



The Future of Customer Contact

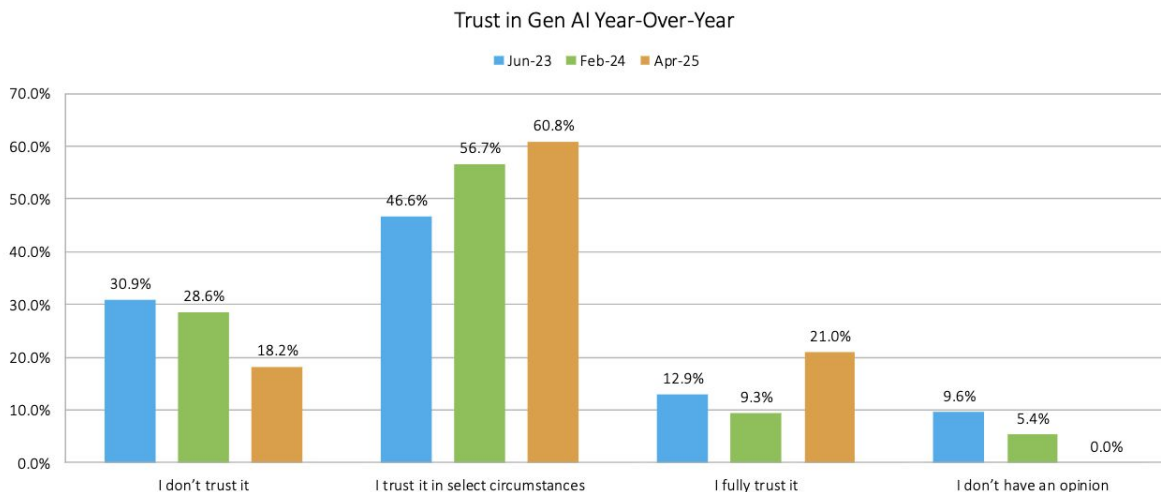
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The Future of Trust

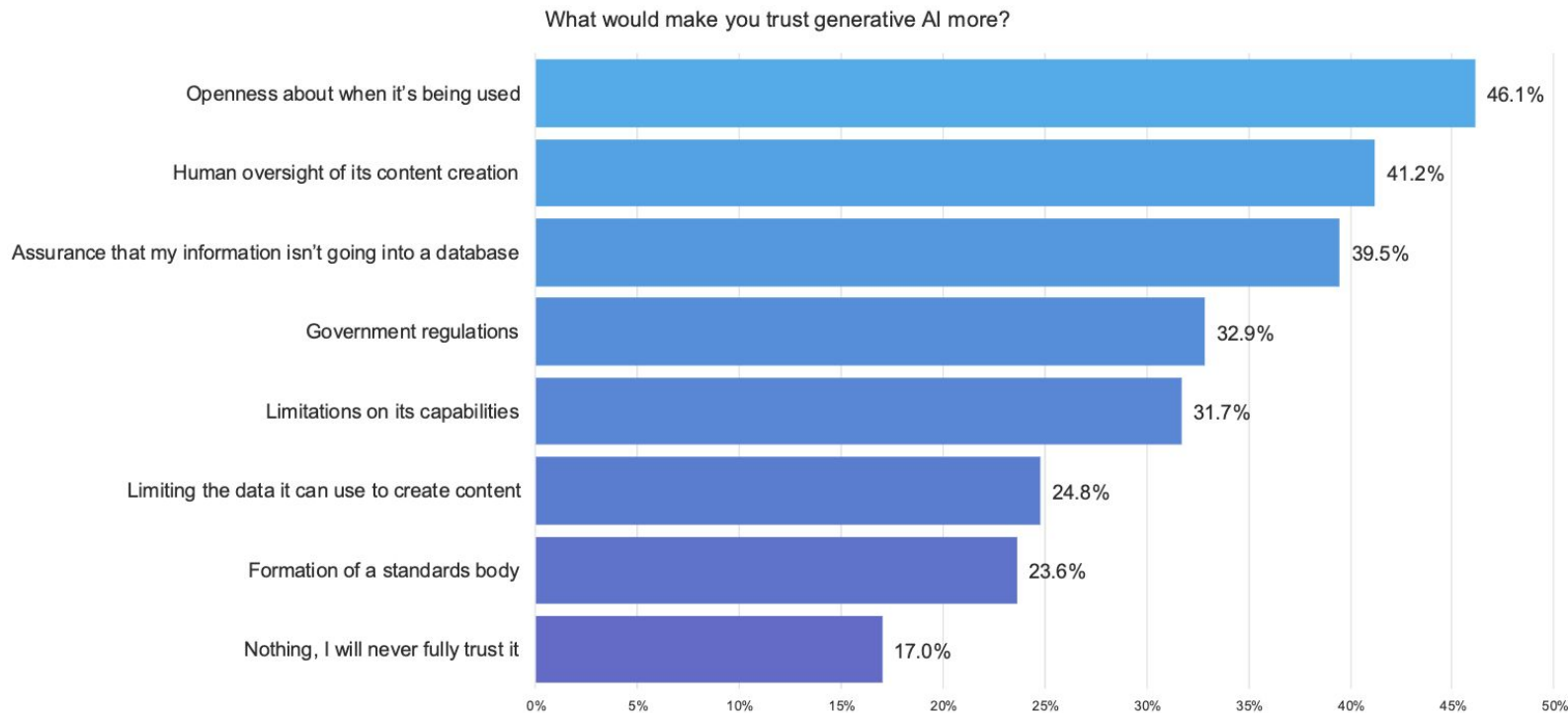
Overall Consumer Trust in AI Has Grown

But Most Consumers Don't Yet Fully Trust It



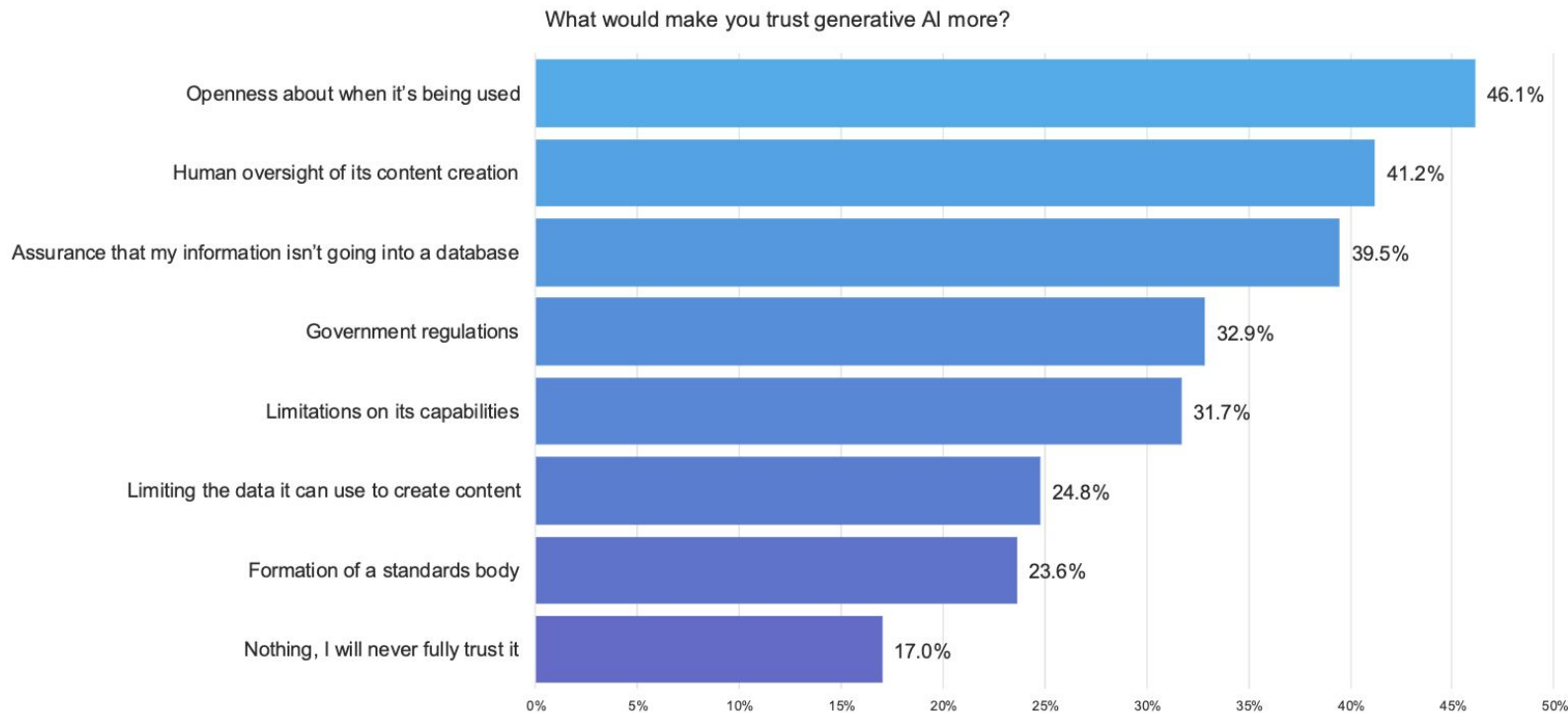
Alleviating AI Trust Concerns

Openness & Human Oversight are Key



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The Key to AI Success: Getting Use Cases Right

AI Plays Best in Low Value Use Cases; Humans Still Most Trusted for Building Relationships

AUTOMATE

Low Value
Conversations

WHEN TO USE:

- Repetitive & predictable
- Routine information & FAQs
- High volume & low complexity
- Customer triage

EXAMPLE USE CASES:

- Hours, policies, and product inquiries
- Password resets, order status, and simple billing updates
- Route, categorize, and prioritize interactions

ALLOW

High Value
Human-to-
Human
Conversations

- Complex problem solving & troubleshooting
- Emotional support & empathy
- Relationship building & high-value sales
- Strategic decision making & exceptions

- Unique technical issues or complex service requests
- Customer is frustrated, upset, dealing with sensitive issues, etc.
- High-stakes B2B and B2C that requires personal touch or negotiation
- Edge cases, ex. non-standard refunds or bending policies to retain customers

Personalization is Critical

Your Customers Expect It and Get Frustrated When It's Absent

Personalization is Expected

71%

Of consumers **expect companies to deliver personalized interactions.**

[\(source\)](#)

Lack of Personalization Equals Frustration

76%

Of consumers get **frustrated when they don't receive personalized experiences.**

[\(source\)](#)

Brand Loyalty is at Risk

62%

Of consumers say a **brand will lose their loyalty if it delivers an un-personalized experience.**

[\(source\)](#)

The Recipe: Building Trust with Personalization

Remember the Customer Data Wall We Talked About Earlier?

Open Access to Customer Data + Tools that Integrate

AI with Real-time Sentiment + Emotional Intelligence

Transparency + Data Privacy

Right Message + Right Audience + Right Time + Right Channel

3 Steps to CX Trust Success

How to Set Yourself Up to Transform in 2026+

1



Do Your Homework:

Use AI analytics to uncover the truth about what interactions are low value and high value

2



Don't Be Afraid to Ask Your Customers:

Input from your audience on how they feel about AI will further help build trustworthy experiences for your brand

3



Build Your Roadmap:

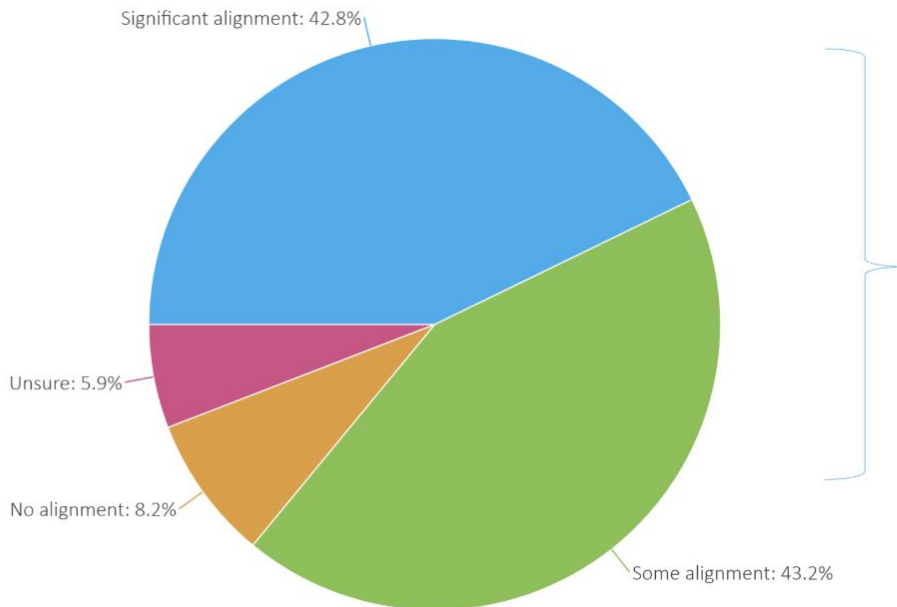
Automate where it makes sense, escalate when needed, and balance right message, audience, time, and channel

The Future of CX Metrics

Keeping Service Quality High Without Adding Agents

WITHOUT Adding More Customer Service Agents

How much does this statement align with challenges your company may be facing in the contact center?
I need to keep service quality high without adding more live agents

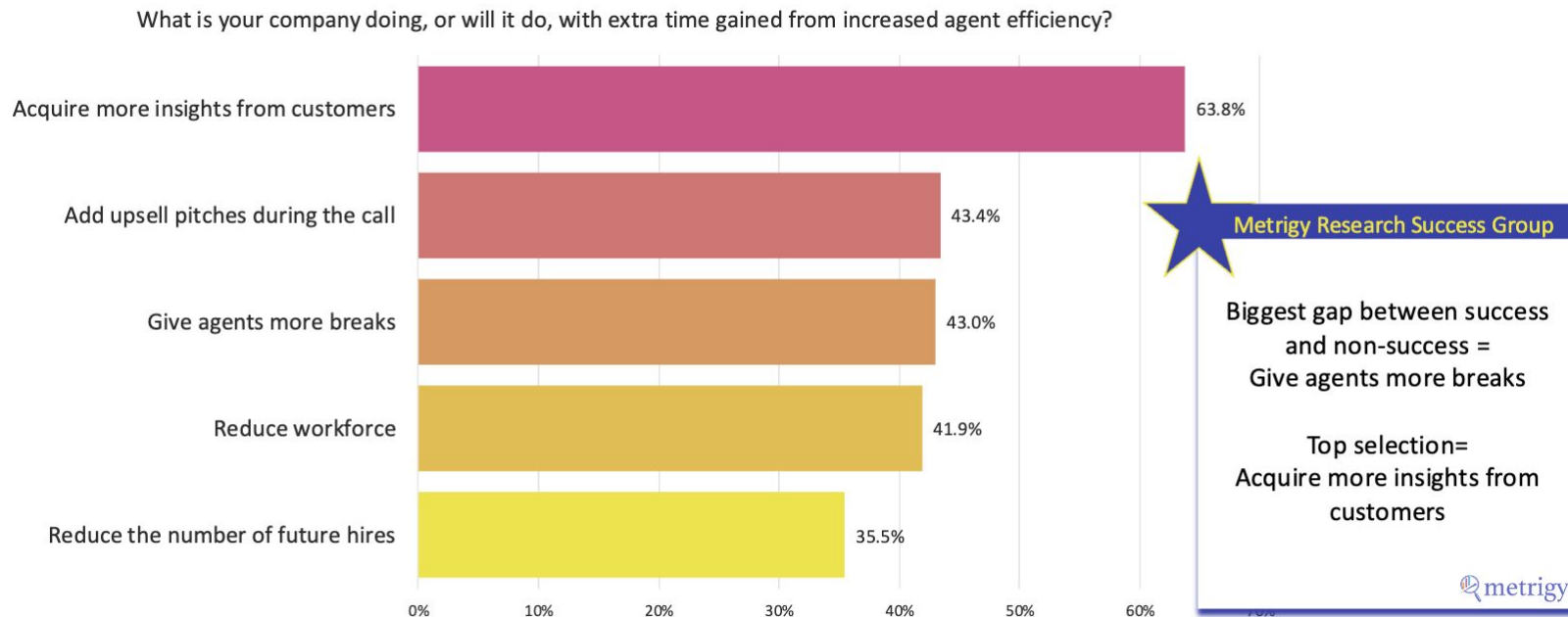


Does AI help you
achieve that initiative?

Yes!
76.0%

AI Efficiency Gains Applied to Gathering Insights

Companies are Pivoting Focus to Acquiring More Insights from Customers



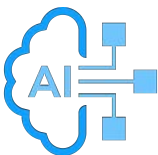
The Strategic Shift

Pivoting from Cost Center to Revenue Generator with Help From Conversational Analytics



AUGMENT

Human
Performance



AUTOMATE

Self-service
Workflows



AVOID

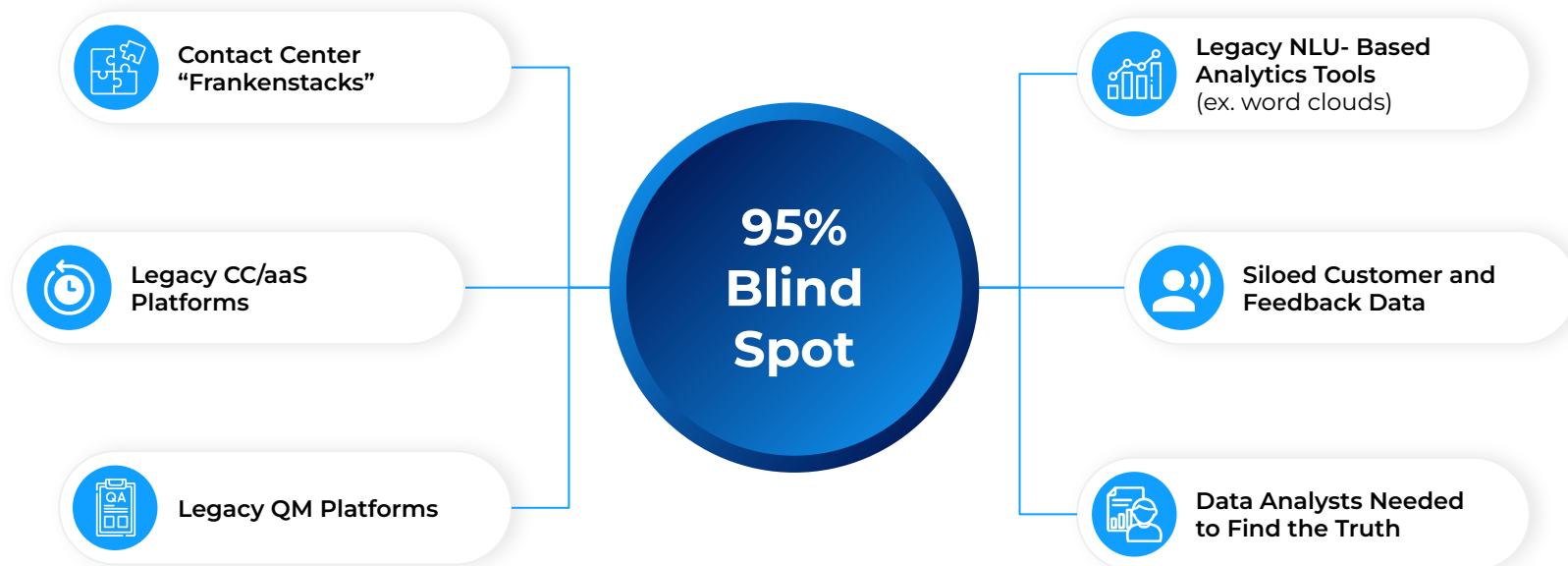
Unnecessary
Contacts

Traditional Contact Center Metric Focus

**Emerging Contact Center
Metric Focus**

The Blind Spot Challenge

Traditional Tools Only Provide a Small Fragment of the Truth



Using AI Analytics to Build VoC Programs

Analyze 100% of Customer Conversations & Feedback to Remove Blind Spots



Customer
Calls



Live
Chats



NPS



Emails



Social



Reviews

Support & Ops 

Now identify **top issues & emerging problems** instantly

Product Teams 

Can track **successes & pain points** of each launch and get direct customer feedback to influence roadmaps

Sales & Marketing 

Discover **customer preferences** and how they talk about your product

Executives 

Summarize & measure **Support / CX trends** in seconds

Redefining Success Metrics

When Interaction Avoidance is the Goal, New KPIs are Required to Measure Success



**Revenue
Improvement**



**Customer Lifetime
Value**



**Cross-sell/Up-sell
Contribution**



Churn Reduction



**Contact Volume
Reduction**



**NPS / CSAT
Improvement**

3 Steps to CX Metric Success

How to Set Yourself Up to Transform in 2026+

1



Reset Your Focus:

Shift from interaction optimization to interaction avoidance

2



Analyze Everything:

Use AI to move from sampling to 100% conversational visibility to find the "why" behind customer friction

3



Drive Cross-Functional Value:

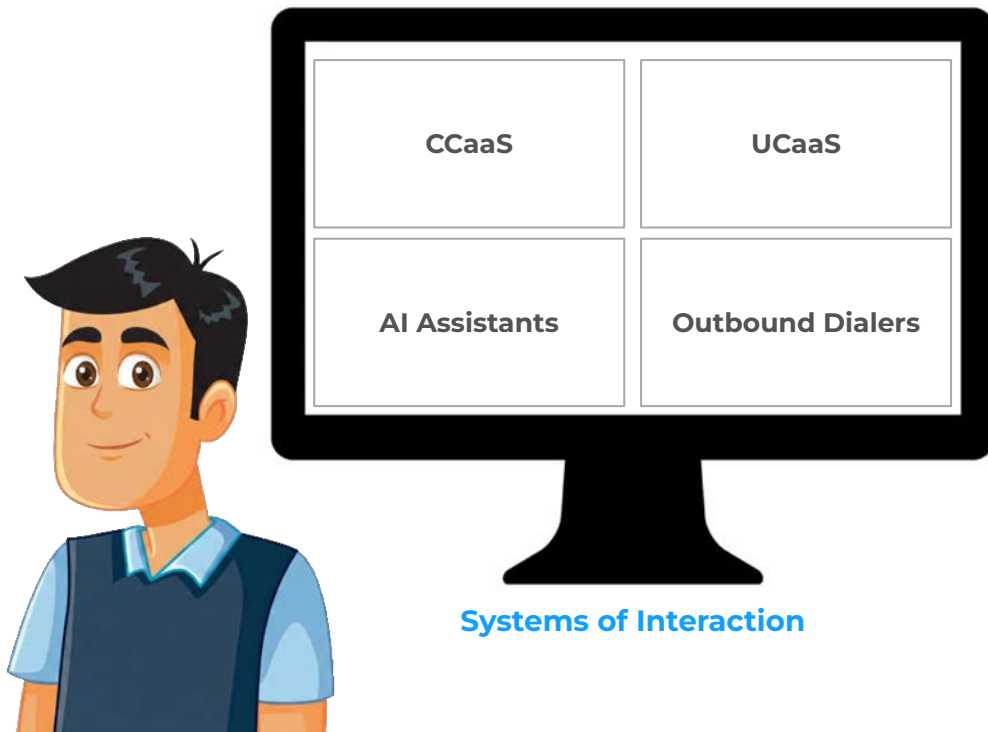
Use contact center data to "talk back" to Product and Marketing to fix issues at the source

The Future of Customer Data & System Management

Today's Reality: Humans are not the Problem

The Problem is Disparate Systems and Tools with Humans Acting as the Integration Layer

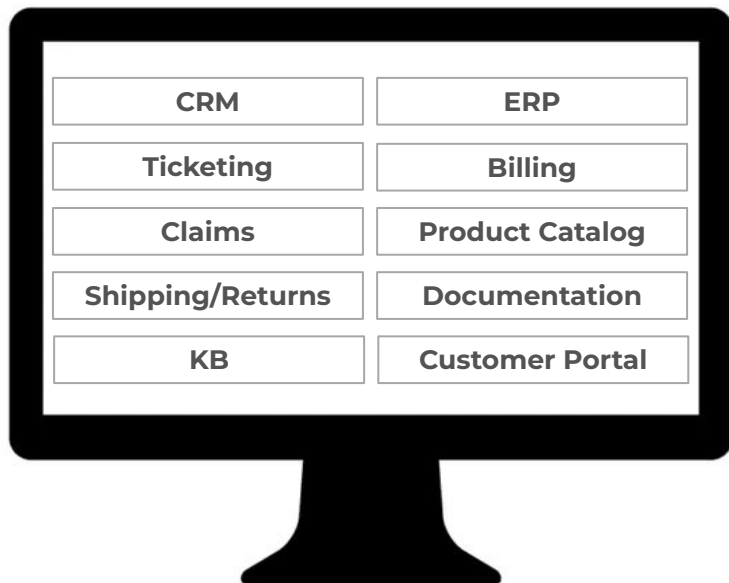
The System of Interaction vendors all say they have a “single pane of glass” interface



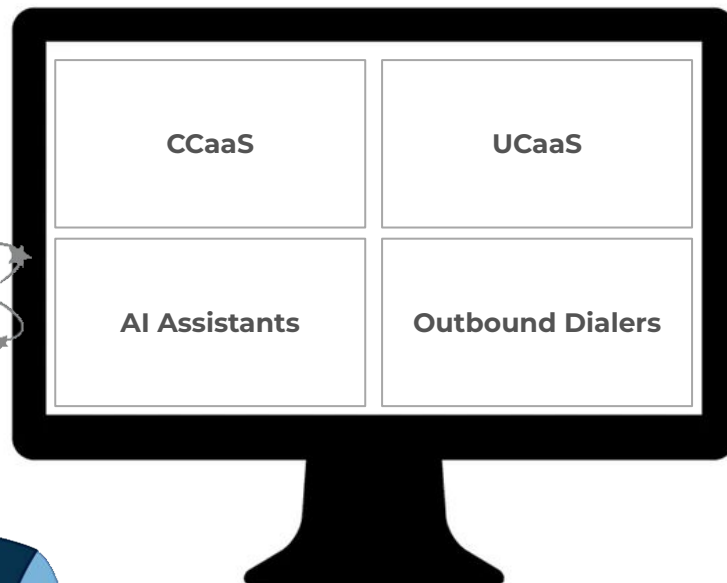
Today's Reality: Humans are not the Problem

The Problem is Disparate Systems and Tools with Humans Acting as the Integration Layer

Yet, in practice, contact center agents are using 4-10 tools per interaction to do their jobs!



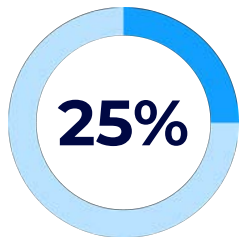
Systems of Record



Systems of Interaction

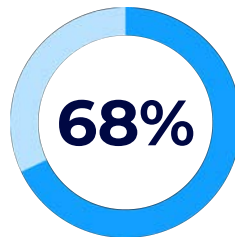
The Result of the Fragmented CX Ecosystem

Bolt-on CCaaS, AI, and Point Solutions Have Only Highlighted Service Challenges



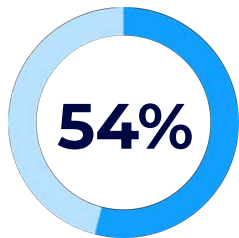
of a contact center agent's **time is wasted on low-value administrative tasks or searching** across disconnected silos

[\(source\)](#)



of contact centers say their **agents spend 10-29% of their time on After-Call Work (ACW)**

[\(source\)](#)



of organizations are **reporting that AI's benefits outweigh its costs** with **42% of organizations saying AI has brought some improvement**

[\(source\)](#)

A New Breed of Technology for Agentic CX

Unifying Data, Integrate Without Integrations, and Unify the Agent Desktop Experience



Customer Data Platforms:

A single platform to collect customer data, bring it together, and activate it across all tools you use to power customer-first experiences



Computer-Using Agents (CUA): Use AI to “see”, “think”, and “interact” with 3P tools autonomously without expensive APIs integrations



Composable Agent Interfaces: Extensible tools that combine all of the 4-10 tools agents use to do their jobs will be the winning solution

3 Steps to CX Data & System Success

How to Set Yourself Up to Transform in 2026+

1



Reframe Your Thinking:

Human agents are not the problem, the tools they use and cognitive overload is - AI alone cannot solve this!

2



Map Your Customer Data Sources:

Ensure you document your data it is accessible, usable, and ready to unify in the future

3



Find Partners That Can Help You Transform:

Easy to use CDP, CUA, and extensible CCaaS interfaces are your path to streamlined workflows