



# The Contact Centre AI Series

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## Introduction

The **Contact Centre AI Series** are nine research reports of 25-30 pages each, providing in-depth data and insight into how organisations can use AI solutions to solve real-life contact centre operational and commercial issues.

The nine reports in the series each look at a specific business or operational issue commonly faced by contact centres - for example, how to engage their workforce, improve productivity, reduce cost or increase customer satisfaction - and then show how AI-enabled solutions can deliver real results and overcome these widely-faced challenges.

There is also a sub-series of reports focused on **major vertical markets** and how their contact centres can benefit from using AI to solve issues specific to their business sector.



**400+**

Draws on annual surveys with hundreds of contact centres

**4,000+**

Draws on annual surveys of 4,000 consumers



Based on surveys with thousands of customers and hundreds of contact centres, readers of **The Contact Centre AI Series** – senior contact centre and CX decision-makers – can learn how the application of AI-enabled solutions can overcome the fierce challenges that their contact centres face.

## Report sponsors benefit from



Being able to **market to the report's downloaders**, with full GDPR-level consent. Details include email address, phone, contact centre size, vertical market and interest in purchasing specific technology solutions in the next 12 months. **Downloaders are provided for a minimum of 24 months. Based on similar past reports, we expect over 500 downloaders per report in this time.**



Providing sponsors with **prominent branding, advertising and market education content** throughout the downloadable PDF report.



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Sponsors of the research have a credible platform to explain their products and solutions, as well as **widespread access to decision-makers.**

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## AI for Digital Customer Contact *(January launch)*

With 25% of customer contact coming from digital channels - a figure even higher amongst younger customers - answering quickly and accurately is vital for cost and customer experience.

The rise of AI-enabled chatbots has seen a significant drop in the cost of handling a web chat, despite only 1 in 5 web chats being handled entirely by automation. Few emails are currently handled by AI, and their cost is still similar to that of a phone call: considerable cost savings are still to be made.

AI can not only comprehend digital customer interactions, but can also look to see what has worked in the past, improving its accuracy and effectiveness, and sharing positive outcomes across all channels.

## AI for Customer Satisfaction *(January launch)*

Businesses continually report that customer satisfaction is the most important contact centre success factor that they measure.

Yet to an individual customer, CSAT can be driven by very different factors, depending on their age, what they are trying to do and the level of emotion, urgency and complexity involved in the interaction.

AI can improve many of the key factors influencing CSAT - for example, queue times and first-contact resolution - and also assist agents within the call by providing the right information and guidance on how a particular customer should be handled.

It can also carry out large-scale automated quality, CSAT and NPS scoring through analysis of all interactions and outcomes, providing insight into what customers really value and the specific business processes impacting poor CSAT, which can then be improved.

## AI for First-Contact Resolution *(March launch)*

Consistently rated as one of the top two factors driving positive customer experience, first-contact resolution also impacts on cost and performance.

Through the use of agent assistance, knowledge bases, analytical tools and enhanced self-service, AI can be used to reduce unnecessary calls, drive customer experience and decrease cost.

## AI for Customer Insights *(April launch)*

True customer personalisation at a one-to-one level is impossible in the traditional contact centre: there are too many customers, too many agents and too little time.

Through intelligent analysis of vast amounts of customer interactions, processes and outcomes, AI can identify the issues and questions that specific customers are likely to be calling about, and can assist agents to reach positive outcomes.

Using AI to analyse customer interactions means that businesses understand when and why customers contact them, delivering proactive outbound service and reducing unnecessary inbound calls, improving CX and reducing cost.

## AI for Business Insights *(April launch)*

Although almost every contact centre records their calls and digital interactions, analysis of these is often basic and incomplete, where done at all.

AI-enabled analytics unlocks the value in calls and digital interactions, including unstructured customer feedback, to provide actionable insight based on what all of a business's customers are saying.

It can also identify the processes and issues that drive unnecessary calls and increase customer frustration, giving businesses real insight into how to improve their customer contact.

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## AI for Revenue Maximisation *(May launch)*

Effective cross-selling and upselling doesn't come easily to most agents, and supporting systems are often unsophisticated, static and unpersonalised.

AI gives a real opportunity for businesses to increase revenues through fully understanding the call and the customer in real time, presenting the approaches and sales offers which have produced the best outcomes in the past for similar interactions.

By cutting call duration and queue time, it also reduces call abandonment rates, reducing missed sales opportunities and improving customer experience and long-term loyalty.

AI can also be used for outbound appointment setting, cutting costs and freeing up sales agents to close deals.

## AI for Workforce Engagement *(May launch)*

Agent attrition and salaries are at historical highs, with customer requests becoming increasingly complex.

The report shows how AI can optimise and engage the workforce, automating tasks and improving quality, as well as engaging the agent more fully through supporting their work, resolving many of the repetitive and mundane tasks and evaluating agent quality and performance fairly and accurately.

The report considers AI-based solutions such as enhanced workforce management, audio clarity solutions, auto-generation of call summaries, automated customer verification, superior and objective QA/QM and real-time agent support.

## AI for Contact Centre Cost Reduction *(Oct launch)*

Despite the rise in self-service, the number of customer interactions continues to rise, with an unprecedented preference for the phone channel, especially for complex and urgent queries.

With call lengths and agent salaries rising, businesses are struggling to keep a handle on their contact centre costs.

AI - through chatbots, voicebots, agent assistance, post-call automation and other solutions - shortens call lengths and handle low-value pre- and post-call work without damaging customer experience.

Enhancing self-service and digital interactions through AI means that the demand for live contact can be decreased without affecting customer experience or successful outcomes.

## AI for Agent Productivity *(October launch)*





At least 25% of a typical customer conversation is spent on customer identification and post-call work.

Even within the talk time itself - which has risen by 59% in the past 10 years - there are many opportunities to cut waste: reducing pauses while the agent types, looks for information or switches between multiple desktop applications, as well as the frequent need for repetition due to mishearing (a particular for calls coming through mobile phones).

These issues drive up call duration, impacting queue times - one of the two most important factors impacting CX - as well as call abandonment rates.

AI solutions such as agent assistance, automated customer authentication, post-call note generation, voice clarity applications, unified desktop and enhanced knowledge bases can raise productivity and reduce call lengths without damaging quality or customer experience.

# The AI Series - sponsorship costs & benefits

BRONZE	SILVER	GOLD	PLATINUM
 <p><b>£500</b> per report</p>	 <p><b>£1,500</b> per report</p>	 <p><b>£2,750</b> per report</p>	 <p><b>£4,500</b> per report</p>
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	Full-page advert, with hyperlinks if required.	Full-page advert, with hyperlinks if required.	Full-page advert, with hyperlinks if required.
		Own-brand version of the full report for your website and distribution.	Own-brand version of the full report for your website and distribution.
			Full contact details of downloaders of the report for a minimum of 24 months (with GDPR-level consent).
			Full-page case study or thought leadership article within the report.
			Front-page branding.

## The AI in Contact Centre Verticals series

### AI in Contact Centre Verticals (Sept - UK; April - US)

Our research has found that each business sector has its own specific commercial and operational issues that affect its contact centres.

This series of reports identifies the pressures and issues most affecting each vertical market, and shows the AI-enabled solutions that can best address them.

The reports look at how AI can assist agents, enhance, self-service, improve quality and analyse the best way to handle customers.

The four **AI in UK Contact Centre Verticals** reports cover **Finance, Insurance, Retail & Distribution** and **Utilities**.

The five **AI in US Contact Center Verticals** reports cover **Finance, Healthcare, Insurance, Public Sector** and **Retail & Distribution**.

Each report is 25-30 pages in length and shows decision-makers in these major vertical markets that sponsors of the report not only understand the specific operational and commercial issues that contact centres in their sector are facing, but also can provide the AI-enabled solutions to help with these.

**The cost for Platinum sponsorship is £2,500 per report (see table above for benefits). Bronze sponsorship is £295, Silver £750 and Gold £1,750.**

**Based on similar past reports, it is expected that there will be around 200-250 downloads of each report over a 24-month period.**

To discuss sponsorship, including discounts for multiple reports, please contact [smorrell@contactbabel.com](mailto:smorrell@contactbabel.com)



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