



AI empowers Super-Agents for improved Customer 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. AI 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.

Faster, more efficient transactions

Continuous machine learning provides a steady flow of 360-degree customer insights for advanced personalisation. From 24/7 chatbots to faster help desk 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
60%

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

63%

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

Improved accuracy and decision-making

AI augments human intelligence with comprehensive analytics as well as pattern and intend prediction capabilities to improve the quality, effectiveness, and creativity of agents' decisions. AI reduces customer effort with 'preemptive' actions by anticipating upcoming issues or needs and proactively acting accordingly.

70%

believe humans are more likely to cause errors than AI³

44%

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

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

Forrester⁵

High volume, low cost

AI can help businesses save on customer service costs by speeding up response times, freeing up agents for more challenging work and answering up to 80% of routine questions.

By 2022

80%

of common customer service inquiries will be deflected to virtual agents **reducing interaction costs by 70%**⁶

AI will power

95%

of all customer interactions by 2025, including live telephone and online conversations⁷

Freeing up agents to handle more complex issues

AI can deal with mundane activities while customer service advisors spend time on more fulfilling high-value tasks.

29%

of customer service agent duties have the potential to be automated with technology⁸

Chatbots can help businesses save on customer service costs by speeding up response times, freeing up agents for more challenging work, and answering up to

80%

of routine questions⁹

70%

of agents believe that automating routine tasks would allow them to focus on more complex work¹⁰

Boost Productivity

AI 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 AI to automate processes and optimise business efficiency and labour productivity¹²

By 2035, AI technologies are projected to increase business productivity by up to

40%¹¹

Better together

AI enhances – not replaces – a customer representative's ability to serve and affect the customer's experience.



Issues that agents and bots worked on together resulted in the



highest CSAT*

(out of 5) when averaged across 6 months¹³

80%

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

Better engagement correlates to customer loyalty measures that are indicative of customer retention, enrichment, and advocacy. Increasing these measures impacts topline revenue and helps elevate contact centers to a much more strategic role within companies

Forrester⁵

Find out how Enghouse Interactive can help you empower your contact centre with AI taking your CX to the **next level**.

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Sources

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