

A glowing blue square icon representing an AI chip, with the letters 'AI' in white. It is surrounded by a complex network of blue circuit lines and nodes on a dark blue background.

AI

HOW GEN AI IS REVOLUTIONIZING THE CONTACT CENTER BIZ

Generative artificial intelligence (AI) is revolutionizing the contact center business in unprecedented ways. When paired with a Communications Automation Platform (CAP), generative AI has opened new opportunities for fully containing calls and replacing agents. The result is enhanced customer interactions, improved operational efficiency, and reduced labor costs in an industry that has become fiercely competitive.

But what are the most critical aspects of the generative AI revolution for your contact center?

90% CALL CONTAINMENT

With generative AI, contact centers can contain calls and many live agents can be replaced by virtual agents. As a result, a handful of live agents can focus on high-priority tasks and contact centers can effectively battle agent turnover and high vacancy rates.

ENHANCED CX

End-customer demand for highly personalized service and consistent support has driven contact centers to implement generative AI. This technology specializes in interpreting content and interactions across all channels that was not explicitly programmed. Generative AI identifies the tone of the interaction and responds appropriately without the need to manually engineer each prompt for faster time-to-value.

DATA ANALYSIS AND INSIGHTS

Generative AI, through its advanced deep learning algorithms, enables agents to consolidate and summarize information derived from customer interactions using multiple data sources. This allows agents to take relevant actions to address the issue and provide valuable, insightful answers across specific channels.

A 3D pyramid icon with a blue-to-purple gradient, positioned above the 'REDUCED LABOR COSTS' section.

REDUCED LABOR COSTS

By automating tasks with generative AI, contact centers can streamline operations and eliminate their dependence on human agents, leading to reduced labor costs. AI can easily handle a growing number of customer inquiries without the need of a human agent, having a positive impact on budget and scalability.

INCREASED PRODUCTIVITY

Contact centers implementing generative AI can increase productivity up to 30%–50%, all without a human agent, according to [BCG](#). This transformation of customer service operations enables chatbots and other automated channels to easily offer more natural interactions and understand end customers' sentiment and requests across various languages.

A 3D pyramid icon with a blue-to-purple gradient, positioned above the 'FLEXIBILITY AND ADAPTABILITY' section.

FLEXIBILITY AND ADAPTABILITY

Generative AI systems can be easily adapted to handle new products, services, or changes in customer needs without extensive retraining. This inherent flexibility empowers contact centers to scale and descale according to fluctuating demand, optimizing the allocation of resources for smarter, more efficient utilization.

Do you want to learn more about accelerating your customer engagement with generative AI and automation?

Schedule an AI and automation Customer Interaction Intent Study with IntelPeer now.



Scan or click [here](#) to learn more.

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 **IntelPeer®**
Smarter with AI

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