

How many of you have had
a **bad experience** with a
contact centre?

The Voice Experience is BAD



Contact Centres Face Challenges

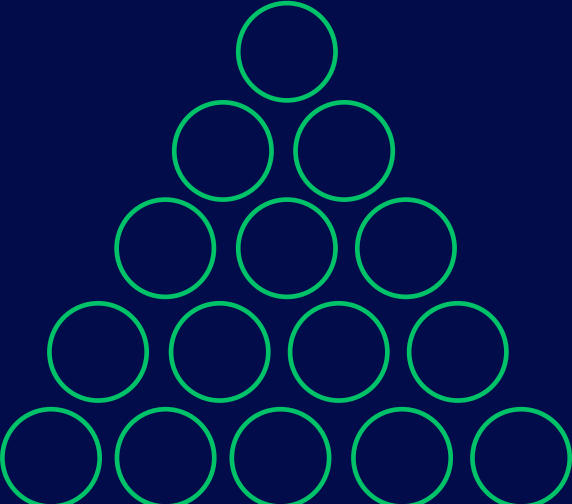
- 1 Unmanageable Call Volumes
- 2 Reduction on Customer Time
- 3 Agent Attrition
- 4 Pressure to Find Cost Reductions

73%

agree that automating more customer support tasks would help improve customer relationships and loyalty.

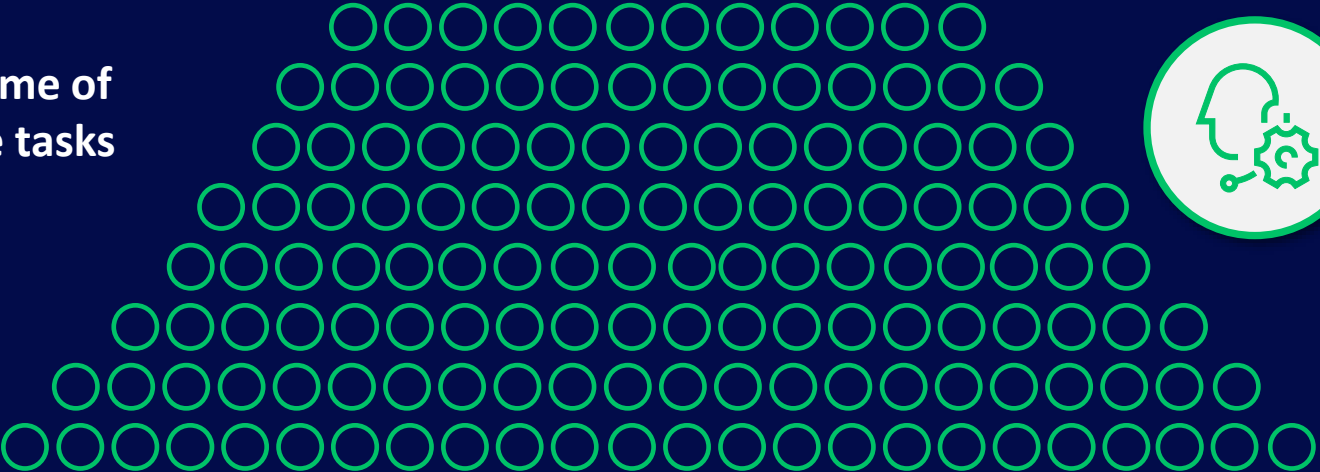
The Strategy

Low volume
but high value



Use human
agents

High volume of
repetitive tasks



Use virtual
agents

CONTACT CENTRE AGENT TASKS

What Is the Future of AI in CX?



Humans

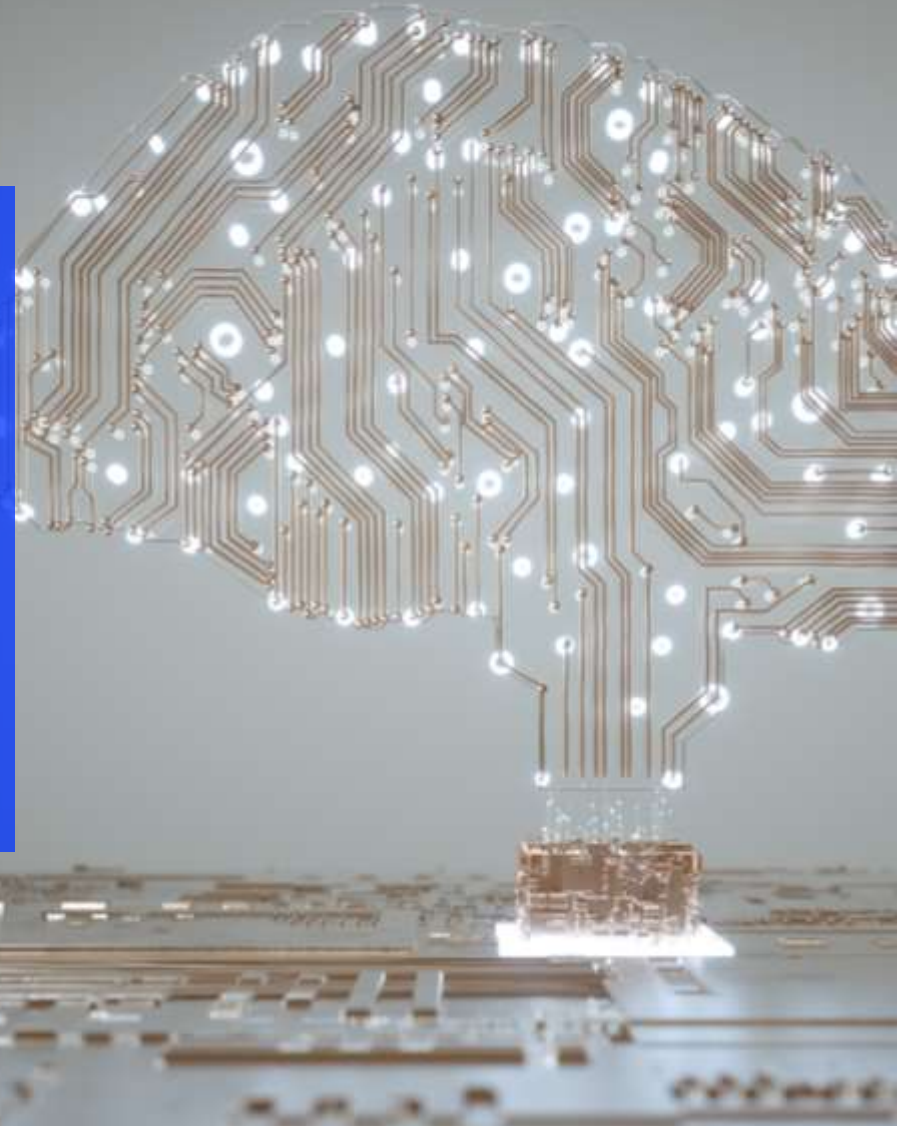
Creative
Empathetic
Judgement
Leadership

Low Volume
High Value
Relational

Machines

Computational
Fast
Scalable
Accurate

High Volume
Repetitive
Transactional





Automation Means Your Agents' Jobs Will Also Change

- The role of humans will shift in the contact centre as AI becomes more prevalent.
- AI will automate as humans focus on higher-value, empathic work.
- Humans and AI will work together to create **“Collaborative Intelligence with Contextual Continuation.”**

The Ways Consumers Engage Are Changing

Reactive



Interactive



Proactive



- Phone
- Live agent



- Mobile
- Self-service
- Speech-enabled

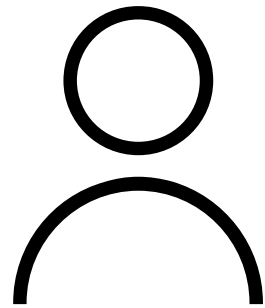


- Conversational
- Attitudes towards automation have changed

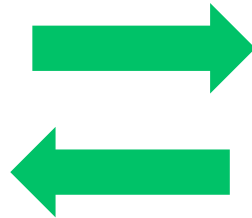
**What is your primary
channel of choice?**

What Is Omnichannel?

Allows customers to engage with an organisation on their terms – **anywhere**, **anytime**, over their channel of choice.



Customer



Agent

Key Takeaways

- Voice is still king
- Don't be afraid of automation, just make sure it's ring-fenced
- Agents & machines need to work together for happy agents = better CX
- CX is an end-to-end journey, not siloed. Ensure all channels perform the same tasks



