

The De Facto for Contact Center Experience

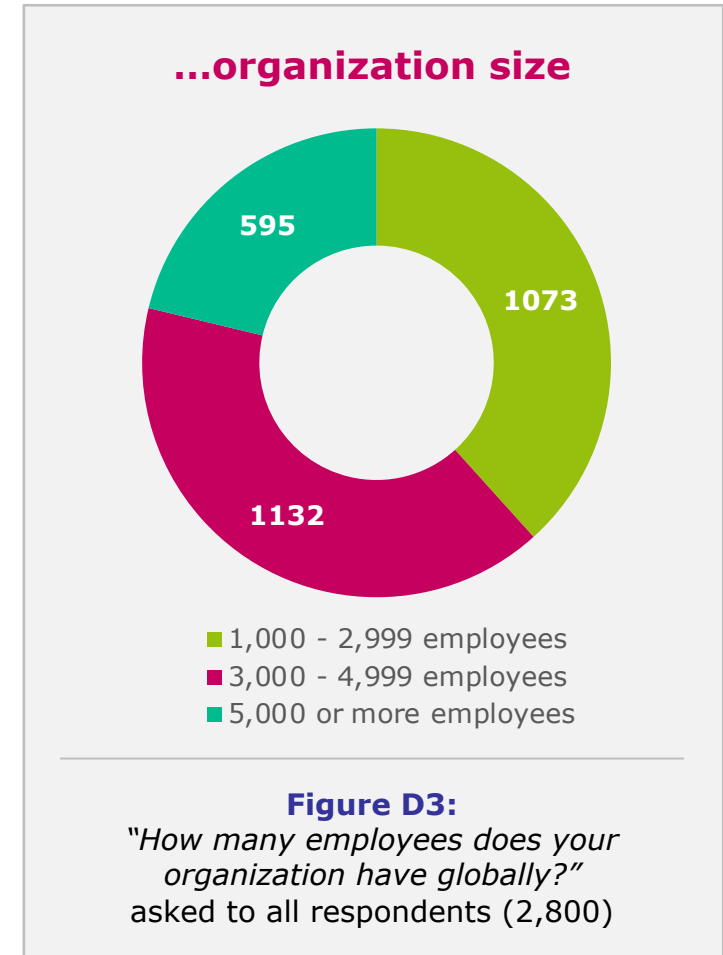
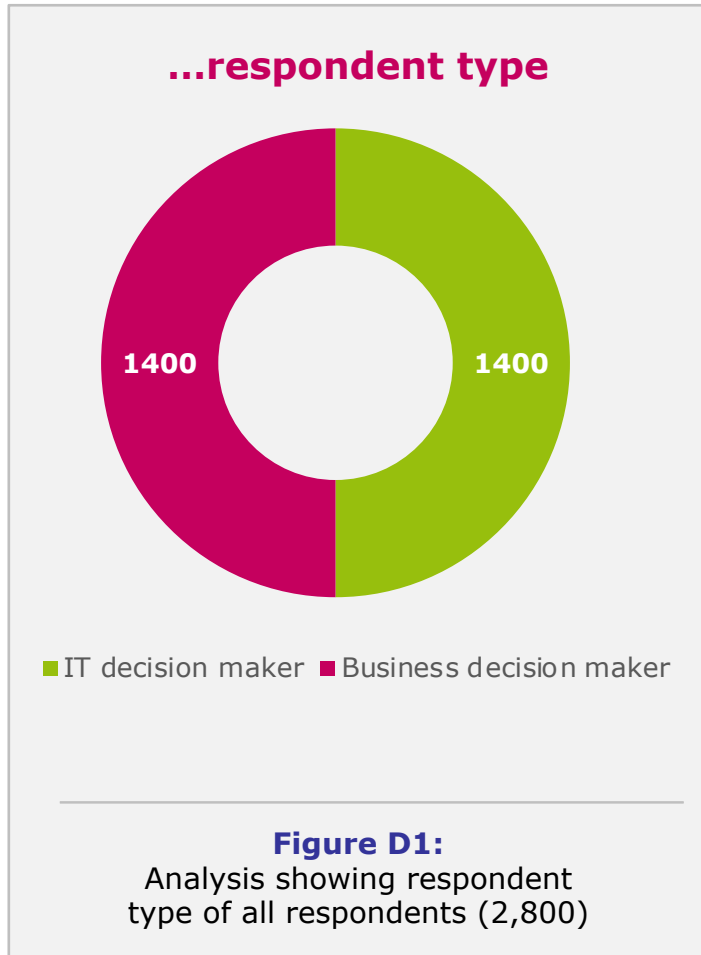
AI in the Contact Center Research

May 2019



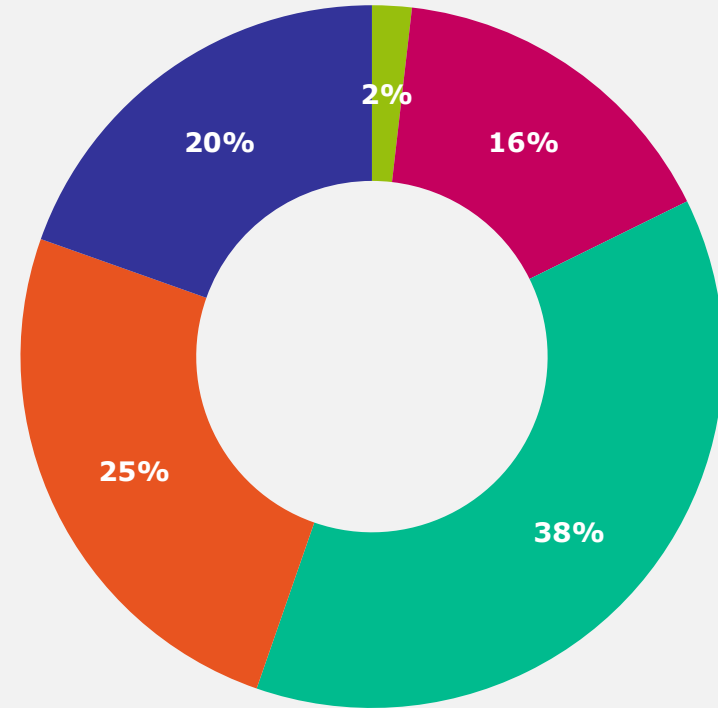
Demographics

2,800 IT and business decision makers from organizations that operate at least one contact center were interviewed in Spring 2019, split in the following ways...



Contact Center Agents

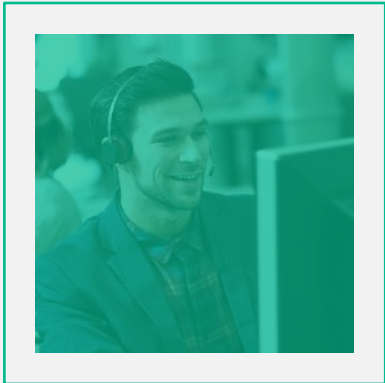
Over half (55%) of respondents' contact center(s) have 1,000 or more agents working within them



■ 10,000 or more agents
■ 5,000 - 9,999 agents
■ 1,000 - 4,999 agents
■ 250 - 999 agents

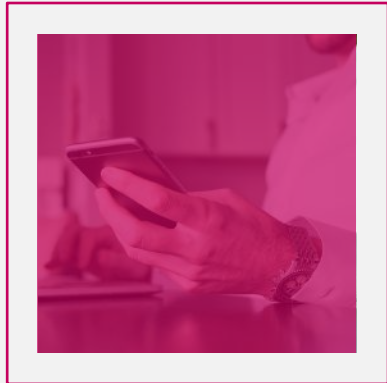
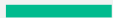
Figure D4:
"How many agents are employed in your organization's contact center/s?"
asked to all respondents (2,800)

Five Areas of Interest



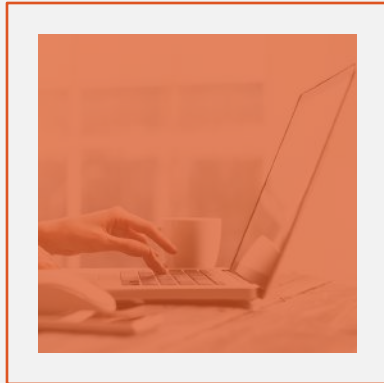
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AI in the contact center



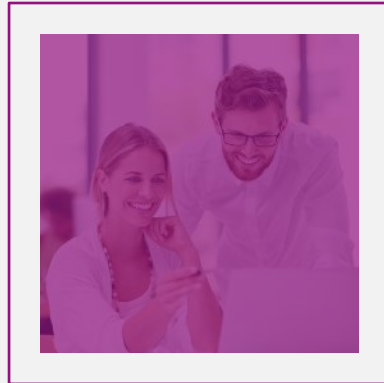
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Current status of AI



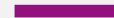
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Benefits and challenges of AI



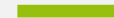
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Practical implications



5

Planned strategy moving forward

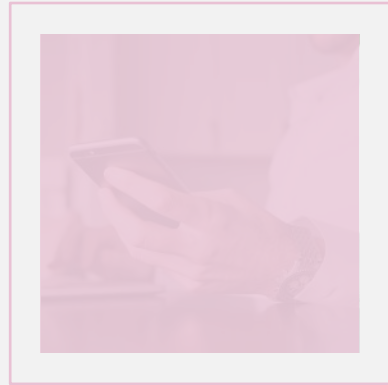


Five Areas of Interest



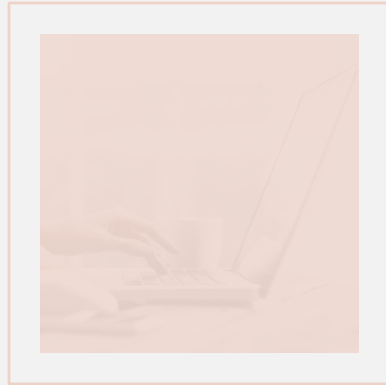
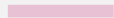
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AI in the contact center



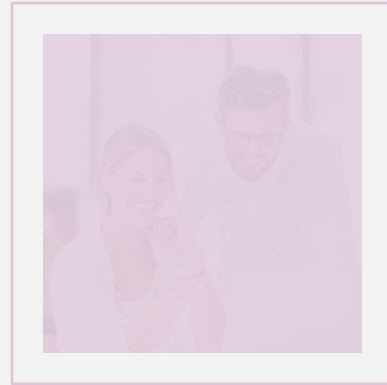
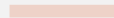
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Current status of AI



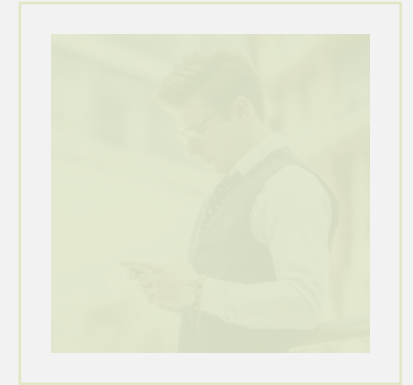
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Benefits and challenges of AI



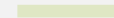
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Practical implications



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Planned strategy moving forward

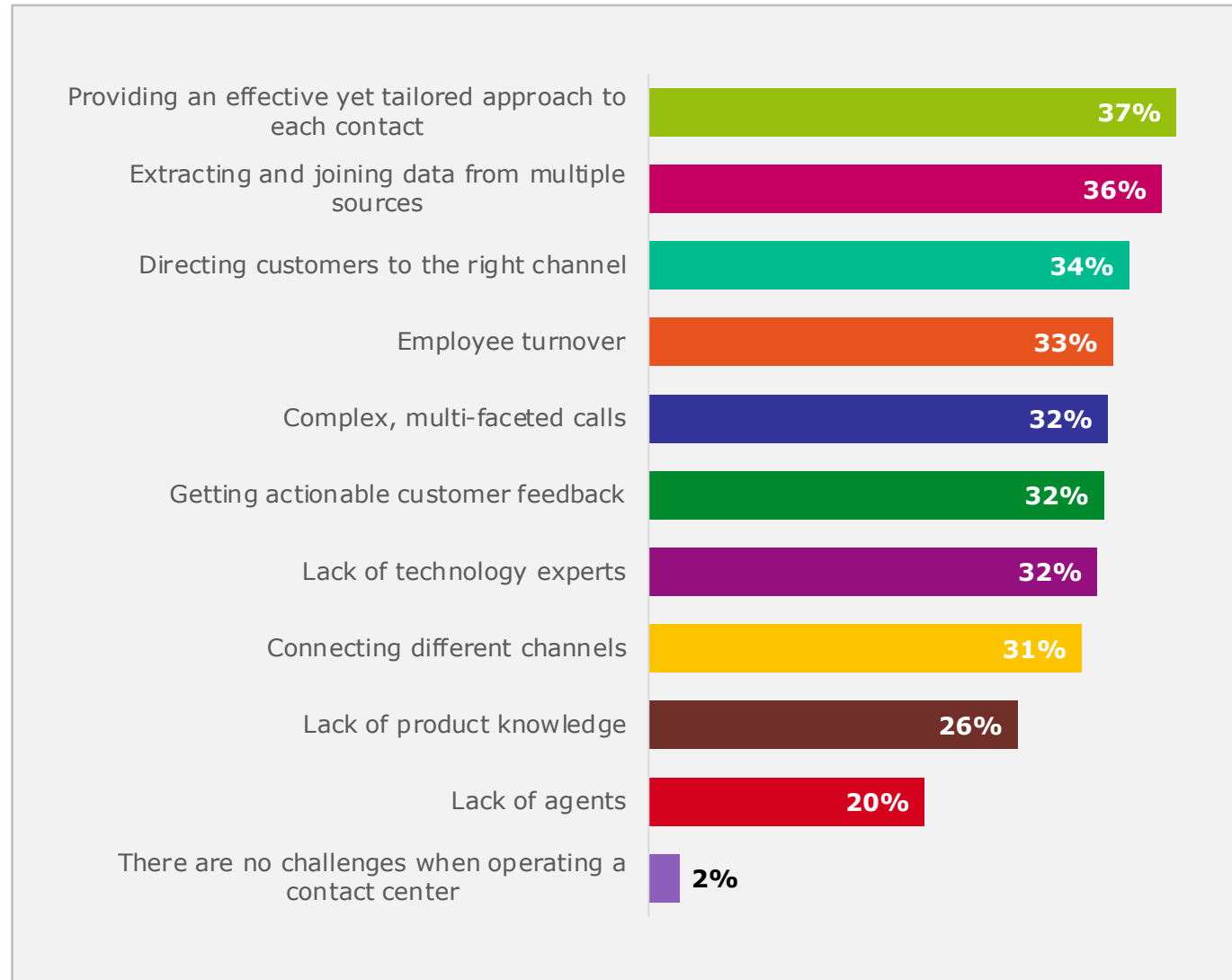


Challenges Operating a Contact Center

Almost all (98%) admit that their organization is challenged by their contact center operation...

Figure 1:

"What are your organization's biggest challenges with operating a contact center?" asked to all respondents (2,800)

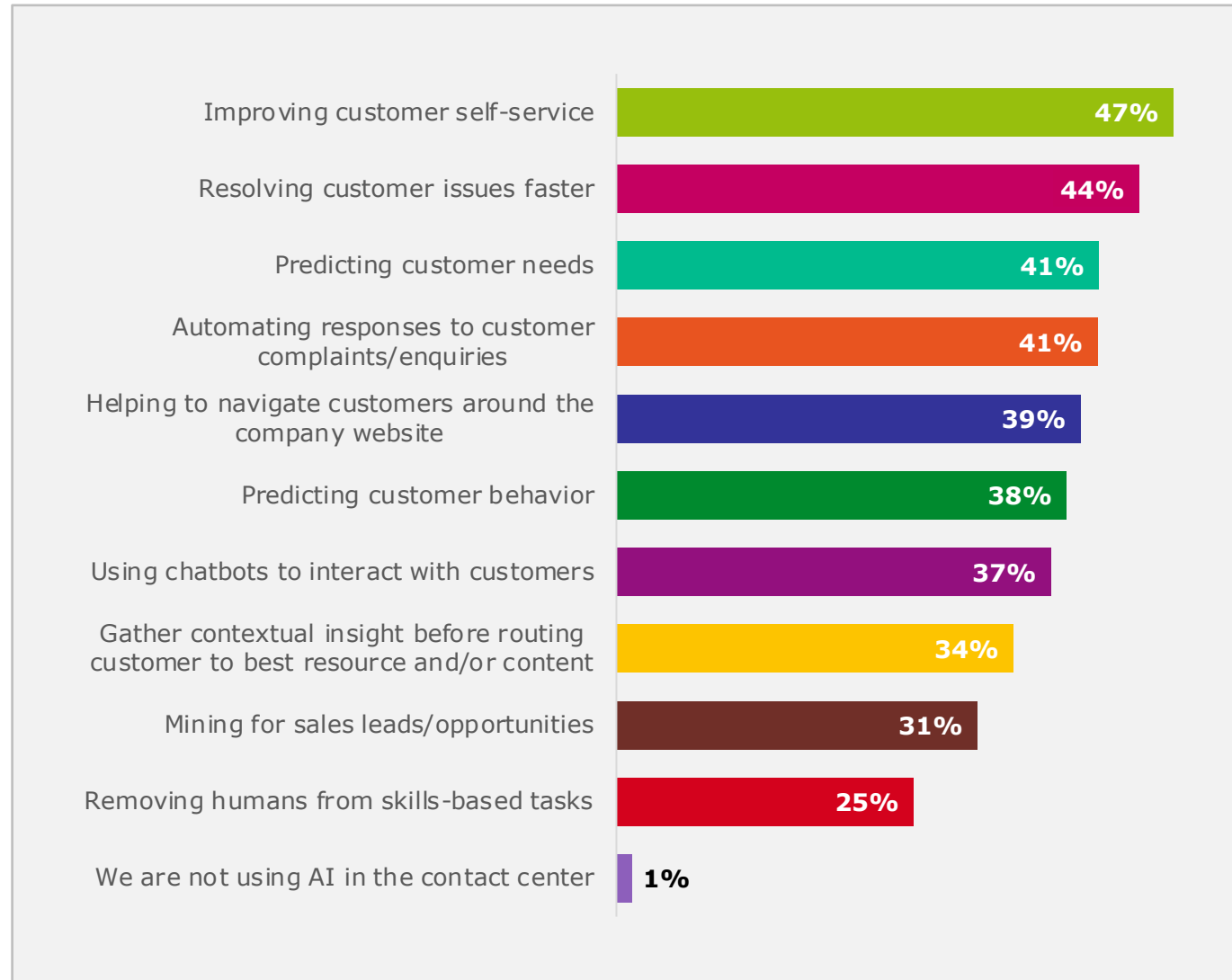


Using AI within the Contact Center

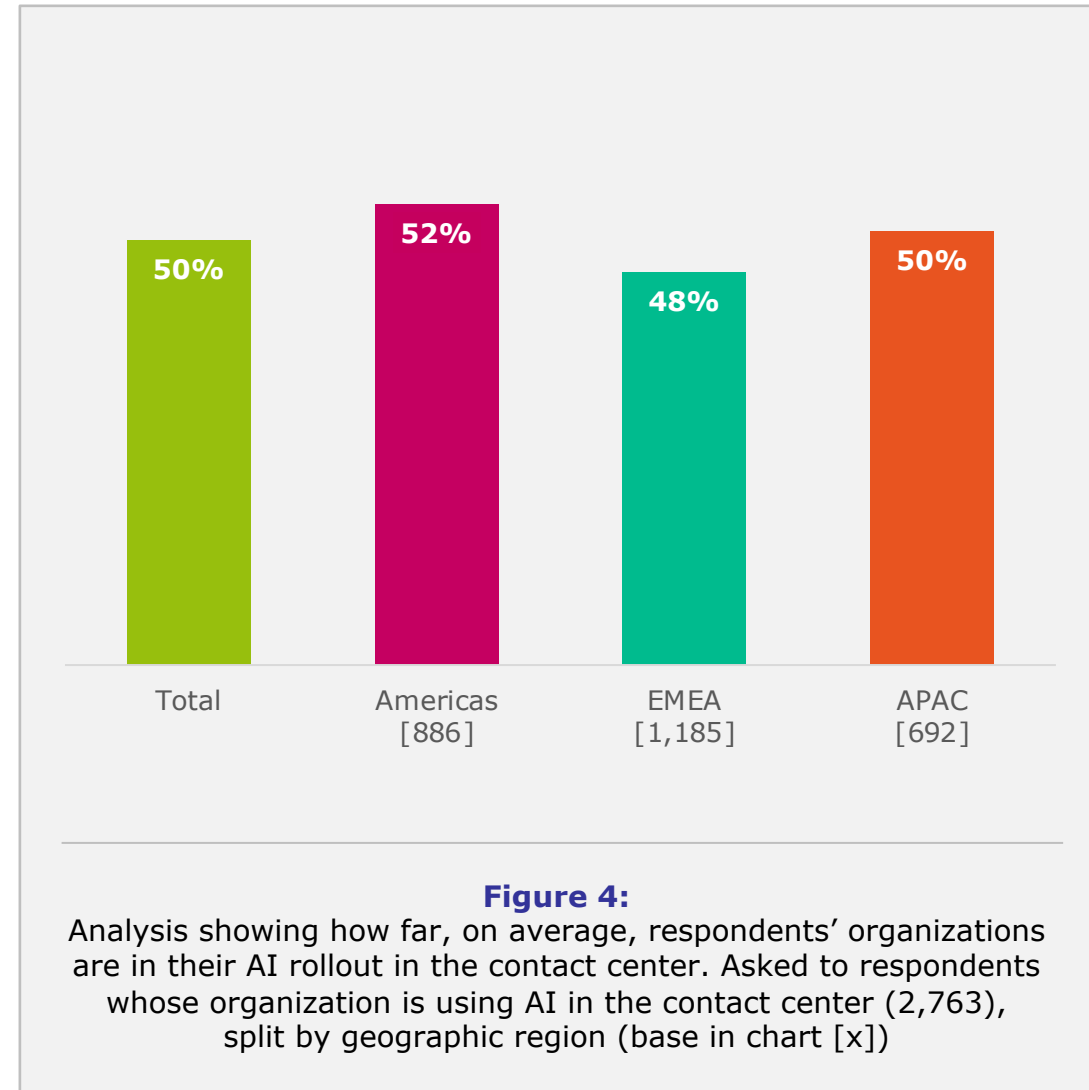
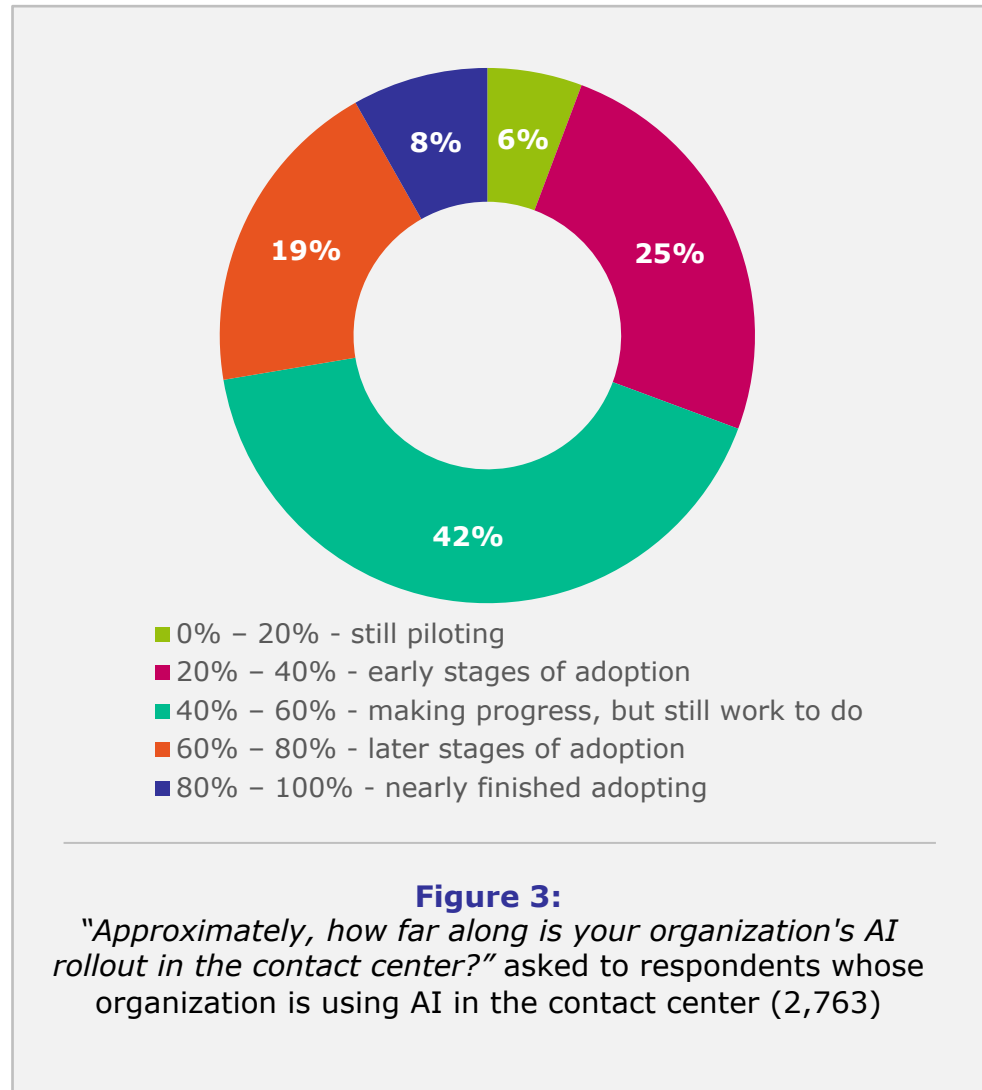
...but 99% do utilize AI within the contact center to some degree

Figure 2:

"Specifically, within the contact center, how is your organization using artificial intelligence (AI)?" asked to all respondents (2,800)



Progress of the AI Rollout in the Contact Center



Importance of AI in the Contact Center

94% agree that effective AI can transform the performance of their contact center, so it's no wonder that improving AI is a top priority in 2019 for 87%

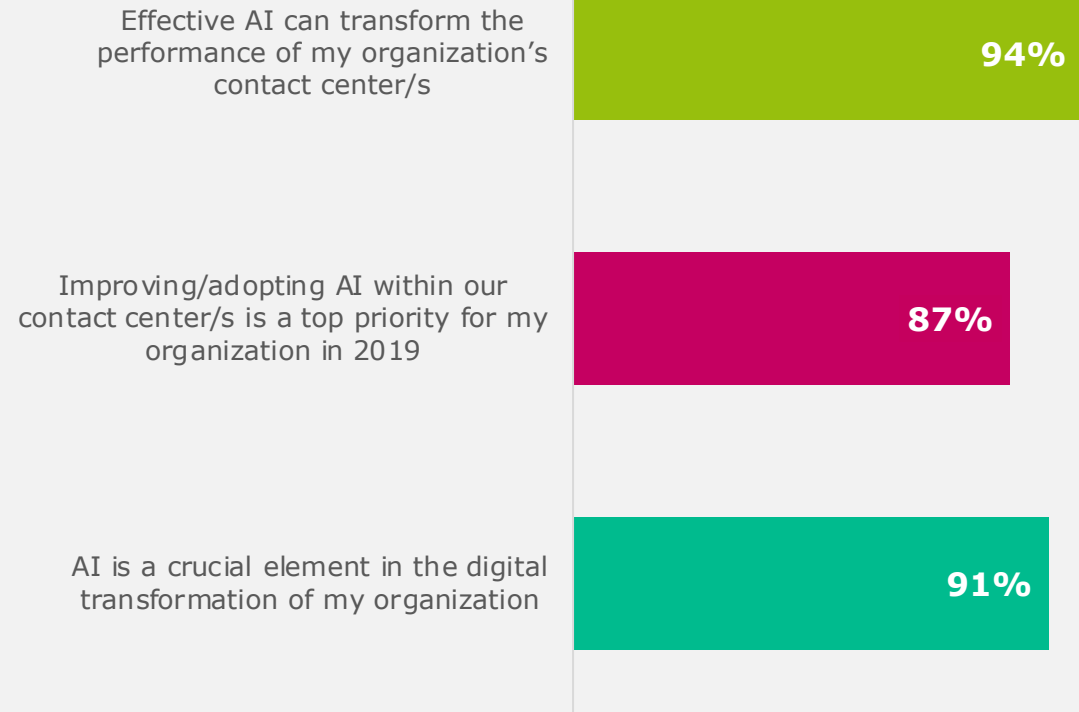
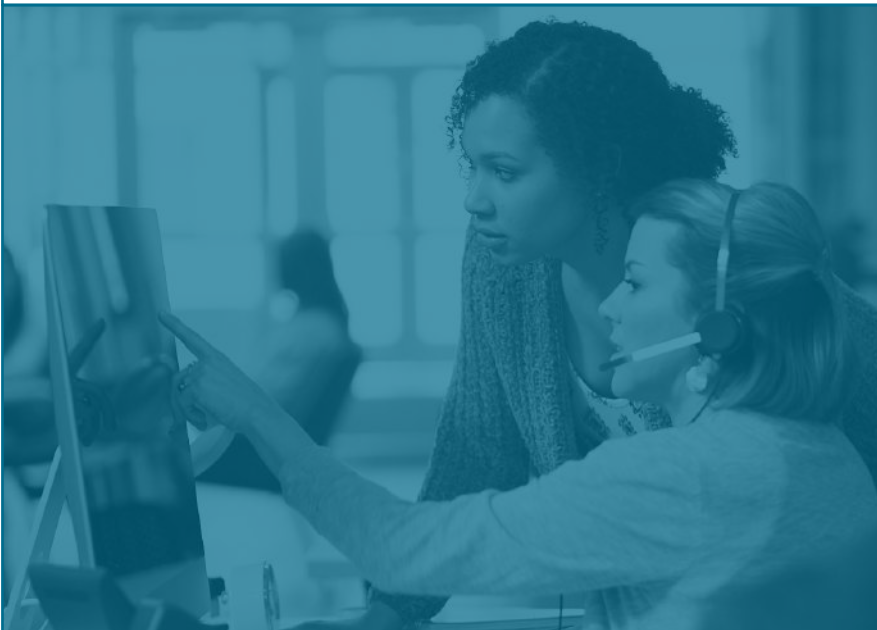


Figure 5:

Analysis showing the percentage of respondents who agree with the statements above. Asked to all respondents (2,800)

Importance of AI

"AI is one of the most important technologies for 2019"

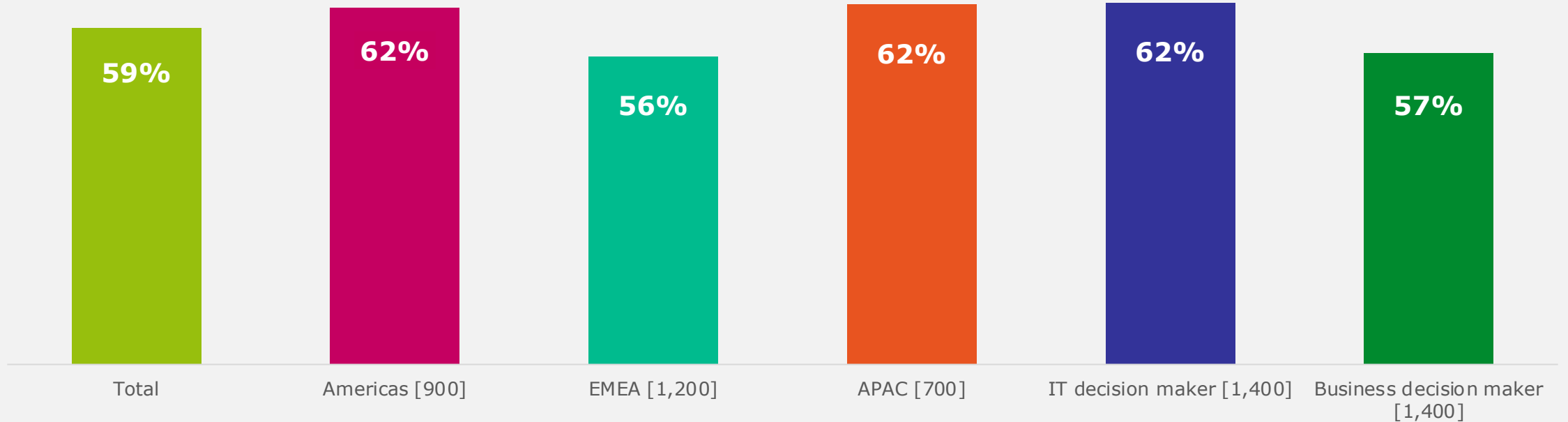
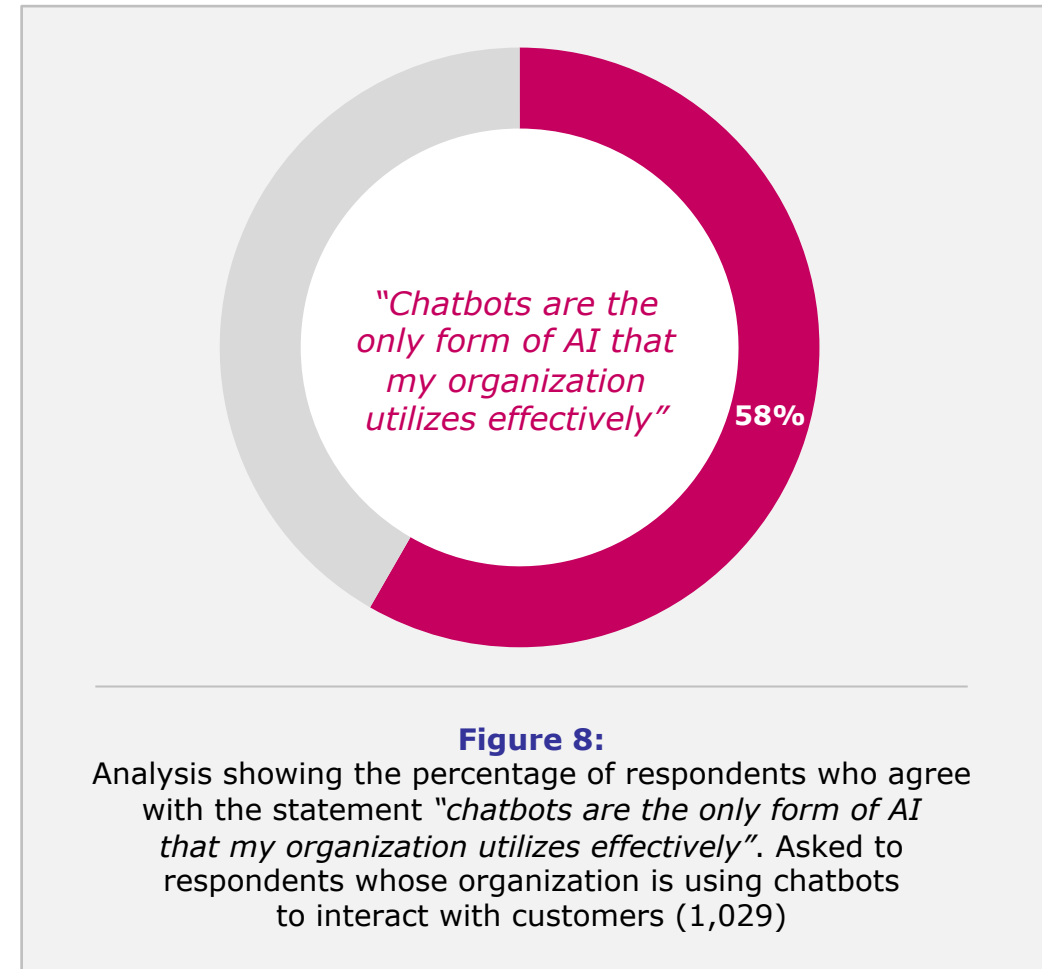
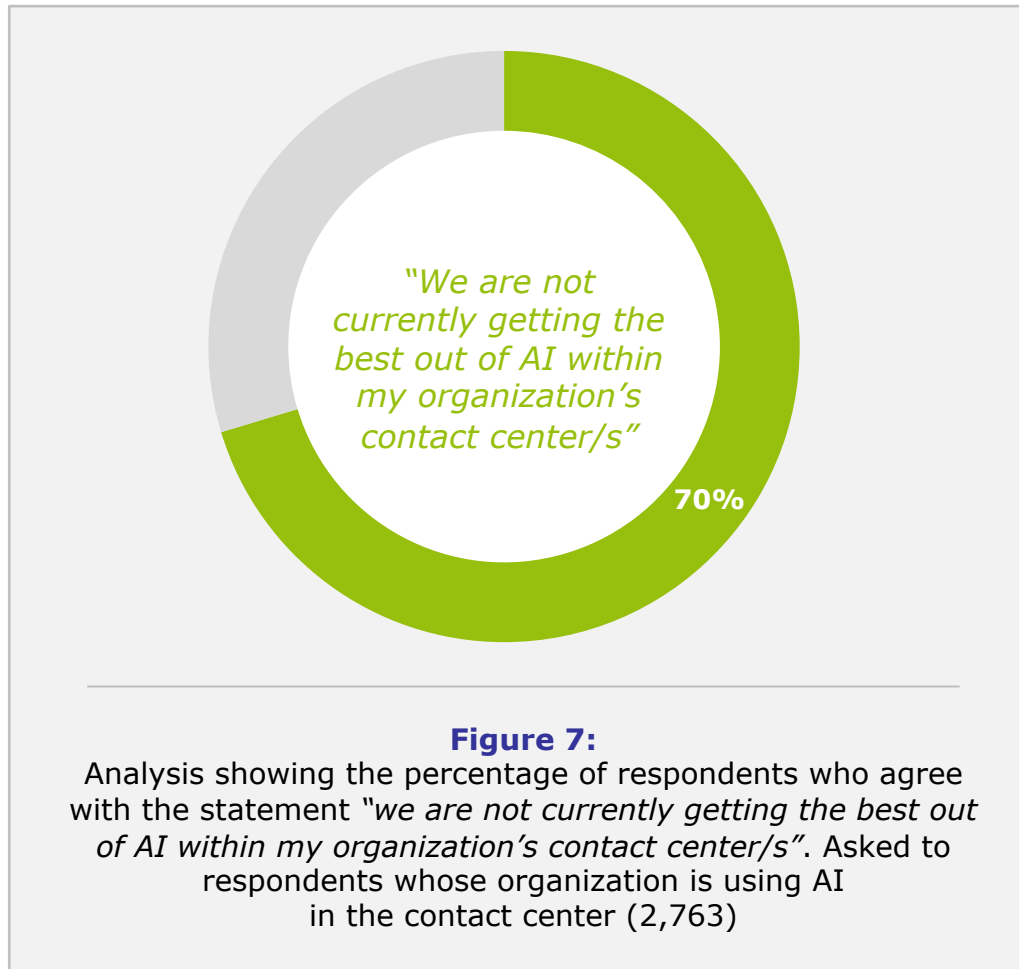


Figure 6:

Analysis showing the percentage of respondents who completely agree with the statement *"AI is one of the most important technologies for 2019"*. Asked to all respondents (2,800), split by geographic region and respondent type (base in chart [x])

Not Getting the Most Out of AI

Despite so much positivity towards AI, organizations are not confident in their use of it



Using AI to Enhance CRM

Over eight in ten (85%) are either investing or exploring AI and CRM, and 13% are interested in this

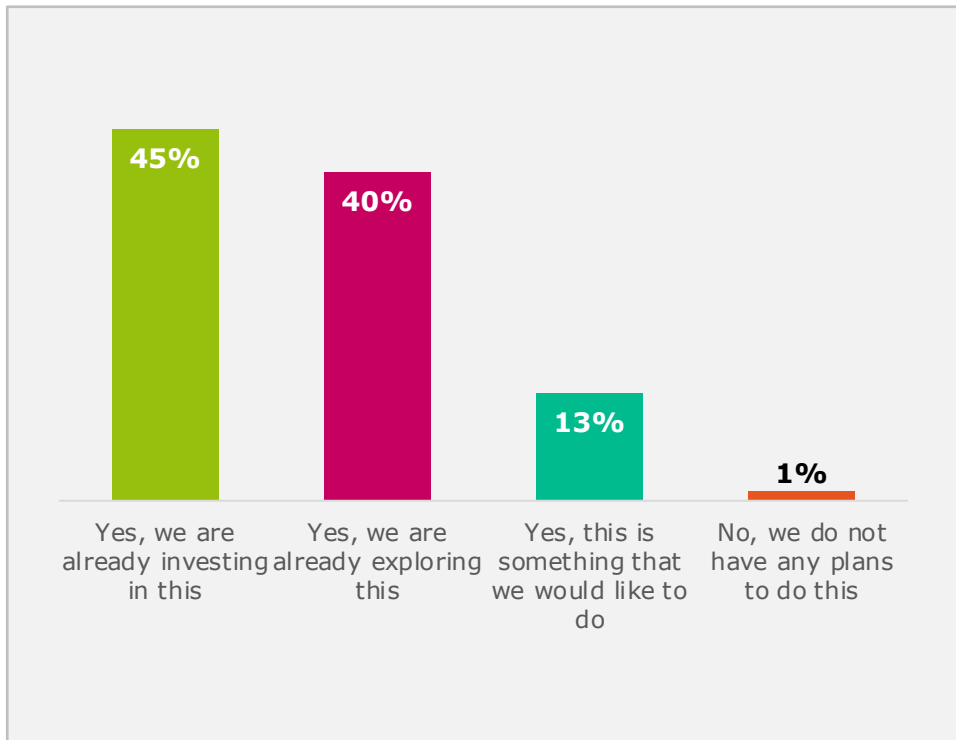


Figure 9:

"Does your organization have any plans to integrate AI with its customer relationship management (CRM) solution?" asked to all respondents (2,800)

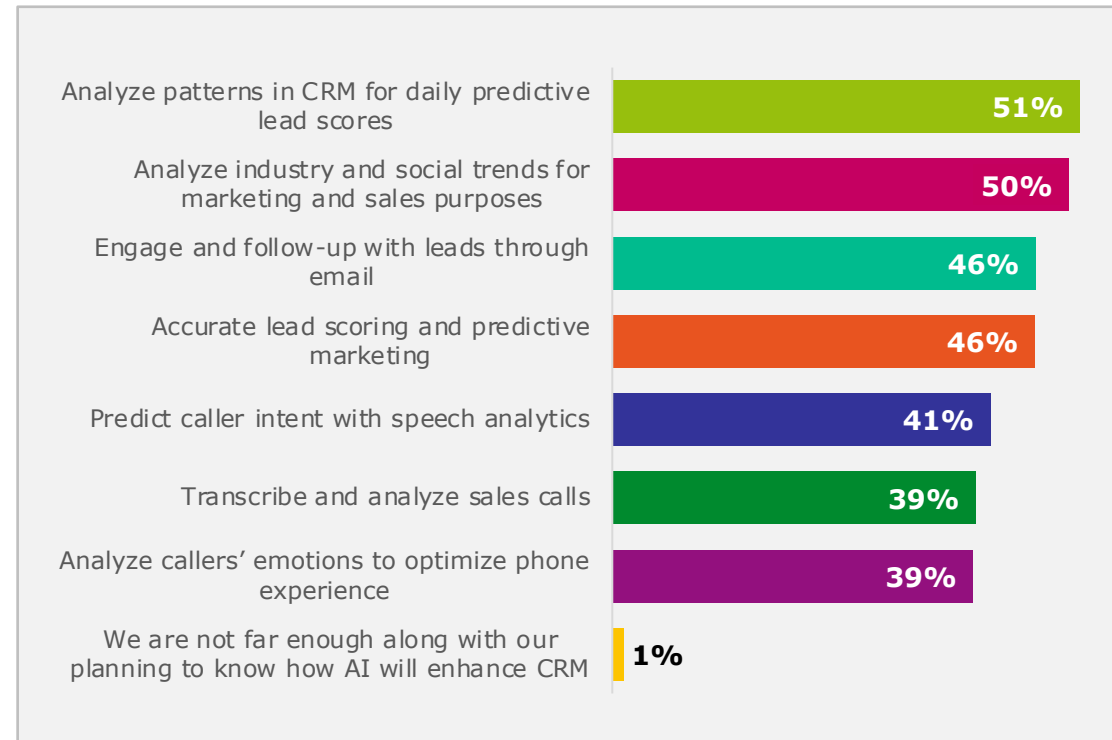


Figure 10:

"How is your organization using/would like to use AI to enhance its CRM?" asked to respondents whose organization is investing in, exploring, or would like integration between AI and CRM (2,756)

Barriers to Integrating AI with CRM

However, there are barriers to this integration – both skills (51%) and experience (51%) have held back half of respondents' organizations during this process

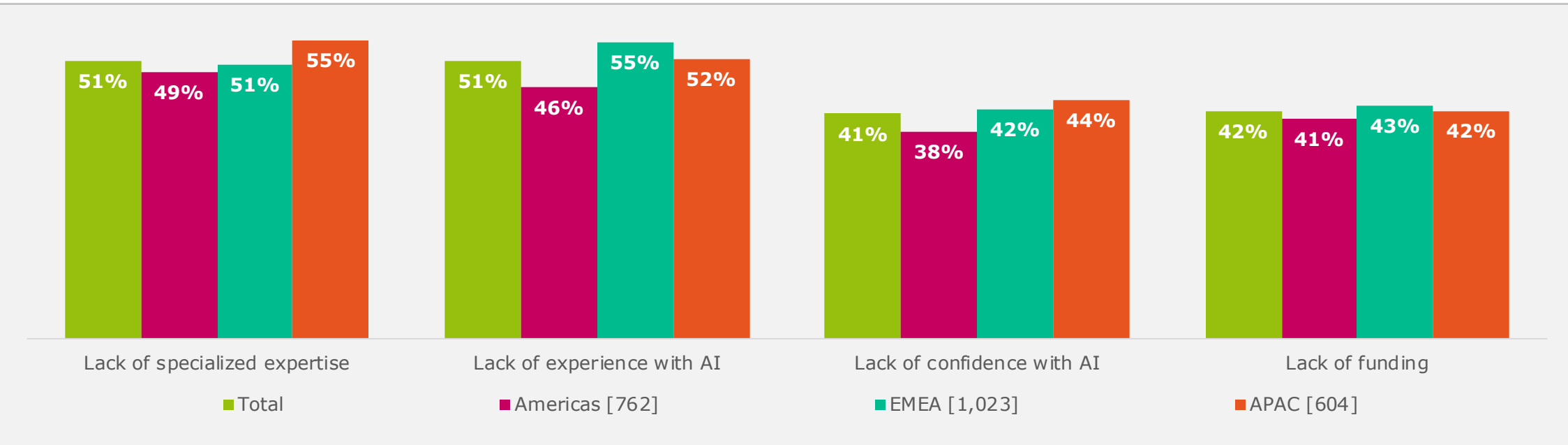


Figure 11:

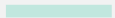
Analysis showing the percentage of respondents whose organization has been held back by the above issues when attempting to integrate AI with CRM. Asked to respondents whose organization is either already investing in, or is actively exploring integrating AI with CRM (2,389), split by geographic region (base in chart [x])

Five Areas of Interest



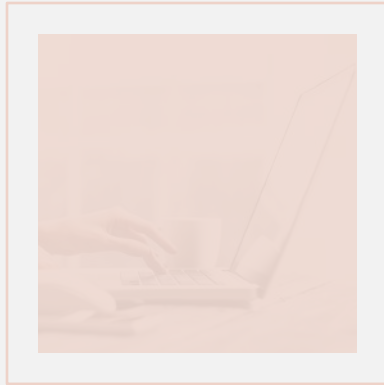
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AI in the contact center



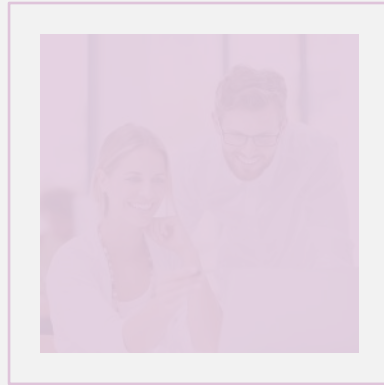
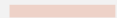
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Current status of AI



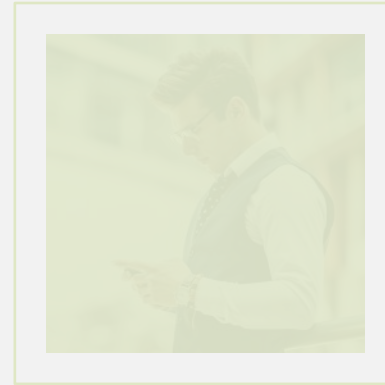
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Benefits and challenges of AI



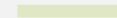
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Practical implications

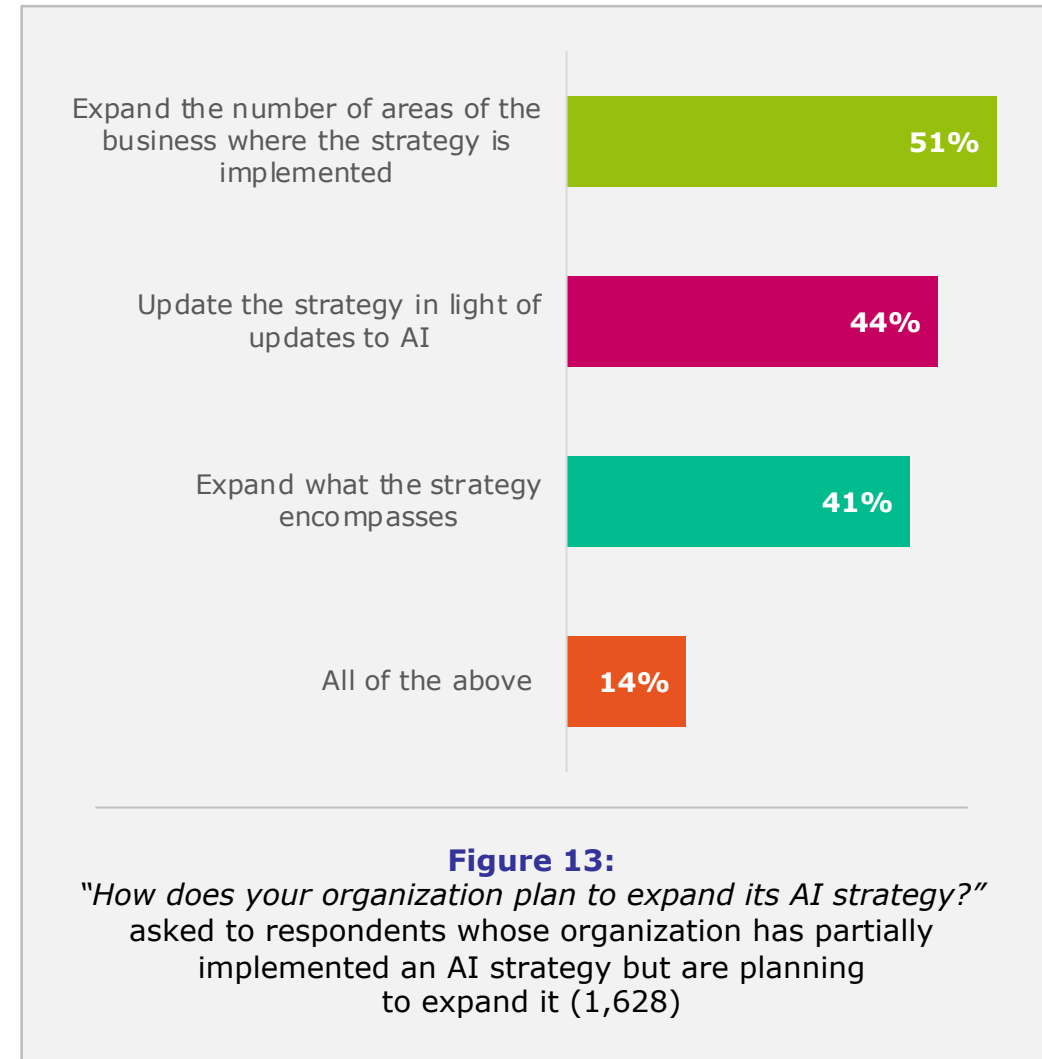
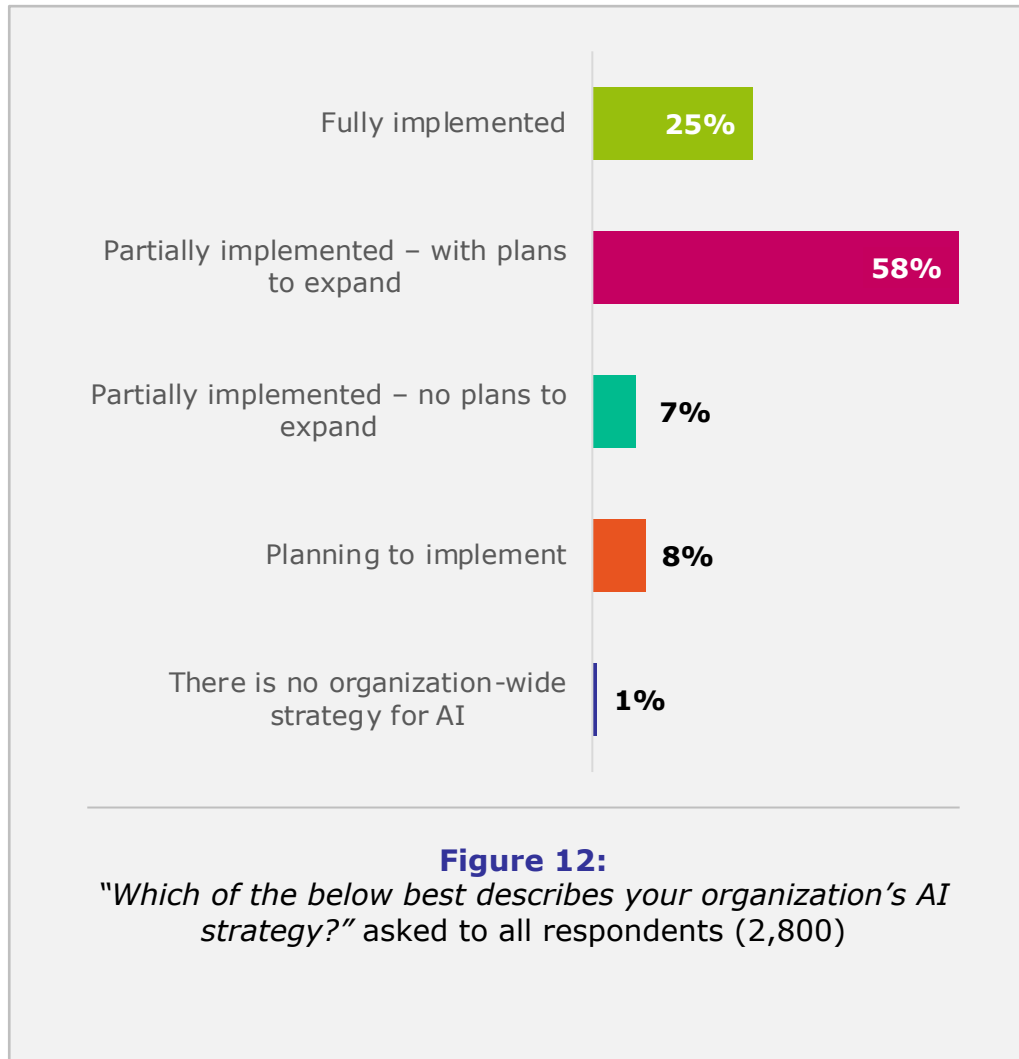


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Planned strategy moving forward



AI Strategy



Changing Investment in AI

Investment looks set to increase in line with expansion – respondents report an average increase of 23% over the past 12 months and 29% over the next 12 months

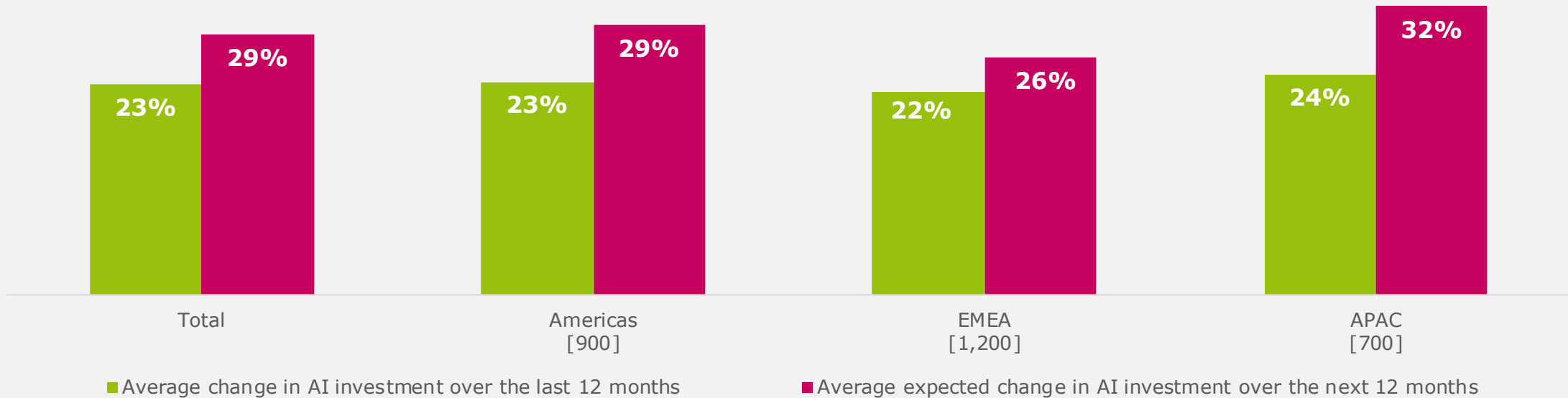


Figure 14:

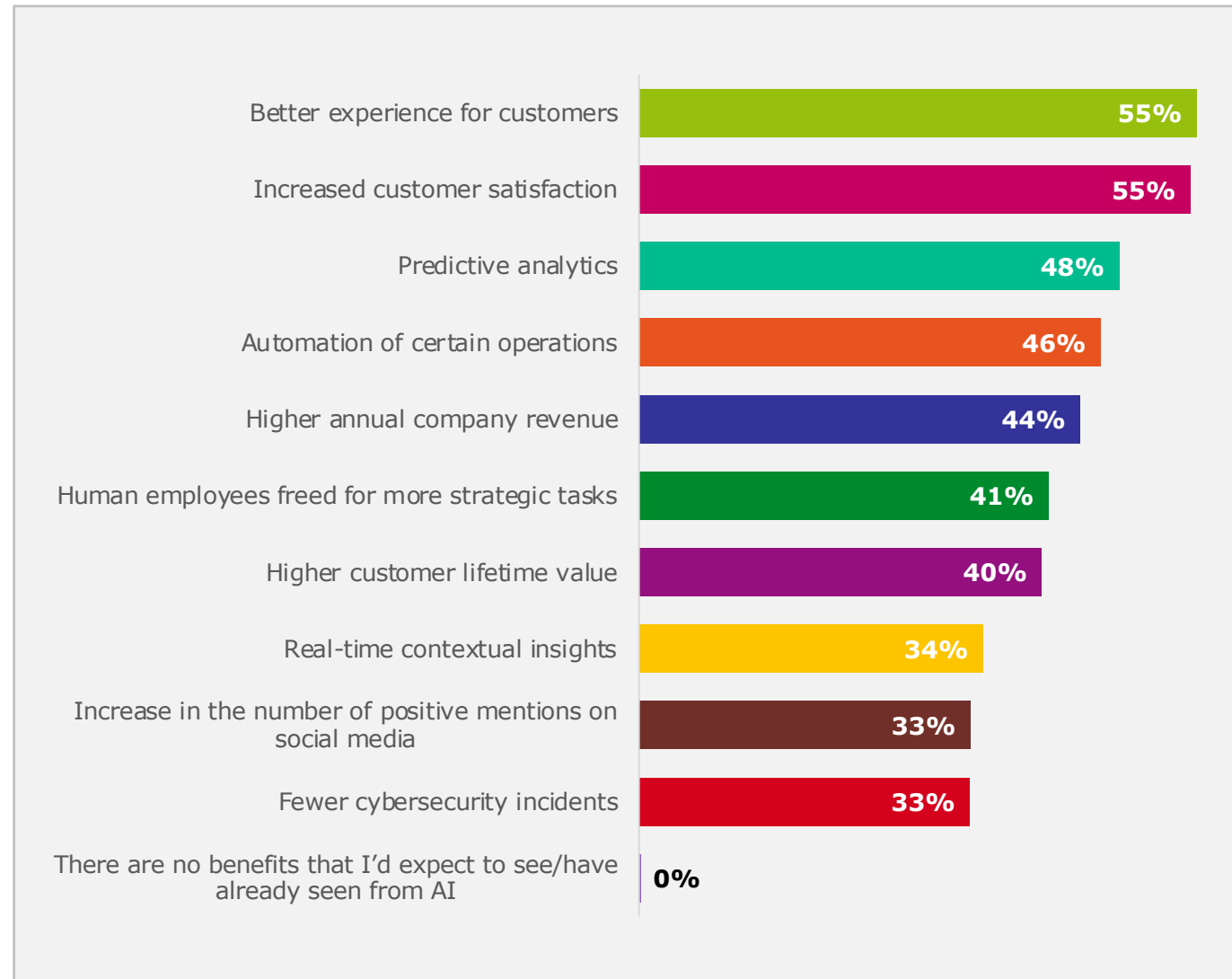
Analysis showing the average change in AI investment over the last 12 months, and the average expected change over the next 12 months. Asked to all respondents (2,800), split by geographic region (base in chart [x])

Benefits of an AI Strategy

Driving this planned expansion and investment are expected benefits that AI can bring, particularly to the customer

Figure 15:

"What benefits do you expect to see (or have already seen) from your organization's AI strategy?" asked to respondents whose organization has fully or partially implemented an AI strategy, or are planning to implement one (2,771)

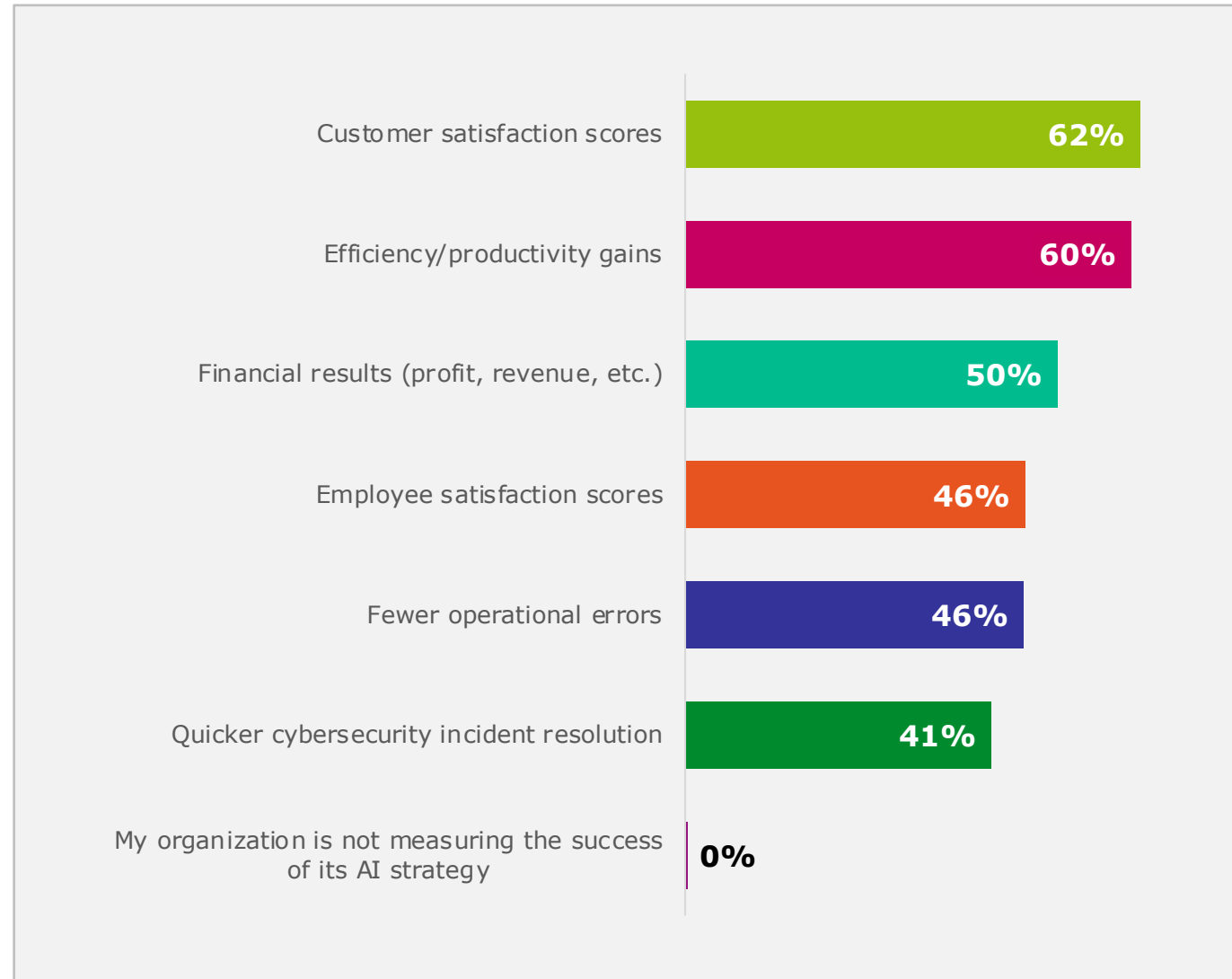


Measuring the Success of an AI Strategy

All organizations with an AI strategy are measuring the success of it, and again, customer satisfaction is high on the list of metrics for 62%

Figure 16:

"How is your organization measuring the success of its AI strategy?" asked to respondents whose organization has fully or partially implemented an AI strategy (2,534)

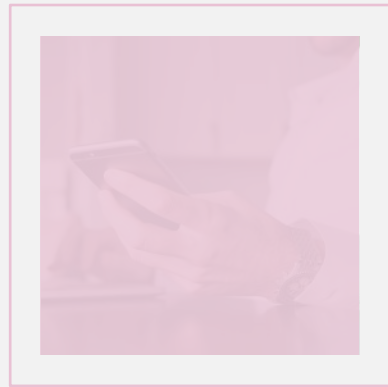
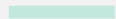


Five Areas of Interest



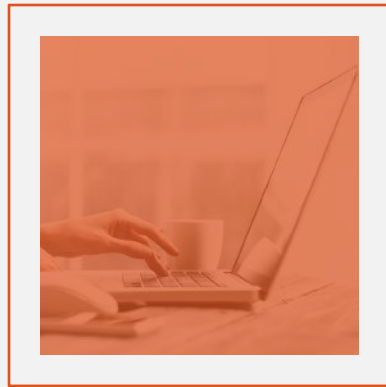
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AI in the contact center



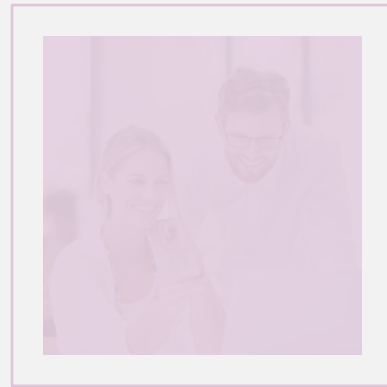
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Current status of AI



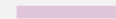
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Benefits and challenges of AI



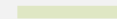
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Practical implications



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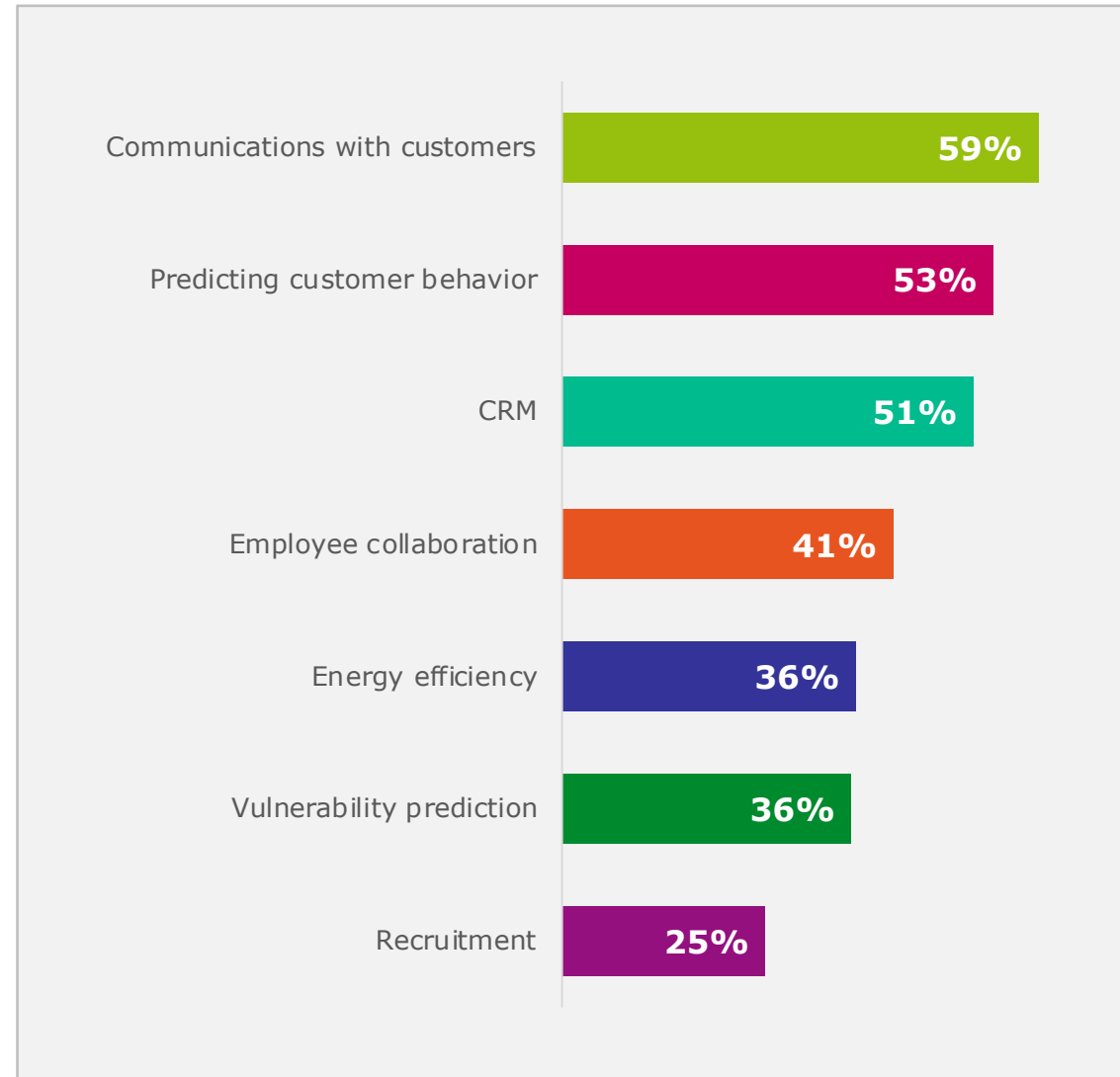
Planned strategy moving forward



Beneficial Business Use Cases for AI

Even though most plan to integrate AI with CRM, there are other more commonly cited use cases – customers comms (59%) and predicting customer behaviour (53%)

Figure 17:
"What business use cases for AI does your organization see as the most beneficial?"
asked to all respondents, showing a combination of responses ranked first, second, and third (2,800)



The Most Beneficial Business Use Case for AI

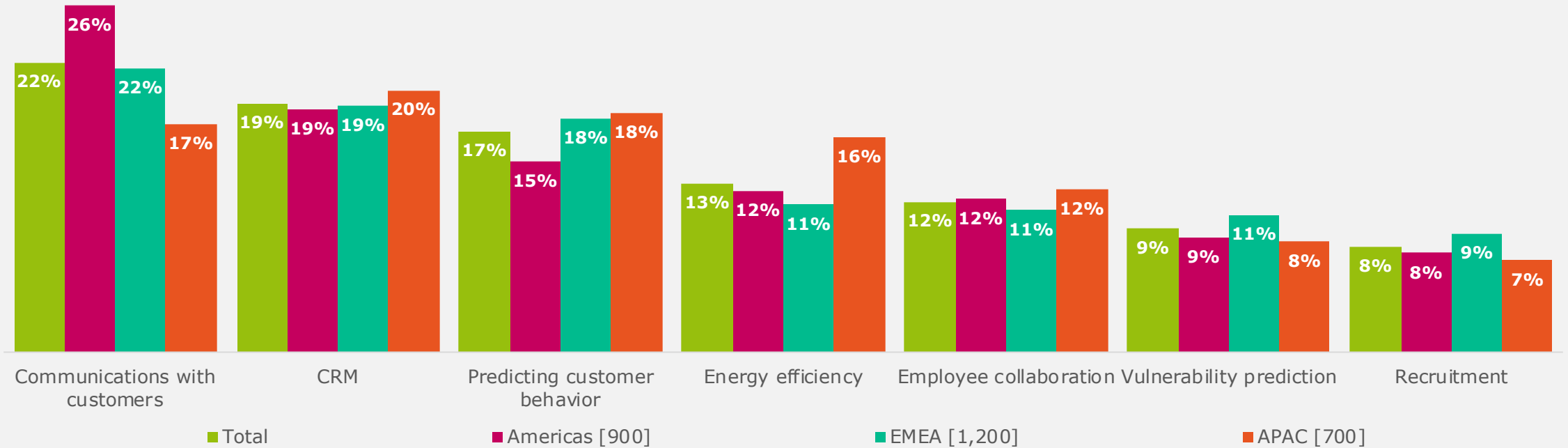


Figure 18:

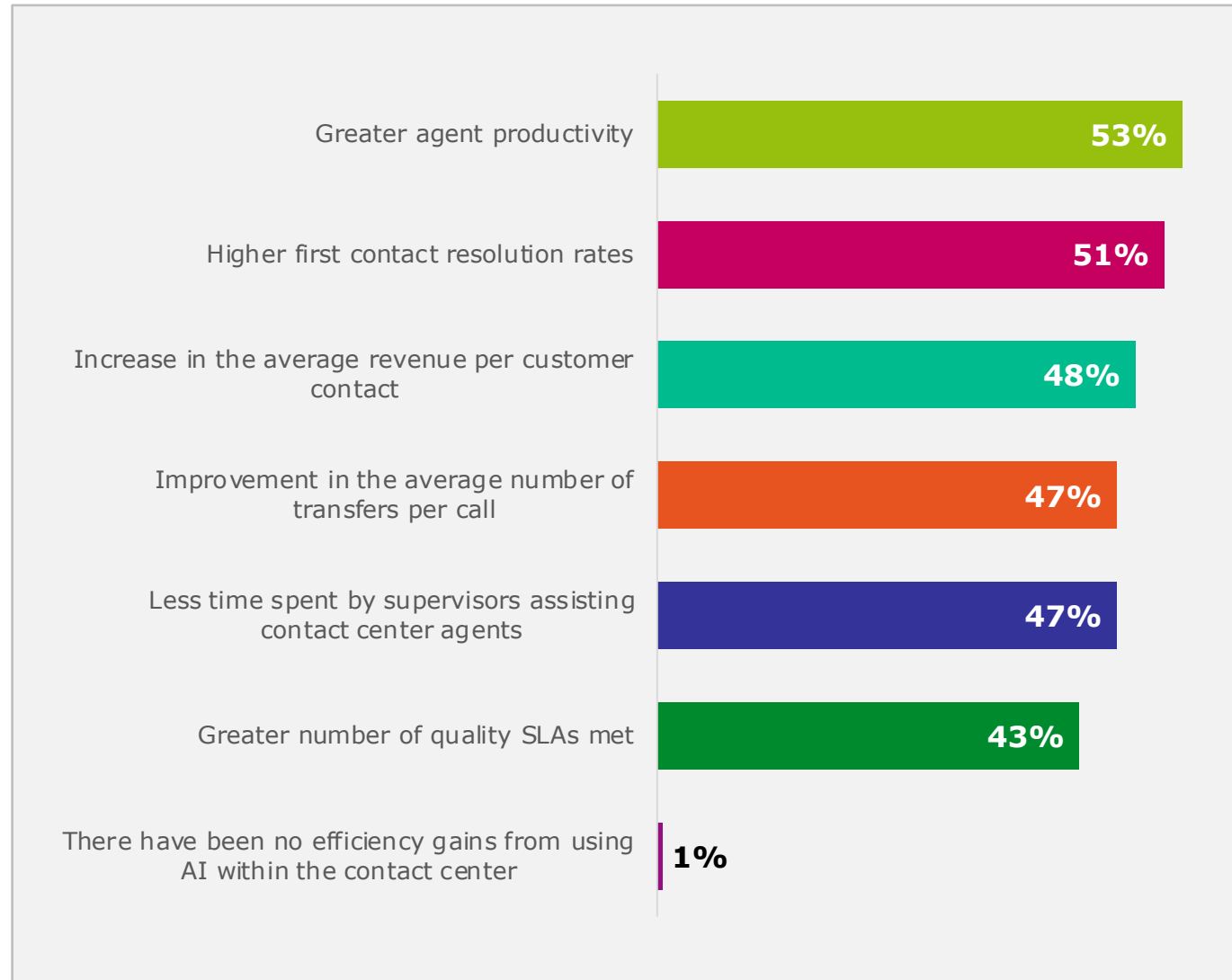
"What business use cases for AI does your organization see as the most beneficial?" asked to all respondents, showing responses ranked first as the most beneficial business use case (2,800), split by geographic region (base in chart [x])

Using AI to Drive Efficiency

Efficiency is another great benefit of AI in the contact center; 99% have seen gains in this area

Figure 19:

"How has using AI driven greater efficiency in contact center service delivery for your organization?" asked to respondents whose organization is using AI in their contact center/s (2,763)



Barriers Holding Back AI Adoption

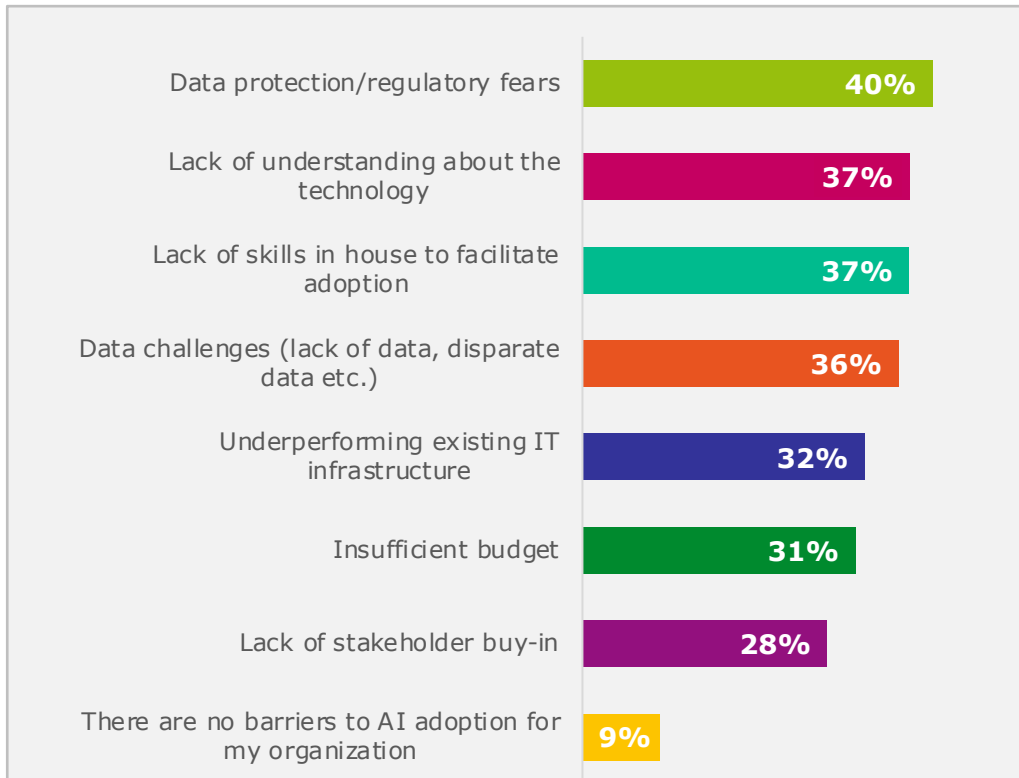


Figure 20:

"Are there any barriers to AI adoption that are holding back your organization from a more extensive and thorough implementation of the technology?" asked to all respondents (2,800)

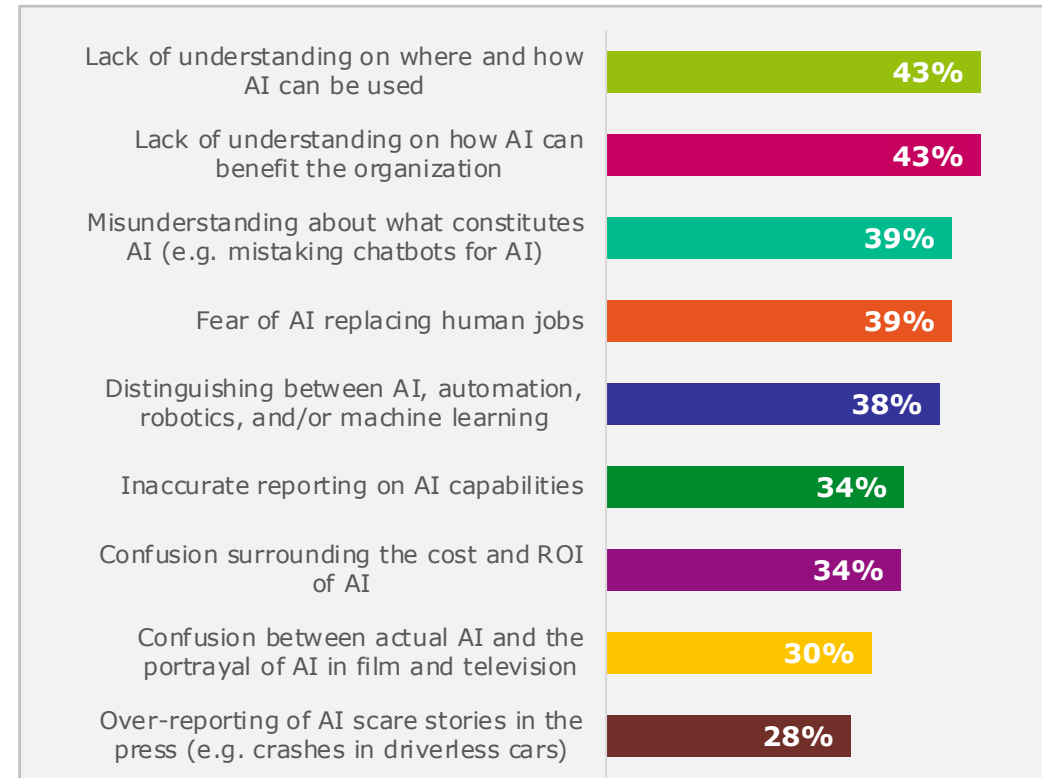


Figure 21:

"What specifically has led to a lack of understanding about AI within your organization?" asked to respondents whose organization has been held back by a lack of understanding about AI (1,045)

More to Do to Get the Most Out of AI

More can be done to explore AI effectively, but nearly six in ten (57%) aren't sure how to do this

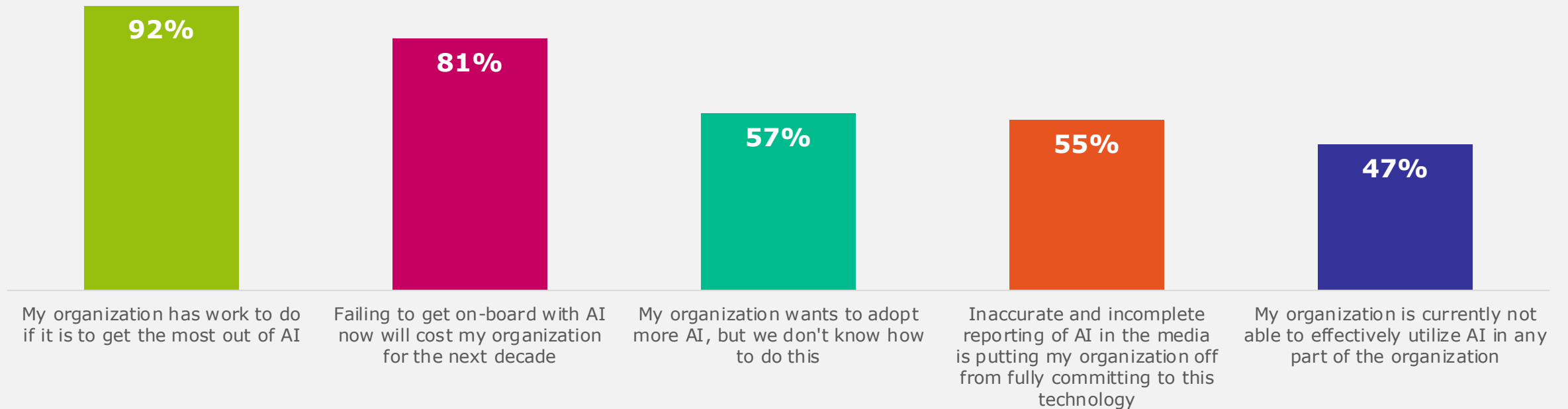


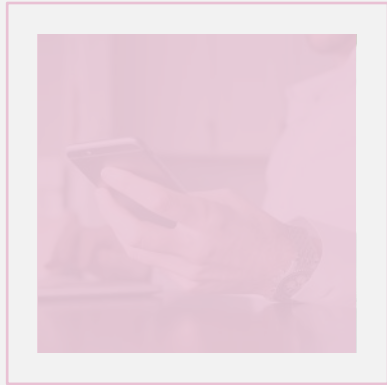
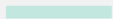
Figure 22: Analysis showing the percentage of respondents who agree with the statements above. Asked to all respondents (2,800)

Five Areas of Interest



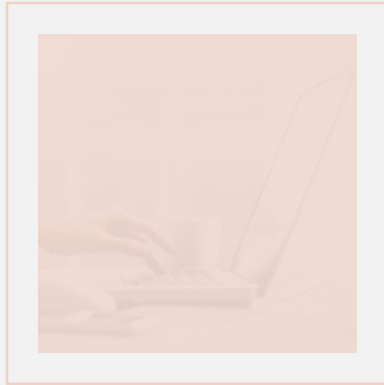
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AI in the contact center



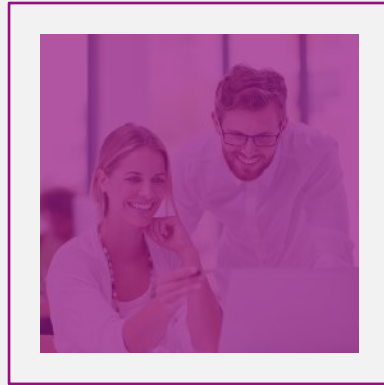
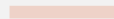
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Current status of AI



3

Benefits and challenges of AI



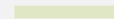
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Practical implications



5

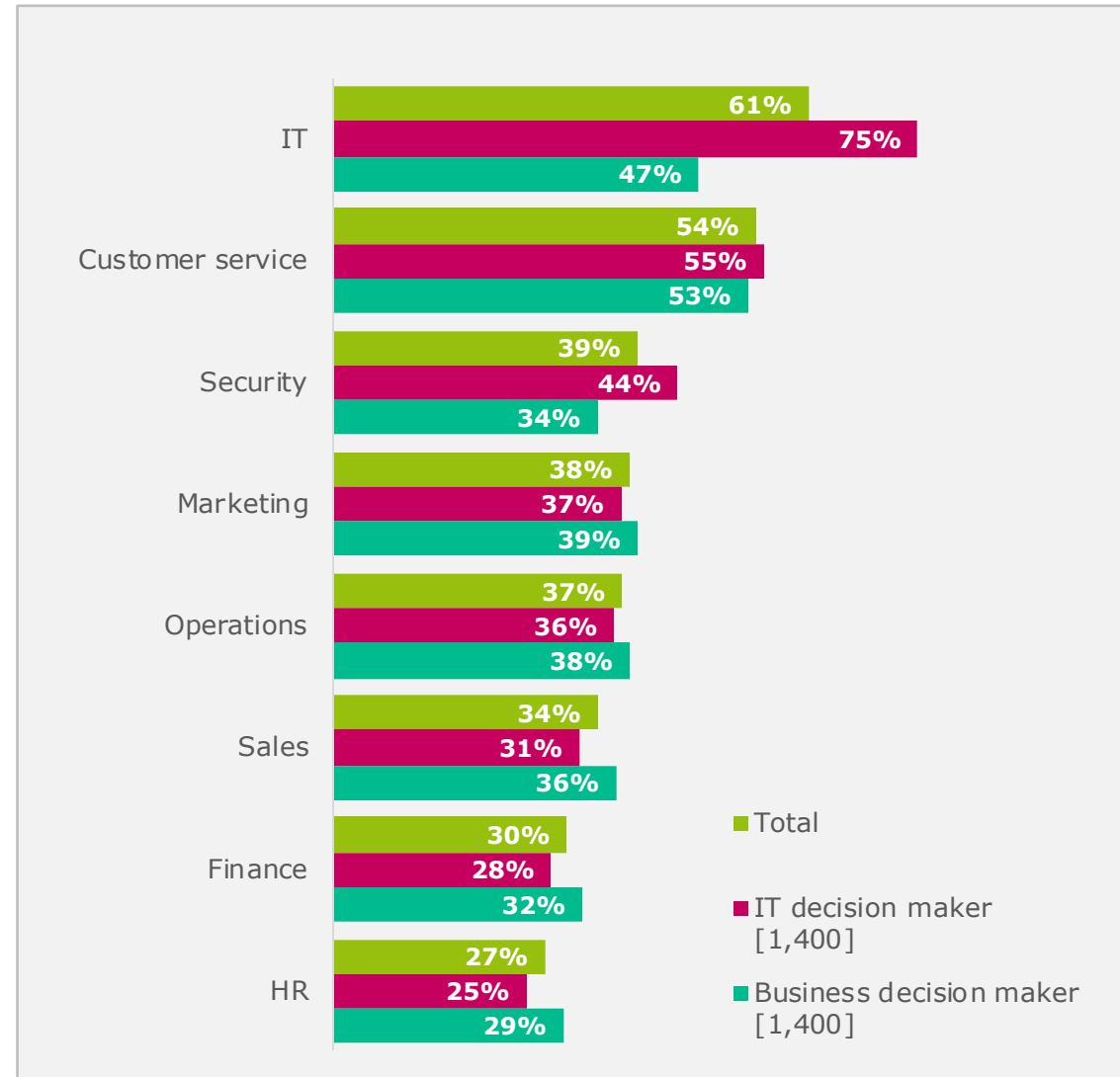
Planned strategy moving forward



Departments Using AI

IT are most likely (61%) to be making use of AI according of respondents, but it is a technology that touches many departments across the business

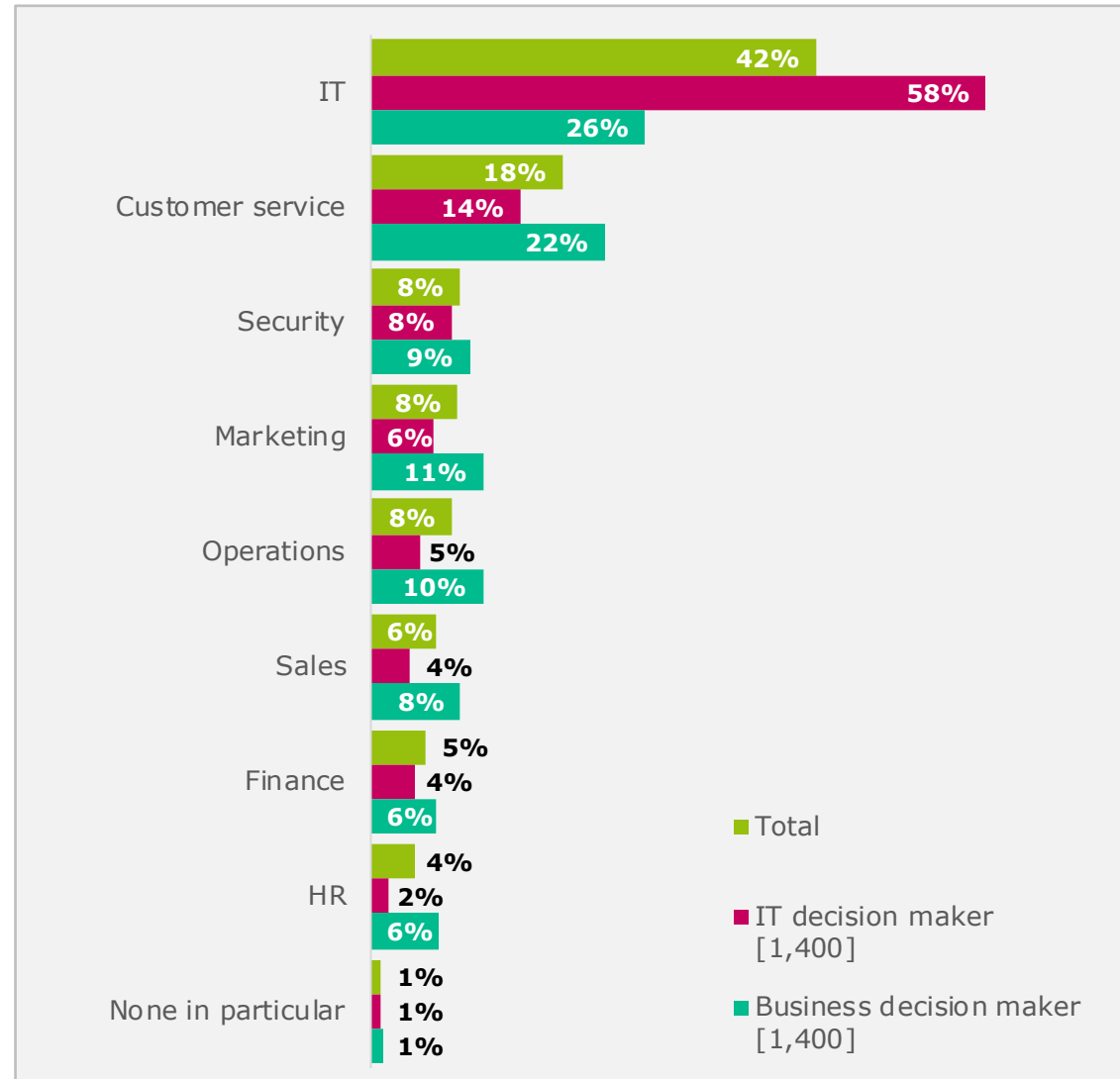
Figure 23:
"Outside of contact centers, which departments in your organization are currently making use of AI?" asked to all respondents (2,800), split by respondent type (base in chart [x])



The Biggest of Advocate of AI

With IT most likely to make use of AI, they are also most likely (42%) to be its biggest advocate

Figure 24:
"Which department would you say is the biggest advocate of AI within your organization?" asked to all respondents (2,800), split by respondent type (base in chart [x])



Use Cases for AI

Each department has got something very specific that respondents would expect them to use AI for, showcasing the wide array of benefits it can have

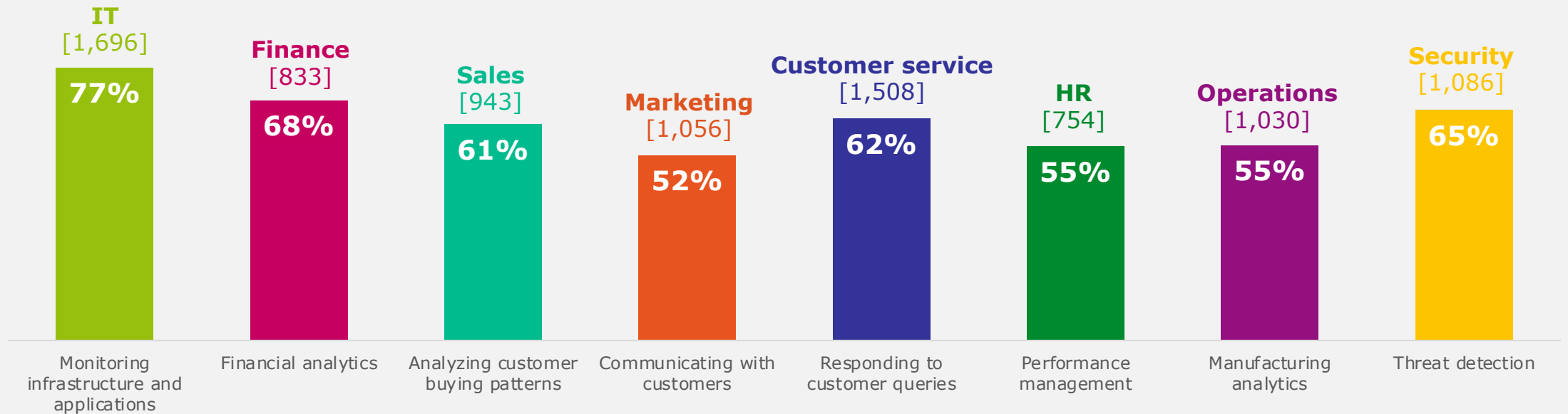


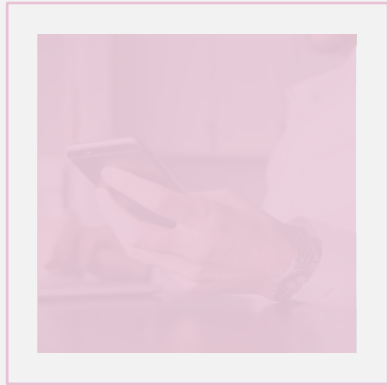
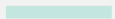
Figure 25: Analysis showing what different departments are most likely to use AI for, asked to respondents whose organization is making use of AI in each of the above departments, base in chart [x]

Five Areas of Interest



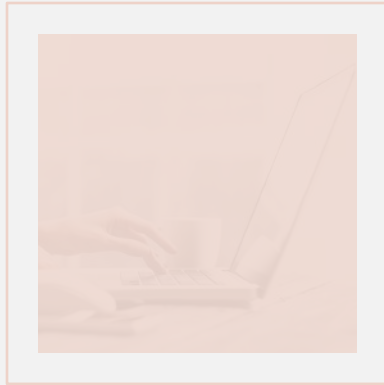
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AI in the contact center



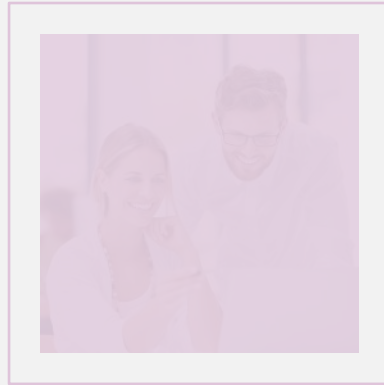
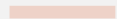
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Current status of AI



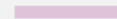
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Benefits and challenges of AI



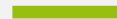
4

Practical implications



5

Planned strategy moving forward



Aims for the Future

Respondents' organizations have some lofty aims over the next 12 months – at least nine in ten believe that each of the areas to the right are important or essential to achieve in their contact center in the next year

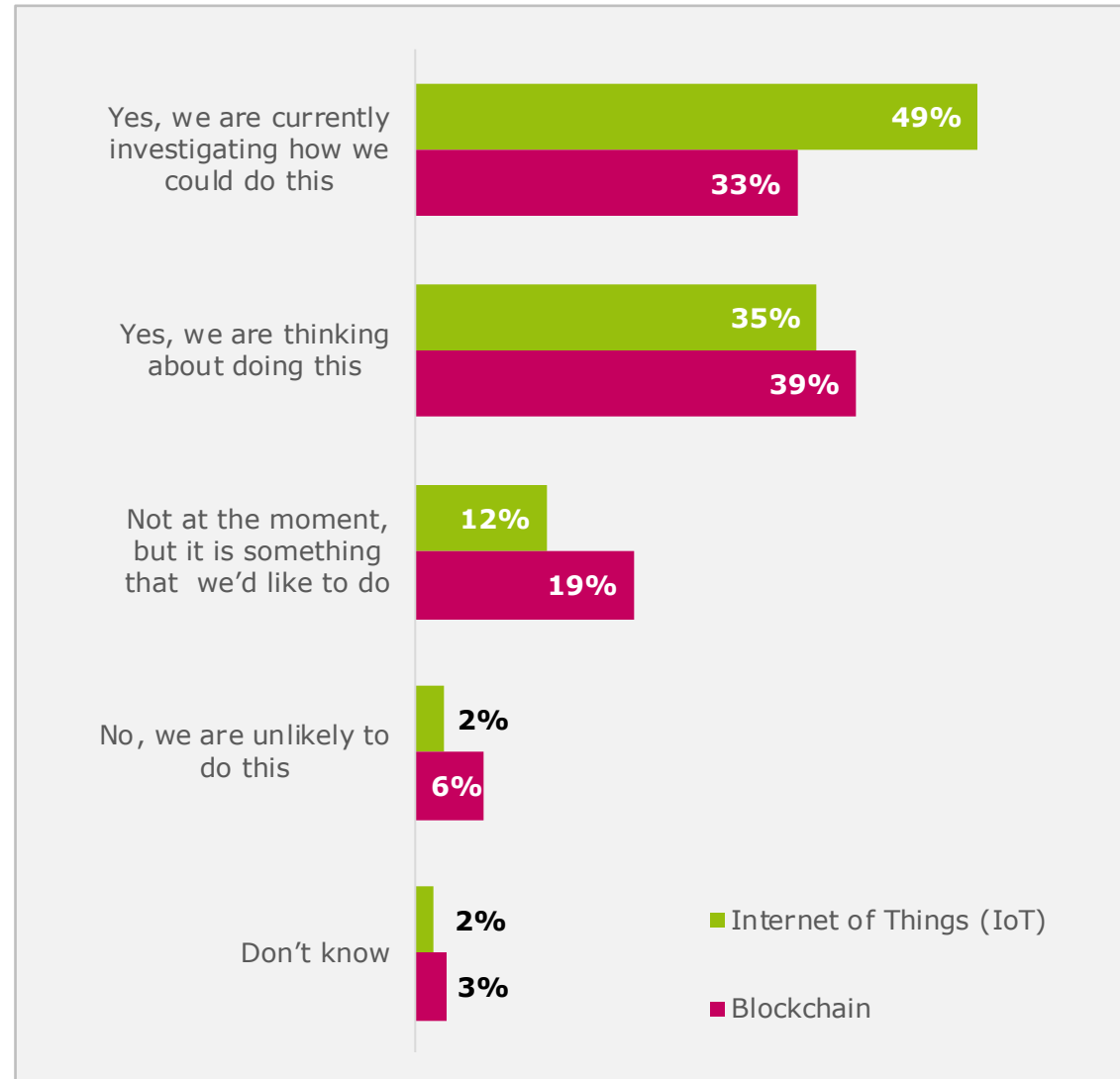
Figure 26:
Analysis showing the percentage of respondents who think that it is either essential or important that their organization achieves the above in their contact center/s over the next 12 months. Asked to all respondents (2,800)



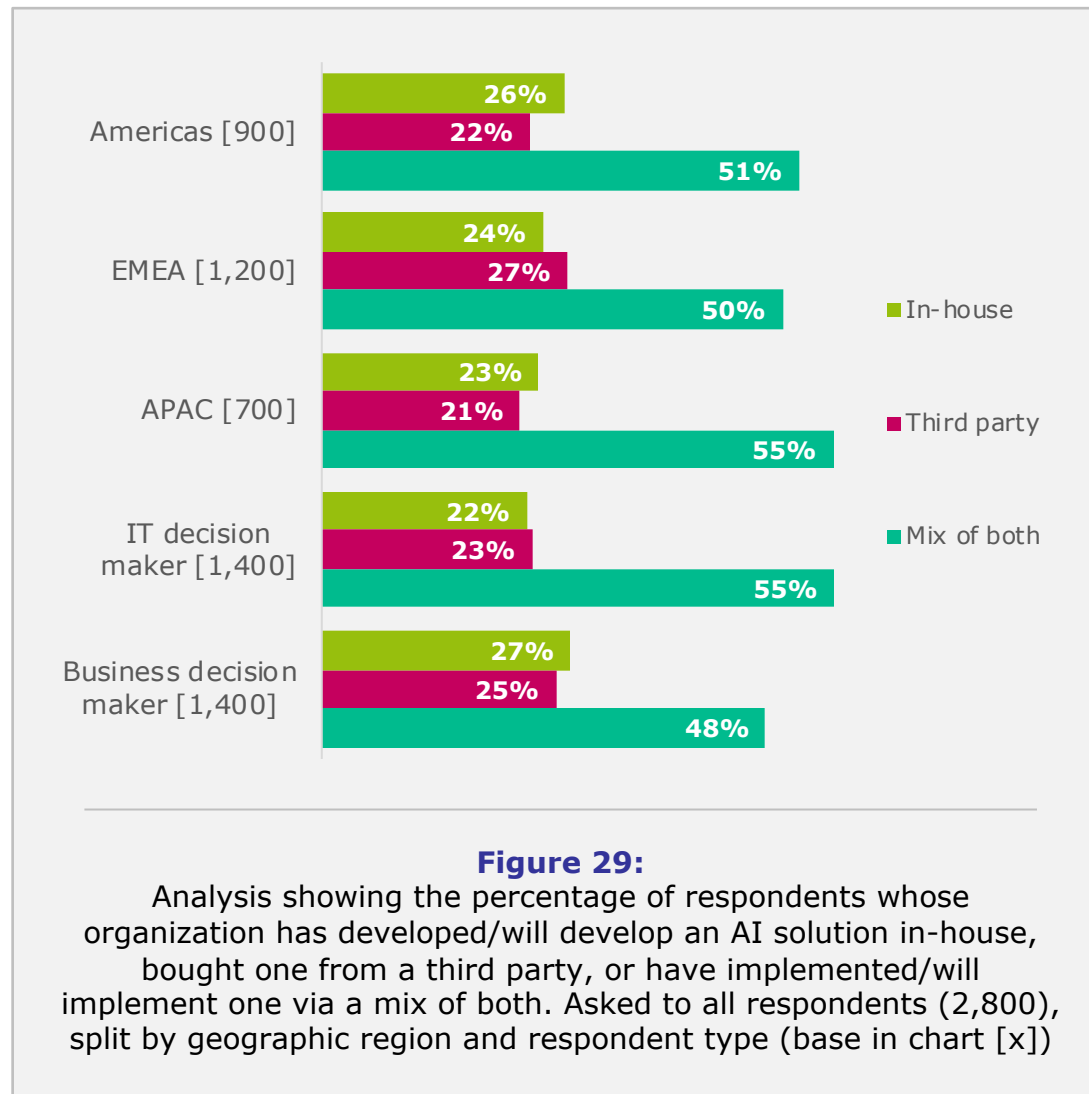
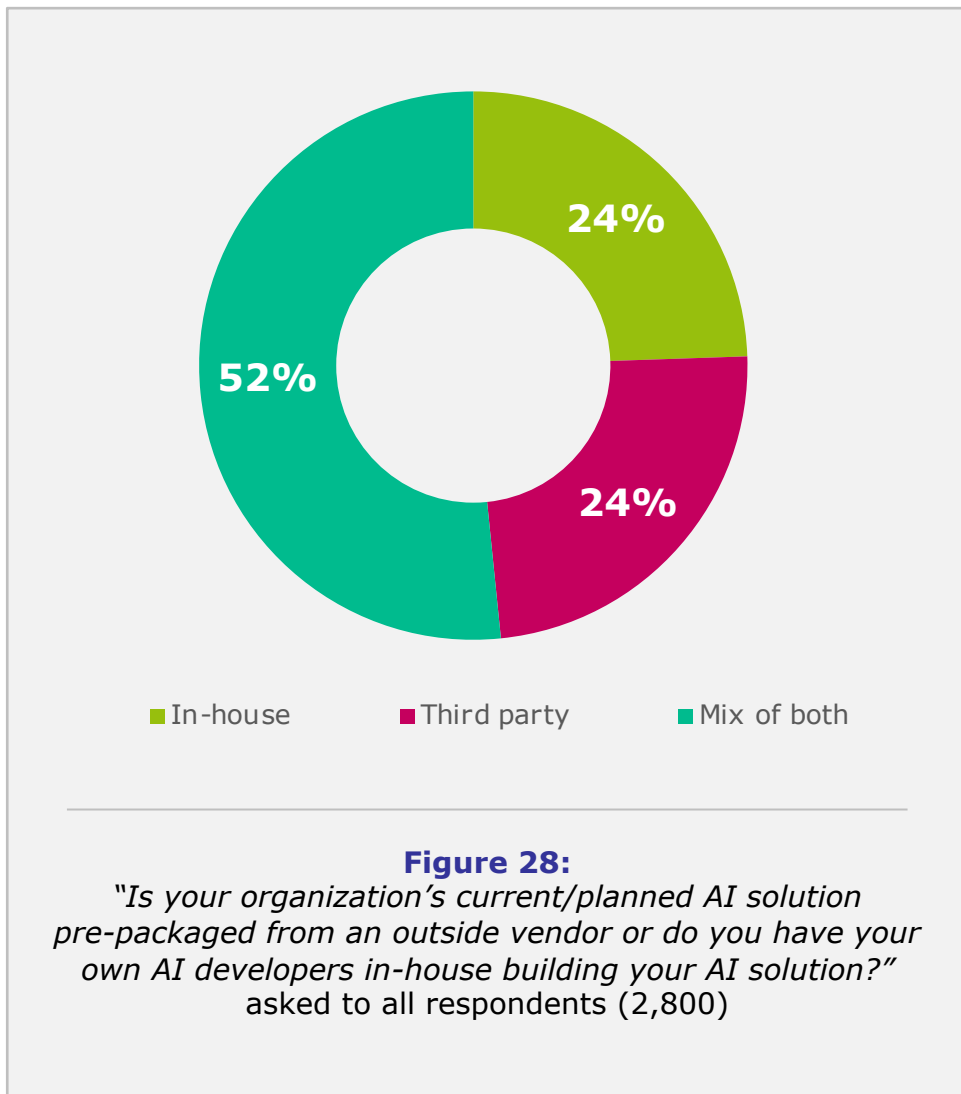
Integrating AI with other Technologies

Looking forward, some respondents' organizations are already investigating how to integrate AI solutions with IoT (49%) and blockchain (33%)

Figure 27:
"Does your organization plan to integrate AI solutions and practices with any other technology, specifically IoT and blockchain?" asked to all respondents (2,800)



Developing an AI Solution In-House or Buying from a Third Party



Support from Third Parties

There are a number of different criteria that third party vendors would need to demonstrate in order to be attractive to surveyed organizations

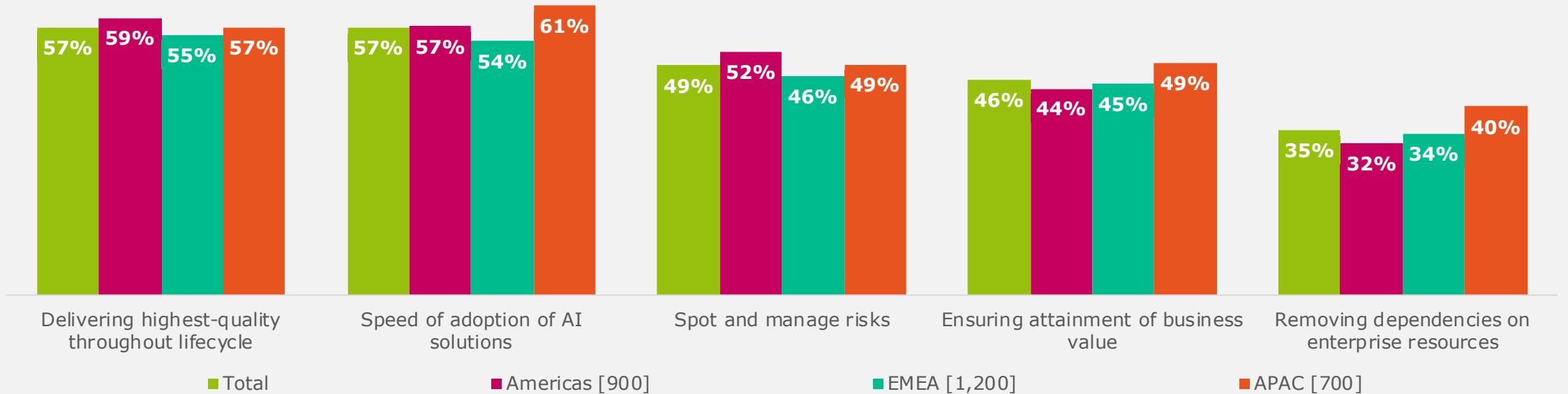


Figure 30:

"Which of the above elements would your organization look for in third party support when implementing an AI strategy?"
asked to all respondents (2,800), split by geographic region (base in chart [x])

Attitude Toward the Future of AI

The opportunity for these third party vendors to make their mark is clear, as 85% of respondents agree that their organization will need to look for more third party support as AI becomes more prominent

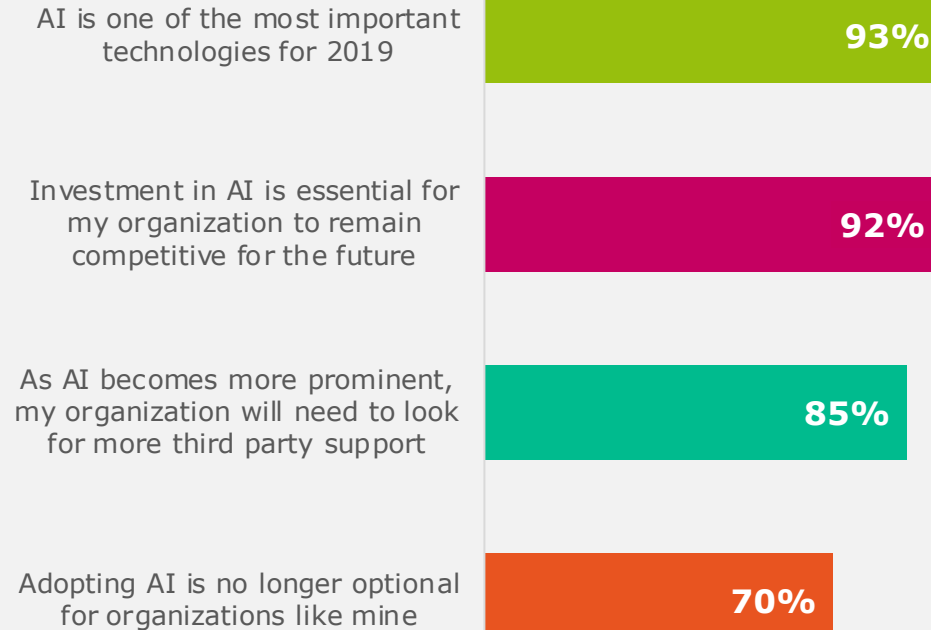
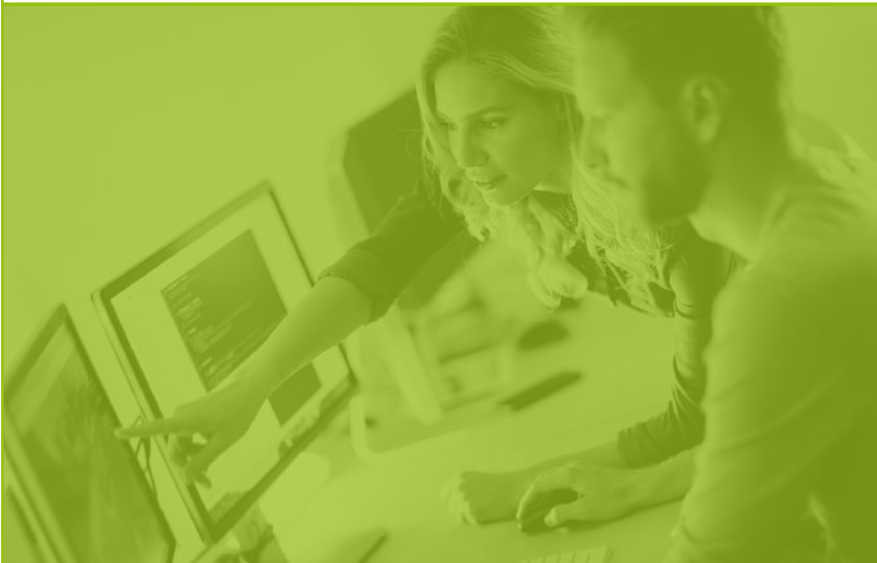


Figure 31:

Analysis showing the percentage of respondents who agree with the statements above. Asked to all respondents (2,800)

Research Methodology and About Vanson Bourne

- For this study, 2,800 IT and business decision makers were interviewed in Spring 2019
- They were contacted either by email or telephone and participation was completely optional. Respondents could drop out at any point if they no longer wished to continue
- Respondents were selected to participate at random, as long as they met the stringent, multi-layered screening criteria
- At no point were respondents made aware that Avaya had sponsored, or were involved in the research

About Vanson Bourne:

Vanson Bourne is an independent specialist in market research for the technology sector. Our reputation for robust and credible research-based analysis is founded upon rigorous research principles and our ability to seek the opinions of senior decision makers across technical and business functions, in all business sectors and all major markets.

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