

# OTHER THINGS TO THINK ABOUT...

## Video 1: What is AI?

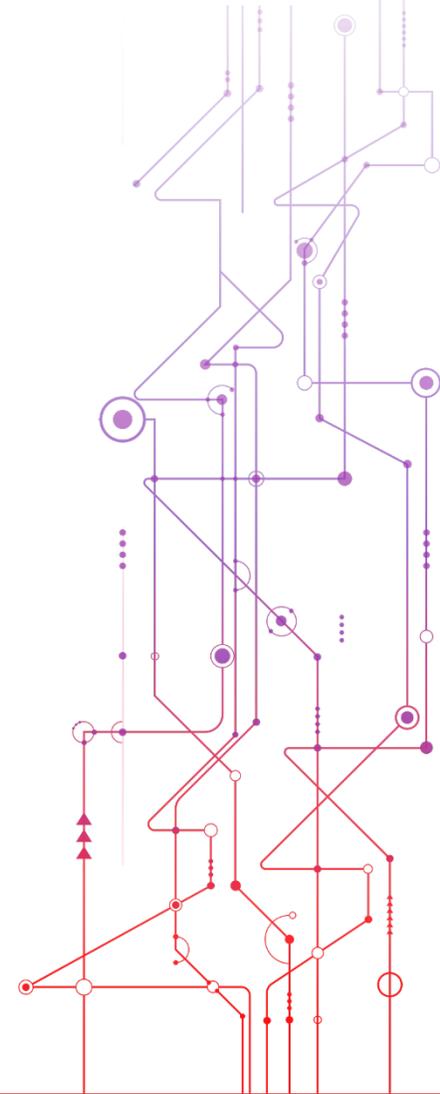
In our first video, “What is AI?”, Tom talks about using AI to solve business problems rather than focus on the wonders of AI’s potential. To demonstrate what he means, here are four ways AI automation is impacting the contact center today.

1. Greeting every customer with a natural language front door – “How can I help you?” – and capturing intent before routing calls, chats, and texts to live agents, AI agents, or other self-service.
2. Gathering data upfront, such as customer authentication or product registration, which is passed along to live agents for faster and more efficient support.
3. Containing repetitive conversations that live agents handle today, such as order status, appointment scheduling, returns, and much more.
4. Performing outbound calls and texts with live agent failover for high success rates.

For a free consultation on the top use cases for AI in your contact center, contact us at:

**Email:** [ai@avizent.eu](mailto:ai@avizent.eu)

**Phone:** +44 7858 929 008



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## Video 2: AI and the Customer Experience

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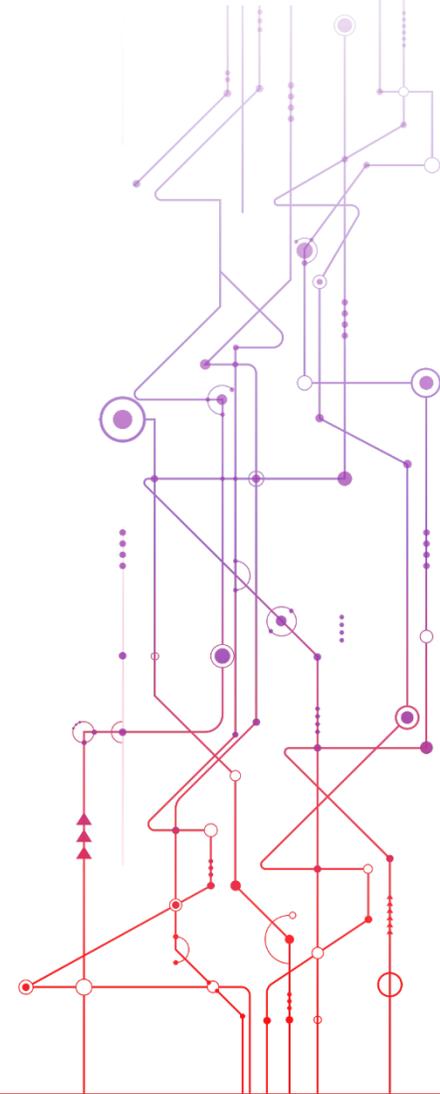
In our second video, “AI and Customer Experience,” Tom discusses how to use data to personalize the customer experience and reduce customer effort. Research shows that Customer Effort Score is the best predictor of increased spending with your company. It is clear that customers want easy solutions to their problems and, frankly, so should you.

When examining AI for your contact center, it’s important to understand that there are cloud-based AI solutions on the market that do not require expensive and complex technology upgrades to legacy contact center infrastructure. These solutions seamlessly integrate with your systems in place and will enable your contact center to automate one call or chat type at a time, making for faster deployments and agile improvements with low risk.

To discuss how these cloud-based AI solutions would easily fit into your contact center ecosystem, contact us at:

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## Video 3: Conversational Platforms

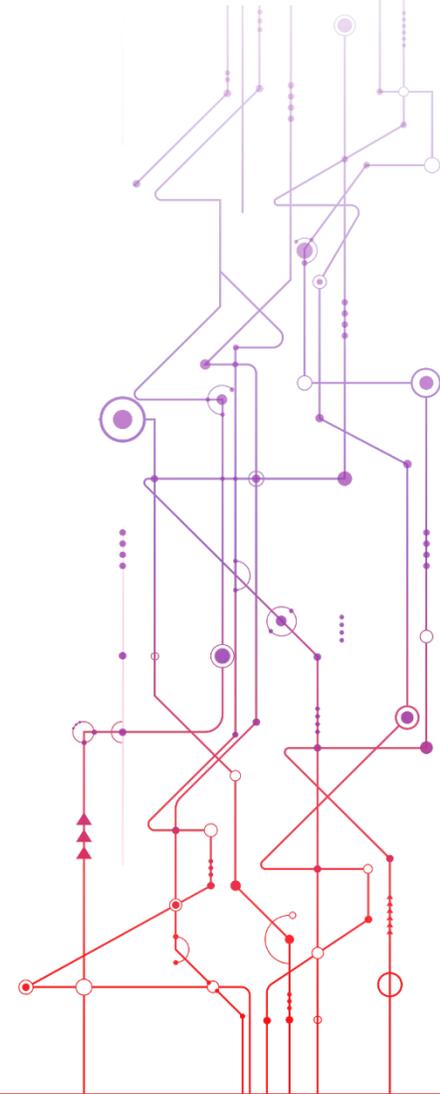
In our third video, “Conversational Platforms,” Tom describes the capabilities and constraints around voice and chat automation on the market today. Unlike menu-based routing that leads to long hold times for an agent, conversational AI allows customers to speak naturally to the system in order to accomplish their task.

In fact, AI solutions actually deliver faster and easier service than live agents across many call types, while always providing live agent failover so every call is completed successfully. For example, while customer authentication is a process that can take agents up to three minutes to complete, AI automation can authenticate in 90 seconds. These “Siri-like” virtual assistants for the contact center handle the drudgery and mundane data gathering so live agents don’t have to.

For a free AI Readiness Consultation on the top call types that are perfect for automation, contact us at:

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## Video 4: How to Get Started with AI

In our fourth and final video, “How to Get Started with AI,” Tom offers best practices on cutting through the noise around AI and where to actually start automating. Thanks to great advancements in speech recognition, your contact center can now take full advantage of the incredible cognitive abilities of AI to offload calls and chats from live agents to AI agents.

Many companies are already automating thousands of calls, chats, and texts for simple conversations like order status and payments, as well as more complex processes like authentication, returns, roadside assistance, and dozens more. These companies have experienced tangible returns in contact center savings, scalability, and customer satisfaction.

Together, we can uncover one or two use cases perfect for AI automation that will significantly cut down the call times handled by your live agents contact us at:

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