

## In Contact Centres, We'll All Get an Extra Agent to Help Us!

Part 2 of our look into Contact Centre AI.



The world of customer service will be upended over the next 5 years. With Generative AI's spoken, written and creative abilities fast approaching those of an Agent, stressful queues, dull tasks and even recruitment challenges will become a thing of the past. There are also many applications in the back office to enhance agent and management roles. We will explore these here in part 2 of this article ...

Previously, we've looked at front office productivity improvements – how AI can improve customer experience and employee satisfaction as well as reducing costs and improving service levels.

There are also many applications in the back office to enhance agent and management roles. Imagine you were offered 20% extra capacity, at no extra cost to your budget. What would you use the resource for?

We will explore these further opportunities here. Many of them are quick to explore, and some are quick to pilot too.

### **Generative AI improving agent skills and productivity**

<p><b>Improved employee experience and retention</b></p> <p>No more scrambling for data whilst trying to listen</p>	<p><b>Automated wrap, reporting and record keeping</b></p> <p>Auto transcripts, summaries, notes, actions and data updated</p>	<p><b>Automated QA and compliance</b></p> <p>Real-time monitoring an alerts to agent or supervisor</p>
<p><b>Faster recruitment and onboarding</b></p> <p>Better/cheaper candidate comms &amp; faster, personal induction</p>	<p><b>More timely training and development</b></p> <p>Scheduled in line with real-time demand in a personal style</p>	<p><b>Comprehensive management support</b></p> <p>Issues managed at source or escalated quickly for action</p>

These internal ideas are for internal use, so the benefits would be available without any change or risk to customer experience. A rich source of information and insight is presented to the Agent during their work. This includes opportunities for bespoke pricing or additional services, adapted depending on the sentiment in the customer's words.

During the setup process, the bot would be trained on your business's information as well as having secure access to customer records. The voicebot can even keep your marketing team happy by adopting your 'tone of voice' guidelines. When you are confident in AI's capabilities you could extend it to customer-facing services.

Another example could be a feature to manage angry or unreasonable customers. Instead of an agent hanging up on an abusive caller, the line could be transferred to a specialist bot that is trained to deal with these situations. It might be able to calm down the customer, with infinite patience. This may offer an opportunity to resolve the situation amicably. Failing that, the bot could adopt a range of appropriate tactics from barring them from future human voice calls to proposing a stop on their account. The relevant information would be emailed to a Supervisor to make the final decision.

In addition to the latest 'Generative AI' apps, there are many other types of AI for use in customer service. They normally involve a greater degree of data processing and are implemented within the IT function. The insights from those will usually be presented within the service applications (business systems, telephony, browsers, AI apps etc), but the contact centre staff should have a key part to play in how they are designed and how well they work.

Customer Service Agents will certainly see changes to their roles over the coming months and years. Bots will help us manage the stressful peaks and troughs of work. This will leave more opportunities for higher-skilled people in more satisfying roles, spending more time on service improvement.

How do you picture this technology interacting with your customers? What are the next steps in your AI journey? Your contact centre will look different in 2 years' time, and very different in 5 years.

To be future-proof, every leader should have an AI vision and an AI strategy. Only by keeping up with the market changes and constantly thinking through the implications will we serve our customers well and thrive in the future.

Let's make sure your business strategy properly considers the incoming impact of AI!

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