



## Empowering agents to deliver exceptional customer experiences

How AI-powered, cloud-based solutions improve contact center performance

This infographic provides insights from the ContactBabel report, "The 2024 US Contact Center Decision-Makers' Guide (16th edition)", on the obstacles agents face when serving customers and how to overcome them with unifying, AI-powered, cloud-based contact center solutions that satisfy. [Full report available here](#) →

# 75%

### Staff is a contact center's biggest asset

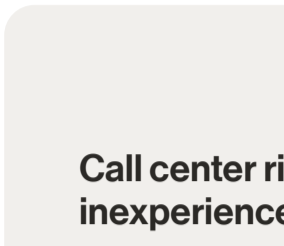
Staffing accounts for up to 75% of a contact center's operational cost, which is why it's so critical to get the most out of your agents.

### How attrition impacts engagement and performance

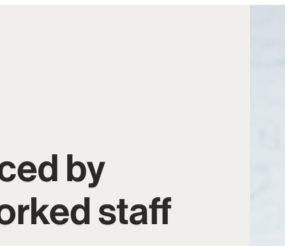
## 3RD

most common reason staff leave their call center job is repetitive work.

High turnover rates and absences can hinder a contact center's ability to provide an acceptable level of service. Added stress on agents can negatively impact morale and overall performance. Agents with low morale tend to engage less with customers and produce lower quality work.



of organizations note attrition rates of over 30%.



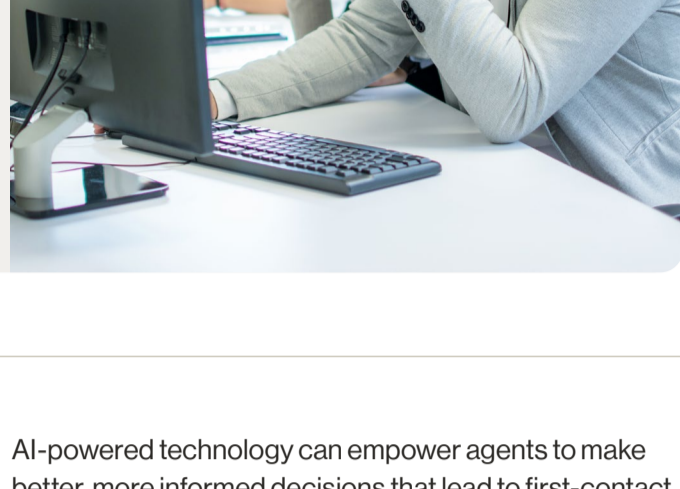
was the mean absence rate in 2023.



of organizations say their contact center has "Good" or "Excellent" morale, down from 9% in 2022.

### Call center risks introduced by inexperienced or overworked staff

- Reducing first-time resolution rates
- Increasing call transfer rates, queue times, and call lengths
- Reducing upsell/cross-sell opportunities and conversion rates
- Lowering customer satisfaction (CSAT) scores
- Increasing the cost of inbound and outbound calls



### Technology can help boost morale and performance

AI-powered technology can empower agents to make better, more informed decisions that lead to first-contact resolutions, as well as reduce the time spent on repetitive work to increase productivity and satisfaction.

# 14%

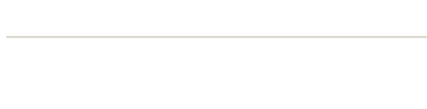
say agent-supporting technology, flexible shifts, and working from home would boost morale (second only to higher pay at 28%).

# 24%

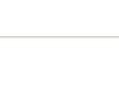
say a unified omnichannel agent desktop would boost performance, along with improved knowledge management (27%) and agent empowerment (17%).

### Customer interactions are a big opportunity for technology to make a big difference

AI-powered technology can also help agent productivity and performance, providing fast data recall during a customer interaction and automating record updates across varying systems.



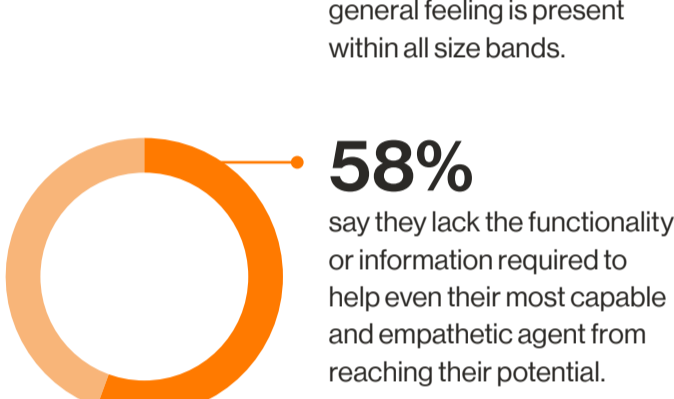
of an agent's total time is spent talking to customers on the phone (53%) and interacting via email and web chat (9.6%).



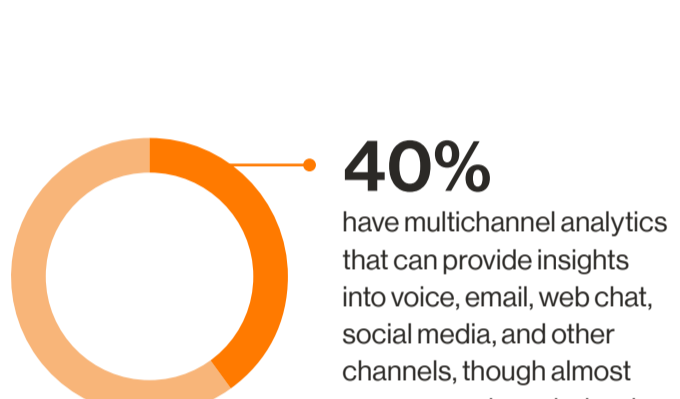
of an agent's time is spent on post-call activities, such as data entry or actions and documentation required in response to a specific customer interaction.

### Unfortunately, most contact centers don't have the technology they need

Traditional contact center solutions are often expensive and difficult to deploy, manage, and use, lacking the capabilities required to meet the needs of customers today and tomorrow.



**63%** say their existing systems hold them back. These systems are associated with the highly customized and bespoke legacy environment the business may require to operate. This is felt very strongly by one-third of large contact centers, but the general feeling is present within all size bands.



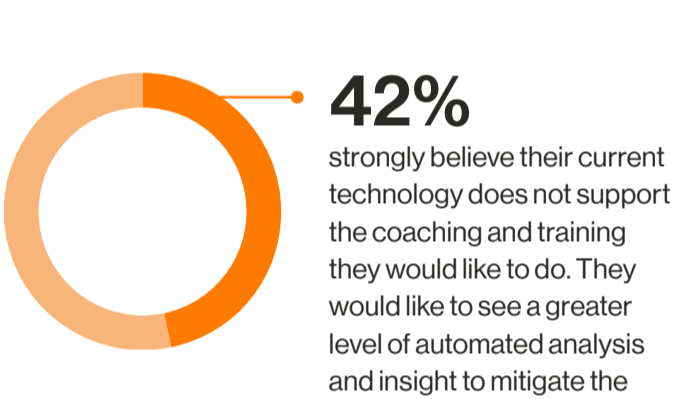
**24%** wish to replace or upgrade their current call recording system, presumably to add speech analytics to improve the QA process and training, increase compliance, and gather new insights.



**58%** say they lack the functionality or information required to help even their most capable and empathetic agent from reaching their potential.



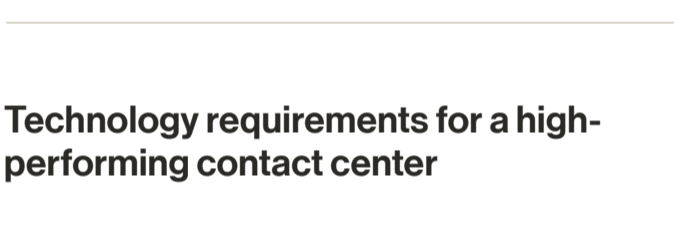
**40%** have multichannel analytics that can provide insights into voice, email, web chat, social media, and other channels, though almost everyone acknowledged they need this capability.



**73%** of mid-sized operations agree or strongly agree that new agents find it difficult to familiarize themselves with all the company's systems and applications when they first start in the contact center, which leads to sub-optimal performance, errors in processes and low morale.



**70%** indicate they use real-time analysis to flag instances of non-compliance with regulations. Most (50%) are not taking advantage of it to handle unhappy customers; and only 8% are using it to identify upsell and cross-sell opportunities.

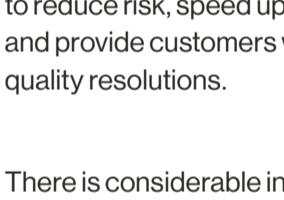


**42%** strongly believe their current technology does not support the coaching and training they would like to do. They would like to see a greater level of automated analysis and insight to mitigate the lack of time and resources they have to manage performance and quality.

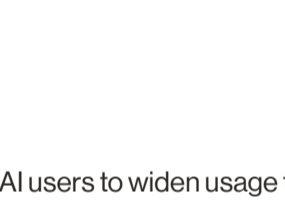
### Technology requirements for a high-performing contact center

What's needed are AI-powered solutions that are easy for anyone to use to enhance the quality of customer interactions across channels and boost overall contact center performance to the satisfaction of everyone.

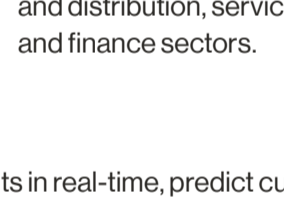
### AI-powered solutions will play a huge role in the modern contact center



agreed or strongly agreed that AI will be used to support agents, helping to reduce risk, speed up responses, and provide customers with higher quality resolutions.



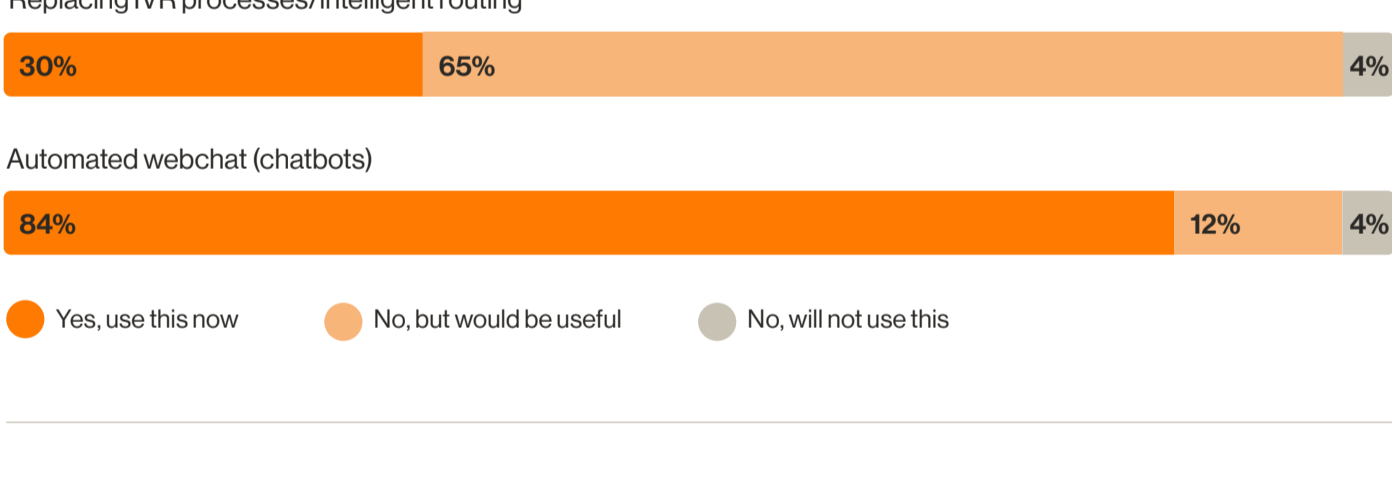
say AI will be important to their contact center.



intend to implement AI within two years, particularly within TMT, retail and distribution, service, medical, and finance sectors.

There is considerable interest amongst AI users to widen usage to support agents in real-time, predict customer behavior, assist with workforce management, monitor quality and performance, and improve call routing.

### Current and predicted use of AI from active users



● Yes, use this now ● No, but would be useful ● No, will not use this

### An easy to use application that can unify communications will also be key for agents to support customers

Regardless of where the agents are located,

## 46%

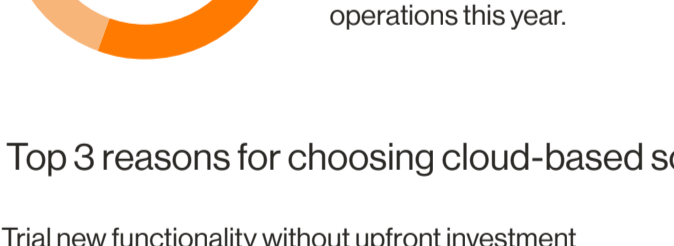
have a multiple-site operation, making them part of a larger virtual contact center that includes remote and knowledge workers from other areas in the organization providing service to customers.

Across channels,

## 66%

were concerned about their siloed channels. Many noted changes to underlying infrastructure and business processes were likely needed to provide an omnichannel experience.

### Cloud-based contact center solutions are the future, too

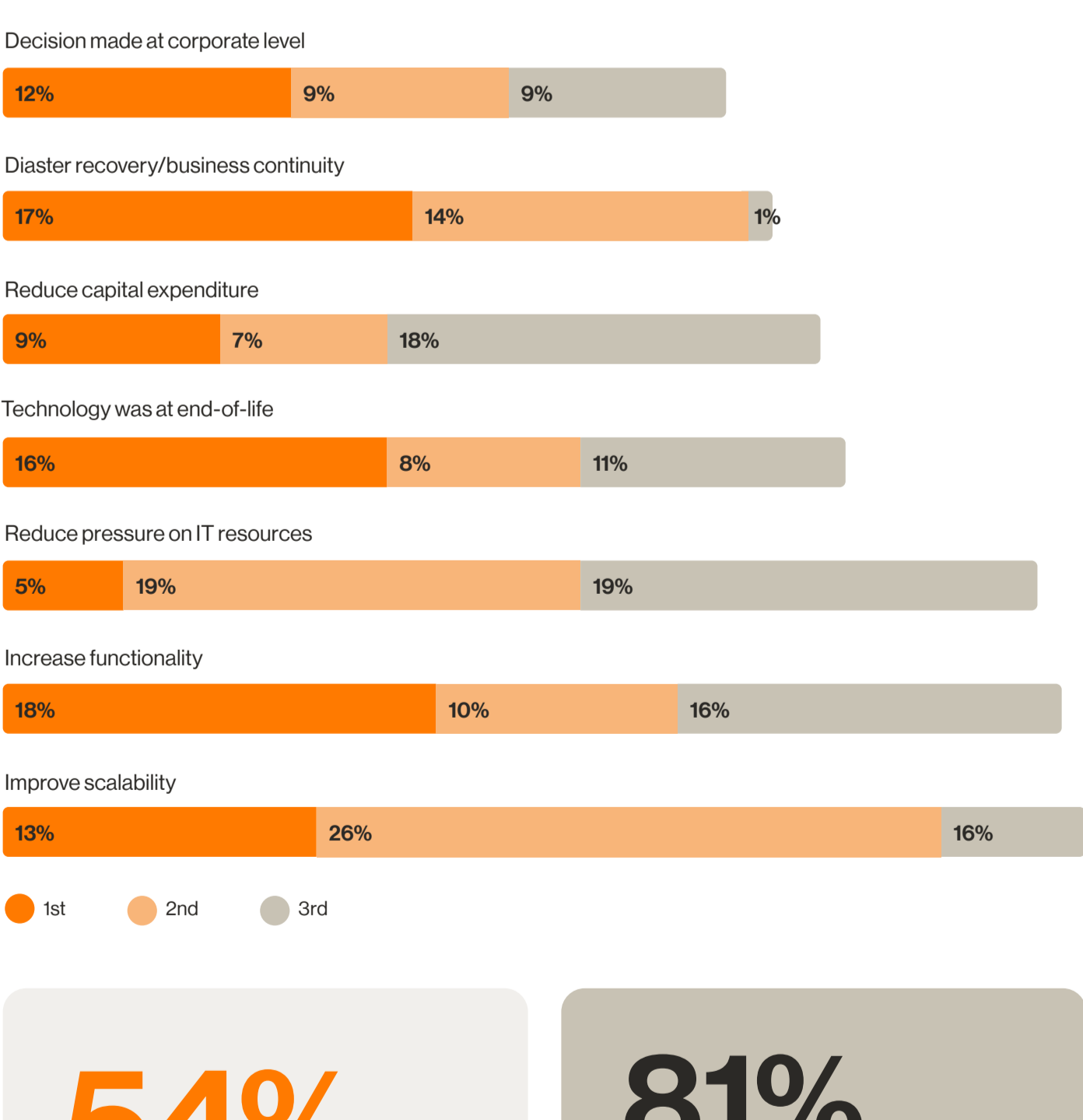


**75%** report they are currently using at least one cloud-based contact center solution within their operations this year.



**44%** see scaling operations and increasing functionality as top reasons to adopt cloud-based contact center solutions.

### Top 3 reasons for choosing cloud-based solutions



● 1st ● 2nd ● 3rd

# 54%

agree that cloud-based solutions have given them a cheaper overall cost of ownership of their contact center technology.

# 81%

say they experience more powerful extended functionality in their cloud-based environment.

# 40%

state that the cloud made it easier for them to make changes to the system.

### RingCentral RingCX

Delivering a modern, AI-powered contact center for happy agents and happy customers

RingCentral RingCX delivers an AI-powered contact center purpose-built to make it effortless for companies of all sizes to quickly and efficiently modernize their operations to provide a superior level of service across channels. RingCX provides a single application that unifies communications and seamlessly integrates with a company's existing contact center systems to quickly enable agents, supervisors, and business leaders to optimize their everyday workflows to increase productivity, satisfaction, and cost savings.

For the complete report: <https://assets.ringcentral.com/us/report/us-dmg-2024.pdf>

[Download now](#) →

RingCentral, Inc. (NYSE: RING) is a leading provider of business cloud communications and contact center solutions. More flexible and cost-effective than legacy on-premise systems that it replaces, RingCentral empowers modern mobile and distributed workforces to communicate, collaborate, and connect via any mode, any device, and any location. RingCentral offers three key products in its portfolio including RingEX™, a unified communications as a service (UCaaS) platform including team messaging, video meetings, and cloud phone systems; RingCentral Video®, the company's video meetings solution with team messaging that enables Smart Video Meetings™; and RingCentral cloud Contact Center solutions. RingCentral's open platform integrates with leading third-party business applications and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.