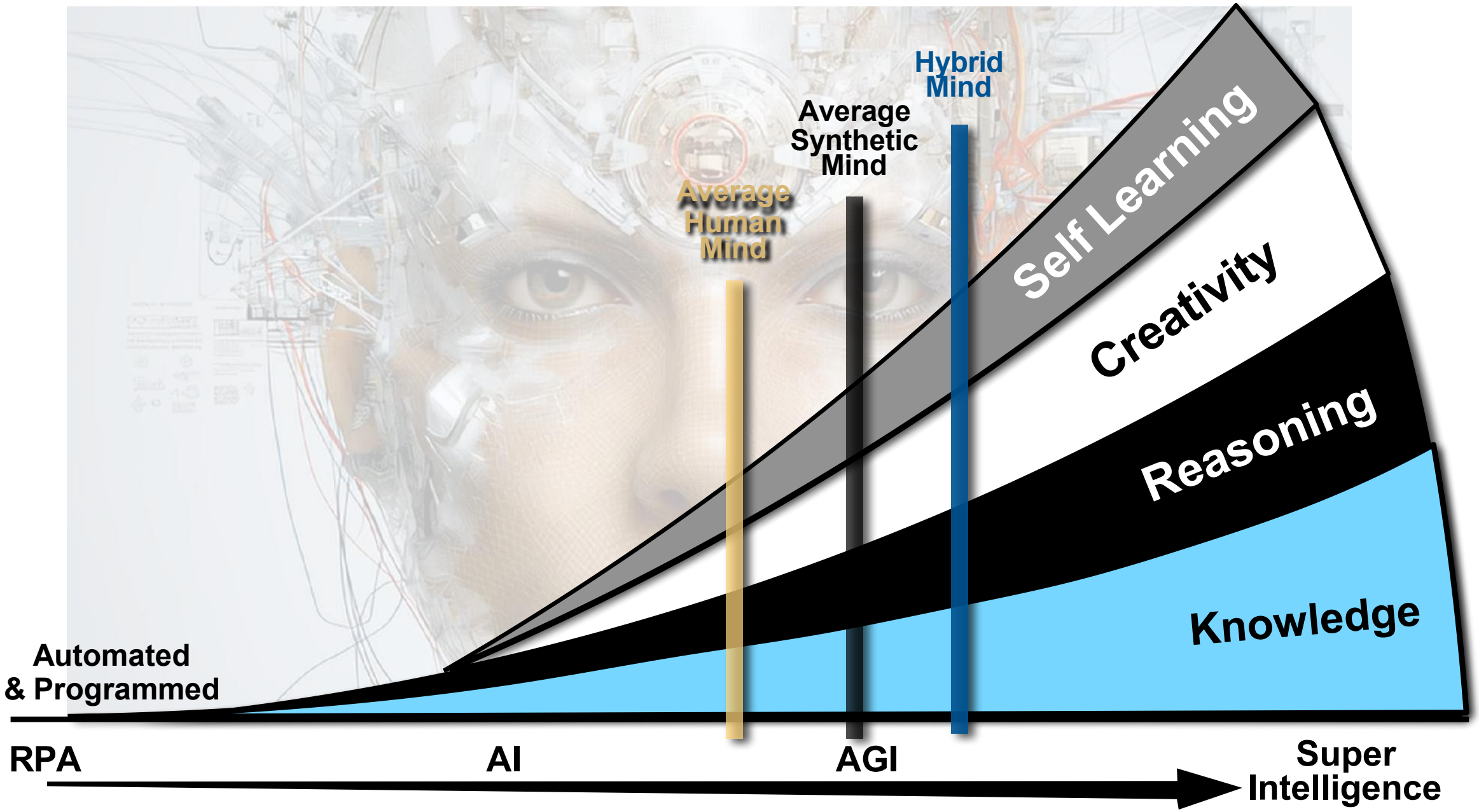

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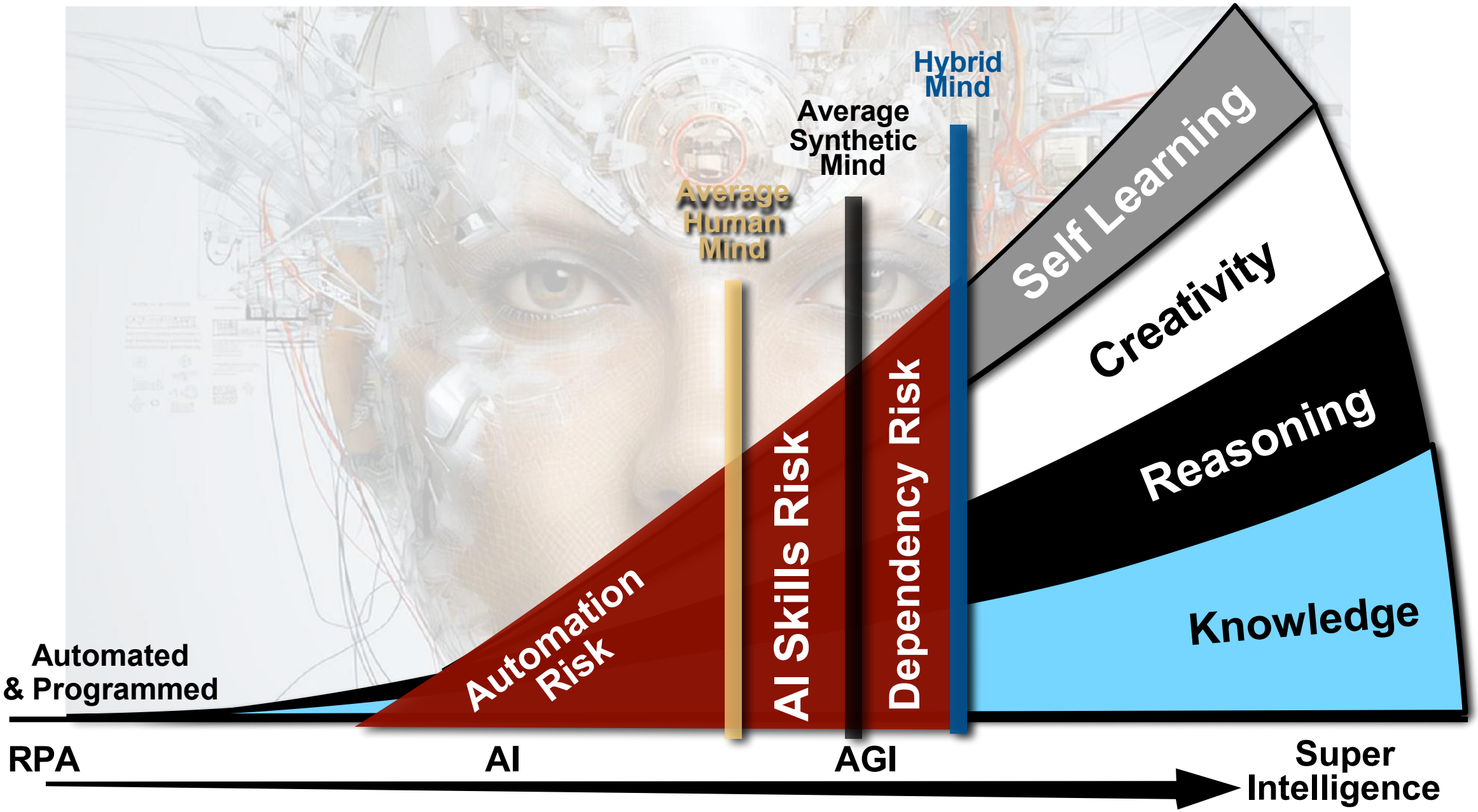
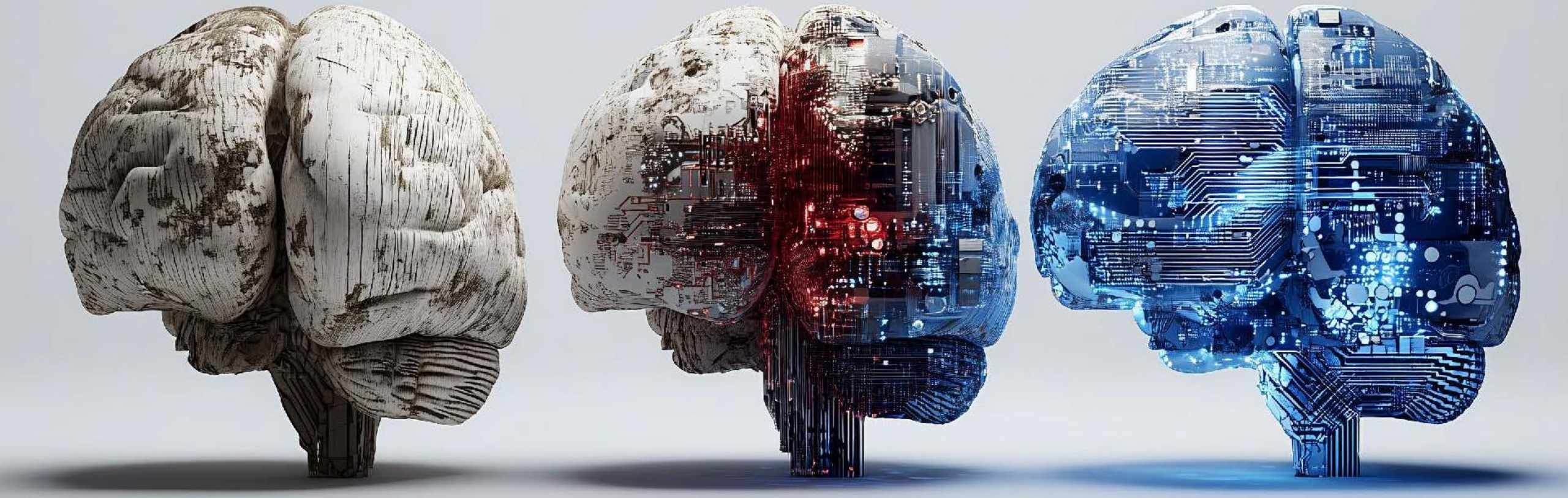


CO-WORKING
INTELLIGENCE OUTCOMES

FPOV



CO-WORKING INTELLIGENCE OUTCOMES

FPOV

Goals for Human Intelligence

- Emotional Intelligence
- Relational Intelligence
- Creative Intelligence
- Discretion

Goals for Machine Intelligence

- Smarter devices and machines
- Further automation
- Better safety
- Higher throughput

Goals for Synthetic Intelligence

- Multidimensional Intelligence
- 24/7 Intelligence
- NLP Intelligence
- Consistent Intelligence
- Automated Intelligence

Goals for Hybrid Intelligence

- More capable decision-making
- Higher productivity
- Solving problems not solved before
- Fulfilled and happy team members

AI & Human Co-Working

Real-Time Collaboration Between Machines and Field Teams

Ashley Dembowski
SVP, Customer Solutions
Compass International Holdings

AI & Human Co-Working

Real-Time Collaboration Between Machines and Field Teams

Ashley Dembowski
SVP, Customer Solutions
Compass International Holdings

HAL 9000

HOW WORK GETS DONE: TASK SHARING AND DECISION AUGMENTATION

Cross-Brand Centralization Model

High-Touch Service Standards

Expert Focus Service vs Brand Specific

Proactive/ Outbound Engagement

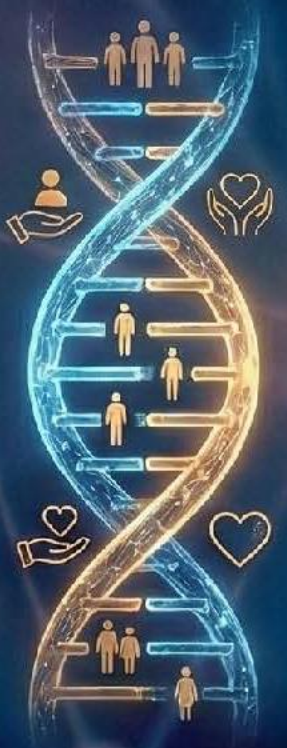
AI AUGMENTS OUR CONSULTANTS WORK RATHER THAN REPLACES THEM

AUTOMATE

- Routine answers
- Intake triage
- Summary creation
- Sentiment detection
- Routing and scheduling
- Heavy administrative tasks
- Franchise Agreement summarization

KEEP HUMAN

- Judgment calls
- Complex operational guidance
- Contract interpretation and franchise obligations
- Sensitive conversations
- Coaching and strategic consultation for high-touch franchise support



PROOF OF IMPACT: PERFORMANCE GAINS WITH NO LOSS OF HUMANITY

99.2%

Customer Satisfaction

Experience quality remains exceptionally high.

62%

Repeat User Rate

Franchisees trust the model and come back.

54%

One-Touch Close Rate

Issues resolved in a single interaction.

1.2-hour

First Reply Time

Speed without sacrificing quality.

POWER OF AI & HUMAN CO-WORKING

FRANCHISEES FEEL THE DIFFERENCE:

"James accomplished in 2 days what would have taken 2+ weeks going through the old way... GREAT addition to the services offered."

– Sherry S., C21

"This process from scheduling to the consultation was so smooth and efficient... Artese did an amazing job."

– Jaribeth E., BHGRE

AI Skill Types

FPOV

AI Skill Types

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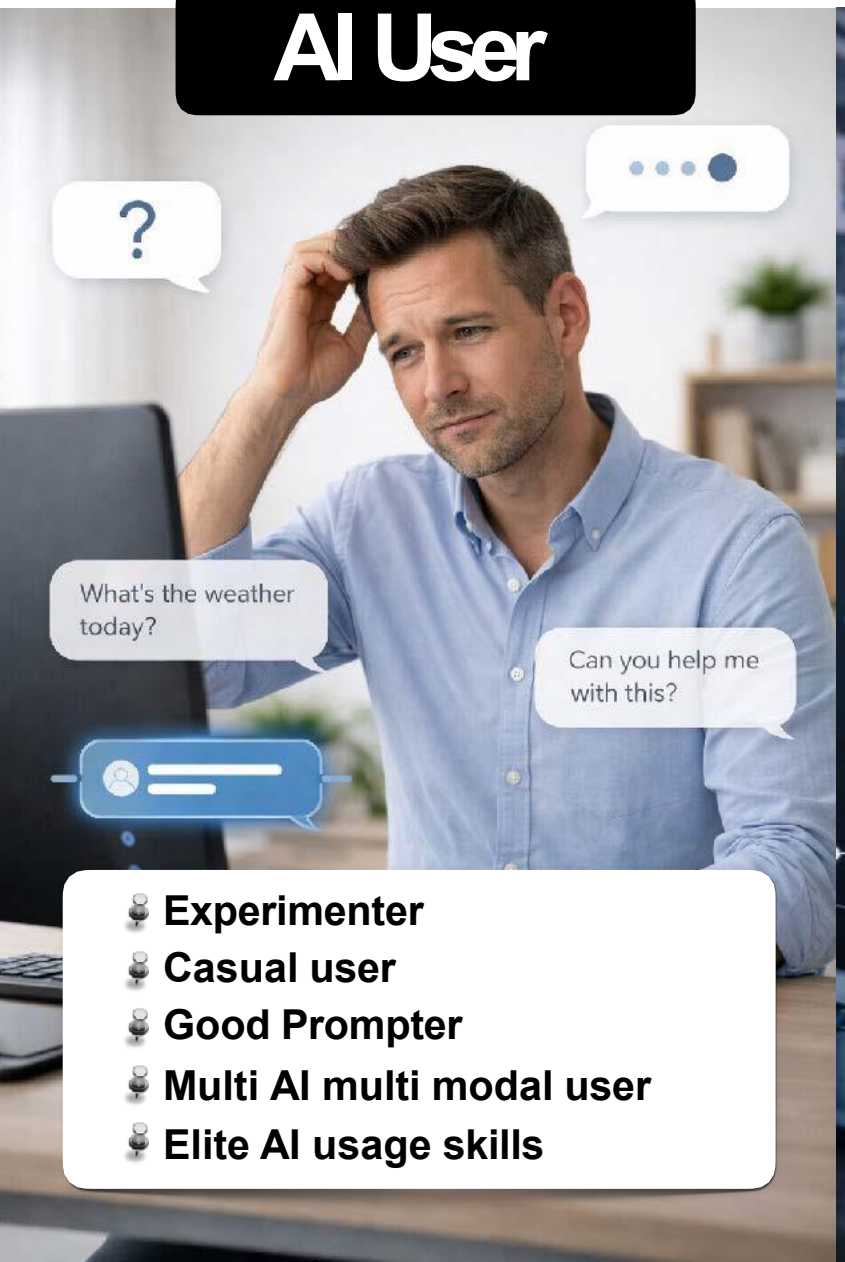
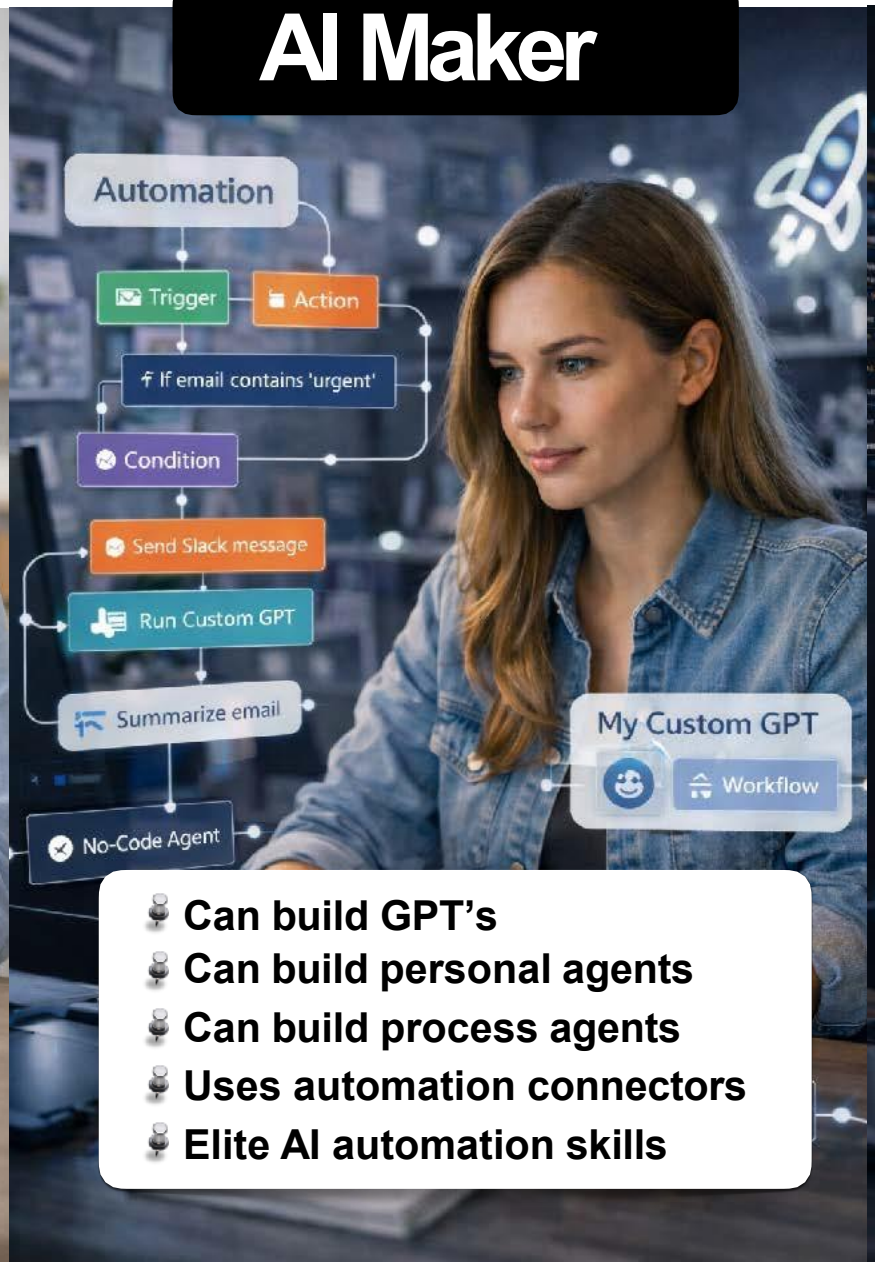
AI User



- Experimenter
- Casual user
- Good Prompter
- Multi AI multi modal user
- Elite AI usage skills

AI Maker



- Can build GPT's
- Can build personal agents
- Can build process agents
- Uses automation connectors
- Elite AI automation skills

AI Developer

- Can vibe code demo structures
- Can code simple personal apps
- Can code org usable tools
- Can build app with a back end
- Elite application build skills

TABLE IDEATION

TABLE IDEATION

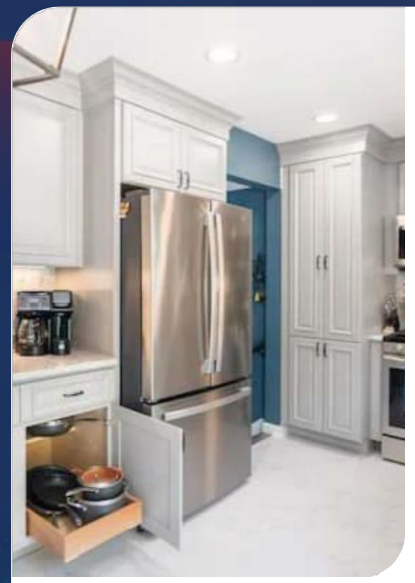
AI Education: How can we most effectively help our employees gain high end AI skills?

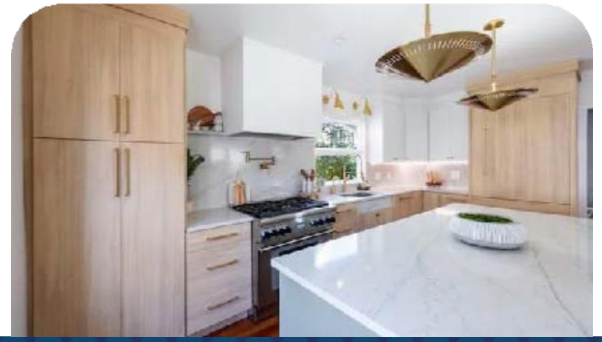
Rearchitecting Job Descriptions: What new practices can we deploy to upgrade JD's in positive ways?

Process Automation with White Space Thinking: How can we use AI to automate field processes?

Setting Expectations: How can we best create fertile ground by evolving our cultures for AI expansion?

How Can We Diagram a Department Differently Than the Traditional Org Chart





kitchen tune·up®

A Home Franchise Concepts Brand

Sales Coaching App Case Study

February 2026

Situation: Strong system performance, but select franchisees struggled

KTU System Performance

5%
YoY Sales Growth

$5M
Incremental Revenue

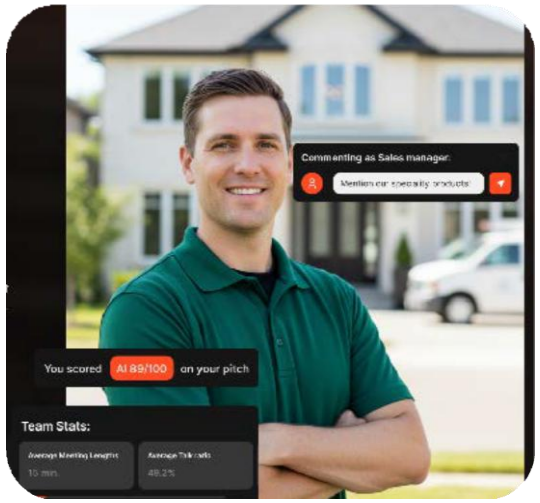
vs.

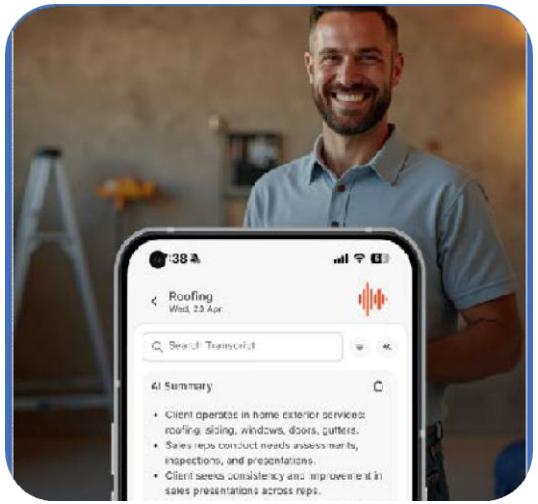
KTU Louisville, KY Challenges

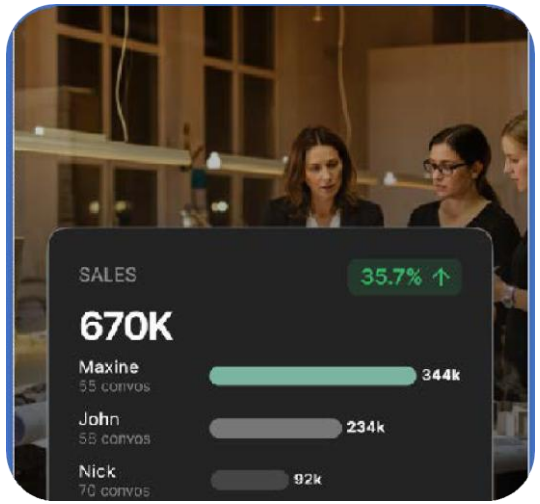
- Cancellations
- Price objections
- Low market demand
- Poor economy

*Chase Vincent, Louisville, KY

Solution: AI-powered sales coaching + human coaching intervention







Sales Coaching App

AI-powered recording | 5-Step Validation | Talk-Time | Feedback

Human Coaching Integration

National Sales Coach | 1:1 Feedback

Immediate Intervention

Coaching Plan | Sales Visits | 2-day Training

Results: More than 3× sales growth in under 90 days (Jul to Oct)

3X Growth in 90 Days

from $111K to

$375K

Best sales month in 5-year ownership history

Last 80 days > prior 152 days combined

Lead Conversion

Before: 37% **After : 60%**

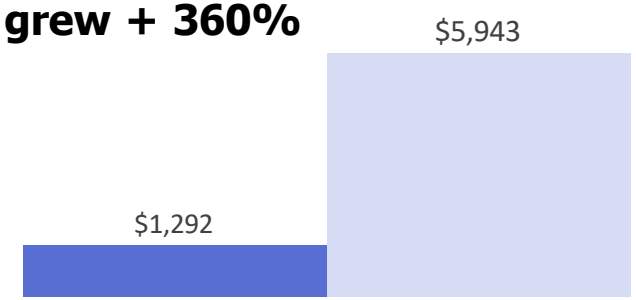
+62%

Close Rate

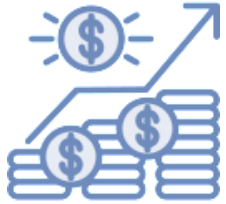
Before: 18% **After: 57%**

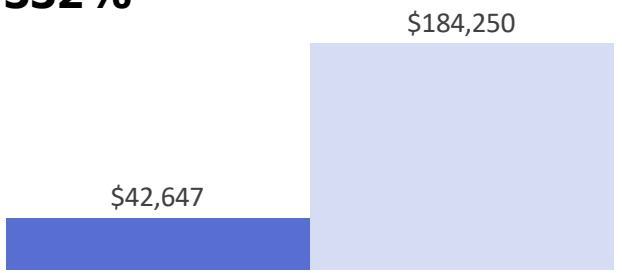
+217%

Sales per Contact grew + 360%



Total Sales grew +332%





Lessons Learned: What this taught us and why it matters

AI Accelerates Skill Development

Real sales conversations beat role-play theory

Coaching Must Be Data-Driven

Objective feedback removes defensiveness

Technology Scales Best Practices

Top-performer behaviors become teachable

Human + AI Beats Either One Alone

Accountability and insight together drive change

"We love it. It's the most useful tool we have. We love having the transcripts. It gives a score or a grade and tells you the areas to improve. It's a good way to hold yourself accountable."

Jeff Toren

Owner, Main Line, PA

★★★★★

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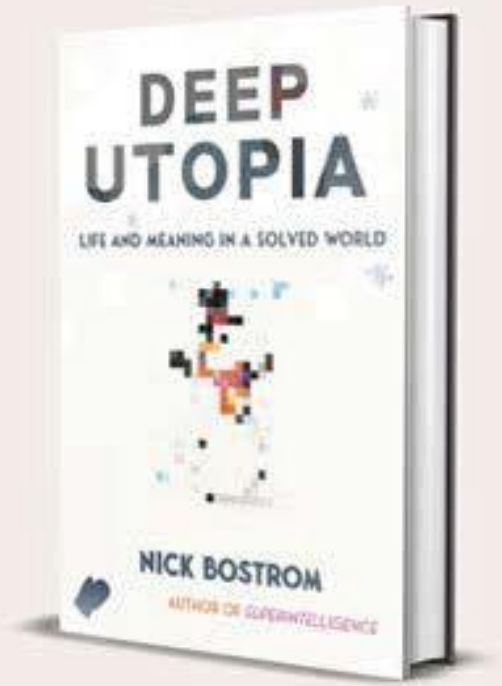
Thank You!

Q&A

The Hybrid Workforce

When team members co-work with the *Organizational Mind* to operate at extremely high effectiveness and efficiency levels. Each using their unique skills separately or collaborating to amplify capabilities



The *New York Times* bestselling author of *Superintelligence* asks,

what if things go right?

Nick Bostrom,
Author of *SuperIntelligence*

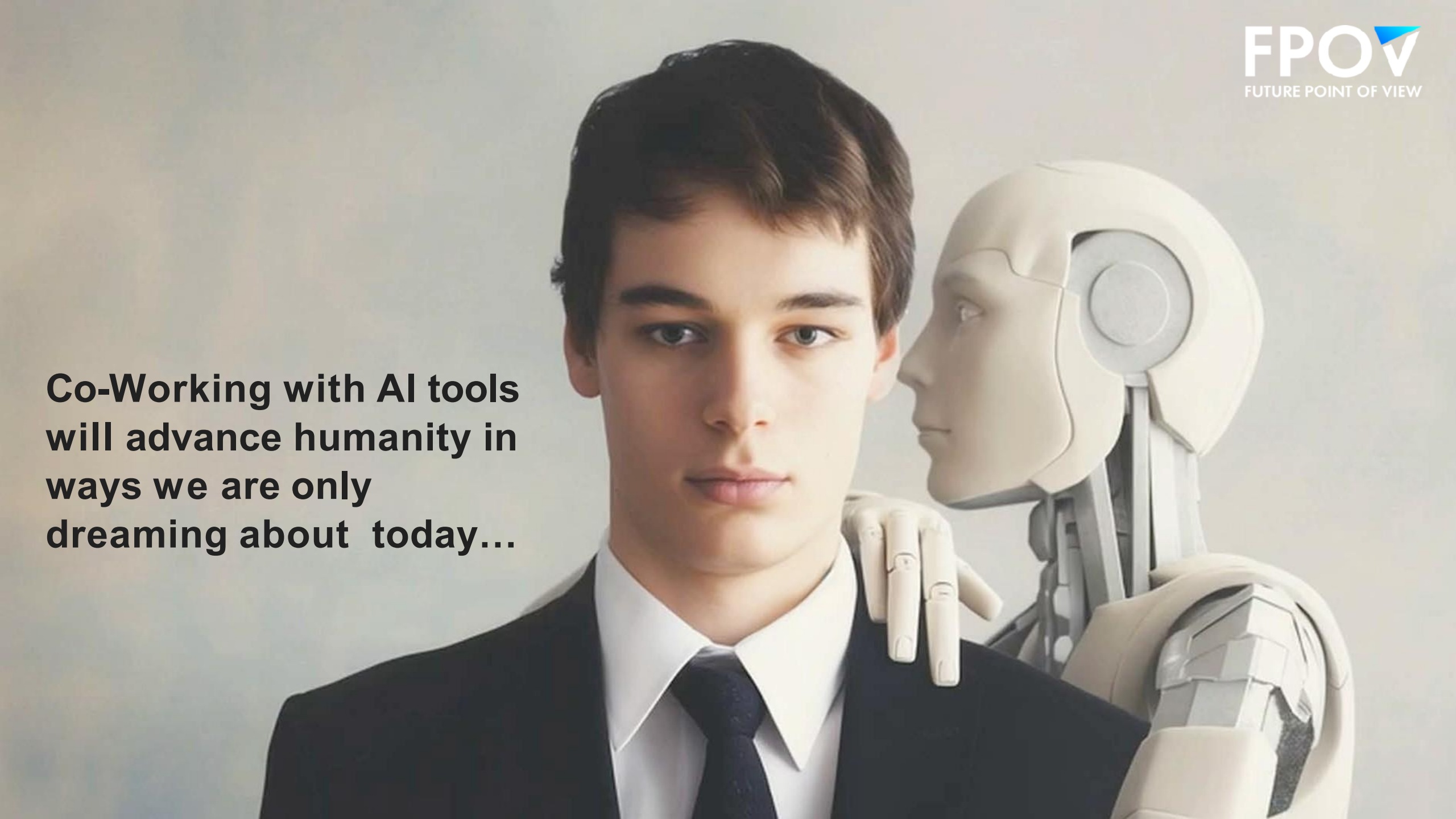
The Hybrid Workforce

When team members co-work with the *Organizational Mind* to operate at extremely high effectiveness and efficiency levels. Each using their unique skills separately or collaborating to amplify capabilities

The Solved Workplace

The *Organizational Mind* helps to solve workplace problems we have never been able to solve before - driving both higher performance and digital wellbeing

FPOV
FUTURE POINT OF VIEW



Co-Working with AI tools will advance humanity in ways we are only dreaming about today…