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:

- **Artificial intelligence** is key for augmenting the contact center’s performance
- **Artificial intelligence** in the contact center

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.

**Customers expect easy AI self-service options when doing business with a company**

[a1]

**Why are businesses implementing AI in the contact center?**

- 60% of businesses plan to implement/expand AI in their contact center within the next three years
- Cross-sell/up-sell opportunities
- Agent satisfaction and efficiency
- Analytics tools to identify trends
- Agreed user experiences are important to their agents
- Agree that agents working through technology or process issues is their greatest challenge
- Feel technology is highly important in creating better agent experiences

**The #1...**

- Improve the contact center experience
- Use case: Support agents want to resolve most tickets without talking to the customer
- Business outcome: Increased agent productivity
- Channel: Using chatbots and AI will increase agent productivity

**How successful companies use AI**

- 96% of these companies have measurable results using AI to improve customer experience
- 104% have improved CSAT scores when using AI and omnichannel
- 53% say measurable results using AI in their company's customer experience

**Top three reasons to use AI in customer interactions**

- Improve customer experience
- Reduce costs
- Increase revenues

**Customers expect easy AI self-service options when doing business with a company**

[a2]

**Artificial intelligence improves workflows, increases accuracy, and reduces cost**

- What frustrates agents?
- Too many tasks have increased
- More complex customer interactions
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Why are businesses implementing AI in the contact center?

- **Business outcomes:**
  - **Improve first contact resolution**
  - **Support contact center agents and make them more efficient**

**Business outcome**

- Improved agent satisfaction and reduced turnover
- Serve customers more efficiently

**Channels**

- Online chatbots and AI
-**Artificial intelligence in the contact center**

- **Artificial intelligence**
  - **Supercharging digital customer experience**
  - **Voice of the Customer, Artificial Intelligence (AI) in the Customer Journey**
  - **Cisco Global Contact Center Survey**

- **Offsite contact center—simple, less costly inquiries**
- **Reduce wait times**
- **Offer 24x7 business access**
- **Serve customers more efficiently**

- **Priority for AI**
  - **Identify trends**
  - **Increase in CSAT scores when using AI and omnichannel**
  - **Most measurable results using AI in the customer experience**

- **Agents depend on technology and processes to succeed**

- **Agreement:** user experiences are important to their agents
- **Agreed user experiences are important to their agents**
- **Agreed that agents working through technology or process issues is their greatest challenge**
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- **Reduce costs**
- **Improve customer experience**