

Experience

Artificial Intelligence (AI) and automation are pivotal technologies forming the foundation for any company's long-term success. Tackling repetitive or mundane tasks and autonomously interacting with customers, they

allow agents to focus on complex interactions that benefit from empathy or a customised approach. With the help of AI, organisations are able to save costs while managing the increasing volume of digital interactions in a faster, more efficient way. Al supports better workforce management, on-boarding and training of staff and empowers agents to offer the best customer experience resulting in happy and loyal customers.

Continuous machine learning provides a steady flow of 360-degree customer insights for advanced personalisation. From 24/7 chatbots to faster help desk

Faster, more efficient transactions

routing, businesses can use AI to curate information in real time and provide high-touch experiences that drive growth, retention and overall satisfaction.

More than

believe Al can reduce the time it takes to get answers while still being highly tailored to their preferences.1

of contact centre leaders

agree that their customers can resolve issues easier thanks to the usage of chatbots and virtual assistants.²





Improved accuracy

upcoming issues or needs and proactively acting accordingly.

believe humans are more likely to cause errors than Al3

of executives believe artificial intelligence's most important benefit is providing data that can be used to make decisions4

High volume, low cost

Accurate and complete resolution become more important than handle times and speed of answer Forrester⁵

of routine questions.

By 2022 80%

costs by speeding up response times, freeing up agents for more challenging work and answering up to 80%

Al can help businesses save on customer service

of common customer service inquiries will be deflected to virtual agents reducing interaction costs by 70% Al will power

95%



live telephone and online conversations7



Al can deal with mundane activities while customer service advisors spend time on more fulfilling high-value tasks. Chatbots can help businesses save on customer service costs by speeding

times, freeing up 29% agents for more 70% challenging work, and answering up to

up response



80% of routine questions⁹



Boost Productivity Al improves analytics and resource utilisation across the whole organisation, resulting in significant cost reductions. It can also automate complex processes and minimize downtime by predicting maintenance needs.

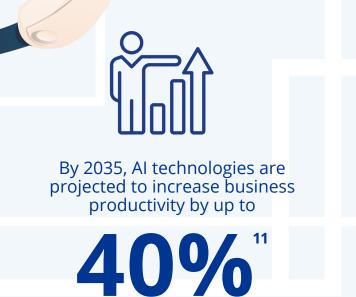
53%

agree that AI solutions, they have already implemented, have benefited productivity, while

67%

see the future potential of

Al to automate processes and optimise business efficiency and labour productivity¹²



customer's experience. Issues that agents and bots worked on together



resulted in the highest CSAT* (out of 5) when averaged across 6 months13

Better

together

Al enhances – not replaces a customer representative's ability to serve and affect the

> of service decision makers believe AI is most effective when deployed with – rather than in place of - humans14

80%

revenue and helps elevate contact centers to a much more strategic role within companies Forrester⁵ Find out how Enghouse

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Sources

 ${}^1https://www.pwc.com/us/en/industry/entertainment-media/publications/consumer-intelligence-series/assets/pwc-botme-booklet.pdf)$ ²https://www.businesswire.com/news/home/20190501005423/en/Contact-Center-Leaders-Confident-Artificial-Intelligence's-Al's

https://chatbotsmagazine.com/the-importance-of-chatbots-in-every-business-infographic-8a8f990be0aa ⁵The Three Customer Service Megatrends In 2020: Fuse AI And Agents To Drive Better Experiences", Forrester Research, Inc., January 14, 2020

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Interactive can help you empower your contact centre with AI taking your CX to the **next level**. Visit us enghouseinteractive.com/ai-insights-vecko/







https://www.pwc.com/us/en/industry/entertainment-media/publications/consumer-intelligence-series/assets/pwc-botme-booklet.pdf

¹⁰https://www.zdnet.com/article/ai-is-revolutionizing-customer-service/