

Artificial intelligence in the contact center

Artificial intelligence is key for augmenting the contact center's performance

New technologies like artificial intelligence (AI), machine learning (ML) and natural language processing (NLP) are advancing fast. In the contact center, Al can amplify performance and drive

new efficiencies with automation-before, during and after customer interactions. It lets organizations:

Offload common, simple, less creative inquiries

Reduce wait times

business access

Offer 24x7

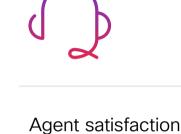
Serve customers more efficiently¹

Why are businesses implementing Al in the contact center?

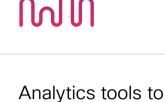


Cross-sell/Up-sell

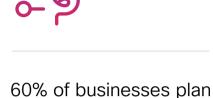
opportunities



and efficiency



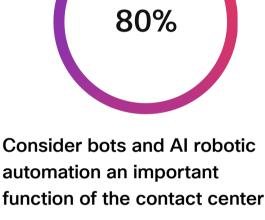
identify trends



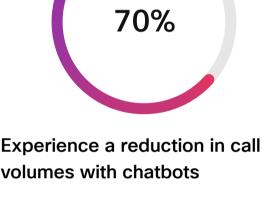
to implement/expand Al in their contact center within the next three years²

Customers expect easy Al self-service options when doing business with a company Virtual Assistants, chatbots, conversational IVRs, and intelligent agents improve

the customer experience and help to minimize agent workload.



Al automation



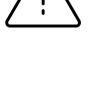
Agree too many manual processes and lack of automation is a significant contact center problem³

increases accuracy, and reduces cost² What frustrates agents? Cumbersome, repetitive tasks to close out tickets

improves workflows,



Slow processes due to outdated technology



The #1...

Too many steps

in processes3

and processes to succeed Agree user experiences 92%

Agents depend

on technology

76%

93%

through technology or process issues is their greatest challenge

Agree that agents working

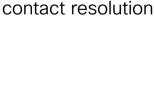
are important to

their agents

important in creating better agent experiences3

Feel technology is highly

Priority for Al



Improve first

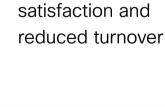
more efficient

Use case

Support contact

and make them

center agents



business

outcome

Improved agent



text/SMS messages2

Channei

Using chat bots

to respond to

Will have their agents only Increase in CSAT scores when handle complex, highly using AI and omnichannel specialized interactions by 2025

How successful

companies use Al

96%

Top three reasons to use Al

104%

53%

using AI to improve

customer experience1

Had measurable results

in customer interactions







Increase revenues

Reduce costs

Webex is a global leader in cloud contact centers, delivering the most complete portfolio powered by best-of-breed artificial intelligence technologies such as Cisco's own Al and Google Cloud Contact Center Al. Our solutions are delivered by the most innovative team of experts with over 100

years combined experience in Al research and development.



Learn more

1. Nemertes Intelligent Customer Engagement - Supercharging digital customer experience 2019, 2. Global Data - Voice of the Customer, Artificial Intelligence (AI) in the Customer Journey, 3. Cisco Global Contact Center Survey

© 2021 Cisco and/or its affiliates. All rights reserved. Cisco, the Cisco logo, Webex by Cisco, and Webex are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, see the Trademarks page on the Cisco website. Third-party trademarks mentioned are the property of their respective owners. The use of the word "partner" does not imply a partnership relationship between Cisco and any other company. (2106R)