



Inside the AI Shift:

Industry Insights into the Evolution of AI in CX

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**The UK Contact Centre
Decision-Makers' Guide 2024**
(21st edition)



**The UK Customer Experience
Decision-Makers' Guide**



**AI for Contact Centre
Cost Reduction**



**The Inner Circle Guide to
AI-Enabled Agent Assistance**



**UK Contact Centre Verticals:
Finance**

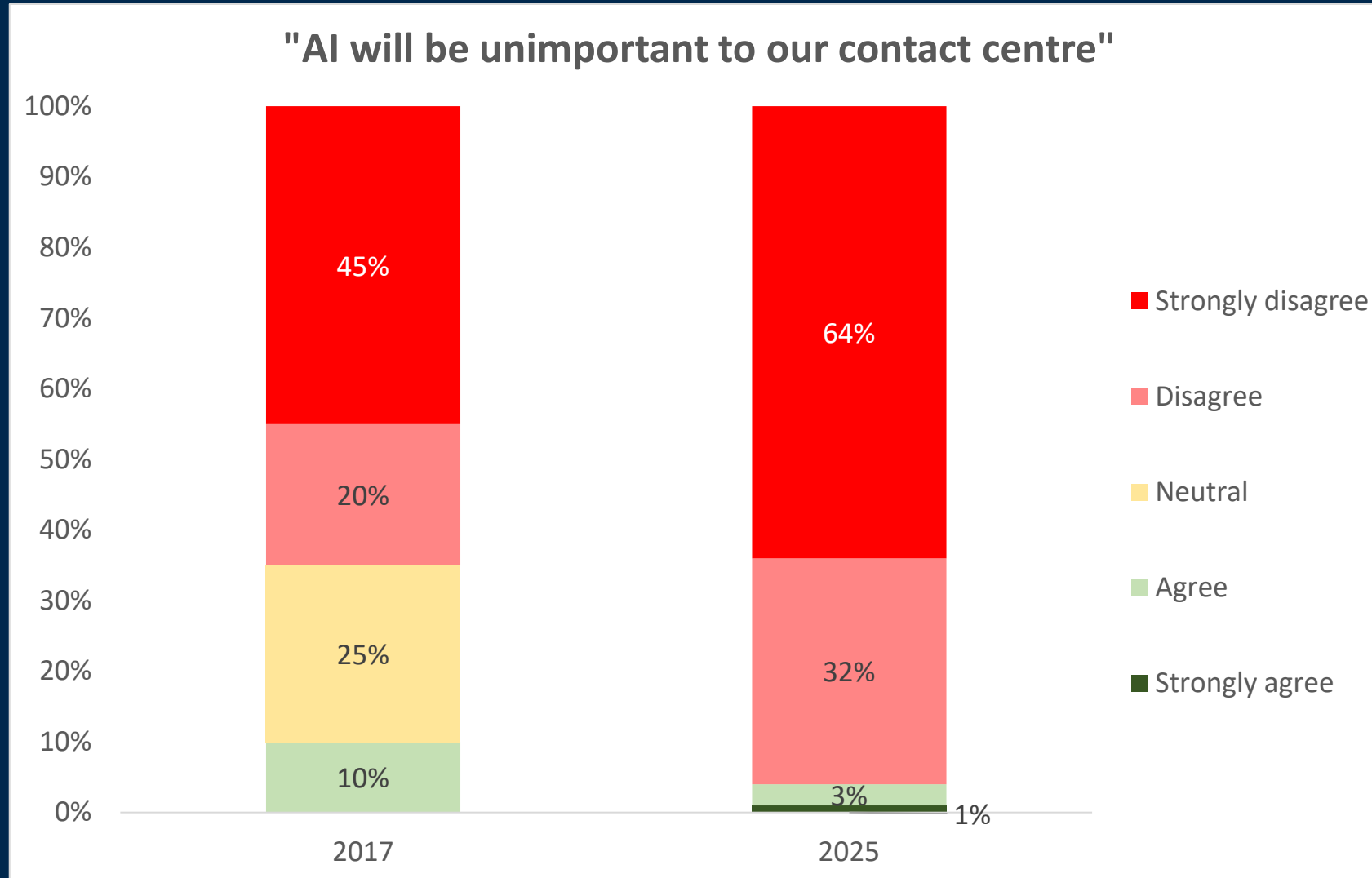


**The Inner Circle Guide to
Customer Engagement &
Personalisation**

- Research based on surveys with 400+ UK contact centres and 2,000 UK customers annually
- More than 60 free contact centre & CX research reports published each year available at www.contactbabel.com
- Read by 1,000+ UK organisations

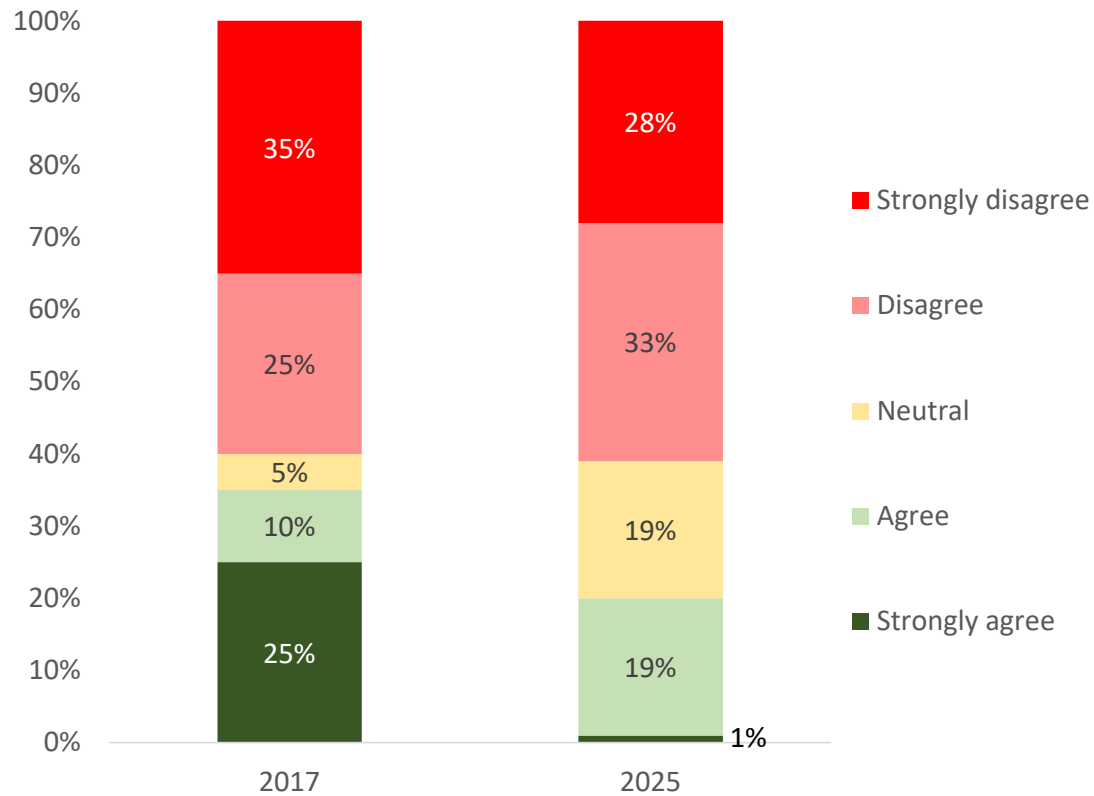
- 1. Changing Views on AI**
- 2. The Three Pillars of AI in the Contact Centre**
 - **Self-service**
 - **In-call assistance**
 - **Analytics**
- 3. AI: Desired and Actual Outcomes**

Is AI important to the contact centre?

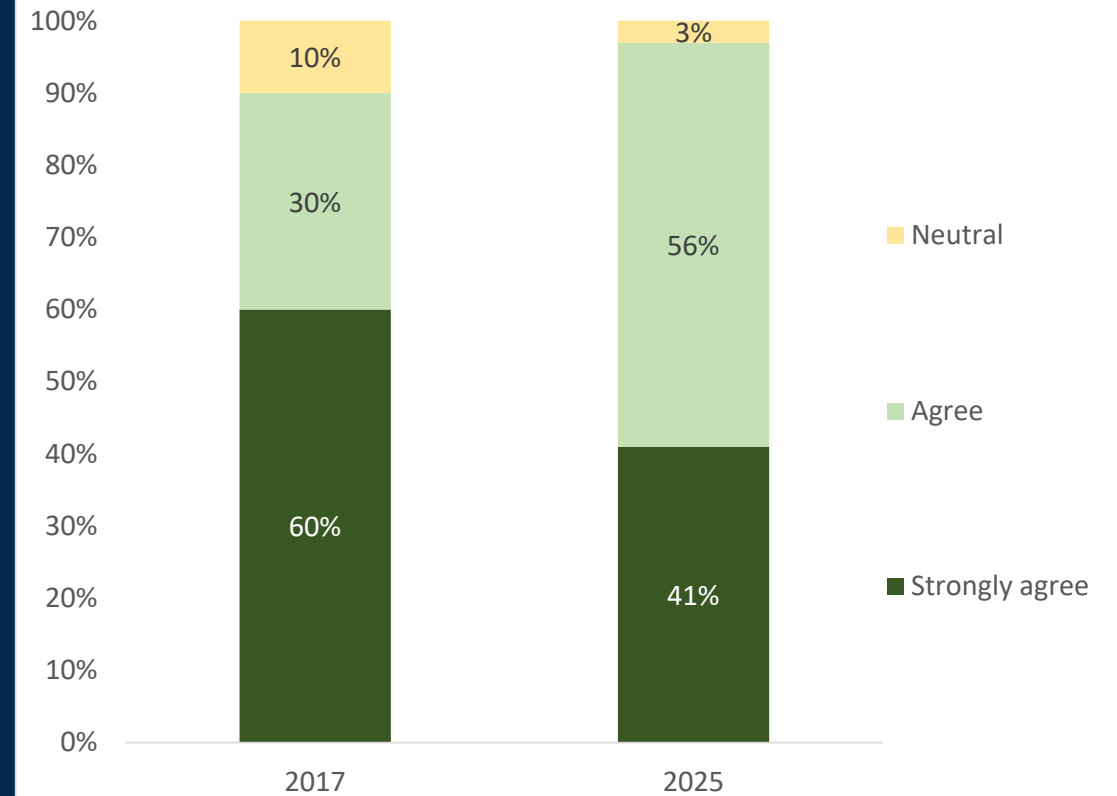


Replace or augment?

AI will be used to replace agents

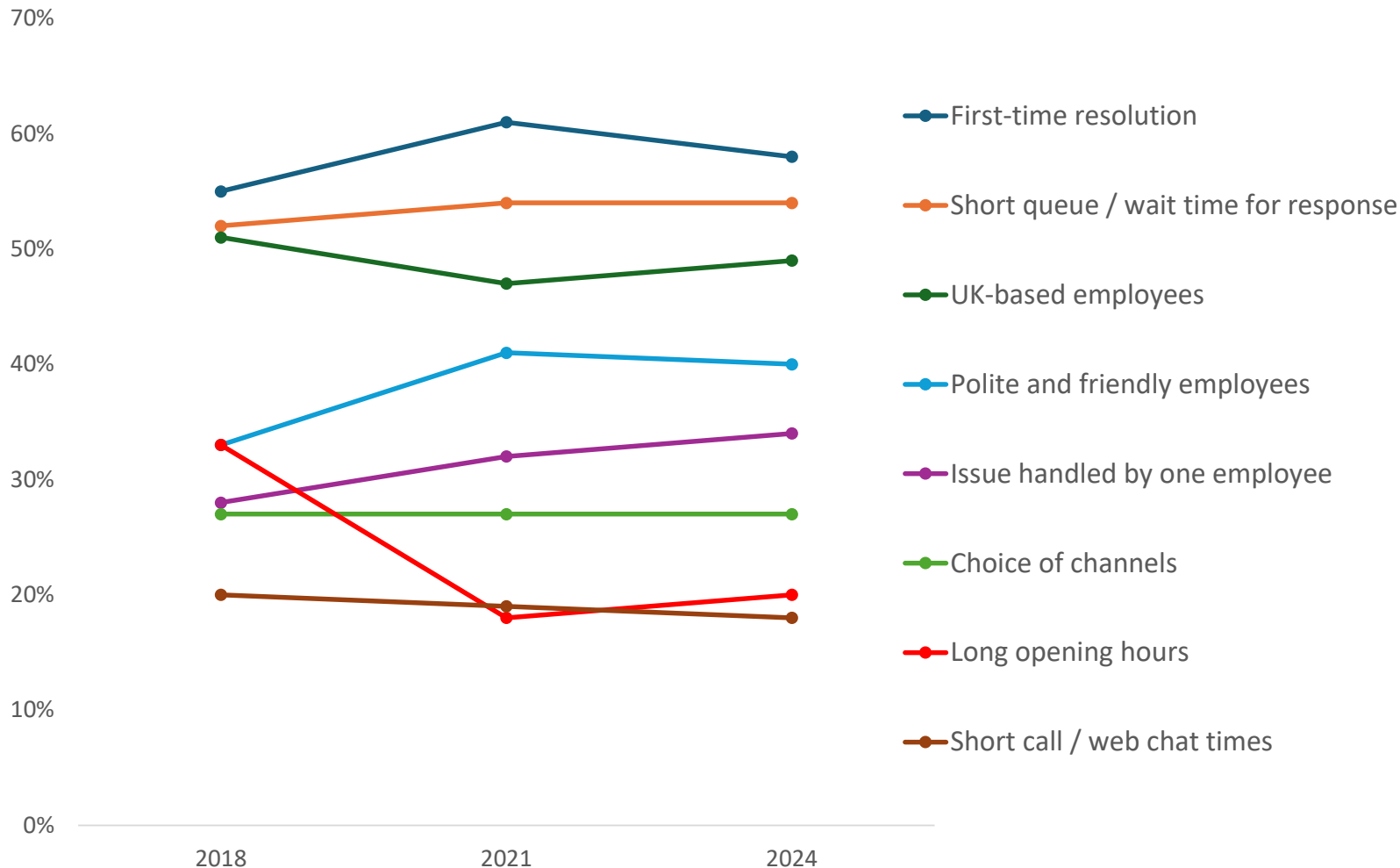


AI will be used to support agents



What customers really value

Top 3 drivers of CX in the contact centre



First-contact resolution and short queue times consistently drive CX

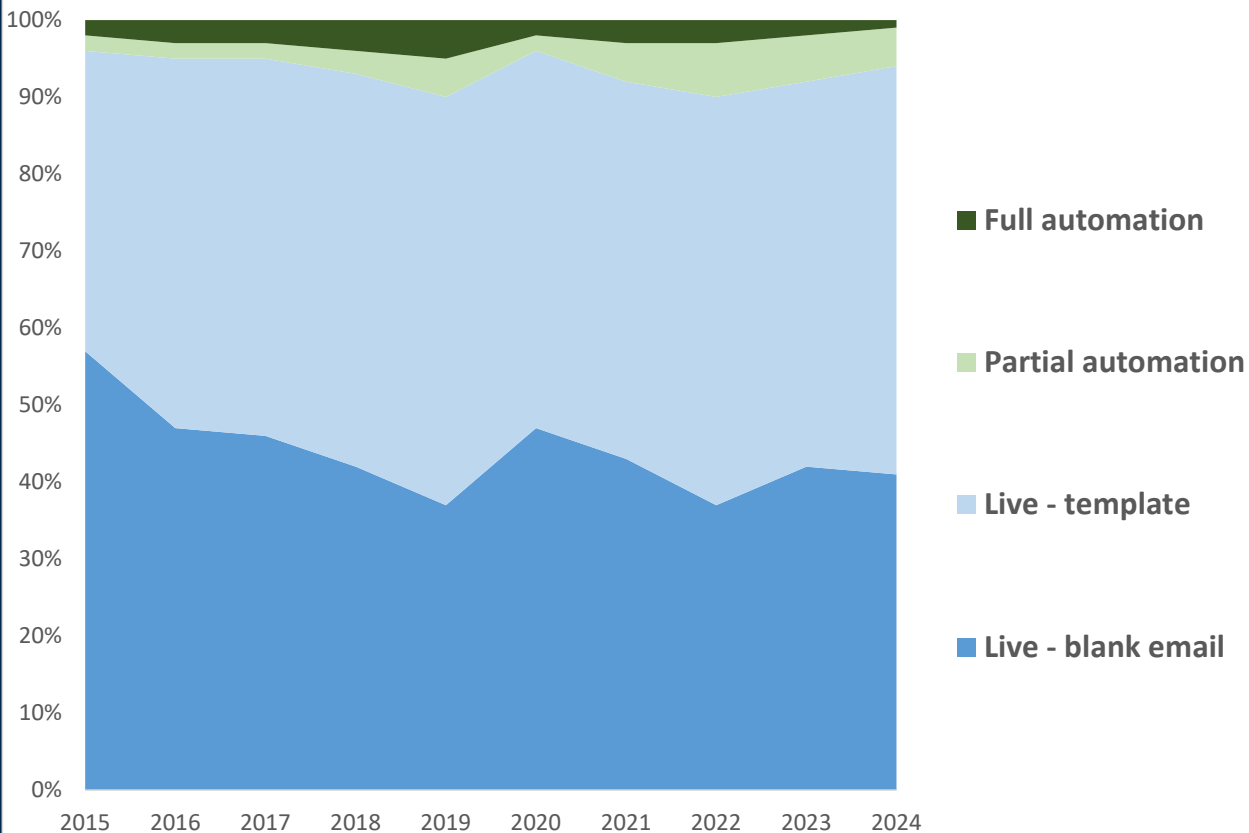
Any successful channel or technology must address these two issues

Low effort and positive outcome (especially the latter)

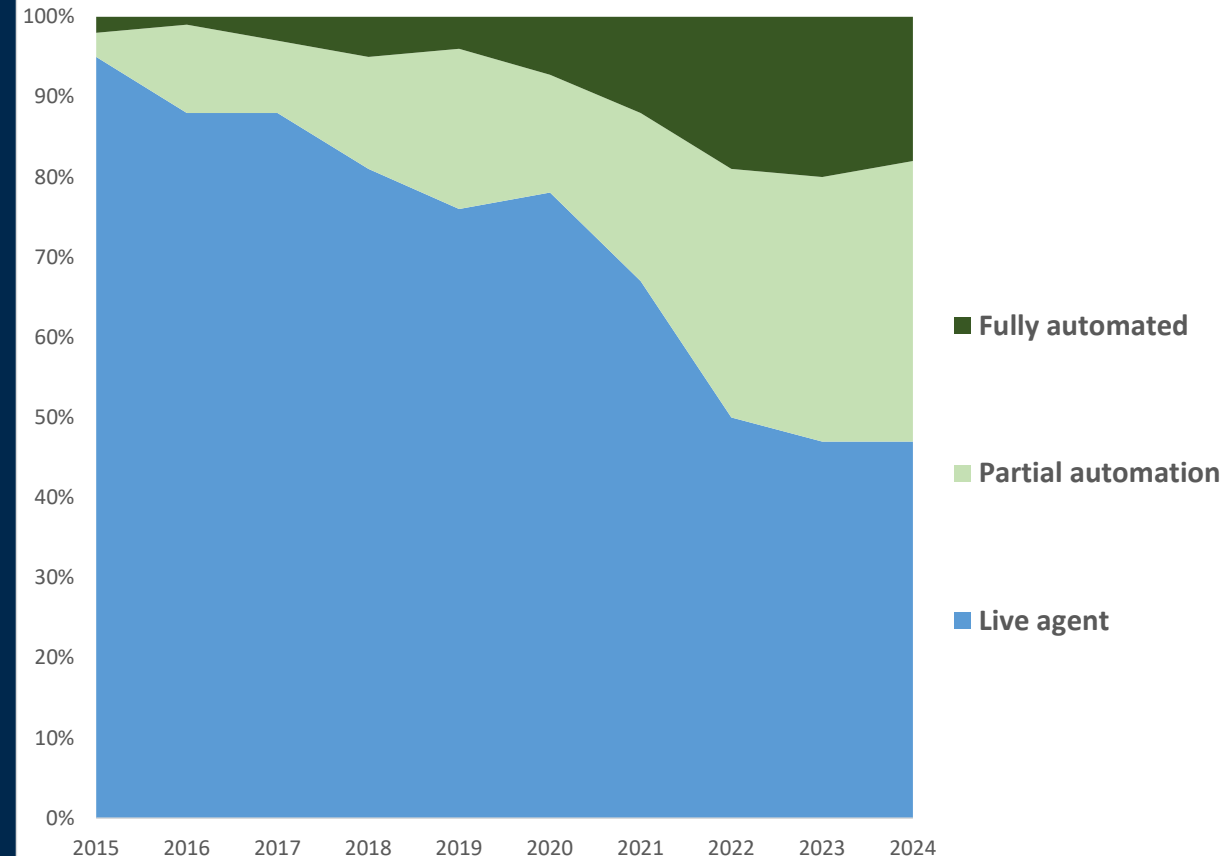
AI for Self-Service

Have digital interactions stalled?

Level of automation used in email management (2015-2024)



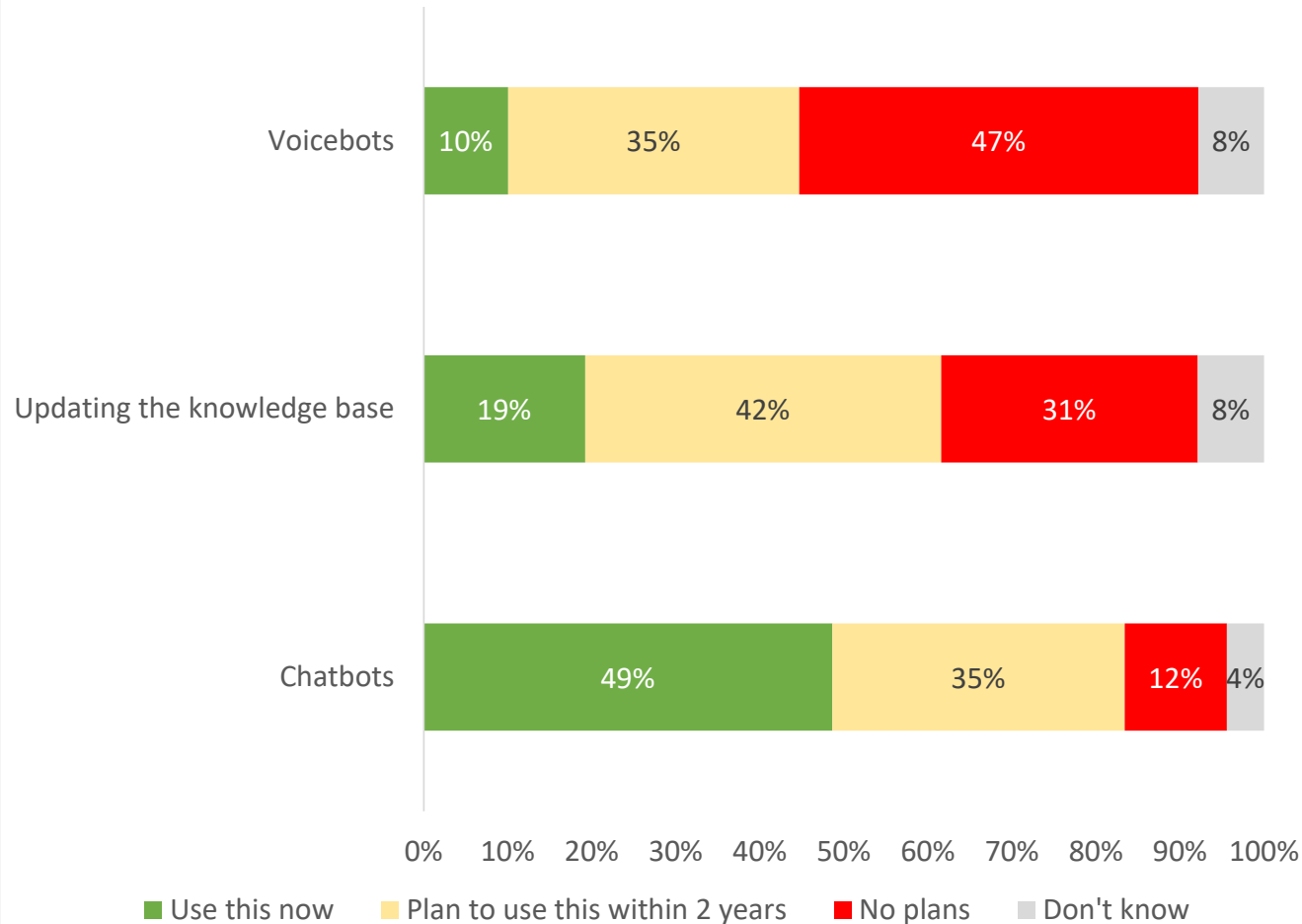
Level of automation used in web chat, 2015-24



20% of calls are from customers who have tried and failed to solve their issues online

Trends in AI for automation

AI for self-service

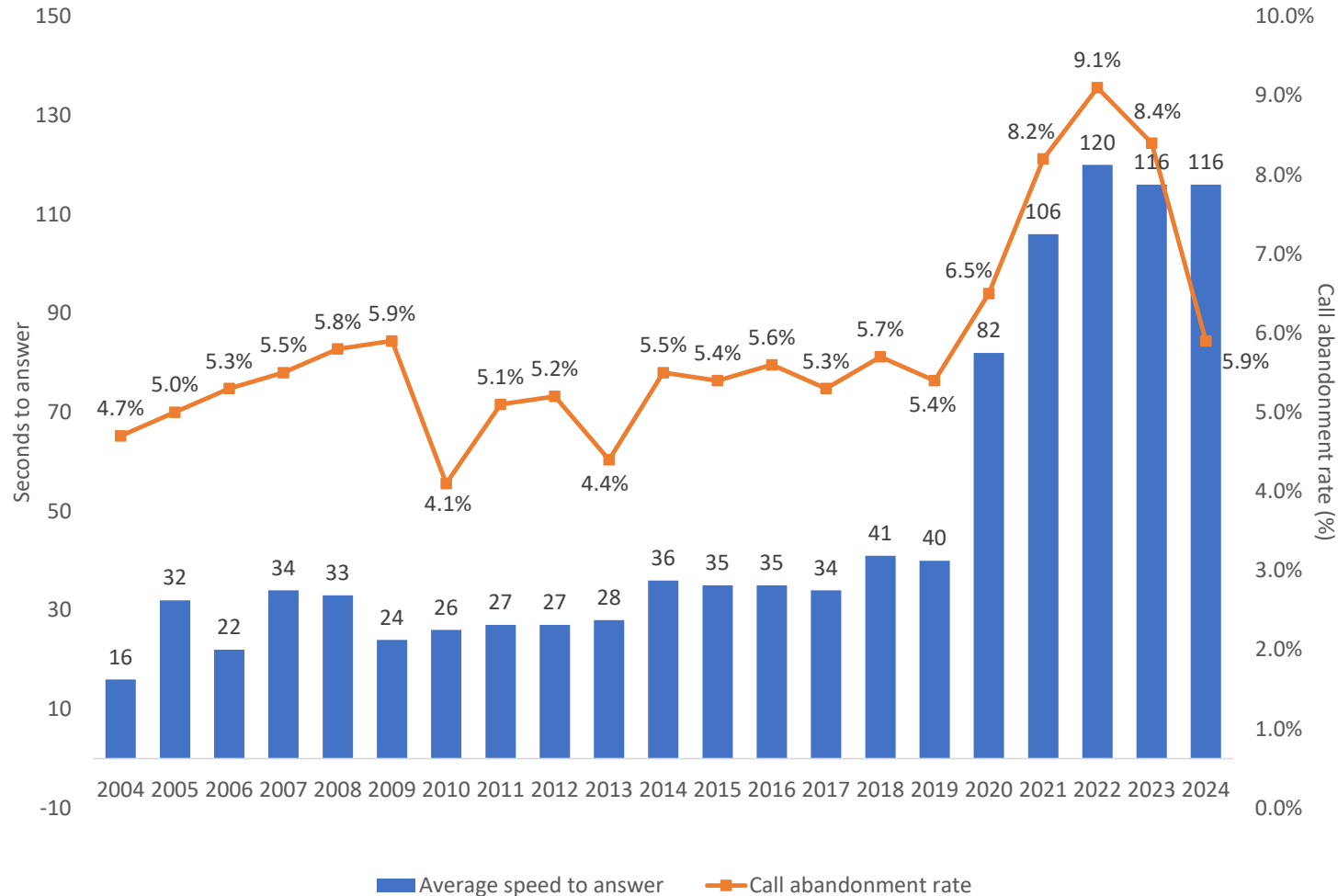


- Joint #1 reason for implementing AI is to handle more enquiries through self-service
- Cost per web chat is 54% of a phone call, compared to 99% in 2018
- Voicebots can be used for customer authentication, routing and self-service, drawing from same knowledge base as chatbots
- To move the dial on AI for chat / email, next-gen tech needed: generative / agentic AI

AI for In-Call Assistance

Are long queues now just the 'new normal'?

Historical average speed to answer & call abandonment rate, 2004 - 2024



Major CC / CX operational issues:

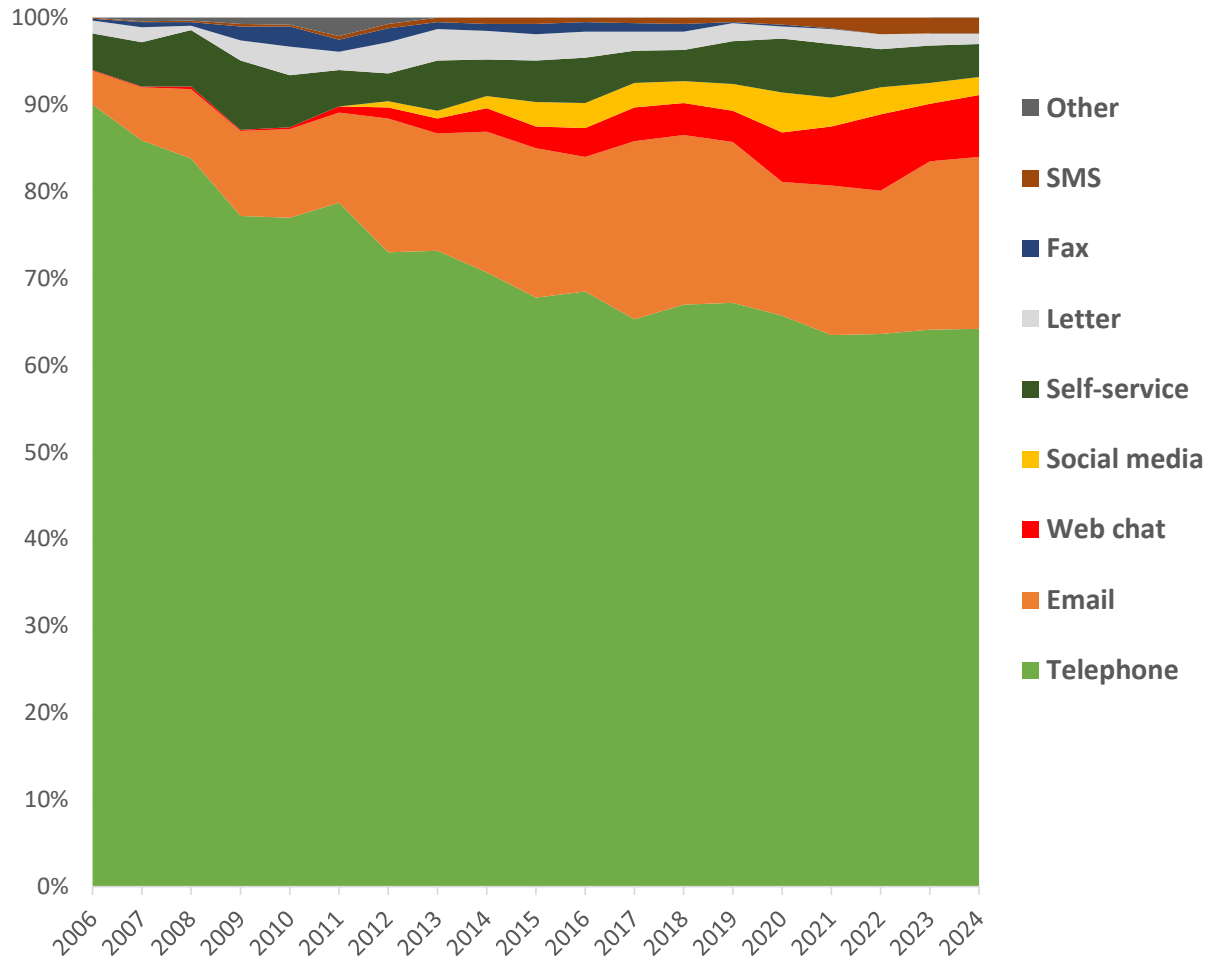
- Improve first-contact resolution
- Reduce queue time
- Reduce service costs

Average call duration is >7 mins:
40% higher than 10 years ago, 89%
higher than 20 years ago

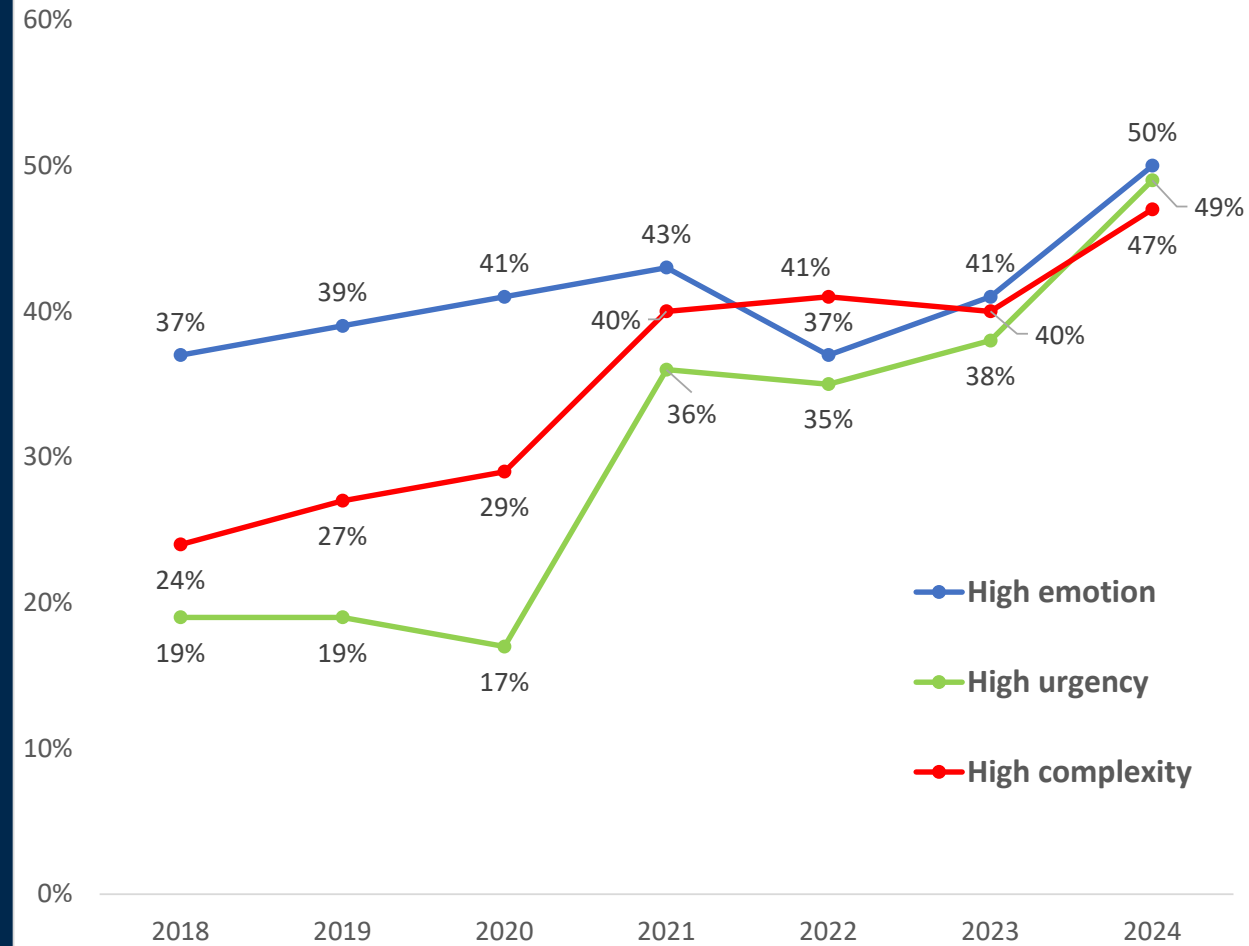
Drop in abandonment rate without
drop in queue time suggests
customers beginning to expect
long queues

Customer appetite for live voice continues to grow

Inbound interactions, 2006-2024

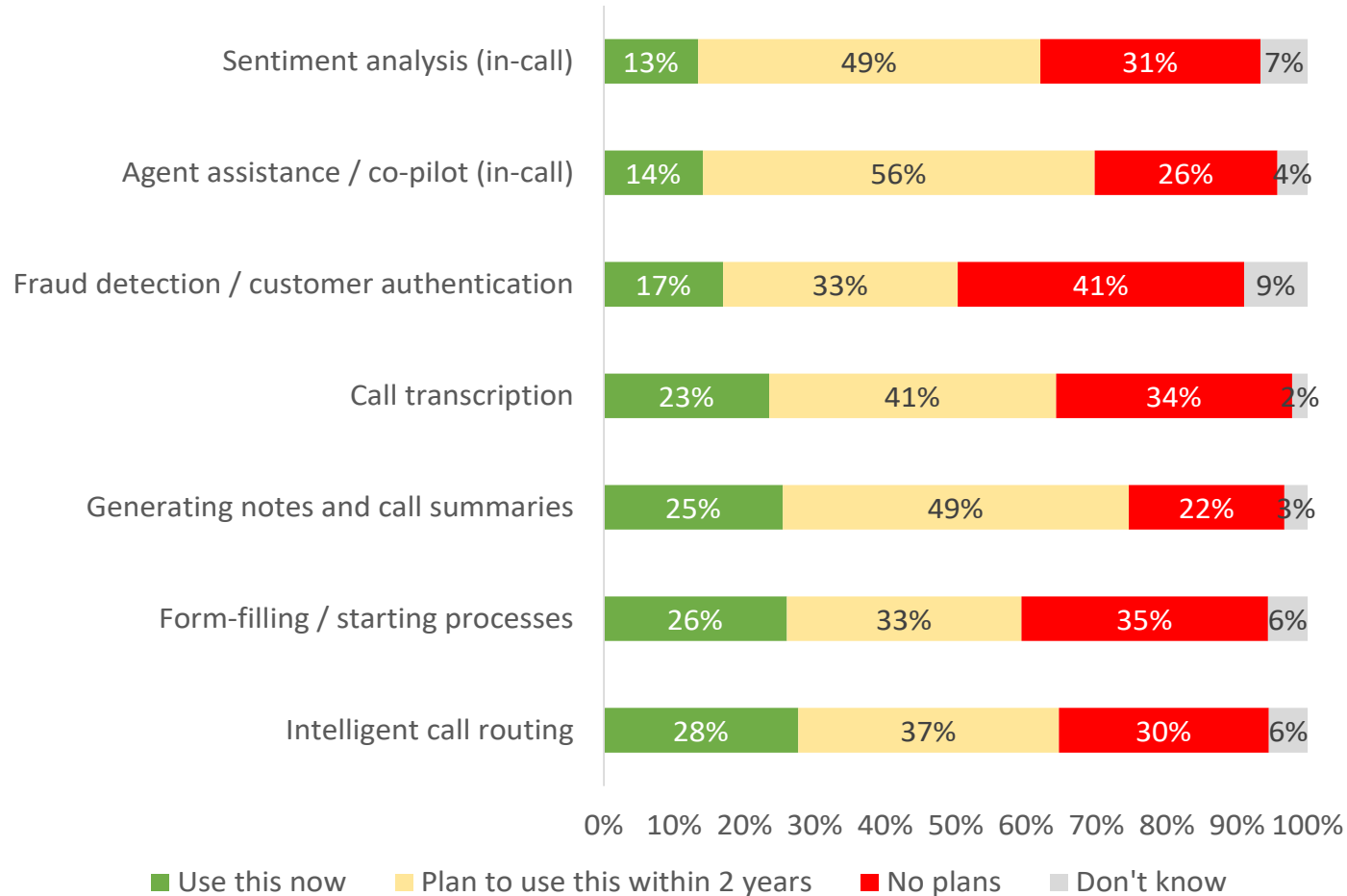


Customer preference for phone channel, 2018-24



Trends in AI for augmentation

AI within the call



Better personalisation & proactive service

Customer ID&V: 11%

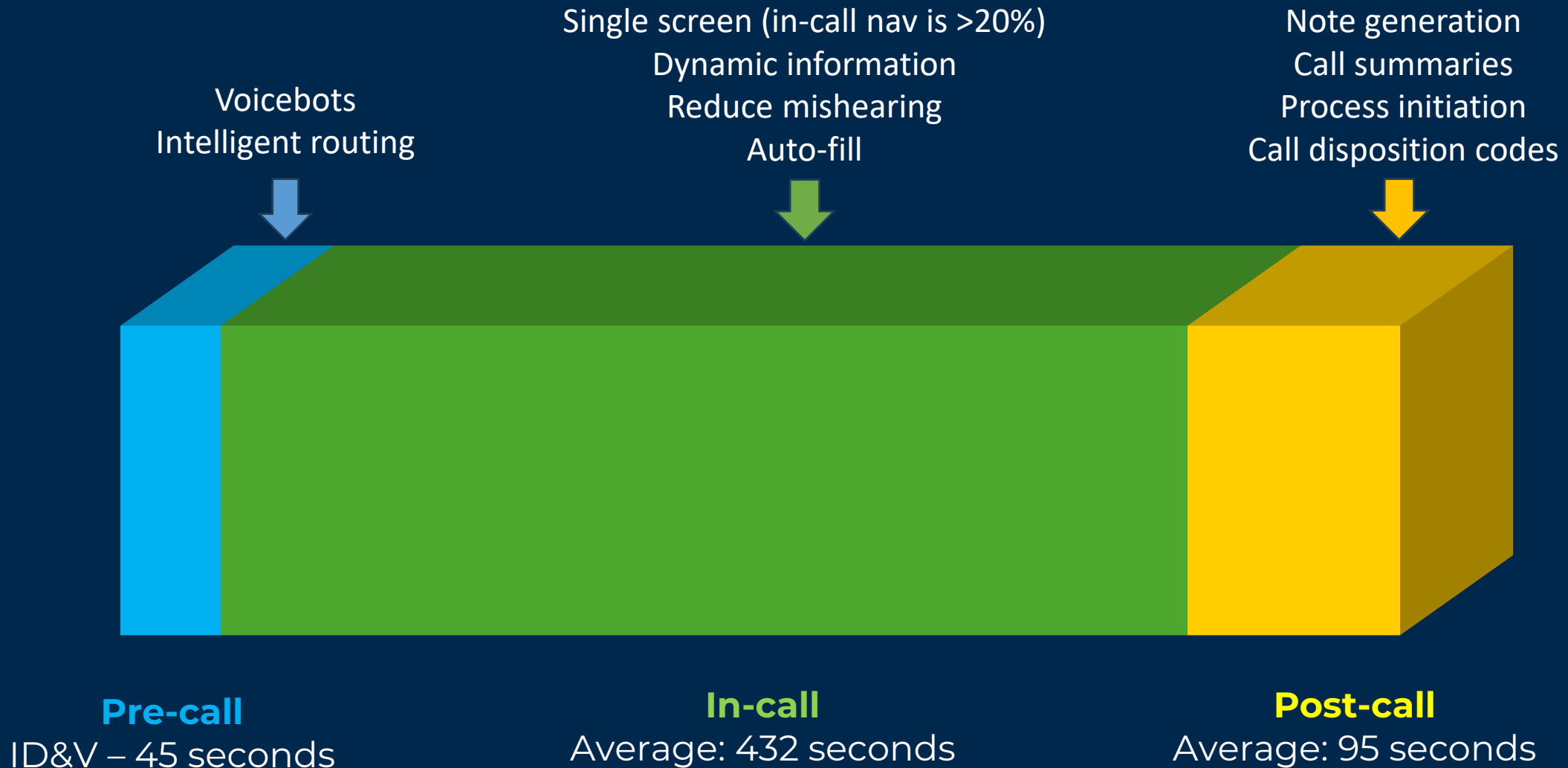
Post-call wrap-up: 19%

In-call screen/app navigation: >20%

Agent assistance of most interest

Low-risk path to AI: call transcription, post-call efficiency, auto QA, advanced analytics

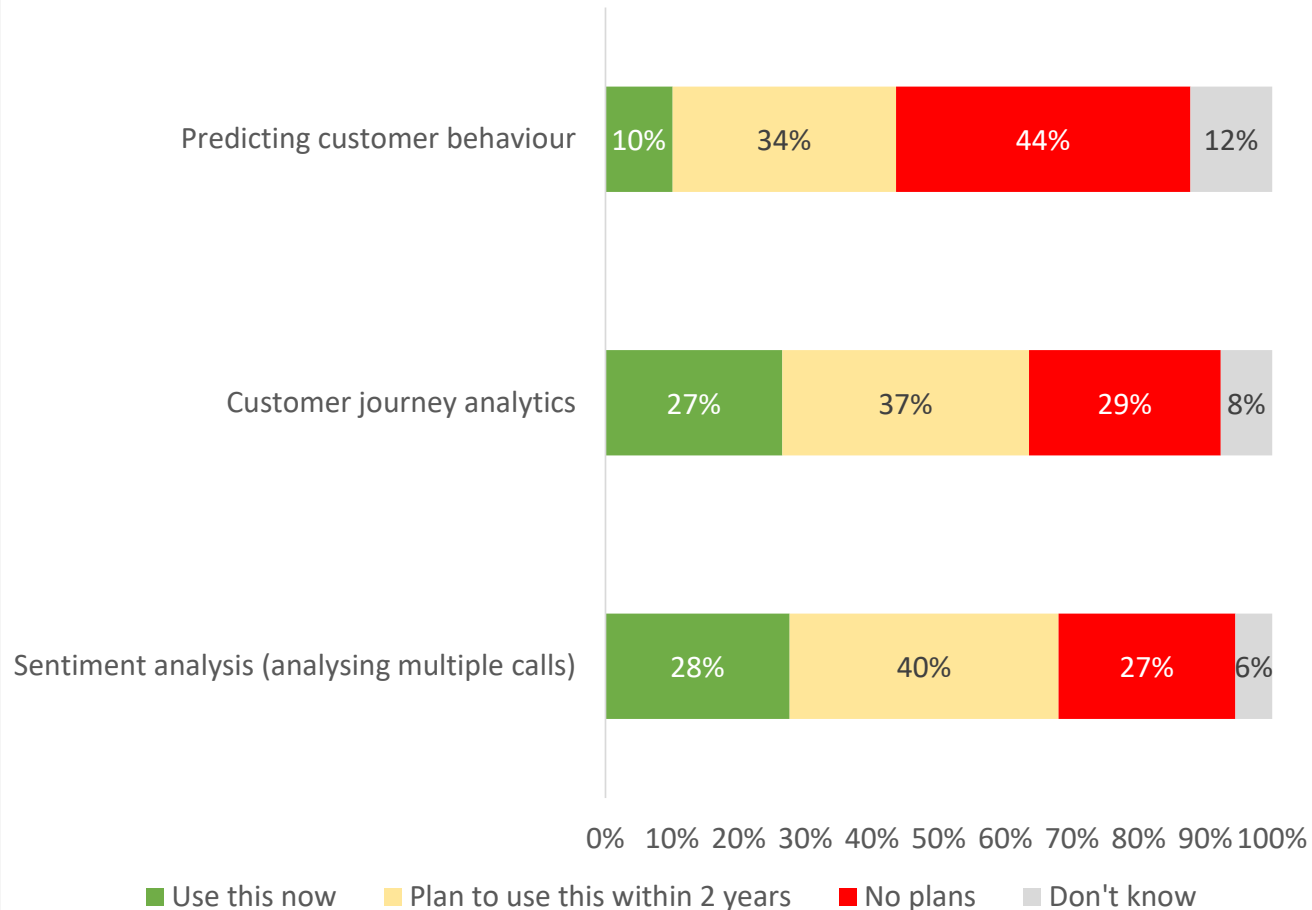
How will AI impact on future calls?



AI for Analytics

Trends in AI for analytics

AI for analytics

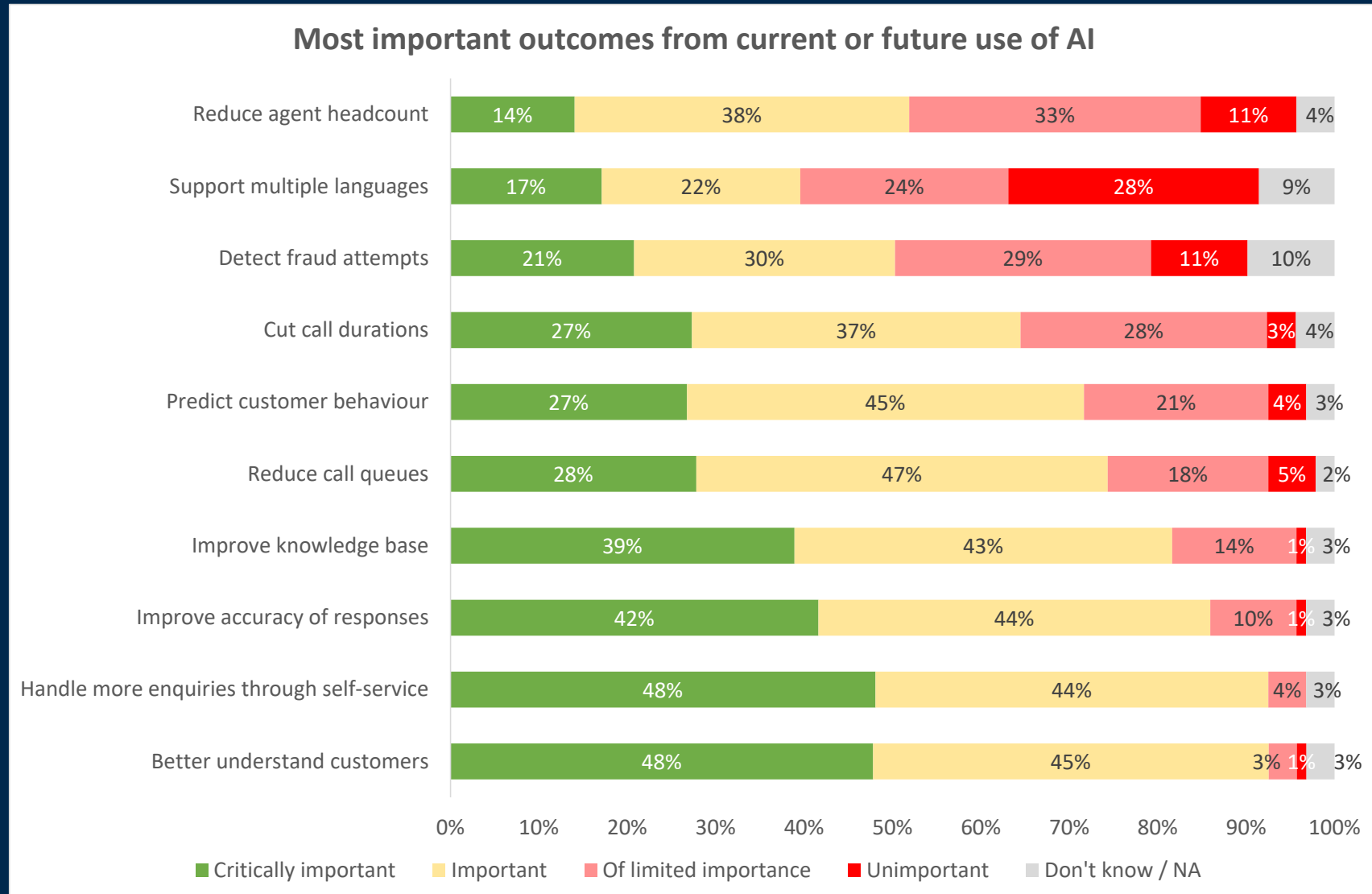


Joint #1 reason for implementing AI is to understand the customer better: next-generation analytics

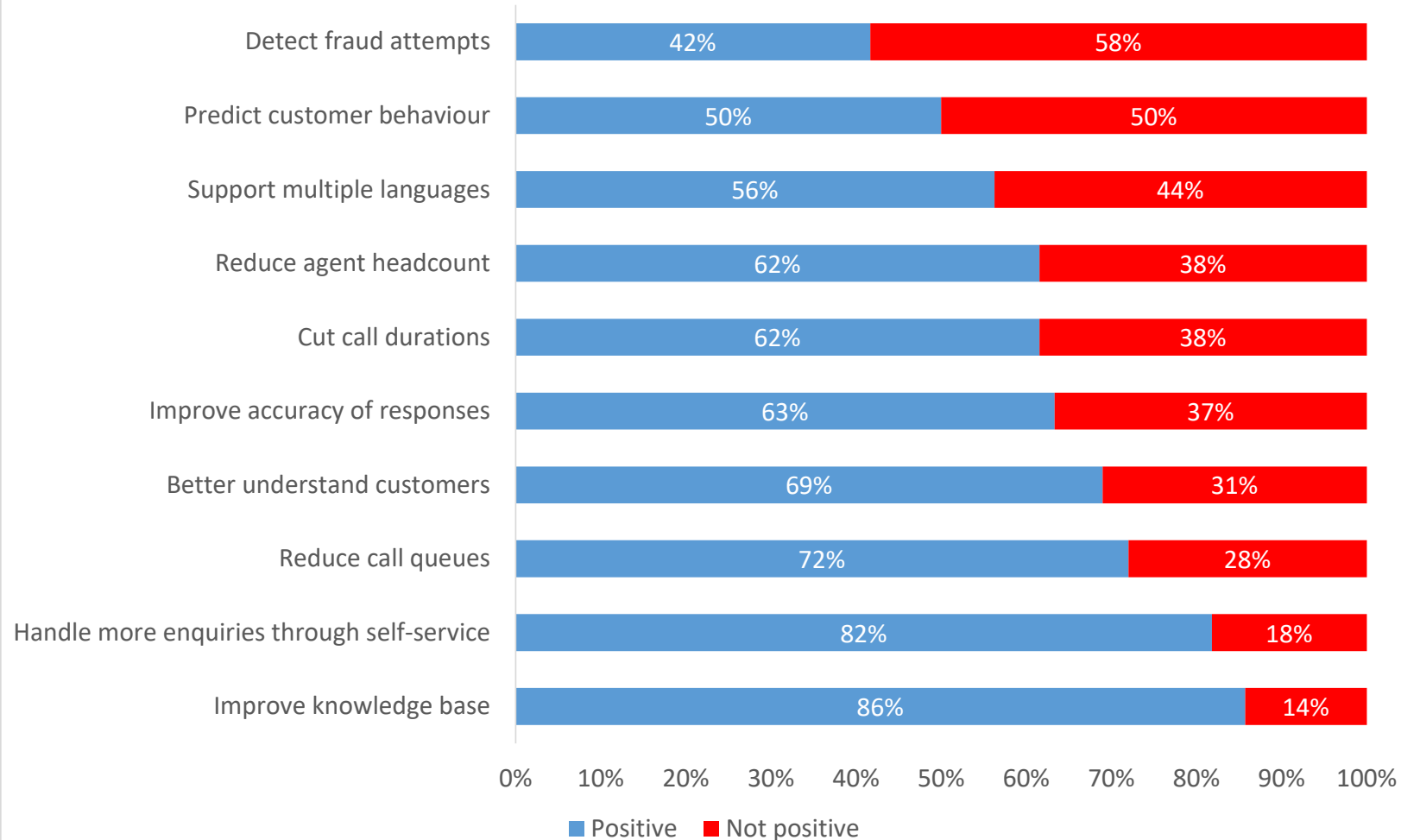
Analytics is the lowest profile use of AI but has potentially the highest returns

AI outcomes

Desired AI outcomes



Outcomes seen from current use of AI (only businesses using AI now)



The UK Contact Centre in 2030

What won't change: customers will still want their issue handled effectively, first-time, with a minimum of effort

Polarised customer contact: self-service as standard, live voice for exceptions **(as defined by the customer, not the business)**

AI-enabling web chat and email will boost take-up and sophistication

AI drives effectiveness and efficiency throughout the call, meaning shorter calls and higher FCR

Agentic AI – autonomous, goal-oriented, proactive, adaptable (with strong guardrails) – will be used in low-risk, high-value scenarios, in partnership with people

But long-term loyalty and advocacy still won or lost in live voice channel