



Beyond the Buzzwords: Choosing Technology Solutions That Actually Work for You

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Show of hands...



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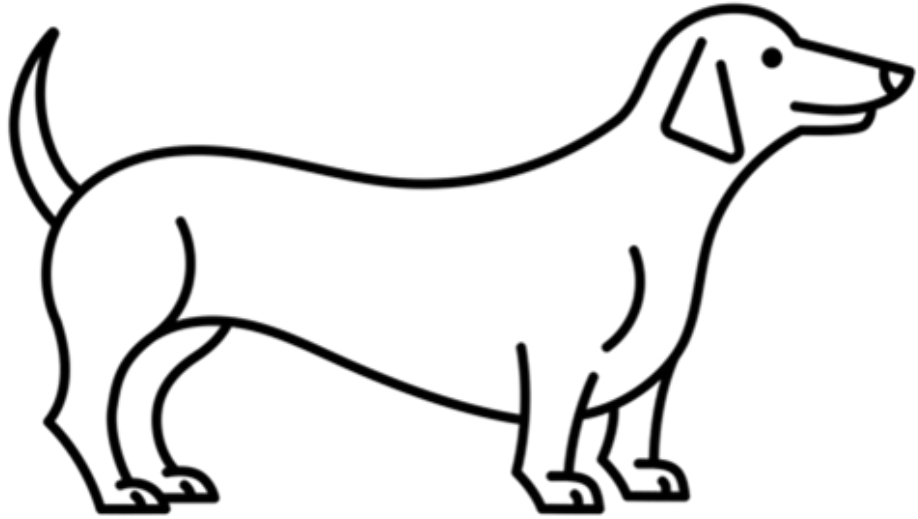
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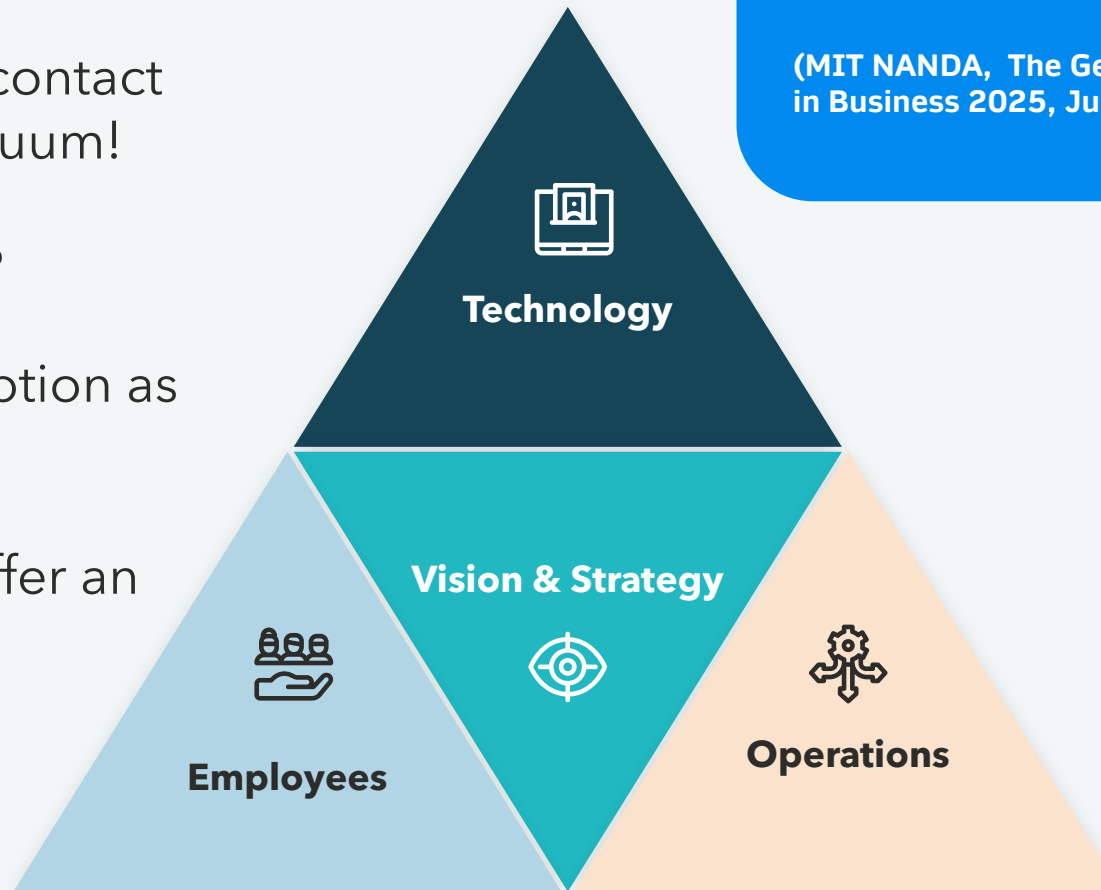
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**DON'T LET THE
(TECHNOLOGY) TAIL WAG
THE (TRANSFORMATION) DOG**

How Ready Are You For Transformation?

- Identify your stakeholders – the contact centre does not operate in a vacuum!
- What are the desired outcomes?
- Factor in time and effort for adoption as well as implementation
- Find the right partner that can offer an objective view (not product first)



95% of Enterprise AI Implementation projects fail.

(MIT NANDA, The GenAI Divide: State of AI in Business 2025, July 2025)

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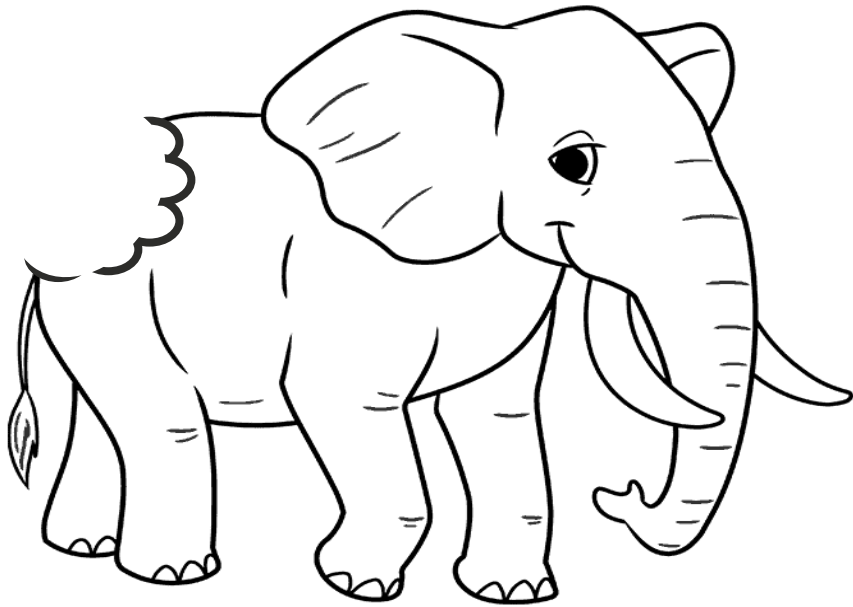
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**EAT THE ELEPHANT
ONE BITE AT A
TIME**

Change At a Pace That Works For You

- Break your vision into realistic phases
- Can you onboard lower complexity business groups first?
- What is the deployment model? Agile vs Waterfall?

When developing an MVP, it may be helpful to consider **‘minimum customer detriment’** – the principle that a launch cannot happen until the organisation can be confident of minimal negative impact on users and customers. (CCMA, 2023)

88% of contact centres that implemented technology in phased rollouts reported higher agent satisfaction and lower attrition.

- UK Contact Centre Decision Maker's Guide, Contact Babel, 2025

Setting Realistic Expectations For Automation

Achieve ~30% containment with knowledge – beyond that requires data, integrations, applications

FAILURE DEMAND

47% of interactions are failures, where something has gone wrong

- Returns/Refunds
- Product/service failures
- Order/delivery issues
- Billing & account problems

LOW VALUE INTERACTION

28% of interactions are low value routine or informational requests

- Basic order/status checks
- Account & admin tasks
- General info & housekeeping
- Usage questions

HIGH VALUE INTERACTION

25% of interactions are high value opportunities

- New sales/upsells
- Complex changes that may lead to loyalty/upselling
- Churn prevention

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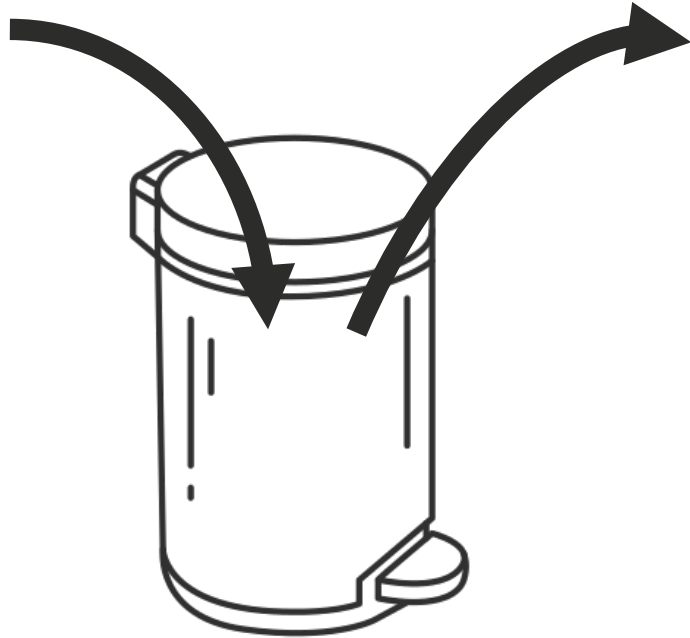
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**RUBBISH IN
=
RUBBISH OUT**

Some Key Considerations:

- Where is your data? What state is it in?
- What about Knowledge? Who curates it? Is it fit for purpose (in terms of AI consumption)?

“Data fragmentation is one of the biggest barriers to effective CX, and **data integration** is the first and most critical step in any AI-powered CX strategy.”

- Forbes

A CX Network report states: **“Great data creates great AI”**
- poor data leads to bias, hallucinations, and brand damage.

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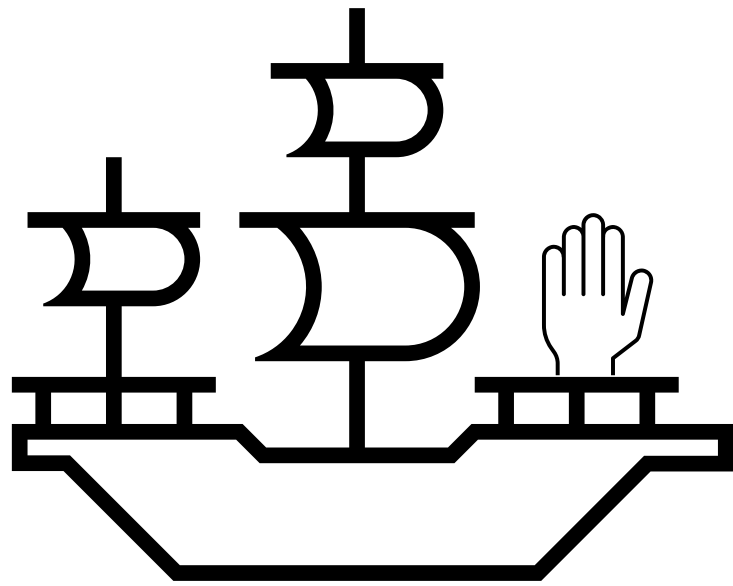
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**ALL HANDS
ON DECK**

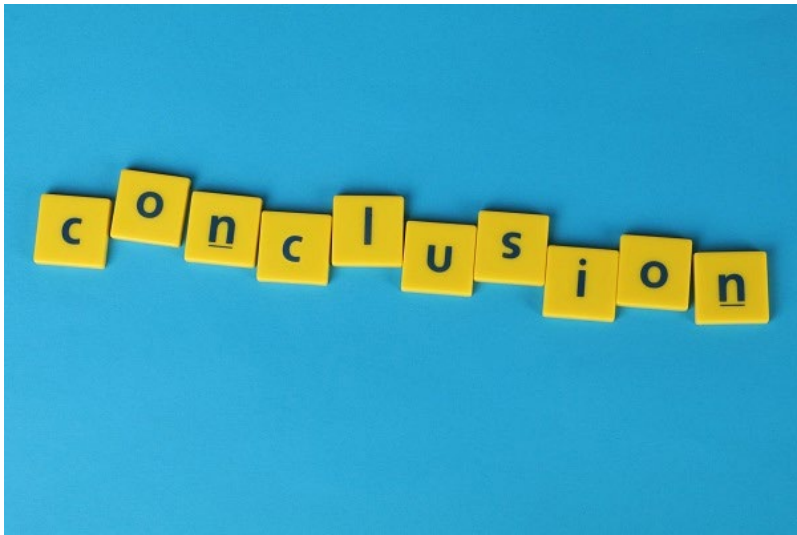
Some Key Considerations:

- What helps us? Internal stakeholders already gathered and prepared to offer their time
- Research/feedback from internal users on challenges/pain points/suggestions
- Which parts of the business do you need to get on board? It's not just about the Contact Centre
- Access to the business to see current working practices and use of technology

"The voyage of AI adoption typically raises questions and considerations that extend beyond an individual business unit, as organisations seek efficiencies and consistencies that can be applied as widely as possible.

This is especially pertinent to contact centres being a horizontal function: change in the contact centre can have a direct bearing on other functions."

- CCMA, Navigating the AI Seascape, June 2024



CONCLUSIONS

Final Conclusions:

- Set realistic goals
- Be prepared (for the business) to change, not just switching tech
- Get curious – ask *why*, not just how and what

Thoughts on TCO –

- Look out for usage as well as subscriptions when you are doing your maths!
- Do you need more/different people to manage this change and maximise potential?