



# 7 WAYS AUTOMATION WITH GENERATIVE AI TRANSFORMS CONTACT CENTER CX

In today's world, contact centers are forced to meet rapidly shifting customer demands to stay competitive. To do so, contact centers must simultaneously:

**1 Improve customer experience (CX)**

**2 Handle increased customer interactions**

The solution is implementing automation with **generative artificial intelligence (AI)** in the contact center. The result is an agile, customer-centric journey, self-service options for in-demand customer tasks, intelligent routing to save on agent resources, reduced labor costs, and more.

Generative AI, a versatile form of artificial intelligence technology, not only swiftly responds to real-time queries using data but also compiles and generates diverse content — ranging from text, image, audio, video, code, and beyond — without relying on templated responses.

### Consider this:

After implementing automation with generative AI, contact centers benefit from significantly improved CX:

**86%**<sup>1</sup>

Average first call resolution rate

**32%**<sup>2</sup>

Average reduction in call abandonment rates

**31%**<sup>3</sup>

Average increase in customer satisfaction score

Increased customer interactions and revenue, without filling vacant agent headcount:

**45%**<sup>4</sup>

Average task rate handled w/o human agents

**53%**<sup>5</sup>

Average revenue increase

**30%**<sup>6</sup>

Average increase in productivity

And a significant reduction in labor costs:

**31%**<sup>7</sup>

Average reduction in labor costs

Sources:

1. Aberdeen Group
2. Forrester Consulting
3. Nemertes Research
4. Nemertes Research
5. McKinsey Research
6. marketsplash.com
7. marketsplash.com

Implementing automation with generative AI is simple with IntelPeer's Communications Automation Platform. The solution is powered by generative AI and layers over the top of existing, disparate contact center solutions, allowing contact centers to deliver great CX and rapidly transform without ripping and replacing.

Scan or click here to learn more.



Do you want to learn why your customers are calling and how you can accelerate customer engagement with AI-powered communications automation? Schedule a Customer Interaction Intent Study now.

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