

Contact Center AI Maturity Model



LEVEL 1: SUPPORT

- ML and LLMs are used to transcribe call recordings, making them scannable and searchable.
- Rudimentary syntax-based topic analytics and keyword spotting helps supervisors with QA.

Business Value Gains:

Low, efficiency gains limited to a small group

LEVEL 2: AUTOMATE

- Generative and Conversational AI are used to automate CC processes, e.g., to automatically score 100% of the calls (Auto QA) or intelligently route calls to available agents (IVR).
- Focus on improving efficiency without altering existing processes.

Business Value Gains:

Huge time/cost savings limited to small group, efficiency gains for contact center

LEVEL 3: AUGEMENT

- Generative and Conversational AI are deployed to augment CC processes.
- Make the agent more efficient, e.g., with auto call summaries, auto-generated agent replies, AI note-taking.
- Support supervisor in their decision making and agent evaluation, e.g., sentiment analysis and trend analysis to identify calls for follow-up.
- Better insights into VOC with call type categorization and AI topic analysis.

Business Value Gains:

High, large efficiency gains, time and cost savings for the entire contact center

LEVEL 4: EMPOWER

- CC processes continue to be augmented by AI, but are now gaining an additional layer of intelligence with the creation and extending of an AI-powered knowledge base.
- AI Assistants help in real-time. Agents get instant access to internal knowledge, interact with it using AI (e.g., AI suggests auto reply to customer question).
- AI coaching agents for better customer service.
- In mature CC, AI-powered chatbots handle L1 support, route complex requests to human agents.

Business Value Gains:

Very High, Huge labor cost savings, massive efficiency gains. Starts to impact revenue

LEVEL 5: TRANSFORM

- The CC is transformed into a revenue center with AI-driven analytics.
- Customer insights from the contact center can be used to improve decision-making, such as enhancing online ordering processes.

Business Value Gains:

Transformative. Contact center actively drives revenue

Level 1: Supporting Manual QA Processes

Goal

Primary goal: Enhance contact center efficiency and customer experiences.

- No processes are changed or adapted.
- Machine Learning and Large Language Models are used to transcribe call recordings, making them scannable and searchable.
- No Conversational or Generative AI used - Rudimentary syntax-based topic analytics and keyword spotting helps supervisors with QA.
- Supporting supervisors who manually evaluate 2-5% of calls.

KPIs

- Average Handle Time (AHT)
- Call Abandonment Rate (AR)
- First Contact Resolution (FCR)
- Service Level/Response Time
- Customer Satisfaction (CSAT) Score
- Agent Turnover Rate, Quality Scores

Who Benefits?

- Supervisor (Agent only indirectly)

Business Value

- Low (Time savings, efficiency gains)

AI Adoption Considerations:

Early-stage focus on AI ethics and compliance:

- Develop vendor selection and evaluation criteria based on AI ethics.
- Initiate programs for internal awareness and education on AI's future use and ethical implications.

Level 2: Simple Automation Of CC Processes

Goal

- Focus on improving QA efficiency without altering existing processes.
- Generative and Conversational AI are used to automated CC processes, e.g., to automatically score 100% of the calls (Auto QA) or intelligently route calls to available agents (IVR).

KPIs

- Number of Calls Evaluated (Auto vs. Manual)
- Supervisor Intervention Rate
- Quality Score Trends
- Training Effectiveness Score
- Sentiment Analysis Accuracy
- Call Review Efficiency

Who Benefits?

- Supervisors, Secondary Agents

Business Value

- Low (Time savings, efficiency gains)

AI Adoption Considerations:

Focus on AI Transparency and Accountability:

- Ensure AI tools for transcription and analysis are transparent and accountable.
- Maintain trust and compliance with regulatory standards through clear AI tool functioning.

Level 3: Augment Contact Center Processes With AI To Maximize Productivity

Goal

- Generative and Conversational AI are deployed to augment CC processes
- Make the agent more efficient, e.g., with auto call summaries, auto-generated agent replies, AI note-taking.
- Support supervisor in their decision making and agent evaluation, e.g., sentiment analysis and trend analysis to identify calls for follow-up.
- Better insights into VOC with call type categorization and AI topic analysis.

KPIs

- Agent Performance Improvement Over Time
- First Contact Resolution (FCR)
- Average Handle Time (AHT)
- Quality Assurance Efficiency
- Agent Productivity Metrics
- Customer Satisfaction (CSAT) Score

Who Benefits?

- Both Supervisors and Agents

Business Value

- High (Incredible time savings and ROI)

AI Adoption Considerations:

Robust AI Monitoring and Evaluation:

- Establish monitoring systems to ensure fair, unbiased, and legally compliant AI decisions.
- Regular audits of AI decisions to identify and rectify any irregularities or biases.

Level 4: AI Empowers Agents Through Knowledge

Goal

- CC processes continue to be augmented by AI, but with an additional layer of intelligence - creation and extending of an AI-powered knowledge base.
- AI Assistants help in real-time. Agents get instant access to internal knowledge, interact with it using AI (e.g., AI suggests auto reply to question).
- AI coaching agents for better customer service.
- In mature CC, AI-powered chatbots handle L1 support, route complex requests to human agents.

KPIs

- Self-Service Resolution Rate
- Knowledge Base Usage and Effectiveness
- Customer Satisfaction (CSAT) Score Across Channels
- Average Handle Time (AHT) for Complex Inquiries
- First Contact Resolution (FCR) for AI-Assisted Interactions
- Agent Productivity Metrics for Complex Interactions

Who Benefits?

- Customers
- Agents

Business Value

- Very High

AI Adoption Considerations:

Data Privacy and Security in AI Assistance:

- Maintain strict data privacy and security protocols in real-time AI assistance.
- Ensure AI systems comply with data protection regulations like GDPR.

Level 5: Contact Center Becomes Revenue Center

Goal

- Use AI-driven analytics to transform the contact center from a cost to a revenue center.
- Leverage customer insights for organizational decision-making, like improving online ordering processes.
- The contact center provides valuable customer insights, impacting the organization's revenue generation and decision-making.

KPIs

- Revenue Generation from Contact Center Insights
- Customer Insight Utilization Rate
- Cost Reduction through Process Improvements
- CX Improvement Index, Cross/Up-Sell Success Rates, CSAT and NPS
- FCR Rate
- CC Influence on Product/Service Development
- Conversion Rate of Contact to Sale, Customer Lifetime Value (CLV)



Who Benefits?

- Entire organization & customers

Business Value

- Very High

AI Adoption Considerations:

- AI Governance and Ethical Standards for Chatbots:
- Develop governance frameworks for ethical chatbot deployment, focusing on non-discrimination, accuracy, and privacy protection.