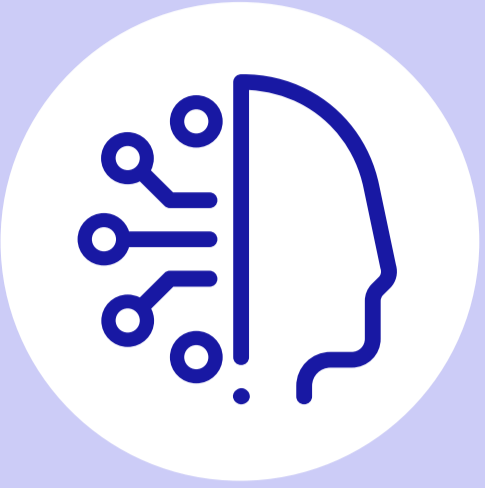


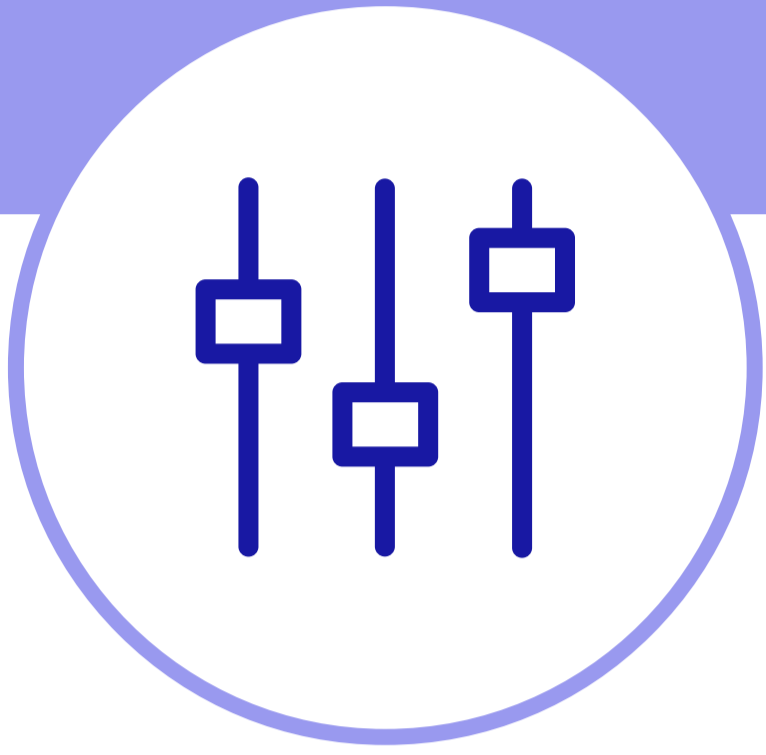
Contact center metrics in

THE AGE OF AI



With AI technology impacting everything from routine tasks to call personalization, the contact center of the future will look drastically different than today's typical call center.

Key takeaways



PERSONALIZATION

through AI will make a huge difference, with **71%**¹ of customers now expecting personalized interactions.



THE GENERATIONAL DIVIDE

is still apparent, with **75%**² of Gen Z preferring self-service options.



CONTACT CENTER STOCK

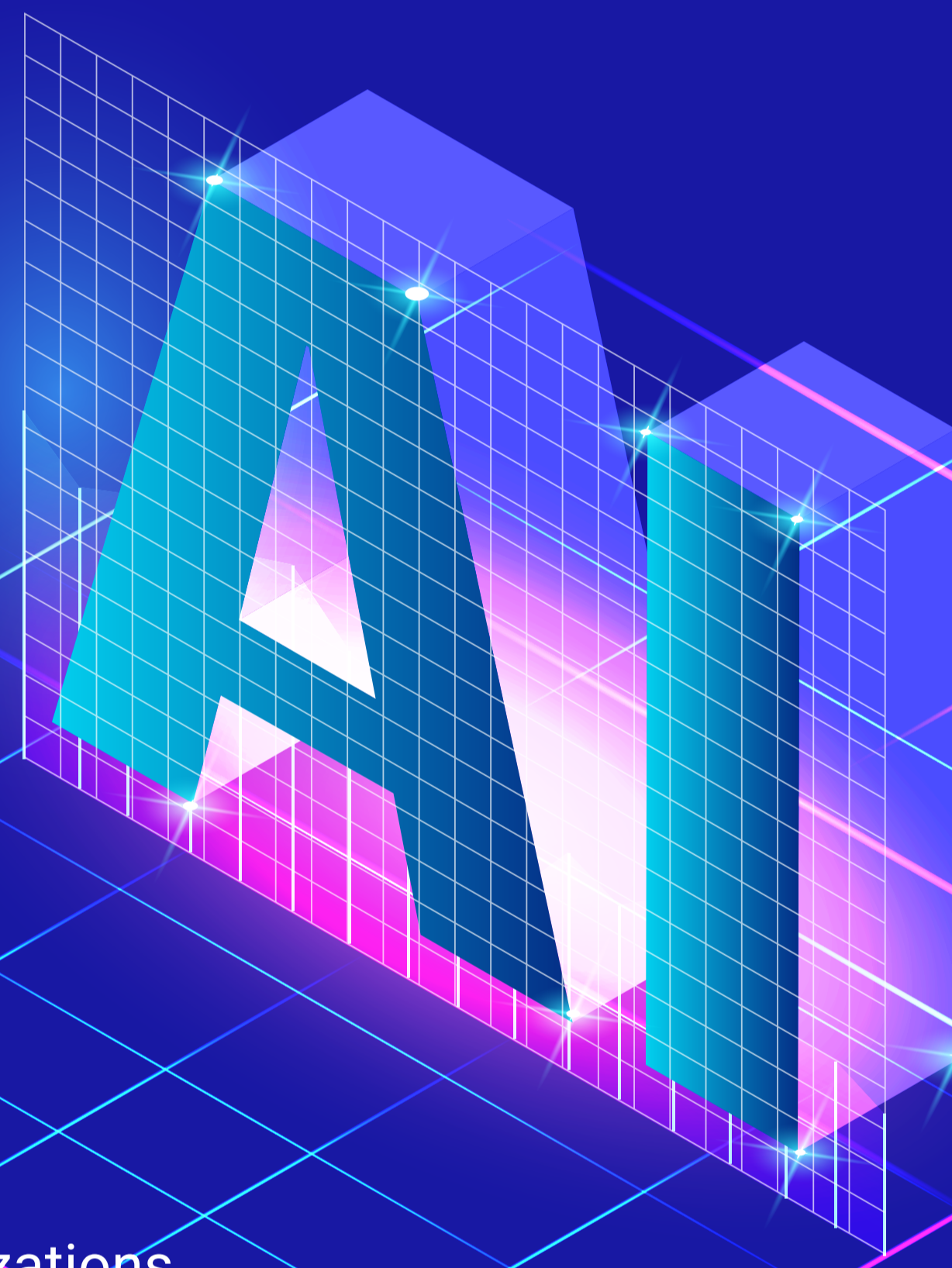
is still going up with the global market expected to reach **\$496 billion**³ by 2027.

The impact of AI

Personalization is demanded at levels that human representatives aren't capable of keeping up with.

75%

of CX leaders see AI as an **amplifying force** behind empathetic and intelligent human interactions.



On the business side, AI-driven personalization programs can **reduce customer acquisition costs by up to**

50%

To bridge the generational divide, organizations need to integrate AI into their contact centers in a way that's seamless and accessible.

The impact of AI on the bottom line is also undeniable.

With automated agent communication expected to increase **5X**⁶ in the next couple of years, **that automation needs to be accessible to all customers.**



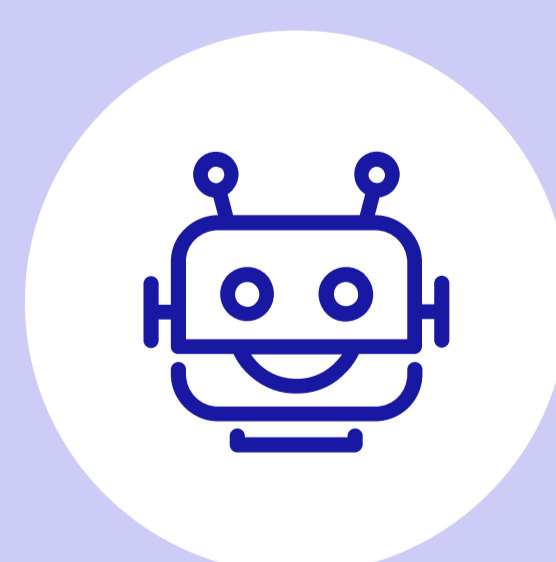
Predictive AI analytics **improve efficiency and productivity** by a staggering

60%

The conclusion



It's simple: AI is efficient, easy to use, and is filling the void in contact centers everywhere.



AI-driven personalized and productive interactions will soon be the norm; if an organization isn't taking advantage, they'll be left behind.

Contact IntelPeer



www.intelepeer.ai



info@intelepeer.com



(877) 336-9171



IntelPeer
Smarter with AI

Sources

1. McKinsey, *The value of getting personalization right—or wrong—is multiplying*, Nov. 12, 2021.
2. CMSWire, *21 Important Call Center Statistics to Know About*, Apr. 3, 2024.
3. Digital Minds BPO, *20 Eye-Opening Call Center Statistics for 2024*, July 27, 2024.
4. Zendesk, *59 AI customer service statistics for 2024*, July 25, 2024.
5. IBM, *AI personalization*, Aug. 5, 2024.
6. CMSWire, *21 Important Call Center Statistics to Know About*, Apr. 3, 2024.
7. Digital Minds BPO, *20 Eye-Opening Call Center Statistics for 2024*, July 27, 2024.