

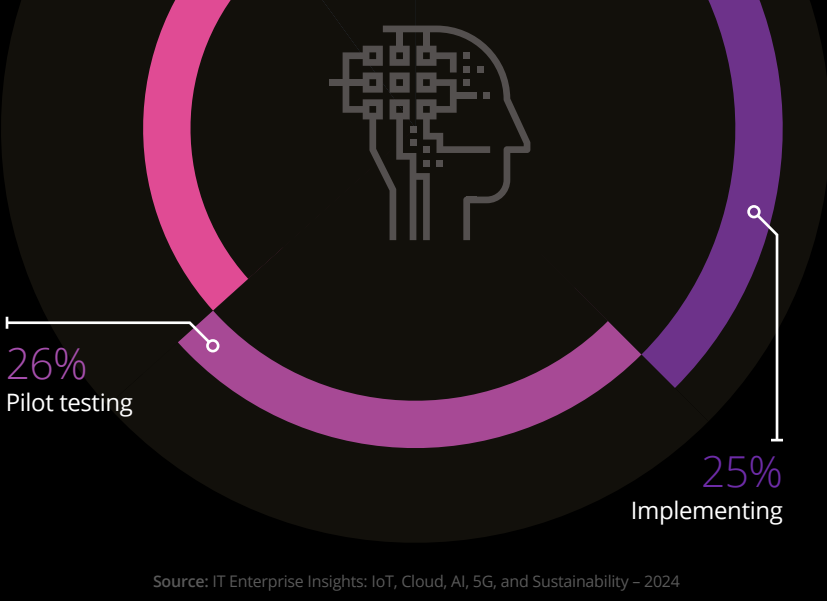
Revolutionizing Contact Centers: How Generative AI Maximizes Customer Experience and Efficiency

What is Generative AI?

A subset of artificial intelligence (AI) that focuses on the creation of new content, data, or outputs that resemble human-generated content.

Seizing the Future: Organizations are Embracing Generative AI

The tidal wave of generative AI has arrived, with **91% of organizations currently utilizing, or in the process of implementing**, the technology within their company.

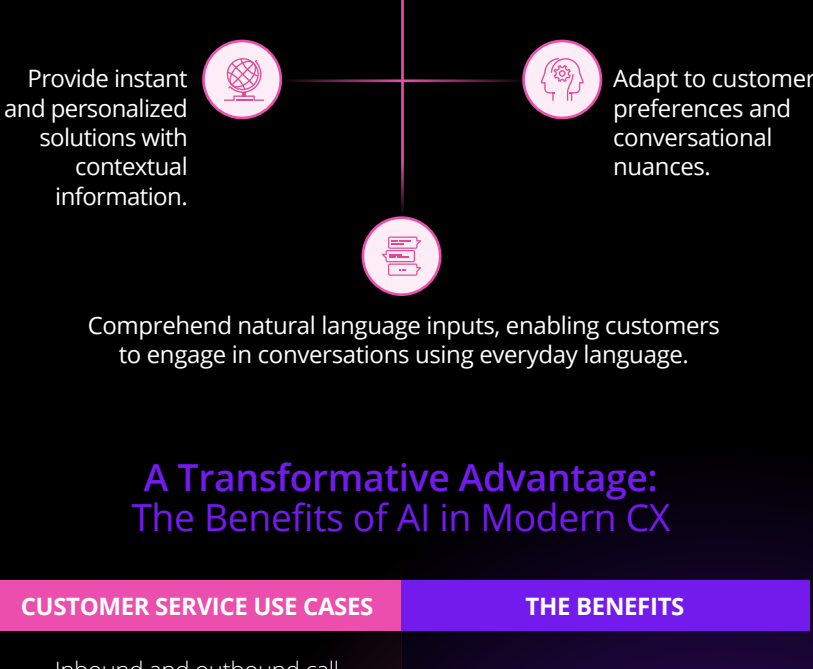


Source: IT Enterprise Insights: IoT, Cloud, AI, 5G, and Sustainability – 2024

A Game-Changer: Generative AI Revolutionizes Customer Interactions

Generative AI amplifies personalization and omnichannel engagement because it allows organizations to create chatbots, virtual assistants, and language models capable of understanding, generating, and responding to customer inquiries with human-like responses.

What can they do?



A Transformative Advantage: The Benefits of AI in Modern CX

CUSTOMER SERVICE USE CASES	THE BENEFITS
Inbound and outbound call automation	24/7 customer support
Automatic adaptation to user preferences	Reduced costs
Real-time language translation	Personalized interactions
Omnichannel data analysis	Consistency across channels
Self-service enablement	Removal of routine tasks & focusing agents on high-value tasks
Automatic account status check	Better decision-making
Customer interaction deflection before they reach the contact center	Improved call handling and issue resolution
Intelligent routing	Serve customers accurately

The Results Are In! Generative AI in the Contact Center Yields Better Business Outcomes

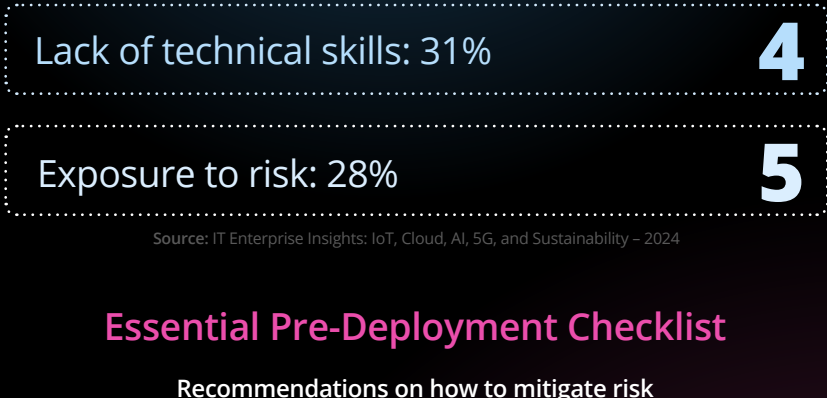
The Generative AI-enabled advancements in the contact center are creating outcomes that positively affect both the customer experience and overall business, including:



With Rewards Comes Risk

Generative AI, while offering tremendous potential and benefits, also poses certain risks to organizations. They must acknowledge them and manage them proactively.

The Top Five Perceived Generative AI Risks



Source: IT Enterprise Insights: IoT, Cloud, AI, 5G, and Sustainability – 2024

Essential Pre-Deployment Checklist

Recommendations on how to mitigate risk

To ensure a transparent, reliable, and beneficial integration of AI while minimizing risk, consider the following recommendations:

- Establish ethical guidelines:** Define what content is acceptable and ensure it aligns with ethical standards.
- Optimize data management:** Ensuring data quality impacts accuracy and reliability.
- Implement quality control measures:** Regularly monitor outputs to identify bias or errors.
- Incorporate human oversight:** Create review mechanisms which are essential for approving content and maintaining trust.
- Strengthen cybersecurity:** Strengthen measures to protect against misuse.
- Implement ongoing training:** AI models require continuous learning and improvement to stay relevant.
- Gather user feedback:** Gather insights from users to identify areas of improvement.

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 ☎

<https://info.intelpeer.ai/Omdia-Whitepaper-Registration.html>

