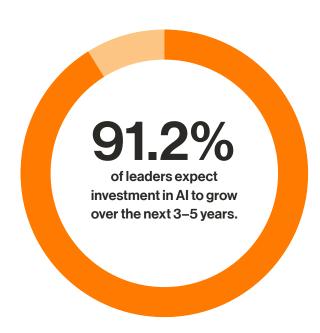
CX investment in Al: The latest data and trends

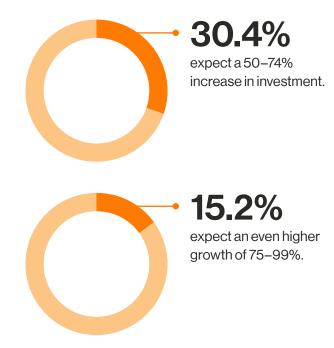
Brands are betting big on AI to revolutionize the customer experience.



Companies are doubling down on Al

Al investment is critical to growth, with the vast majority of customer service and contact center leaders anticipating significant increases in funding in the immediate future.



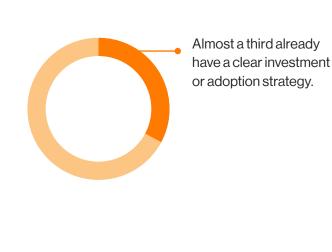


Organizations are prioritizing voice and conversational data as cornerstones for driving AI innovations,

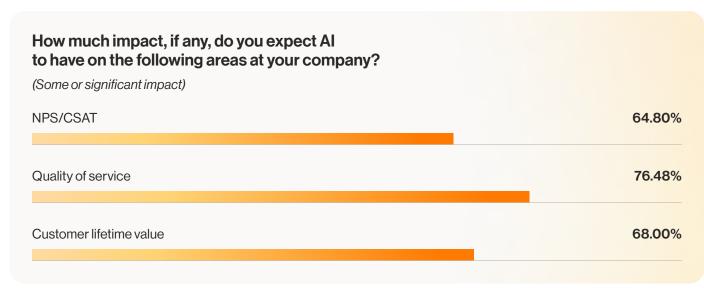
Voice and conversational data: The key to unlocking Al-powered insights?

suggesting leaders already see clear potential for ROI in these areas and are accelerating investments to capitalize on the value of voice data.





All expected to drive CX performance across the board The majority of respondents believe AI will improve their businesses' ability to elevate key CX metrics.



At 35.52%, customer satisfaction metrics rank as the top KPIs for measuring Al's success, though respondents were able to choose multiple responses. The relatively even split of the top three

Which KPIs will become the most critical to measure the

Customer satisfaction is a leading indicator of Al's impact

responses suggests leaders see multiple ways AI can have an impact on their operations based on their pain points and use cases, as opposed to a one-size-fits-all approach.

success of your Al communication strategy in the next 12 months, if any?

(Top 3 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%
Knowledge gaps are stalling Alimplementation progress	
Knowledge gaps are stalling Al implementation progress	

data security concerns at 27.20%.

(Customer service and contact center leader responses — Top 5 responses)

What, if anything, are the biggest challenges or concerns you experience with Al integration in your daily work?

Whereas data security was the biggest challenge for all respondents (33.44%), a limited knowledge of AI was the top challenge for customer service and contact center leaders at 28.00%, followed by

Limited knowledge of Al	28.00%
Data security concerns	27.20%
Alfraud	23.20%
High implementation costs	21.60%
Complex onboarding process with unclear expectations	18.40%
How to maximize ROI while providing an AI-driven customer experience	

Automated call monitoring and compliance Decreased customer churn: Predictive analysis: Al-driven solutions can reduce analytics can flag at-risk conversations early and

such as call evaluations, script adherence, and compliance detection in real-time.

Reduced costs

Lower cost to serve: Because Al tools can help agents handle calls more effectively, they can shorten average handle times and reduce the frequency of call transfers.

resourcing demands by automating tasks

Higher self-service containment: Alpowered self-service options like chatbots and interactive voice response (IVR) systems can handle and contain a variety of routine queries, which lowers operational costs and also provides a better customer experience.

support agents in retaining customers.

customer lifetime value.

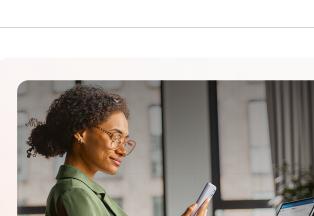
Increased revenue

Greater customer loyalty: Al coaching and training tools can support agents in hitting CSAT and NPS goals, which directly influence customer loyalty, the likelihood of referrals, and

prompt timely interventions from supervisors to

Deeper customer insights: With AI, business leaders can unlock more actionable insights from customer conversations, which can be used to tailor products, services, and

interactions to customers' and prospects' needs.



Download now

Unlock the full potential of

Download the full report, the state of Al in business communications, today.

Al in customer communications

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