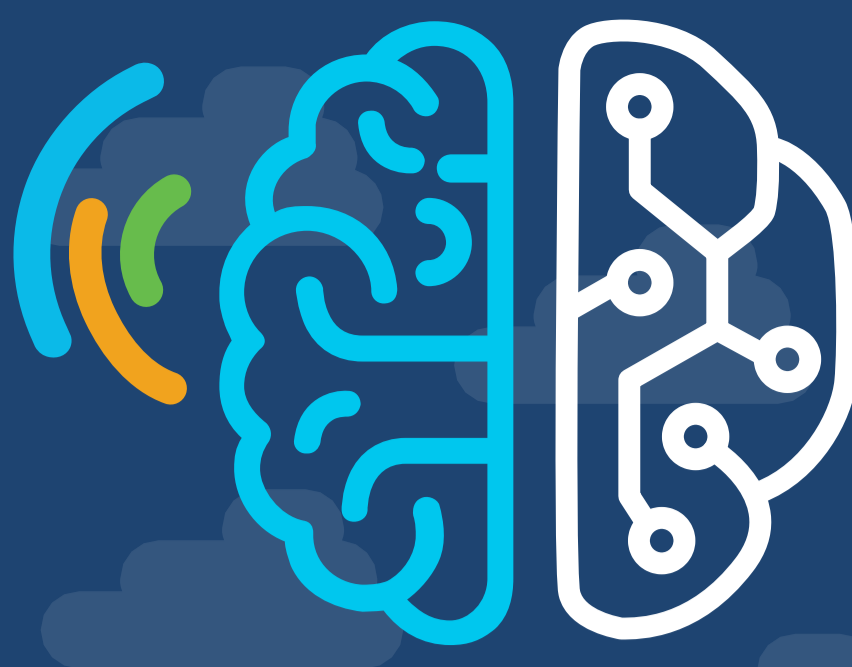


Artificial Intelligence in the Contact Center



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:



Offload common, simple, less creative inquiries



Reduce wait times



Offer 24x7 business access



Serve customers more efficiently¹

Why are businesses implementing AI in the contact center?

1

Cross-sell/Up-sell opportunities

2

Agent satisfaction and efficiency

3

Analytics tools to identify trends

60% of businesses plan to implement/expand AI in their contact center within the next three years²

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

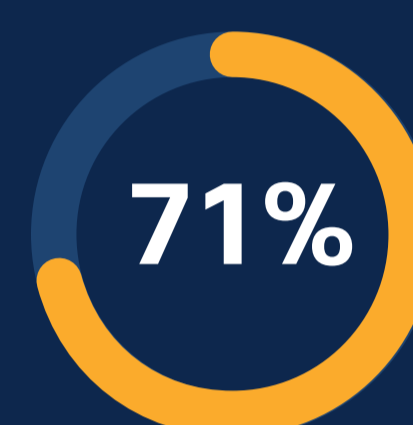
Virtual Assistants, chatbots, conversational IVRs, and **intelligent agents** improve the customer experience and help to minimize agent workload.



Consider bots and AI robotic automation an important function of the contact center



Experience a reduction in call volumes with chatbots



Agree too many manual processes and lack of automation is a significant contact center problem³

AI automation improves workflows, increases accuracy, and reduces costs²

What frustrates agents?



Cumbersome, repetitive tasks to close out tickets



Slow processes due to outdated technology



Too many steps in processes³

Agents depend on technology and processes to succeed

92%

Agree user experiences are important to their agents

76%

Agree that agents working through technology or process issues is their greatest challenge

93%

Feel technology is highly important in creating better agent experiences³

The #1...



Priority for AI
Improve **first contact resolution**



Use case
Support **contact center agents** and make them more **efficient**



Business outcome
Improved **agent satisfaction** and reduced **turnover**



Channel
Using **chat bots** to respond to text/SMS messages²

How successful companies use AI

96%

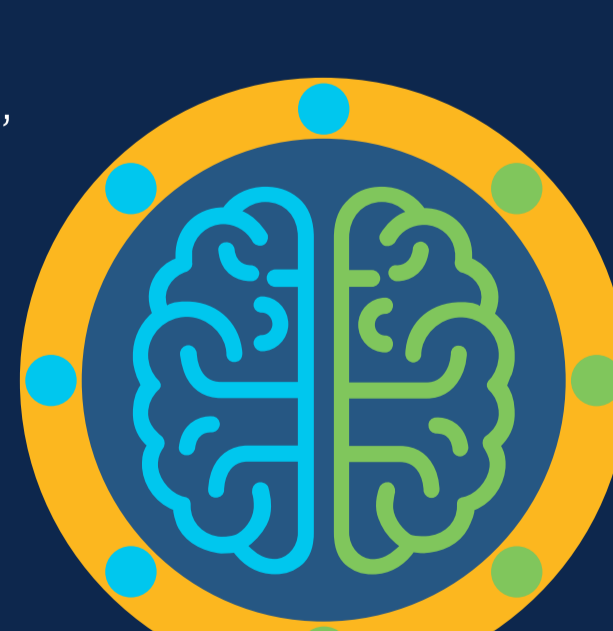
Will have their agents only handle complex, highly specialized interactions by 2025

104%

Increase in CSAT scores when using AI and omni-channel

53%

Had measurable results using AI to improve customer experience¹



Top three reasons to use AI in customer interactions

1



Increase revenues

2



Reduce costs

3



Improve customer experience¹



Cisco 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.

To learn more, visit cisco.com/go/cc

1. Nemertes Intelligent Customer Engagement - Supercharging digital customer experience 2019, 2. Global Data - Voice of the Customer, Artificial Intelligence (AI) in the Customer Journey, 3. Cisco Global Contact Center Survey