THE STATE OF AI DECISION-MAKING

According to mid-to-high level executives across industries
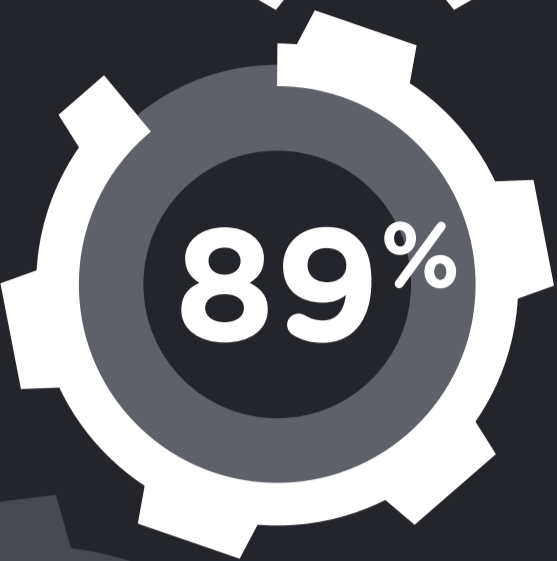
interactions

98% ...say AI in the contact center can have a positive impact on customer experience.

89% ...expect the use of AI technology across their company to increase over the next two to three years.

Conversational AI applications, such as Intelligent Virtual Assistants, are proven to:

Improve customer satisfaction*

Decrease costs*

Increase revenue*

Implementing AI to enhance CX can be a daunting task. Here's what to consider.

WHO MAKES THE DECISIONS?

Contact centers frequently use AI, but aren't often involved in the decisions.

	Who uses AI technology?	Who is involved in making AI decisions?
IT/Technology	78%	90%
Contact Center	64%	28%

While IT is almost always involved in making AI decisions, other departments may be involved—although less frequently—including Security, R&D, Operations, Customer Support, Finance, Engineering, Legal, and HR.
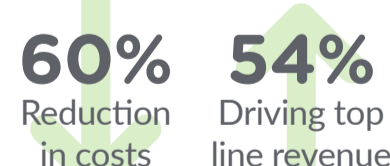
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People   ROI   Budget

HOW TO MEASURE SUCCESS

71% report their company measures the ROI of an AI project using demonstrable soft benefits.

Soft benefits that are "very important" when evaluating an AI solution for a company's contact center:

68 68% Improved CX

64 64% Increased customer loyalty

But, financial impact is still an important consideration:

60% Reduction in costs

54% Driving top line revenue

LET'S TALK MONEY

Self-funded AI projects are attractive to large enterprises, but AI projects typically must be planned for in a budget cycle.

91% ...agree that AI projects for contact centers are particularly appealing because they can be self-funded.

62% ...report that AI projects at their company typically must be planned for in a budget cycle.

*Interactions findings

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