

How AI drives better customer experiences and measurable ROI

Insights from leaders on evaluating success in AI-driven CX.



The evidence is clear: AI decreases resolution times and improves customer satisfaction

Almost 67% of companies reported faster resolution times as a result of using AI to analyze customer conversations, while almost 60% cited an improvement in customer satisfaction. This is noteworthy because it demonstrates the tangible impact of AI on key customer service outcomes and potential to directly contribute to business growth.

67%

of companies reported faster resolution times as a result of using AI to analyze customer conversations.

60%

cited an improvement in customer satisfaction.

What benefits, if any, has your company experienced by using AI to analyze phone calls, customer conversations, or voice recordings?

(Select all that apply) [Q13]

Faster resolution times	66.83%
General improvement in customer satisfaction	59.90%
Reduced customer complaints	52.97%
More personalized interactions	51.98%
Increased up-sell opportunities	48.02%
Reduced agent burnout	48.02%

The cost of not using AI impacts multiple key metrics

Contact center leaders believe their companies would be hit hard in multiple areas including processing times, the loss of a competitive edge, and customer satisfaction.

How, if in any particular way, do you think your company would be impacted by not using AI?

(Select all that apply) [Q6]

Longer process times	42.40%
Reduced competitive advantage	36.00%
Lower customer satisfaction (CSAT scores)	36.00%
Increased labor costs	33.60%
Higher customer churn	32.80%
Decreased innovation	26.40%
Financial losses	24.00%

Contact center leaders already seeing significant ROI from incorporating conversation data into AI strategies

Respondents cite a robust mix of benefits spanning efficiency, improvements in the customer experience, and availability of service.

What specific benefits, if any, has your company experienced by incorporating conversation and voice data (e.g., recorded phone calls, customer service interactions, meeting transcripts) into your AI strategy?

Top 5 responses:

Increased efficiency (e.g., with admin tasks such as transcribing meetings, etc.)	40.80%
Improved customer satisfaction	40.80%
Improved response times	37.60%
Increased productivity	36.80%
24/7 availability	37.60%

Customer satisfaction is the top KPI for AI success

At 35.52%, customer satisfaction metrics rank as the top KPIs for measuring AI's success. Significantly, it outpaces even revenue growth and time savings metrics, suggesting that leaders believe the most direct and impactful use case for AI is in improving customer relationships.

Business leaders looking to incorporate AI into their communication strategy should prioritize customer relationships to ensure their AI investments drive meaningful, long-term value.

Which KPIs will become the most critical to measure the success of your AI communication strategy in the next 12 months, if any?

Top 5 responses:

Customer satisfaction metrics (e.g., NPS, CSAT)	35.52%
Revenue growth (e.g., sales influenced by AI-driven insights)	34.72%
Time saved (e.g., reduced time on repetitive tasks)	32.80%

Faster resolutions, fewer complaints, and more: The AI advantage in CX

There are many ways to use AI to transform customer experiences, whether that's by streamlining resolutions, personalizing interactions, or taking a different approach. Here are a few ideas to consider:

- ✓ Leverage intelligent virtual agents to provide AI-powered self-service without requiring live agents.
- ✓ Use AI to guide agents in real-time, suggesting solutions or next steps during calls.
- ✓ Leverage AI to detect recurring pain points in conversations.
- ✓ Use customer interaction data to tailor recommendations and offers.
- ✓ Invest in AI tools that aggregate and analyze multi-channel data for a holistic view of customer history, purchases, and preferences.
- ✓ Look at AI success through different lenses using KPIs such as NPS, customer lifetime value, and time saved.



RingCentral Trends 2025: The state of AI in business communications

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