

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**, AI can amplify performance and drive new efficiencies with automation—before, during and after customer interactions.

It lets organizations:

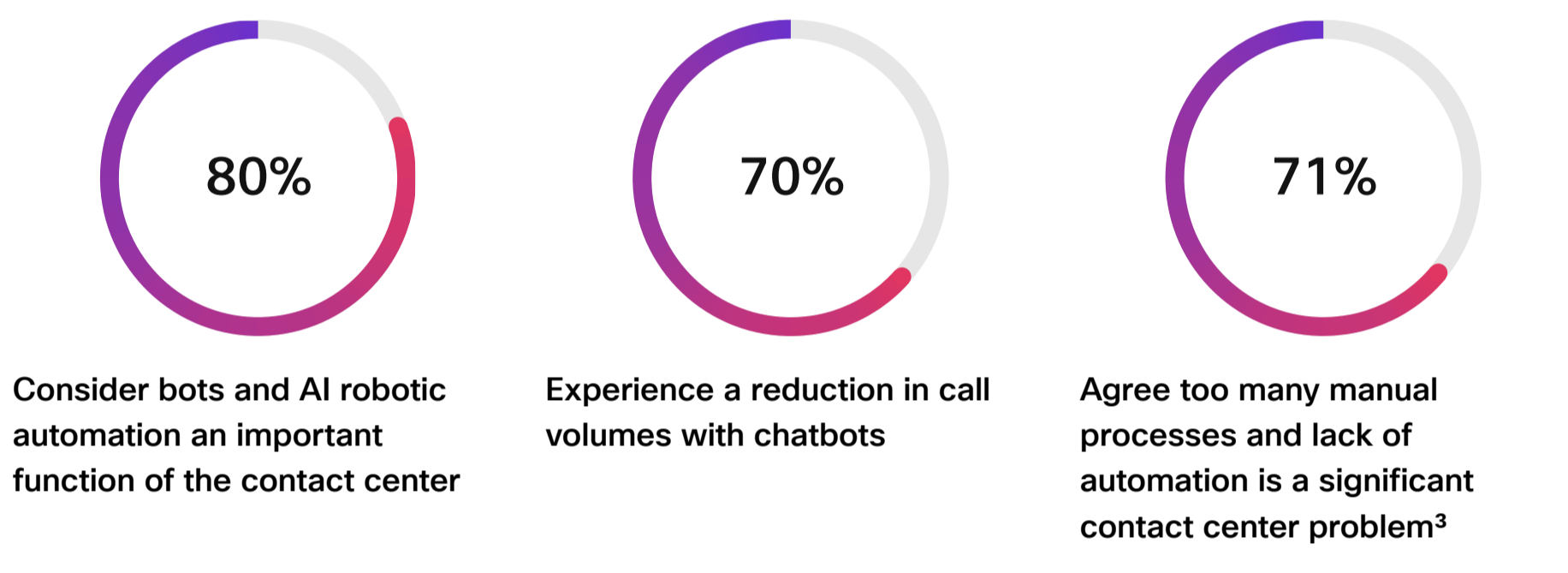
- Offload common, simple, less creative inquiries
- Reduce wait times
- Offer 24x7 business access
- Serve customers more efficiently¹

Why are businesses implementing AI in the contact center?

- Cross-sell/Up-sell opportunities
- Agent satisfaction and efficiency
- Analytics tools to identify trends
- 60% of businesses plan to implement/expand AI in their contact center within the next three years²

Customers expect easy AI 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.



AI automation improves workflows, increases accuracy, and reduces cost²

What frustrates agents?

- Cumbersome, repetitive tasks to close out tickets
- Slow processes due to outdated technology
- Too many steps in processes³

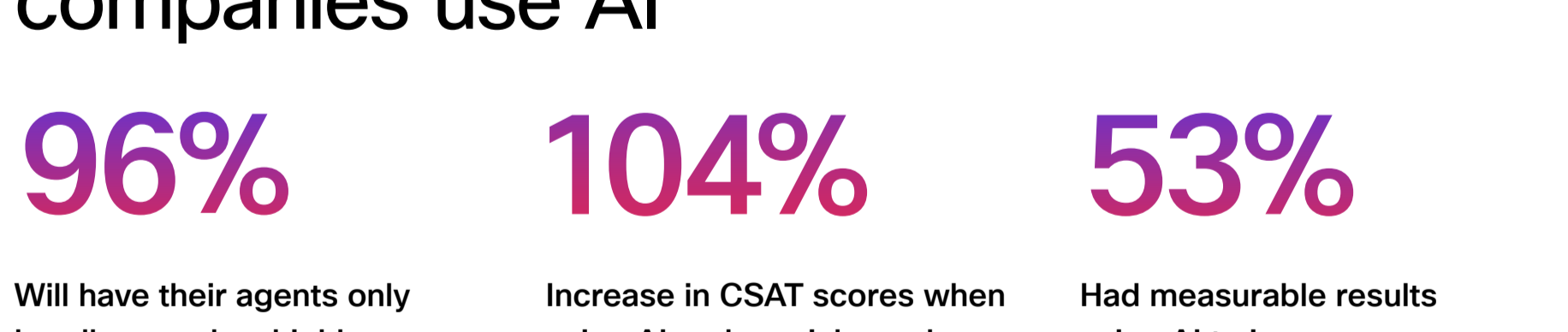
Agents depend on technology and processes to succeed

- 92%** Agree user experiences are important to their agents
- 76%** Agree that agents working through technology or process issues is their greatest challenge
- 93%** Feel technology is highly important in creating better agent experiences³

The #1...

- Priority for AI**
Improve first contact resolution
- Use case**
Support contact center agents and make them more efficient
- Business outcome**
Improved agent satisfaction and reduced turnover
- Channel**
Using chat bots to respond to text/SMS messages²

How successful companies use AI



Top three reasons to use AI in customer interactions

- Increase revenues
- Reduce costs
- Improve customer experience¹

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 AI and Google Cloud Contact Center AI.

Our solutions are delivered by the most innovative team of experts with over 100 years combined experience in AI 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