

# How 400+ Leaders Are Improving Contact Center Efficiency

2023 Contact Center Report



# Welcome to today's webinar!

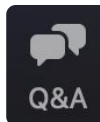


**Justin Smith**

Sr. Content Strategist @ Balto  
*Webinar Host/Moderator*



Today's session will be about **30 minutes** with time for **Q&A**.



Use the **Q&A button** on your screen to submit questions.



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# Today's Webinar Speakers



**Justin Smith**

Sr. Content Strategist,  
Balto



**Lior Torenberg**

Director of Research Content,  
Balto



**Michelle Barbeau**

Sr. Customer Enablement  
Manager, Balto

# Research Takeaways

1. For 50% of contact center leaders, budgets aren't going down — but they aren't going up either. Budget stagnation can feel like a budget cut in practice.
2. 64.27% of respondents feel more pressure this year than they did last year
3. Agent training was the #1 way to boost efficiency (46.65%)

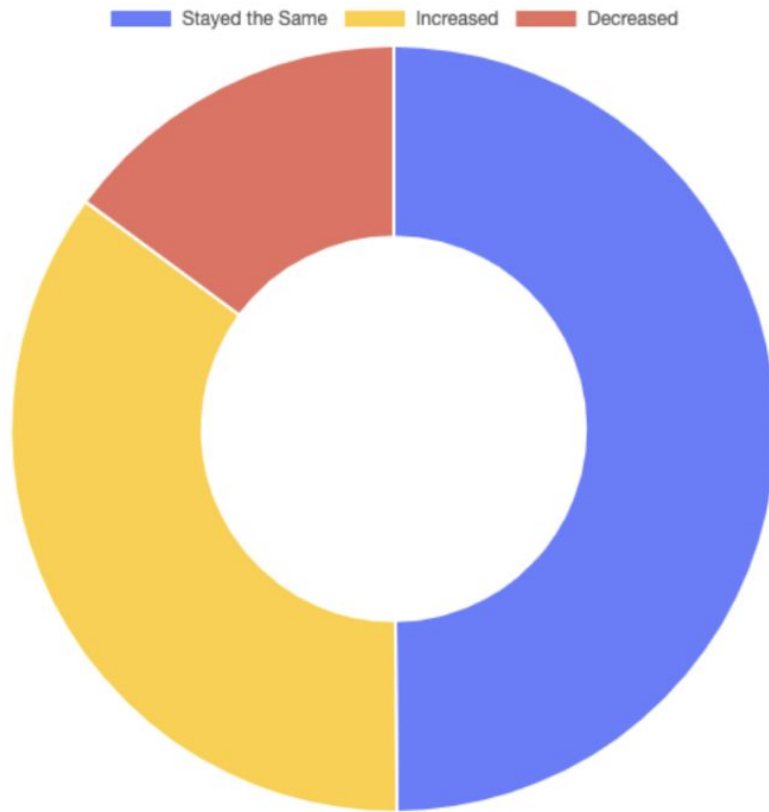
# Research Takeaways

4. The metric that contact center leaders care most about right now is CSAT (55.83%).
5. 91% of respondents were just as (if not more) interested in AI tools today than they were last year.
6. The utilization of AI technology has an inverse relationship with pressure levels — the more you use them, the less pressure you and your employees feel.

# Budget Stagnation

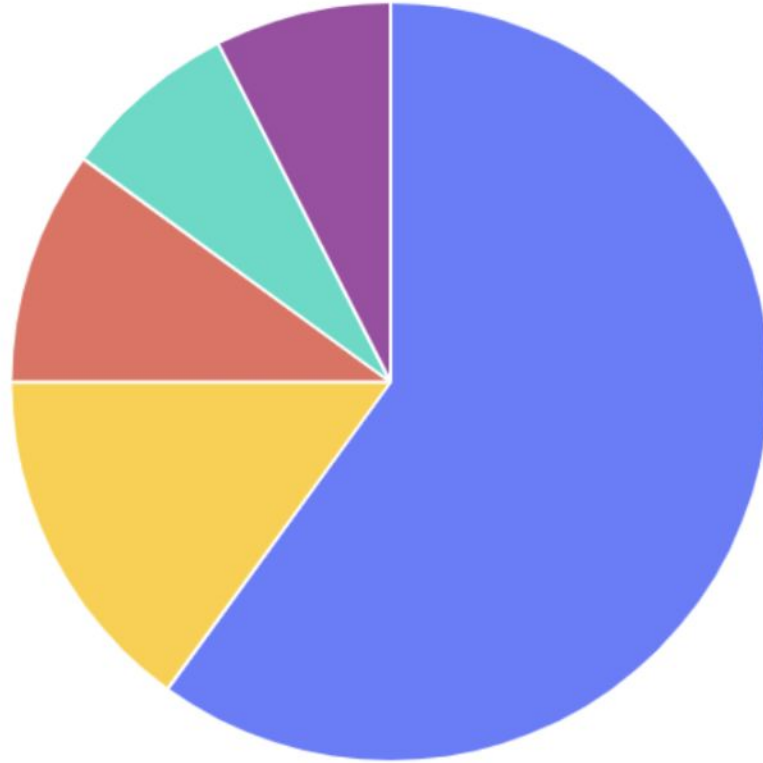
**We asked our respondents the following question: In the past 12 months, has your budget **decreased, stayed the same, or increased?****





**Figure 1: Budget Change in the Past 12 Months**

Company Budget Decreased - Economic Conditions    Company Budget Decreased - Poor Performance    Increased Team Efficiency  
Team Underperformance    Team Has Less People



**Figure 2: Reasons for Budget Decreases**

# Poll

**What percentage of contact centers do you think did layoffs in the last 12 months?**

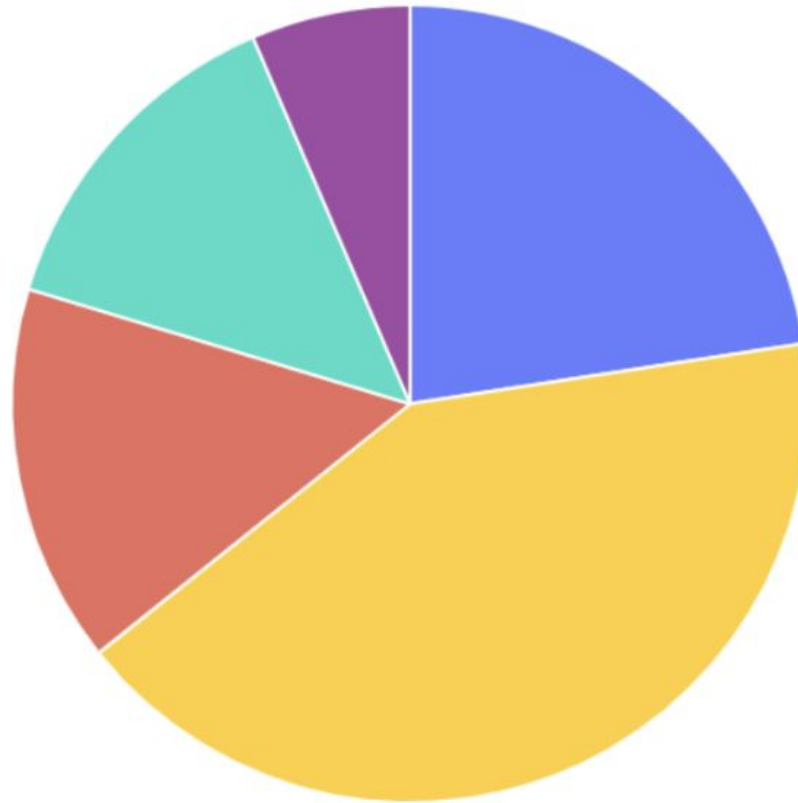


# Pressure To Do More With Less

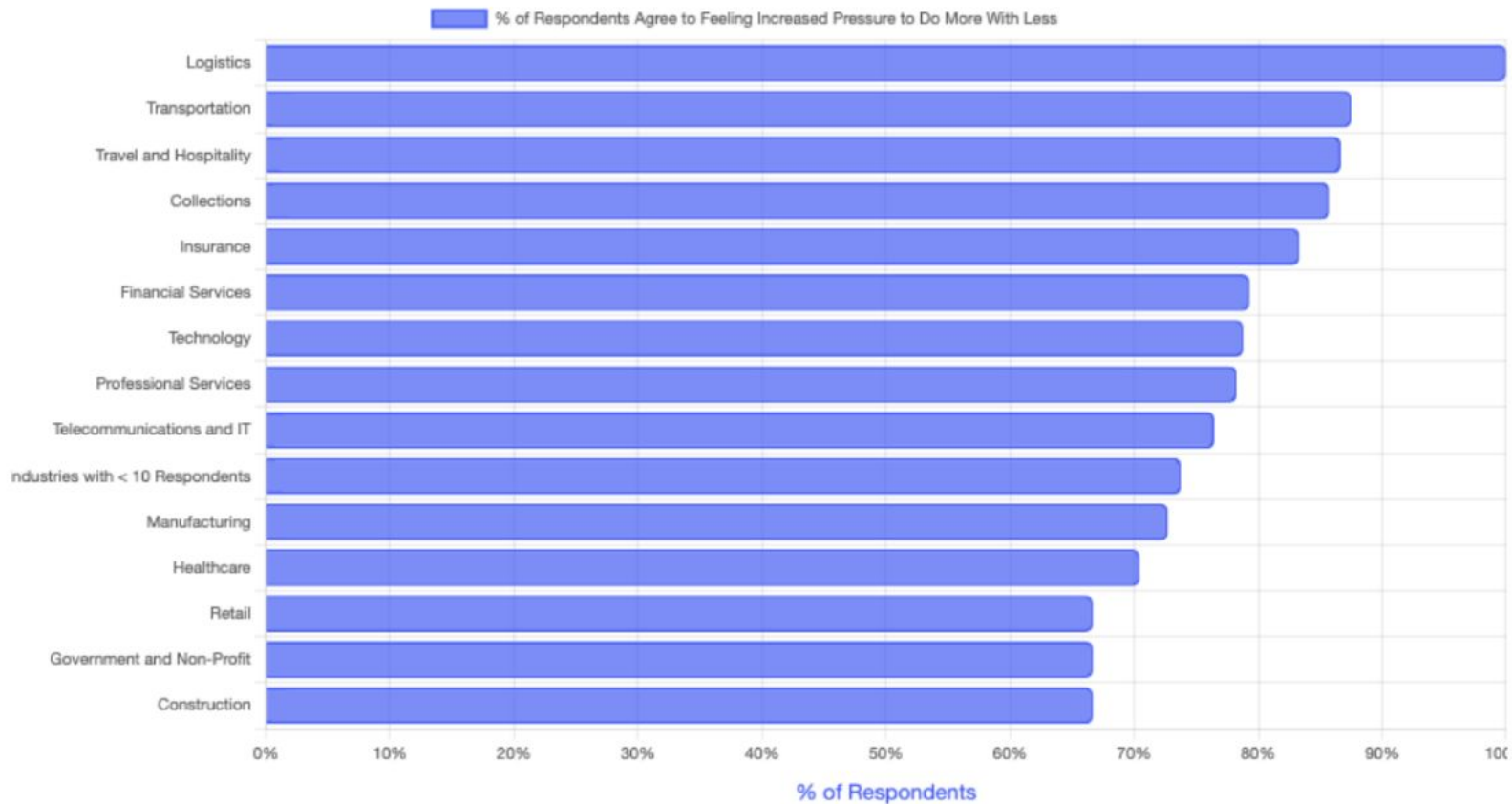
# Poll

**Compared to last year, I feel increased pressure to do more with less.**

Completely Agree    Somewhat Agree    Neither Agree or Disagree    Somewhat Disagree    Completely Disagree



**Figure 7: Compared To Last Year, I feel Increased Pressure to Do More With Less**



**Figure 9: Pressure To Do More With Less by Industry**

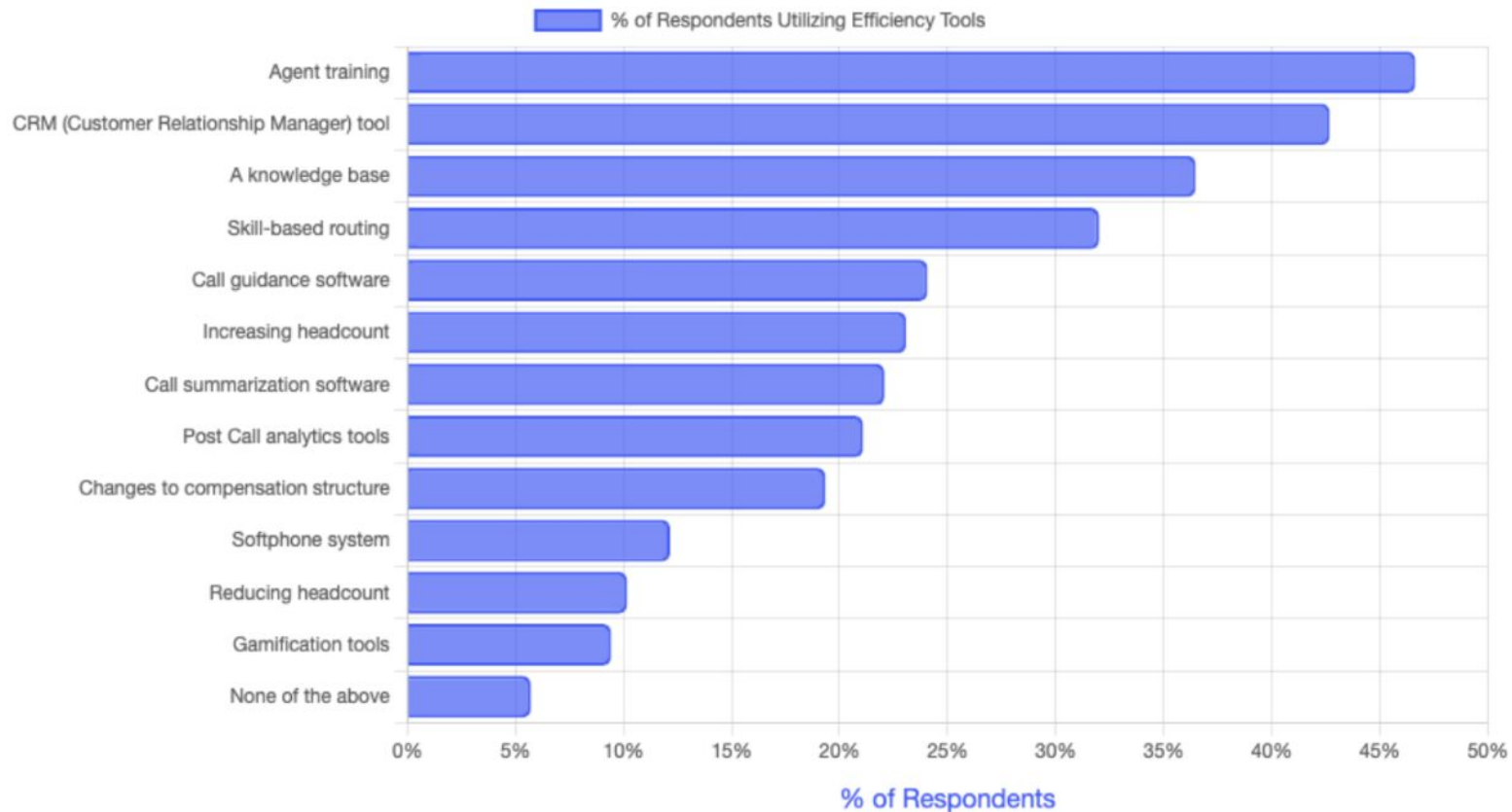


**What is causing this pressure? Fewer resources amidst economic uncertainty.**





# The Tools & Metrics That Matter Most



**Figure 11: Utilization of Efficiency Tools**



# Discussion

**Why is agent training so impactful?**

**What metrics are leaders paying the most attention to? We need to maintain the **customer experience**, even with fewer resources.**

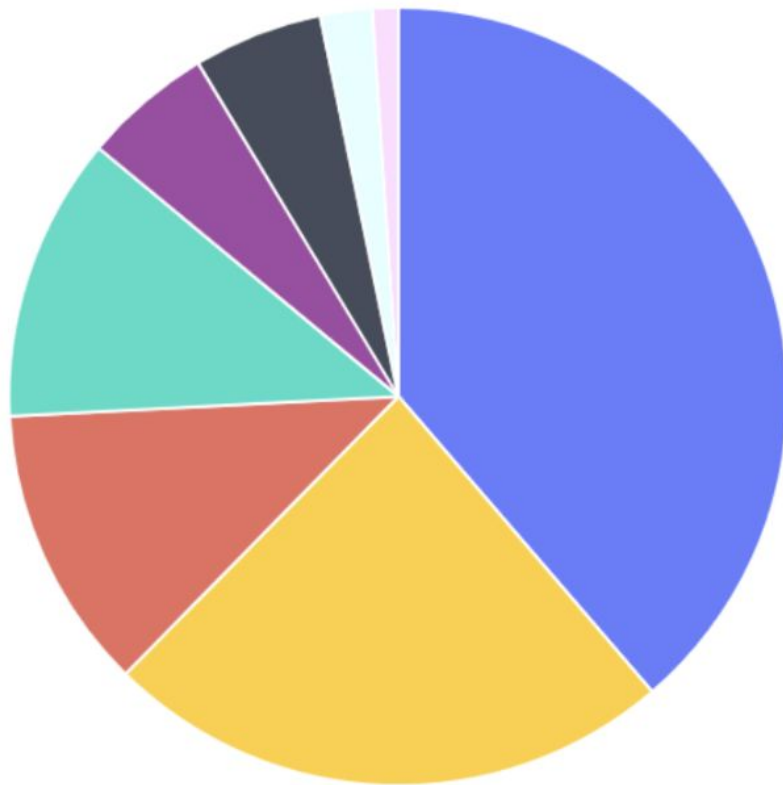
# Artificial Intelligence

The background of the image is a dark blue color with a repeating pattern of lighter blue, four-pointed stars. The stars are arranged in a grid-like fashion, with some appearing larger and more prominent than others, creating a subtle, textured effect.

# Poll

**Do you use AI technology in  
your contact center?**

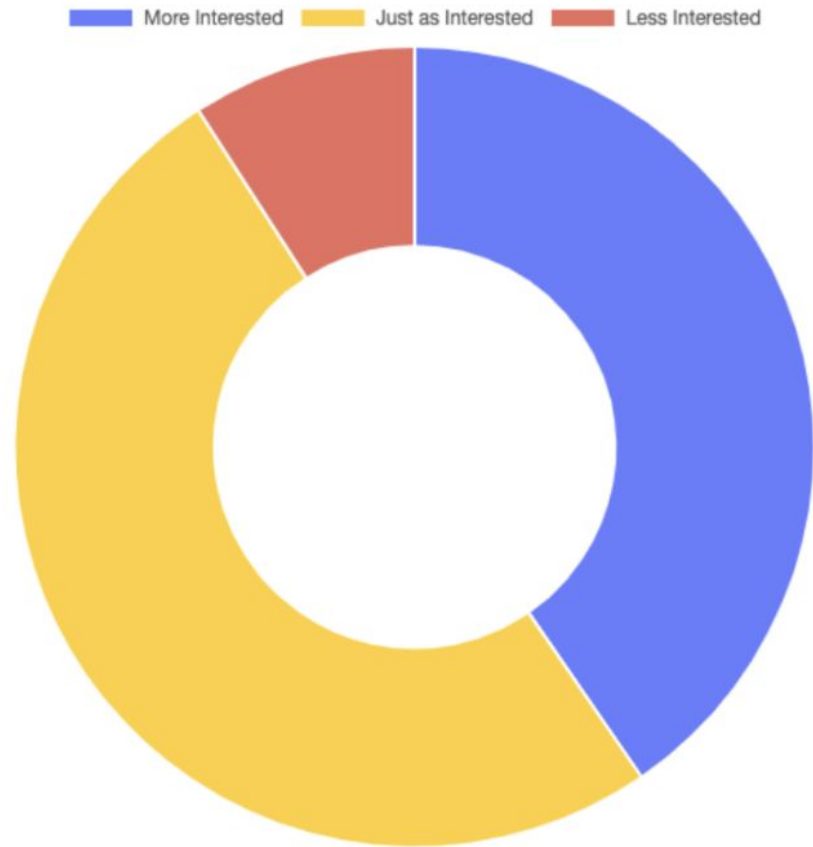
Already Using AI Tools    Not Using AI - Planning to Implement in Next 12 Months



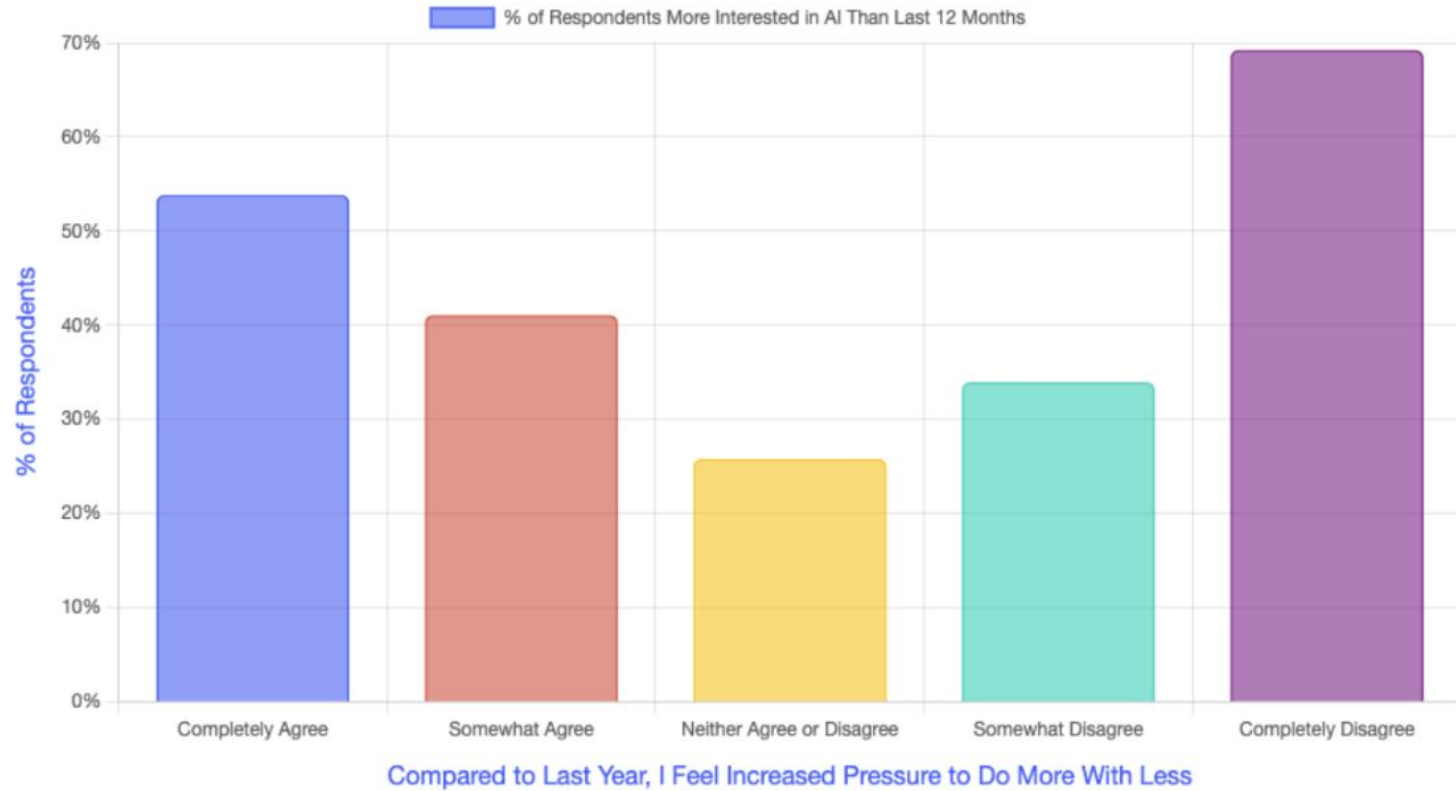
**Figure 13: Breakdown of AI Tool Utilization and Attitudes**

AI tool usage is **inversely correlated** with pressure among your workforce —  
**More AI = less pressure.**





**Figure 12: AI Tool Utilization in Contact Centers**



**Figure 14: AI Utilization Interest by Pressure to do More With Less**

# Actionable Takeaways

## Acknowledge Pressure

We're asking everyone to do more with less — recognize the pressure that this comes with, and how that pressure can affect your org

## Don't Skimp on Training...

Agent training was listed as the #1 way to boost efficiency in your contact center

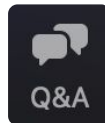
## ... Or New Technology

After agent training, the other ways to do more with less all centered around investments in software and technology

## AI Can Bridge The Gap

Interest in AI is skyrocketing because it can build back much-needed bandwidth for your team

# Thank you!



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