Best Practices

thought leadership & lead generation

AI and the Contact Center: What You Need to Know

The contact center is where artificial intelligence will have perhaps the greatest impact on organizations in the next decade. It will reshape traditional IVRs with natural language processing, machine learning, and robotic process automation. It will capture data from customer interactions to provide better future recommendations and outcomes. And it will speed up all of these processes for customers and make agents more effective and even improve their engagement, as they are relieved of mind-numbing repetitive tasks and have access to more accurate problem-solving tools.

Contribute to this installment of our Best Practices series and help our readers understand how your AI solutions will help their organization improve customer service, predict customer needs and behavior, and increase operational efficiencies.

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Content Due: **August 12, 2020**

Also in September: ■ Smarketing: The Integration of **Sales and Marketing**

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Voice-of-the-Customer Programs for Better Customer Experiences
Smart IVRs for Better Customer Experiences
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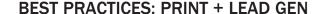

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