## **How Al drives better customer experiences** and measurable ROI

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



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

Almost 67% of companies reported faster resolution times as a result of using Al 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 analyze phone calls, customer conversations, or voice (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-s ell opportunities	48.02%
Reduced agent burnout	48.02%

#### The cost of not using Al 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.

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%

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

Contact center leaders already seeing significant ROI from

incorporating conversation data into AI strategies

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 Al strategy?

Improved customer satisfaction	40.80%
Improved response times	37.60%
Increased productivity	36.80%
24/7 availability	37.60%

# customer relationships to ensure their Al investments drive meaningful, long-term value.

Customer satisfaction metrics (e.g., NPS, CSAT)

Customer satisfaction is the top KPI for AI success

direct and impactful use case for Al is in improving customer relationships.

Which KPIs will become the most critical to measure the success of your Al communication strategy in the next 12 months, if any? Top 5 responses:

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

Business leaders looking to incorporate AI into their communication strategy should prioritize

Revenue growth (e.g., sales influenced by Al-driven insights)	34.72%
Time saved (e.g., reduced time on repetitive tasks)	32.80%
ster resolutions, fewer complaints, and more: The Al adv	vantage in CX

- Leverage intelligent virtual agents to provide Al-powered self-service without requiring live agents.
- Leverage AI to detect recurring pain points in conversations.

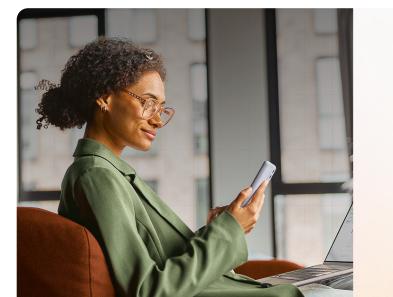
Invest in AI tools that aggregate and analyze multi-channel data for a holistic view of customer history,

Use AI to guide agents in real-time, suggesting solutions or next steps during calls.

Use customer interaction data to tailor recommendations and offers.

purchases, and preferences.

Look at Al success through different lenses using KPIs such as NPS, customer lifetime value, and time saved.



### The state of AI in business communications Download the full report today.

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35.52%

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