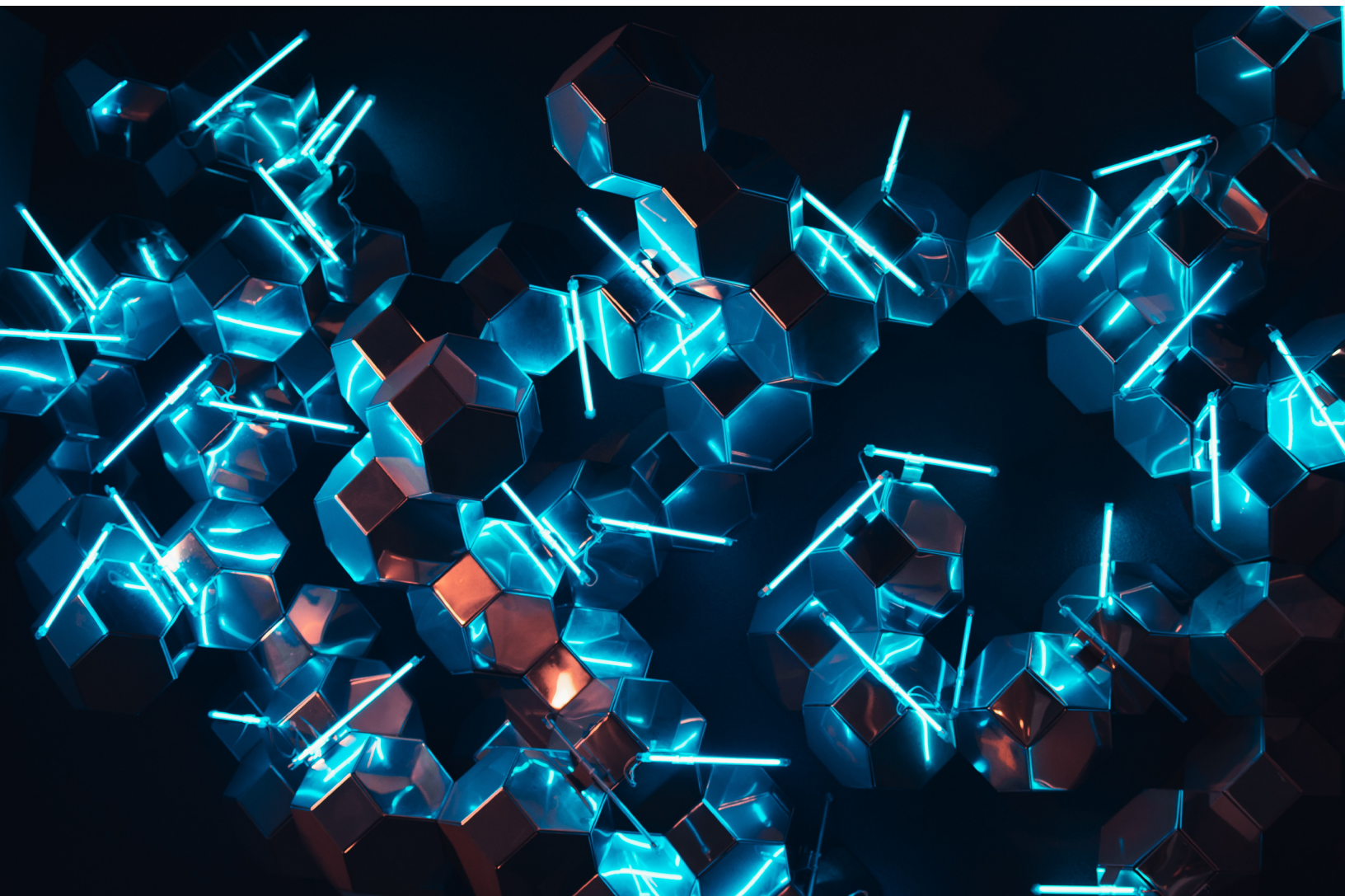




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# Preparing Your Contact Center for the Generative AI Revolution

4 Benefits of Generative AI in the Contact Center



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# Introduction

According to IDC's InfoBrief on AI, improving operational efficiency, customer experience, and employee productivity are the top 3 areas businesses are focusing on.

The emergence of Generative Artificial Intelligence (AI) creates new opportunities for contact centers to capture and use data and analytics in ways that were not possible with traditional AI.

## Q. What are the primary business objectives for using AI for your projects/initiatives?

AI Business Objectives (global responses)



Source: "IDC InfoBrief 2023: Create More Business Value From Your Organization"

This ebook explains how Contact Centers can benefit from generative AI to improve efficiency, agent, and customer experiences, streamline operations, and drive organizational growth through operational insights.





## Your Contact Center is a Potential Gold Mine of Data

Contact centers play a crucial role in connecting businesses with their customers. The quality of customer journeys can significantly impact customer satisfaction and overall business success. The emergence of generative AI creates new opportunities for contact centers that traditional AI was unable to address.

Generative AI hype is everywhere. AI platform providers tout how their generative AI is pre-trained, quickly deployed, and can almost instantly solve all your contact center challenges. While generative AI offers vast improvement opportunities over “traditional” AI, it takes more than a few clicks to dramatically improve your contact center efficiency and customer experience.

Maximizing the value of generative AI requires seamless integration with existing systems. Additionally, generative AI models should be fine-tuned so they are relevant to an organization's data and workflows.

# You've Found Gold, Now What?

## 4 Key Challenges Addressed with Generative AI

Contact Centers should be customer-focused, have a streamlined agent experience and workload, and improve overall operational visibility. The following scenarios demonstrate how SoftwareOne, an AWS Premier and Amazon Connect Delivery Partner, can help you leverage generative AI to your advantage.

Challenge	Solution	Benefits
<i>Inability to personalize journeys across channels</i>	Proactively review customer accounts to predict intent to determine whether to provide self-service or route more accurately to agents that can assist them.	<ul style="list-style-type: none"> <li>Personalized journeys are more efficient, have higher customer satisfaction, and create more sticky relationships.</li> </ul>
<i>Empower agents to provide the right level of service</i>	Provide tools to coach agents and help agents succeed by using data and analytics. This helps determine the level of service needed in various contact center interactions to avoid under/over-servicing.	<ul style="list-style-type: none"> <li>Gather relevant data from multiple sources, enabling agents with real-time recommendations for next steps.</li> <li>Make agents more productive with less training</li> <li>Reduce agent workloads</li> <li>Improve customer satisfaction</li> </ul>
<i>Inadequate analytics that hinder improvement</i>	Analytics that help improve engagement. Analyzing customer trends and behaviors, optimizing service, predicting needs, enhancing efficiency, and improving customer satisfaction. Top call/contact drivers identify the advantages and disadvantages of products and services.	<ul style="list-style-type: none"> <li>Inform your business strategy with insights for operational visibility to rapidly analyze anomalies and correlations..</li> <li>Target investments based on actual customer feedback</li> <li>Learn what topics require more agent training</li> <li>Improve agent performance and customer satisfaction</li> </ul>
<i>Limited self-service options that impact customer experience</i>	<p>Provide enhanced self-service to improve customer interaction. Customize chatbot behavior to cater to diverse use-case scenarios and customer preferences.</p> <p>Improve efficiency with quick, relevant answers without the need for external fact-checking.</p>	<ul style="list-style-type: none"> <li>Summarize articles and share consumable, relevant knowledge with the customer quickly, specific to the context</li> <li>Reliable responses using customer-specific content to ensure accurate and trusted information</li> <li>More flexibility and improved efficiency</li> </ul>

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# The Benefits of Leveraging Generative AI in your Contact Center

Think of generative AI as a teammate that helps humans get more work done faster and with more consistency. Generative AI can help improve the consistency, accuracy, and efficiency of how agents handle all interactions. It provides a real-time deeper understanding and more accurate insights on customer behaviors, drivers, and experiences in your contact center.



## **Increase Agent Productivity**

- Lower costs with decreased agent handle times
- Increase employee engagement
- Improve routing accuracy



## **Improve Customer Satisfaction**

- Increase NPS/CSAT scores
- Foster customer loyalty
- Grow sales with a more personalized, empathetic experience



## **Better Agent Experience**

- Coach to an agent's strengths/weaknesses to improve skills and efficiency
- Real-time agent assistance to provide agents with the right information at the right time
- Remove meaningless interactions, deliver more meaningful/rewarding work



## **Gather Operational Insights**

- Make data-driven decisions to refine processes and products
- Improve policy adherence and reduce security risks
- Precision targeting of investments in new capabilities



# Generative AI Do's and Don'ts

Implementing a generative AI solution into practice should not be an all-or-nothing initiative. Here are some Do's and Don'ts to help you with your strategy.



**Do remember generative AI has the potential to transform your contact center.**

Improving how agents manage interactions, personalize experiences, increase self-service, and much more.



**Do create a prioritized matrix of use cases.** Look for low-hanging fruit for improvements and CX pain points for your customers, contact center, and organization.



**Do get others on board.** Collaboration between the contact center, IT, sales, marketing, operations, and other departments maximizes the potential of generative AI.



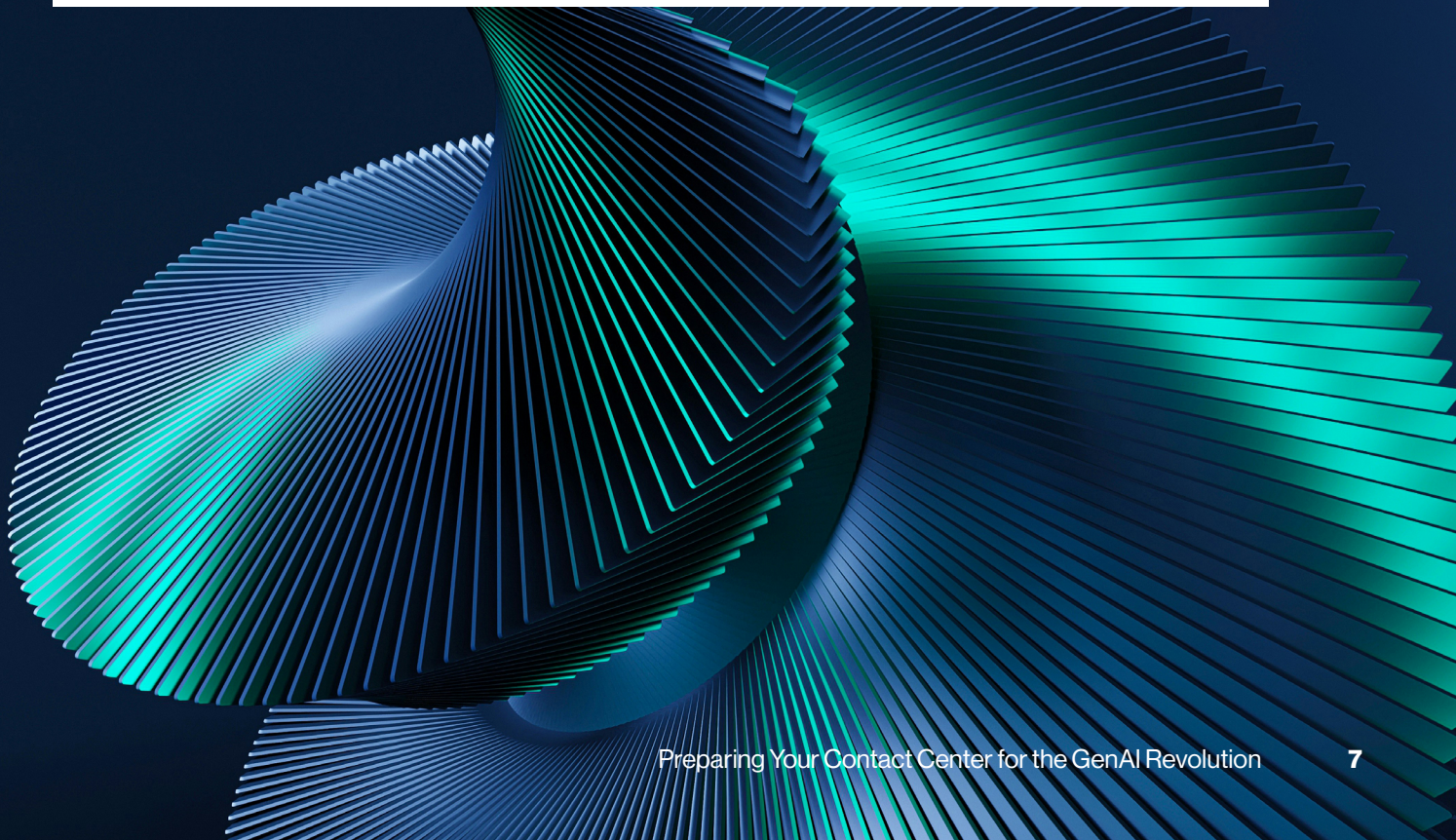
**Don't limit yourself to chatbots.** Generative AI has broad applications to help coach agents, route customers to the best resource, provide insight into customer trends, improve authentication, and much more.



**Don't assume generative AI is an out-of-the-box cure-all.** Maximizing the full potential of generative AI requires integrating your processes and workflows.



**Don't tackle it as one massive, large project.** Generative AI is best deployed as a phased improvement instead of delaying any improvements until a large overall deployment is completed.





## Getting Started — From Interest to Action

Beyond the hype, some basic truths exist: generative AI relies on how well it's integrated with your data and incorporates your workflows. SoftwareOne helps businesses take a pragmatic approach to how to use generative AI to make contact centers more efficient and improve customer experience.

SoftwareOne partners with you to build advanced generative AI and analytics solutions to automate complex tasks and foster a culture of AI-powered decision-making, setting you apart from competitors. We will help you successfully:

- Establish a vision of AI and generative AI opportunities and a practical implementation roadmap
- Adopt AI and generative AI platforms
- Build business intelligence and machine learning solutions that deliver results
- Innovate with experienced contact center application and AI Experts



## About SoftwareOne

SoftwareOne redefines how companies build, buy, and manage everything in the cloud. By helping clients migrate and modernize their workloads and applications using analytics, ML, and AI technologies, SoftwareOne unlocks the business value of technology.

Our adoption-focused approach bridges the gap between the Global Integrators - that outsource your operations, and the small agile practices - that have a limited skill set and relevance to your organization.

The result? We deliver revolutionary results in less time.

SoftwareOne provides a breadth of capabilities with the rapid adoption approach to ensure you realize the value of your investment more quickly and move on to create even greater experiences.

You expect your technology investments to deliver a positive business impact. However, technology doesn't create an impact on its own. It's people who deliver solutions that work.

Amazon Connect is a cloud-based contact center that enables high-quality customer support at a lower cost, using a pay-as-you-go model that eliminates investment risk. When used with the foundational models in Amazon Bedrock, businesses can weave generative AI into their operations right away.

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## Next Steps

As an AWS Premier and Amazon Connect Delivery Partner, SoftwareOne has the experience to ensure success with AWS.

**Interested in bringing generative AI to your contact center?**

**Get in touch with our specialists to arrange a meeting today!**

## CONTACT US TODAY

Find out more at

**[www.softwareone.com](http://www.softwareone.com)**

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