



CONTACTBABEL
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The US AI Decision-Makers' Guide



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Introduction

"The US AI Decision-Makers' Guide" is based on detailed surveys with CX and contact center professionals in more than 200 US organizations, as well as 1,000+ interviews with US consumers.

This brand-new report reveals how AI is really being used in CX and the contact center: 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 US organizations

1,000

Draws on a survey of 1,000 US consumers.



Based on surveys with 1,000+ US customers and hundreds of US businesses, readers of **The US AI Decision-Makers' Guide** – senior contact center 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, job title, CC size and vertical market.
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Providing **prominent branding, advertising and market education content** throughout the downloadable report.



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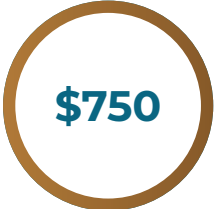
Sponsors of **The US AI Decision-Makers' Guide** get a credible platform to explain their products and solutions, as well as widespread access to decision-makers.

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 Center 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 personalization
 - ✓ Finding the human-AI balance for optimal CX
 - ✓ Future investments & barriers to adoption

The report will be launched on **6th August 2026**, with sponsors' artwork and copy due on **31st July**.

Costs, benefits, and features

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