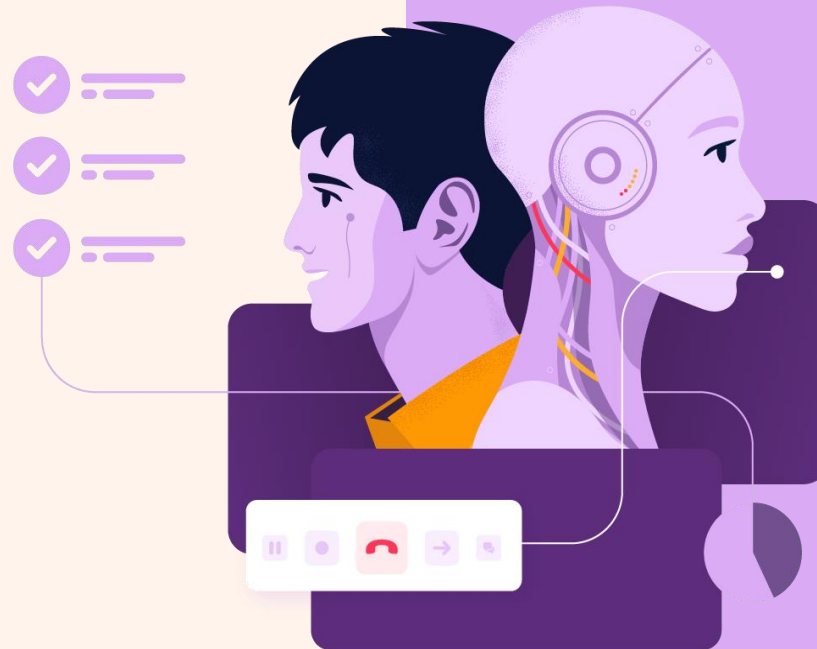


The Balancing Act

- **Efficiency** = automation and self-service
- **Empathy** = human-led service
- Knowing when to automate, when to bring empathy critical
- Many struggle due to lack of actionable data and insights



//
**Automate
where it matters.
Bring empathy
where it really
matters.**

Where Companies Go Wrong

Under increasing pressure, many rush into automation.

Without data-driven decisions, the result = poor customer and agent experiences.



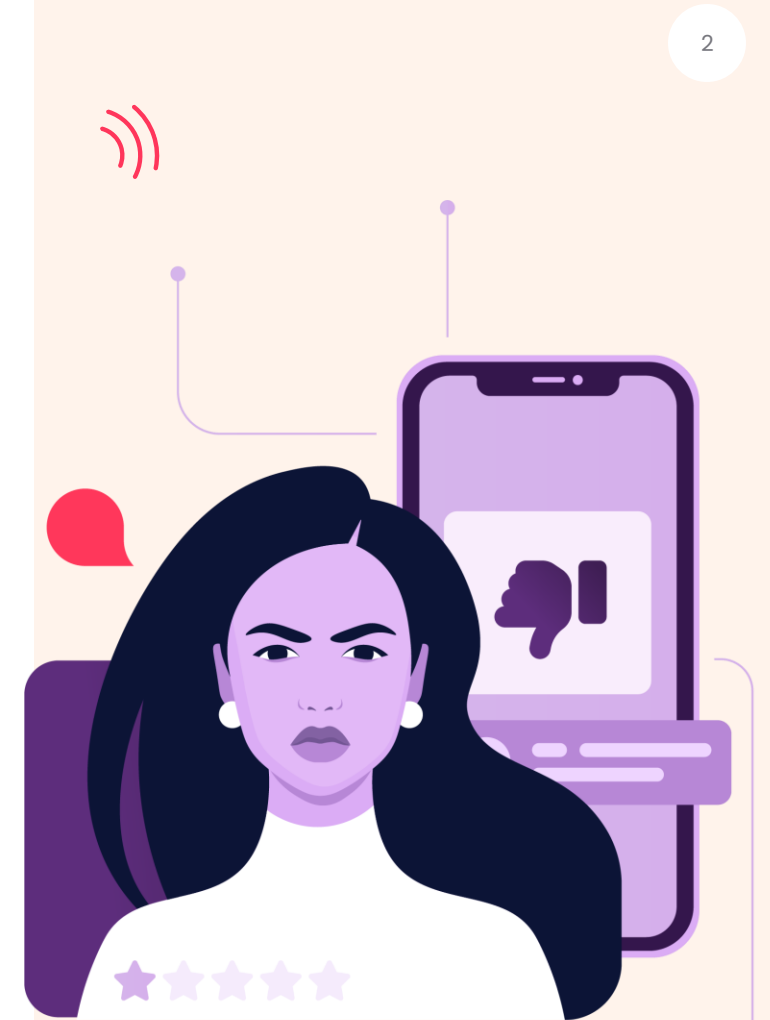
1 in 3 companies move AI out of pilot.



Only 36% deploy models into real operations.



Just 1% achieve AI at scale with impact.



The Missing Link: Insights

Most businesses only analyse 2-5% of customer interactions: **Up to 98% of insights are lost.**



- AI speech analytics automatically analyses 100% of interactions.
- Uncovers sentiment and the real issues impacting customer experience.
- Guides the organisation on when to automate and when to bring empathy.
- Agent analysis – empathy.
- Enables automated QA vs lengthy manual processes.



Efficiency Done Right: Insurance

Car insurance (non-critical)

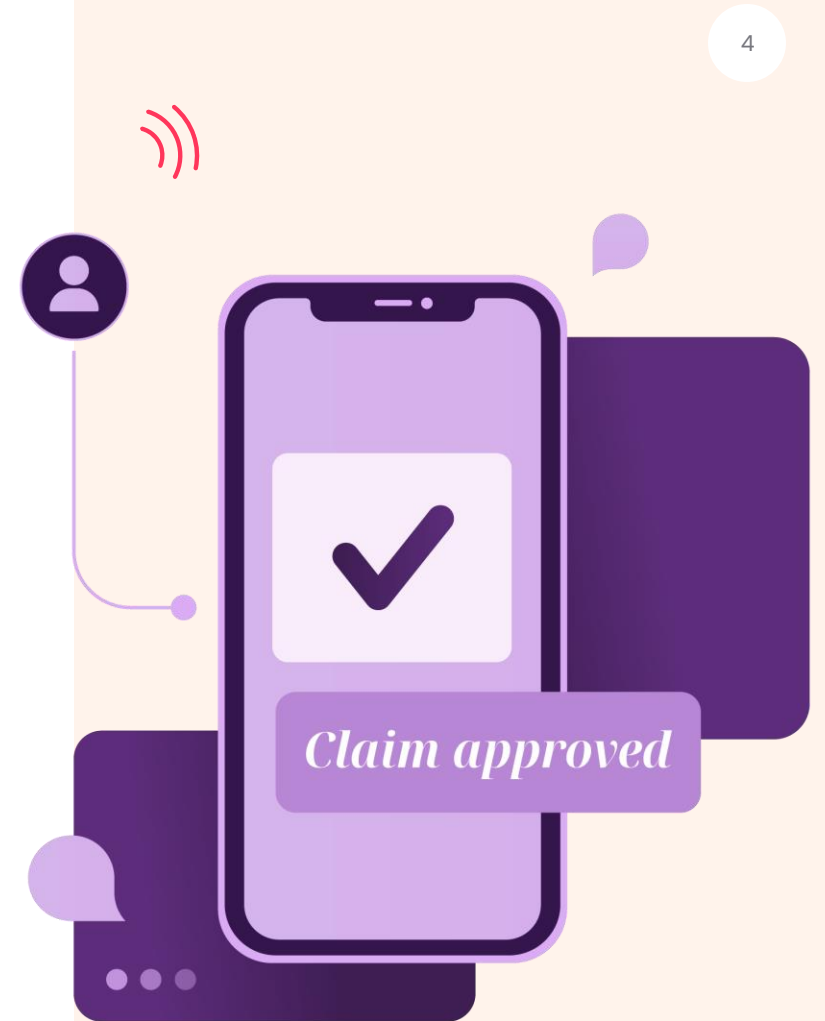
First Notification of Loss (FNoL) = start of claims journey, when customer first reports damage or loss to insurer.

By replacing scripted set of agent questions with an automated FNoL process, insurers can:

- Resolve repetitive cases effectively and accurately.
- Free up agents to work on complex cases.

Benefits:

- *Faster claims processing*
- *Reduced service costs*
- *Improved user experience*



Empathy Powered by Insights

Housing Associations

AI speech analytics can help companies address legislative issues like damp and mould in social housing.

- Search all calls for keywords like “mould”, “damp”, “asthma” etc. to assess scale of issue.
- Identify vulnerable tenants and route calls quickly to skilled agents.



Utilities

Helps companies better identify and serve vulnerable customers by uncovering hidden call sentiment.

- Looks for phrases that may indicate financial difficulty without customer having to state.
- Agent can intervene proactively: “do you need help with your bills?”

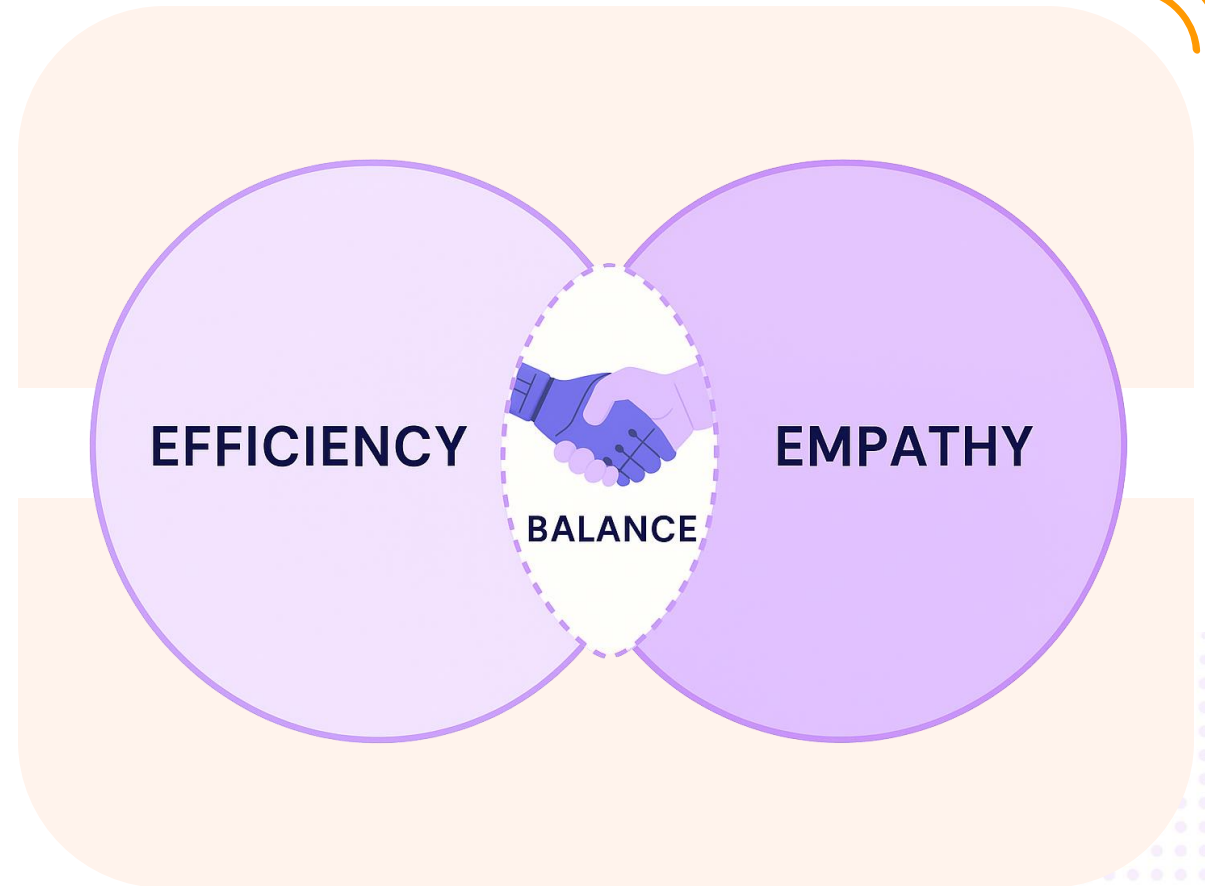


Efficiency & Empathy Together

They are **not mutually exclusive** but complementary.

The **right data and tools** enable automation for routine tasks and human empathy for complex or vulnerable cases.

The **right mindset and** conscious **service design** make the delicate balance achievable for contact centres.



Guidance for CX Leaders



Start with **insights, not automation.**



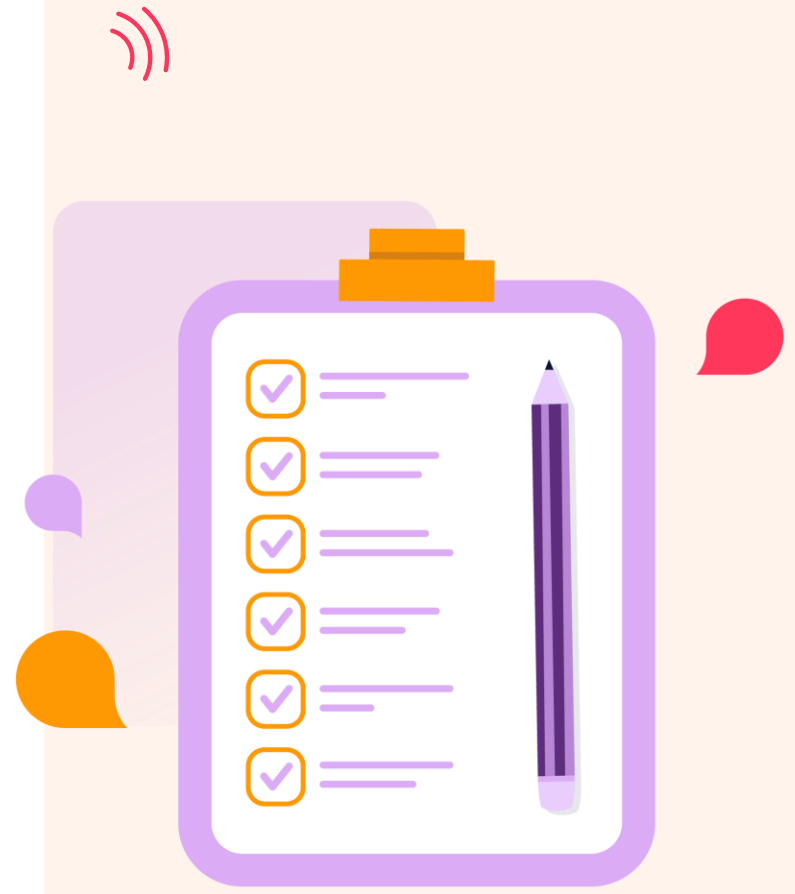
Find the right balance between efficiency and empathy.



Use AI to empower, not replace, your human agents.



Review outcomes to guide future decisions.



Want to get ahead of what's next in CX?

Join us at Elevate '25
Virtual on 9 October.

