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The UK AI Decision-Makers' Guide



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Introduction

“**The UK AI Decision-Makers' Guide**” is based on detailed surveys with CX and contact centre professionals in more than 200 UK organisations, as well as 1,000+ interviews with UK consumers.

This brand-new report reveals how AI is really being used in CX and the contact centre: investments, outcomes and what businesses and customers actually think about AI.

For solution providers, this is a direct route to senior decision-makers actively buying AI technology, with branded visibility and downloader contact details included.



200+

Draws on surveys with hundreds of UK organisations

1,000

Draws on a survey of 1,000 UK consumers.

Based on surveys with 1,000+ UK customers and hundreds of UK businesses, readers of **The UK AI Decision-Makers' Guide** – senior contact centre and CX decision-makers – can understand what's available, what's working and what their competitors are doing.

This report is an invaluable source of data-driven insight for a market that is displaying high levels of confusion and uncertainty in an area where real and trusted data is hard to find.

Report sponsors benefit from



Marketing directly to the report's downloaders, with full GDPR-level consent. Details include email, phone, CC size, vertical market and job title.

Downloaders are provided for 12 months.



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



Receiving **your own-brand version of the full report for your own use and distribution**, providing you with the hard data and insight to influence your prospective customers. Use the own-brand report as **content for your own website, blogs and articles**.



Sponsors of **The UK AI Decision-Makers' Guide** get a credible platform to explain their products and solutions, as well as widespread access to decision-makers.

Areas covered in the report



AI Investment & Strategy

- ✓ Main drivers for AI adoption in CX
- ✓ Board-level vs operational priorities
- ✓ AI maturity across vertical markets and size bands
- ✓ AI budget allocation



AI Contact Centre Solutions

- ✓ Current and planned AI deployments
- ✓ The 3 A's of CX AI: Automation, Assistance, Analytics
- ✓ Automation: conversational AI for digital and voice
- ✓ Assistance: real-time guidance, pre-/post-call
- ✓ Analytics: actionable insight from conversations
- ✓ The use of AI for QA, coaching and WFM
- ✓ The uptake of agentic AI



Customer attitudes, experience & outcomes

- ✓ What do customers think of AI for CX?
- ✓ AI attitudes across age groups & demographics
- ✓ Trust & transparency issues
- ✓ Escalation preferences: bot-to-human hand-offs
- ✓ Customer experiences: AI vs human agent
- ✓ Gaps in outcomes and how to improve
- ✓ Overcoming customer concerns



AI and the Future of Customer Experience

- ✓ AI-enabling the channels of the future
- ✓ AI for proactive outreach and personalisation
- ✓ Finding the human-AI balance for optimal CX
- ✓ Future investments & barriers to adoption

The report will be launched on **30th July 2026**, with sponsors' artwork and copy due on **24th July**.

Costs, benefits, and features

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