Supercharging Your Contact Center With Artificial Intelligence

Artificial intelligence (AI) and machine learning technologies are already rapidly transforming the contact center due to their promise of better customer experiences at lower cost. A recent study predicted that the market for contact center AI technology would increase from $800 million in 2019 to $2.8 billion by 2024. These new tools offer organizations a boost in customer retention, loyalty, and, ultimately, revenue and shareholder value.

The benefits of a well-orchestrated contact center AI program also include more effective and satisfied agents, which increases employee retention. New agent time-to-train, job satisfaction, and turnover-rate metrics are substantially improved with better technology tools.

In this month’s Best Practices installment, inform our readers what they can do to transform their contact centers with AI, as well as the rewards they can expect to earn from their efforts.

Published in July/August CRM magazine  |  Content Due: June 7, 2021
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