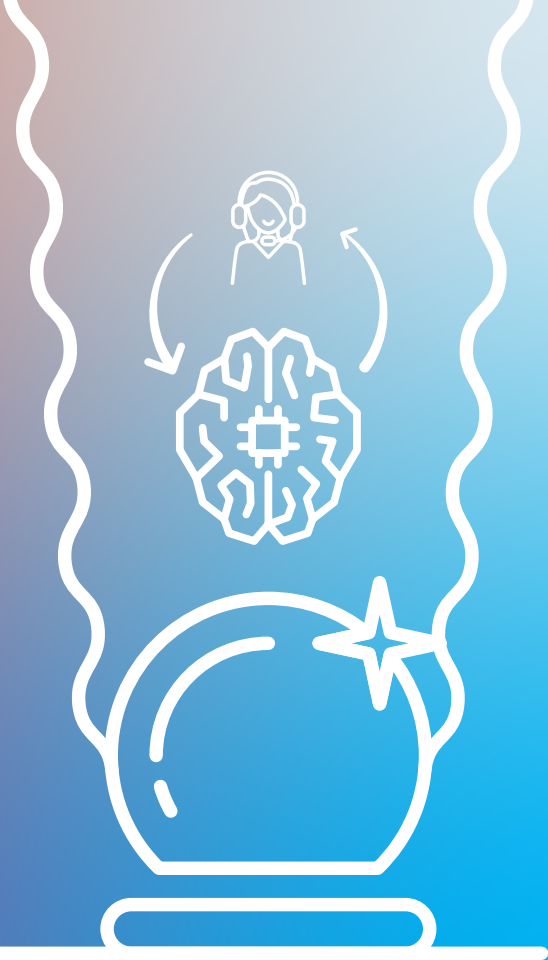
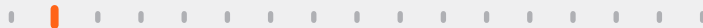


2022 PREDICTIONS

AI and Customer Experience: What does the future hold?





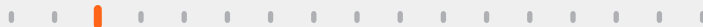
WHAT TO EXPECT FROM AI IN CX IN 2022

There is no doubt that AI plays a key role in both business and society. From dating and finding a parking spot, to aiding educators and even helping to prevent suicide, AI makes a big impact on everything we do.



The ConversAI tion is our podcast airing viewpoints on the impact of AI on business & society.

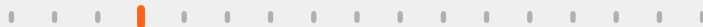
Listen to more than 30 episodes [here](#) or on your favorite podcatcher.



Here at Interactions, we are passionate about transforming customer experience through the use of Conversational AI. The pandemic and its rippling effect have made many brands realize the need for greater automation, especially for digital channels. And, consumers have come to depend on digital channels to get things done.

So what does the future hold for AI and customer experience? We asked our internal experts to weigh in with their thoughts. We also asked Mark Beccue, Principal Analyst, AI & NLP at Omdia to share his predictions on the topic.

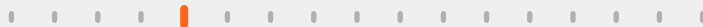




“We see a lot of customer care automation technology out there today, but it has not always been applied in a customer-centric way. With the labor shortage, the continued pandemic, and the status quo of the contact center, 2022 is the year that technology will take the lead in customer conversations—even having the ability to automate tasks that once required human judgement. But, in order for it to work seamlessly and create the CX that customers deserve, it must be built taking the customer into consideration.”

MIKE IACOBUCCI
CEO





AI ALONE IS NOT A SILVER BULLET

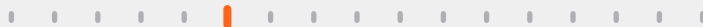
“Consumers will continue to evolve their expectations for customer care. They will expect low-effort solutions and will increasingly look to digital channels as an alternative to waiting on hold for a call center agent. Businesses will step up their efforts to offer AI solutions that fully automate or assist agents' performance. Systems that combine AI with true human intelligence will gain traction as businesses realize AI alone is not a silver bullet for complete automation at scale.”

Learn more

While humans and AI each have individual strengths, they can work together for the most desirable outcome. And there isn't just one way to go about it. Humans and AI can be combined in many ways to achieve optimal performance results, depending on the unique needs of the industry and the company. Read our [blog](#) to see how.

PHIL GRAY

Chief Innovation Officer



DIY AND MANAGED SERVICE WILL HAVE AN OFFSPRING

“DIY platforms will continue to spring up and create excitement, but at the same time cause frustration because of the lack of ability to move to production. This will create an opportunity for managed service providers to take a bigger share in the market through a collaborative PaaS approach.”

Learn more

Conversational AI will give your business the advantage it needs to create a better customer experience, keep customers loyal, and increase your bottom line. Whether you choose a fully managed service or go the collaborative PaaS route, to deliver truly transformational customer experience, it's essential that you choose the right partner. However, even before that step, it's essential to understand common roadblocks that business leaders often experience when planning a Conversational AI implementation. Read about best practices for overcoming these barriers in our [eBook](#).



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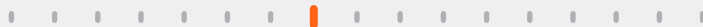
OMDIA PREDICTION

"Experienced data science resources will remain constrained through 2024 relative to market demand. This will continue to fuel both outsourced virtual assistant solutions and no code/low code self-service tools/APIs for building virtual assistants."

— **MARK BECCUE**

Principal Analyst, AI & NLP, Omdia





SINGLE VENDOR SOLUTIONS ARE IN, MULTIPLE VENDOR SOLUTIONS ARE OUT

“Many businesses will step back and assess where they are in their digital transformation journey and why they are not making faster progress. So many big companies leverage multiple vendors to build and deliver pieces of solutions, and they are often met with very slow delivery times, and also subpar results when all is stood up. As businesses reevaluate their tech and delivery vendors, more will look to consolidate to best-in-breed solutions that speed time to value capture and also provide a step change in the customer experience.”

Learn more

There are a lot of intricacies that create the depth of knowledge that is required to deliver truly transformational experiences, specifically with AI in the contact center. It's not the technology alone that delivers these results. It's the totality of the application: its design, its integration, and the relevancy of the use case to which it's applied and a partner that brings this all together. Read more in our [eBook](#).

CHRIS HUGHES

SVP

Corporate Strategy and Development



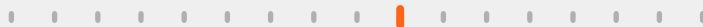
OMNICHANNEL IS NON-NEGOTIABLE

"Companies will start to take omnichannel seriously, realizing that disjointed point solutions for voice and text-based solutions won't cut it. As a result, brands will look for solutions that do both voice and text well so they complement each other and work in harmony for a cohesive customer experience."

Learn more

When it comes to customer care, a disjointed experience can turn consumers off. What else makes them happy, and what matters most in these interactions? We surveyed 1,000 consumers to find. Read our [eBook](#) to delve into the survey findings and for tips to support the experience that the modern consumer demands.

JIM FREEZE
CMO



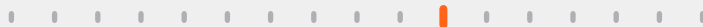
OMDIA PREDICTION

“It is difficult for most consumers to describe their issues quickly and effectively in text and so they prefer to communicate them via voice. This market driver – the ease and speed of using voice – won’t change much in the foreseeable future. What is changing is a shift to highly effective and intelligent voice automation systems.”

— **MARK BECCUE**

Principal Analyst, AI & NLP, Omdia





A CONSISTENT EXPERIENCE TRUMPS CHANNEL CHOICE

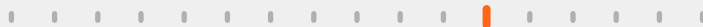
"With the on-going impact of the pandemic, customers and businesses are increasingly turning to AI technology for independent reasons. Customers, particularly the newer generation, prefer to interact with technology that can solve their issues, and not remain on hold or be transferred between agents endlessly, only to add to their pandemic-driven frustrations. Consequently, technologies that seamlessly converse with customers in a channel agnostic manner and provide higher task fulfillment rate through a delightful user experience will be a key focus in 2022."

Learn more

Truly effortless and consistent customer experience is more than just channel choice, but rather channel optimization. Read this [white paper](#) to learn about the different types of channel strategies, including optichannel, as well as popular channels and supporting technologies.

SRINIVAS BANGALORE

VP, AI Research



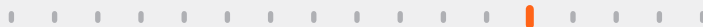
FRONT OFFICE FUNCTIONS WILL MEET BACK OFFICE TECHNOLOGIES TO CREATE SUPERIOR CX

“As the market continues to focus on an end to end, integrated digital transformation effort across the enterprise, integral to this initiative will be connecting front office functions comprising an industry-leading conversational AI technology when engaging with customers, with back office technologies such as robotic process automation (RPA). Doing so will serve to accelerate automation capabilities, provide greater depth of data and insights to customers, and make the contact center agent far more efficient, effective, and productive. The foundational impact of such initiatives will be to add significant value to an organization's ROI and business case, to enhance the experience they provide to their customers for creating greater loyalty and customer satisfaction, and to progress on the digital transformation journey.”

Learn more

RPA is like an unlimited workforce of digital employees that streamline business activities at scale. And while RPA never directly interacts with customers, the impact on customer experience and contact center operations can be great. Find out how RPA can collaborate with IVAs and improve agent and customer experience in the contact center in our [blog](#).

SRI CHAWLA
EVP of Sales



SYNTHESIS OF HUMAN AND ARTIFICIAL INTELLIGENCE WILL BE A KEY THEME

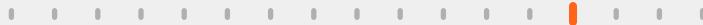
"Synthesis of human and artificial intelligence will also be a key theme. AI 'coaches' will step in to assist newly hired employees to perform their best in human-human interaction with customers and technologies such as task orchestration and robotic process automation will enable enterprise virtual assistants to take on more involved, challenging, and impactful tasks."

Learn more

Agent augmentation leverages the power of AI to better support agents. It not only benefits the agent, but the customer and the business too. Just like with any technology, agent augmentation comes in varying degrees of involvement and sophistication. See our [eBook](#) for more information.

MICHAEL JOHNSTON

VP of Research and Innovation



THE LABOR SHORTAGE WILL DRIVE DEMAND FOR CONTACT CENTER AI AND VIRTUAL ASSISTANT TECHNOLOGY

“Customer care automation during the pandemic proved that consumers were comfortable with automated systems. The labor shortage will continue to negatively impact the contact center workforce capacity and drive demand for contact center AI and virtual assistant technology.”

Learn more

As advancements in Conversational AI have improved its applied technologies, virtual assistants have become a popular choice for leading enterprises to improve customer experience and operating costs. However, not all virtual assistants are created equally. Learn more about what to look for in this [white paper](#).

DAVE PARKINSON

EVP, Strategic Accounts

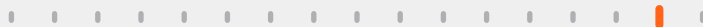


OMDIA PREDICTION

“The labor shortage only adds to what has been a systemic issue for contact centers in hiring and maintaining an expert workforce. The drivers for looking at alternative strategies and technologies – faster, automated, 24/7 customer service from the consumer view and more efficient use of call center resources from the enterprise view have existed for several years. In Omdia’s comprehensive and ongoing analysis of AI use cases, virtual assistants has been one of the top AI use cases in terms of enterprise spend since 2017 and will continue to remain so.”



— **MARK BECCUE**
Principal Analyst, AI & NLP, Omdia



About Interactions

Interactions provides Intelligent Virtual Assistants that seamlessly assimilate Conversational AI and human understanding to enable businesses to engage with their customers in highly productive and satisfying conversations. With flexible products and solutions designed to meet the growing demand for unified, omnichannel customer care, Interactions is delivering unprecedented improvements in the customer experience and significant cost savings for some of the largest brands in the world. Founded in 2004, Interactions is headquartered in Franklin, Massachusetts with additional offices worldwide.

For more information about Interactions, contact us:

866.637.9049

interactions.com ➔





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