

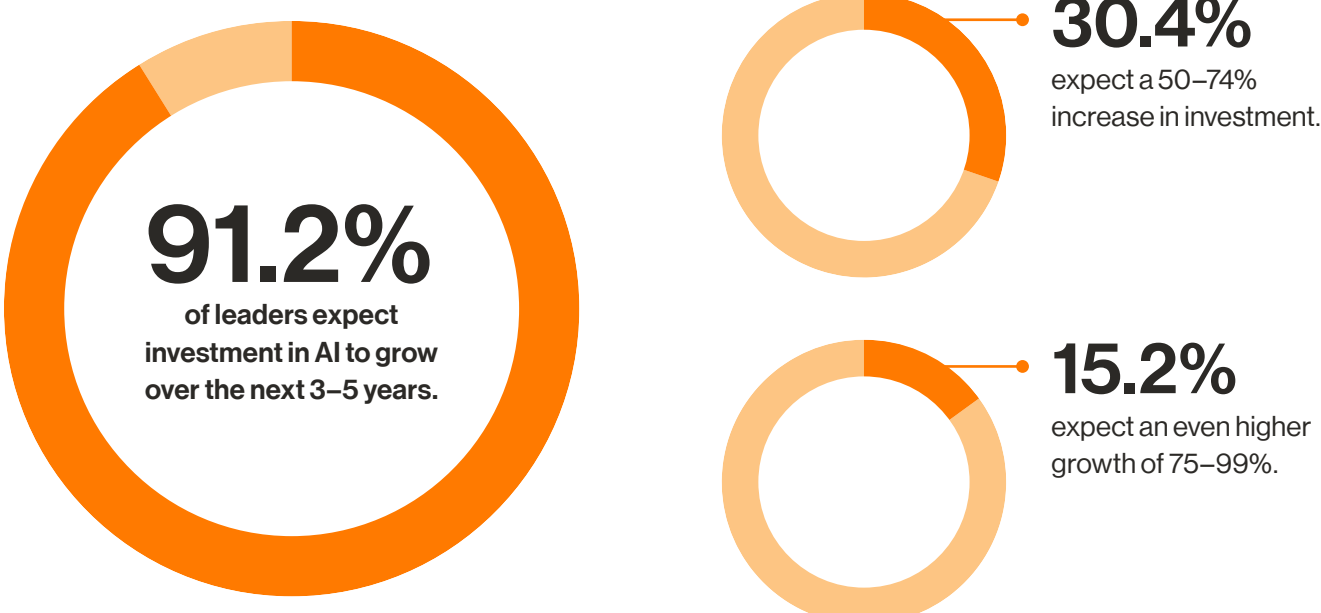
CX investment in AI: The latest data and trends

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



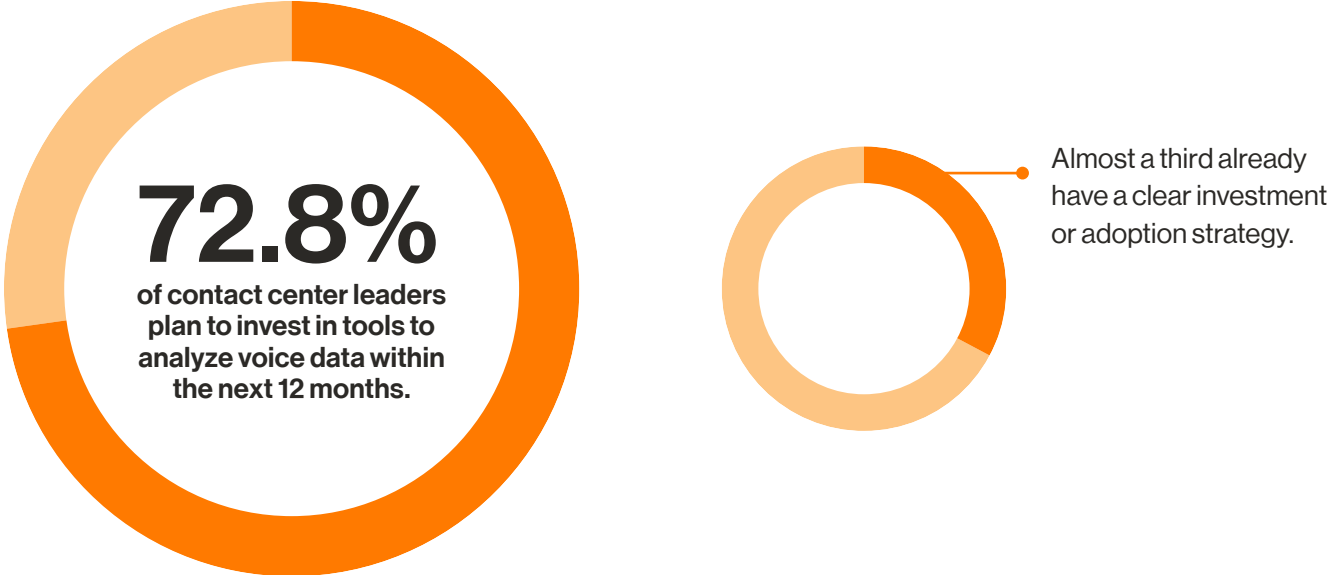
Companies are doubling down on AI

AI 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.



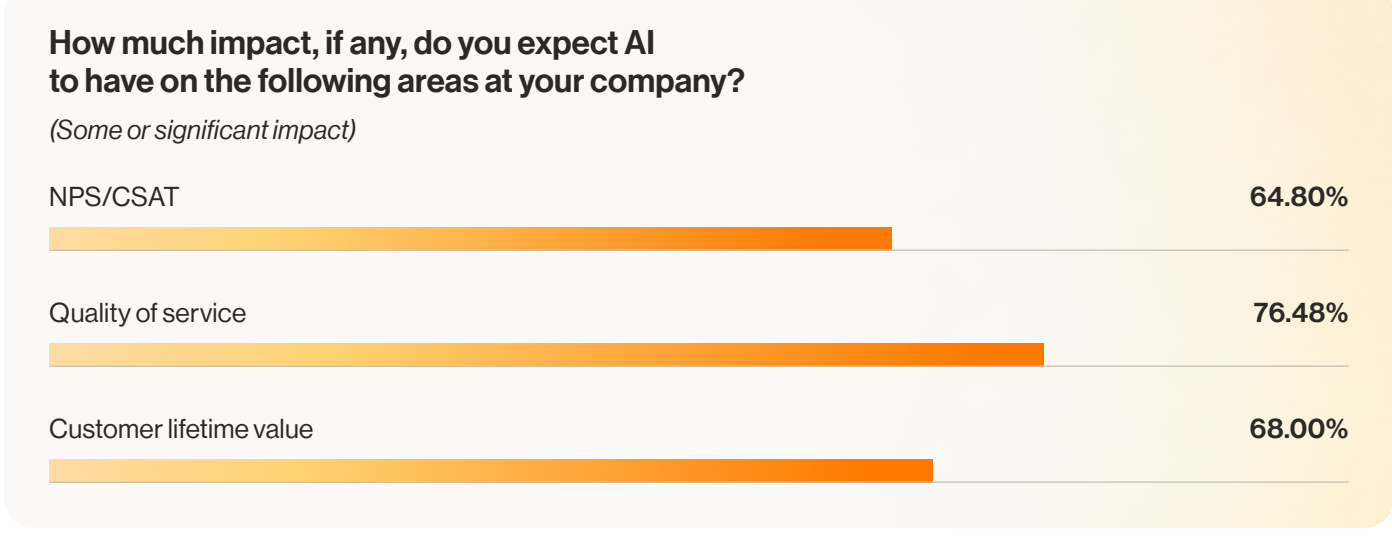
Voice and conversational data: The key to unlocking AI-powered insights?

Organizations are prioritizing voice and conversational data as cornerstones for driving AI innovations, suggesting leaders already see clear potential for ROI in these areas and are accelerating investments to capitalize on the value of voice data.



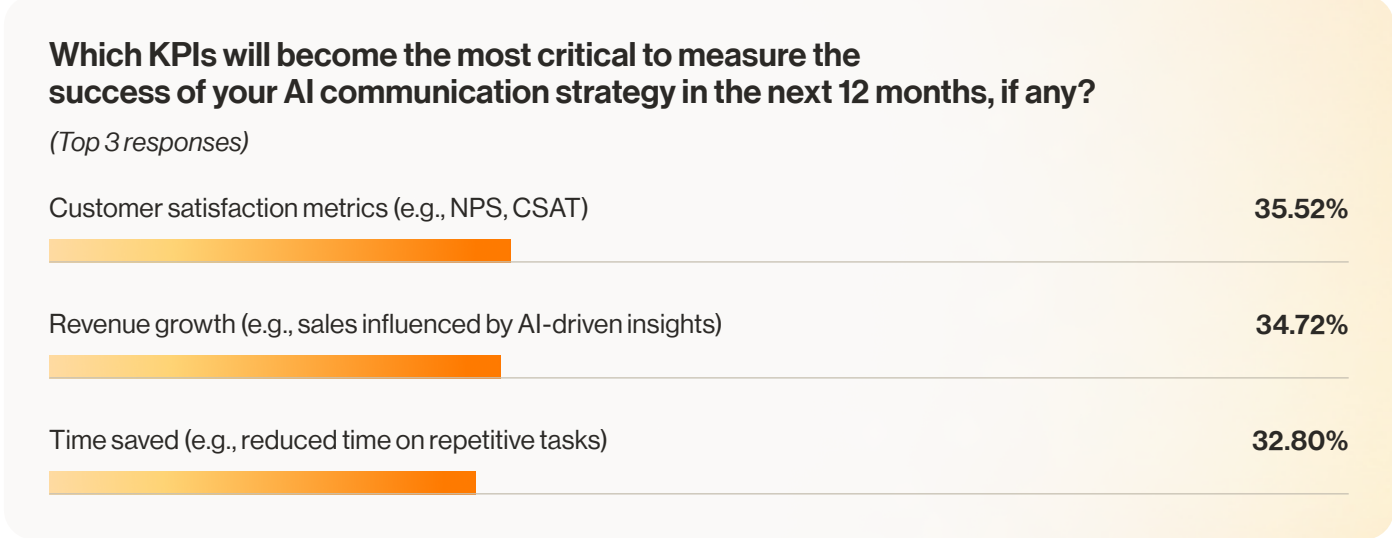
AI expected to drive CX performance across the board

The majority of respondents believe AI will improve their businesses' ability to elevate key CX metrics.



Customer satisfaction is a leading indicator of AI's impact

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



Knowledge gaps are stalling AI implementation progress

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 data security concerns at 27.20%.



How to maximize ROI while providing an AI-driven customer experience

Reduced costs

- ✔ **Automated call monitoring and compliance analysis:** AI-driven solutions can reduce resourcing demands by automating tasks such as call evaluations, script adherence, and compliance detection in real-time.
- ✔ **Lower cost to serve:** Because AI tools can help agents handle calls more effectively, they can shorten average handle times and reduce the frequency of call transfers.
- ✔ **Higher self-service containment:** AI-powered 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.

Increased revenue

- ✔ **Decreased customer churn:** Predictive analytics can flag at-risk conversations early and prompt timely interventions from supervisors to support agents in retaining customers.
- ✔ **Greater customer loyalty:** AI coaching and training tools can support agents in hitting CSAT and NPS goals, which directly influence customer loyalty, the likelihood of referrals, and customer lifetime value.
- ✔ **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.



Unlock the full potential of AI in customer communications

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

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