

Distinguishing Real From Hype: How Contact Centers Are Actually Using AI in 2023



Welcome to today's webinar!

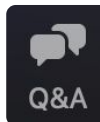


Justin Smith

Sr. Content Strategist @ Balto
Webinar Host/Moderator



Today's session will be about
30 minutes



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Today's Webinar Speakers



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Research Takeaways

1. More contact centers are using AI tools now than ever before, and there has been a massive jump in usage over the past year.
2. AI tools may have reached the peak of inflated expectations and are becoming mainstream in the contact center.
3. Many AI tools have started to reach perceived maturity, while others still need more time to develop.

Research Takeaways

4. Most of our respondents reported seeing ROI from the AI tools they were using, often in terms of increased revenue.
5. Agent, customer, and leadership perceptions of AI were fairly positive, with scores between 7 and 8 on a scale of 1 to 10.

Who's Using AI in Contact Centers?

In February 2023, 41% of contact center managers were using AI tools.

In September 2023, 90% were using AI tools.

Top 4 Contact Center AI Tools

- Chatbots (57.96%)
- Quality assurance software (45.84%)
- Call guidance software (42.28%)
- Interactive Voice Response (41.81%)

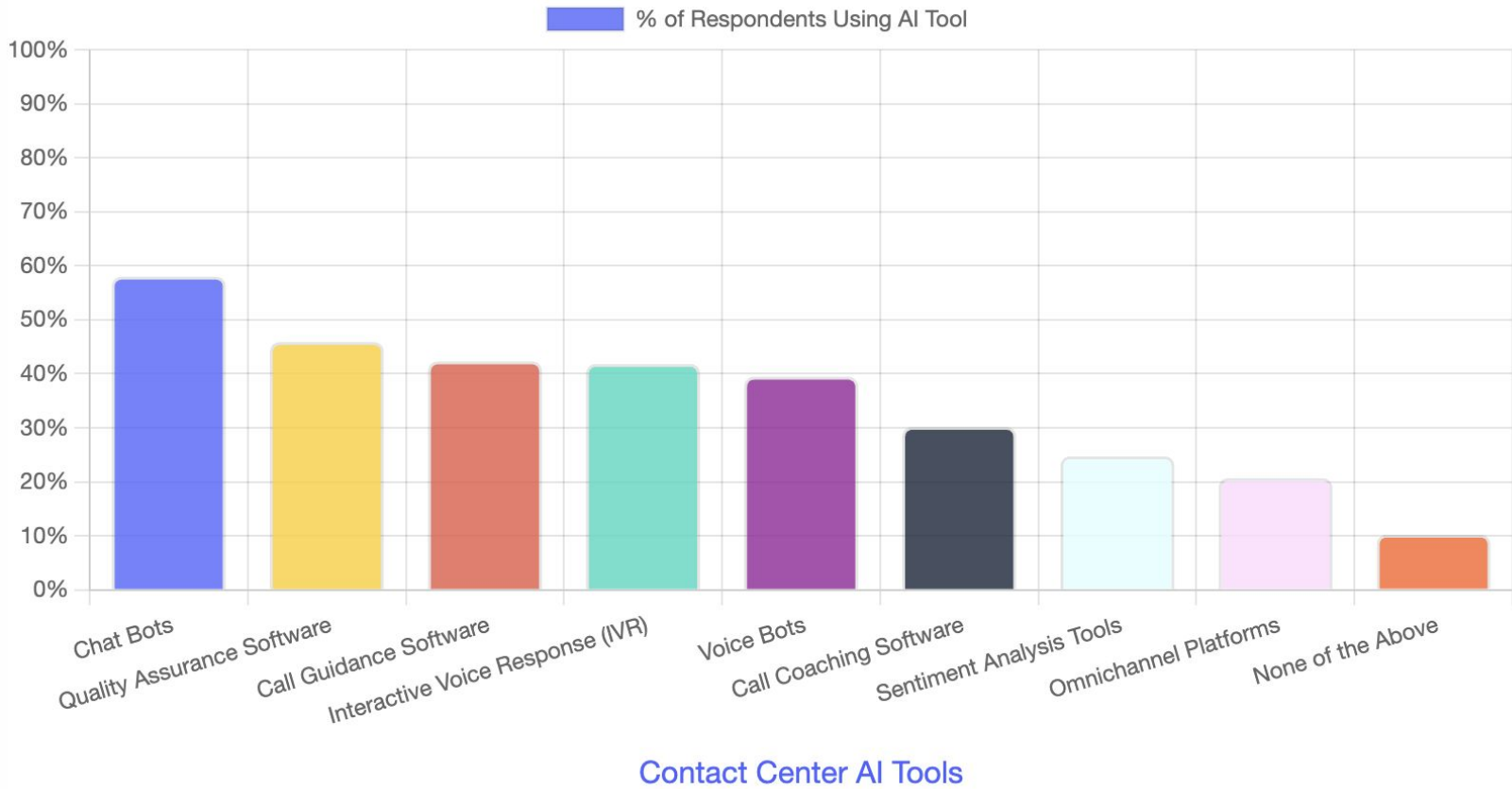


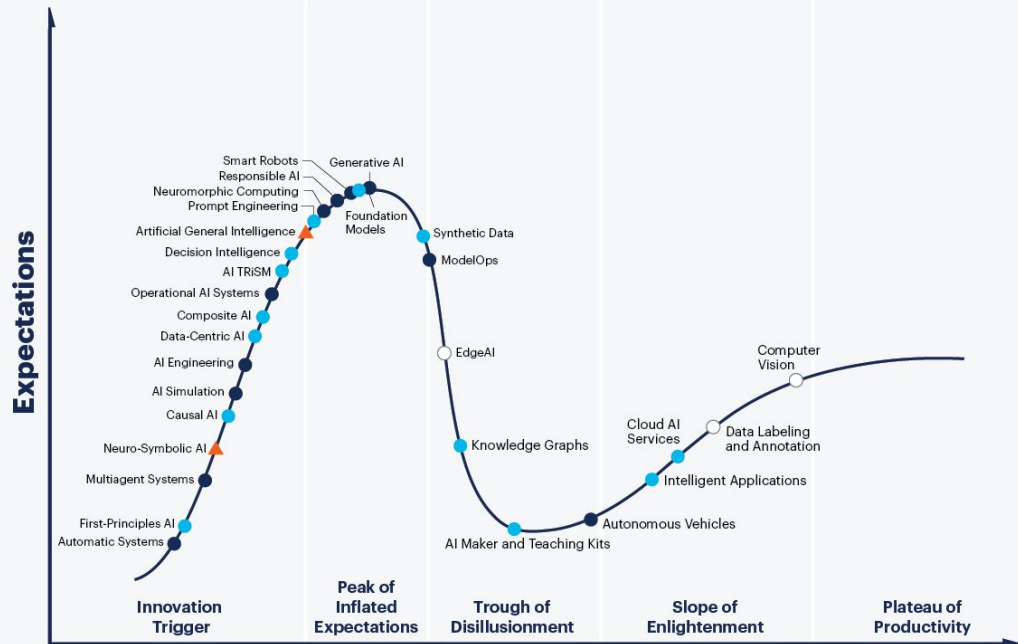
Figure 1: Which AI tools are your contact center currently using?

Is Contact Center AI All Hype?

The Gartner Hype Cycle

- **Innovation Trigger:** A potential technology breakthrough kicks things off
- **Peak of Inflated Expectations:** Early publicity produces a number of success stories — often accompanied by scores of failures
- **Trough of Disillusionment:** Interest wanes as experiments and implementations fail to deliver
- **Slope of Enlightenment:** More instances of how the technology can benefit the enterprise start to crystallize and become more widely understood
- **Plateau of Productivity:** Mainstream adoption starts to take off

Hype Cycle for Artificial Intelligence, 2023



Plateau will be reached:

○ less than 2 years

● 2 to 5 years

● 5 to 10 years

▲ more than 10 years

⊗ obsolete before plateau

As of July 2023

gartner.com

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Gartner

Balto 

How do contact center managers feel about the AI hype?

Positive Change Neutral/No Change Negative Change

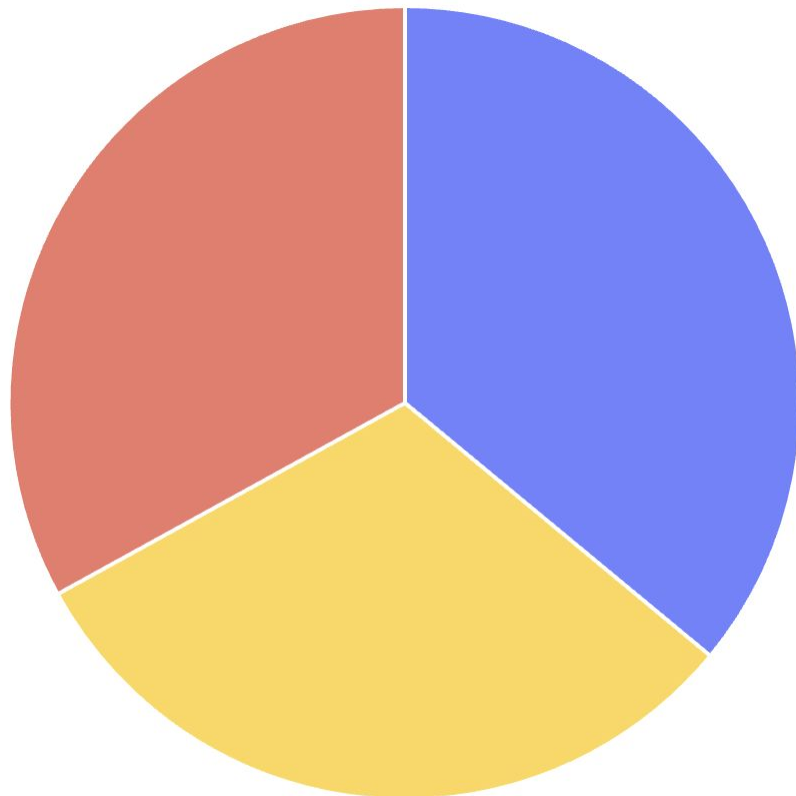
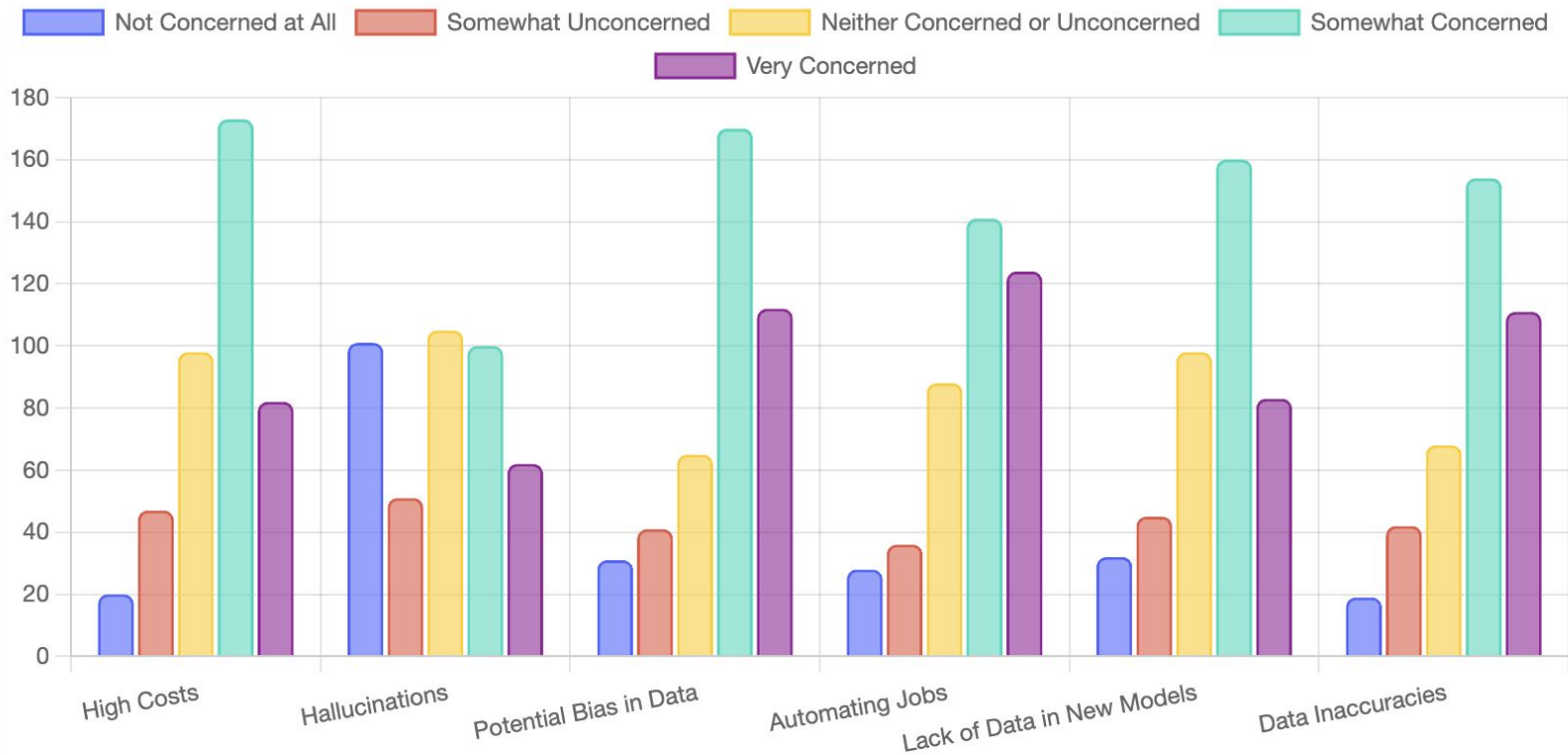


Figure 2: In the next 10 years, how do you feel about contact centers changing as a result of AI?

How concerned are contact center managers about AI tool limitations?



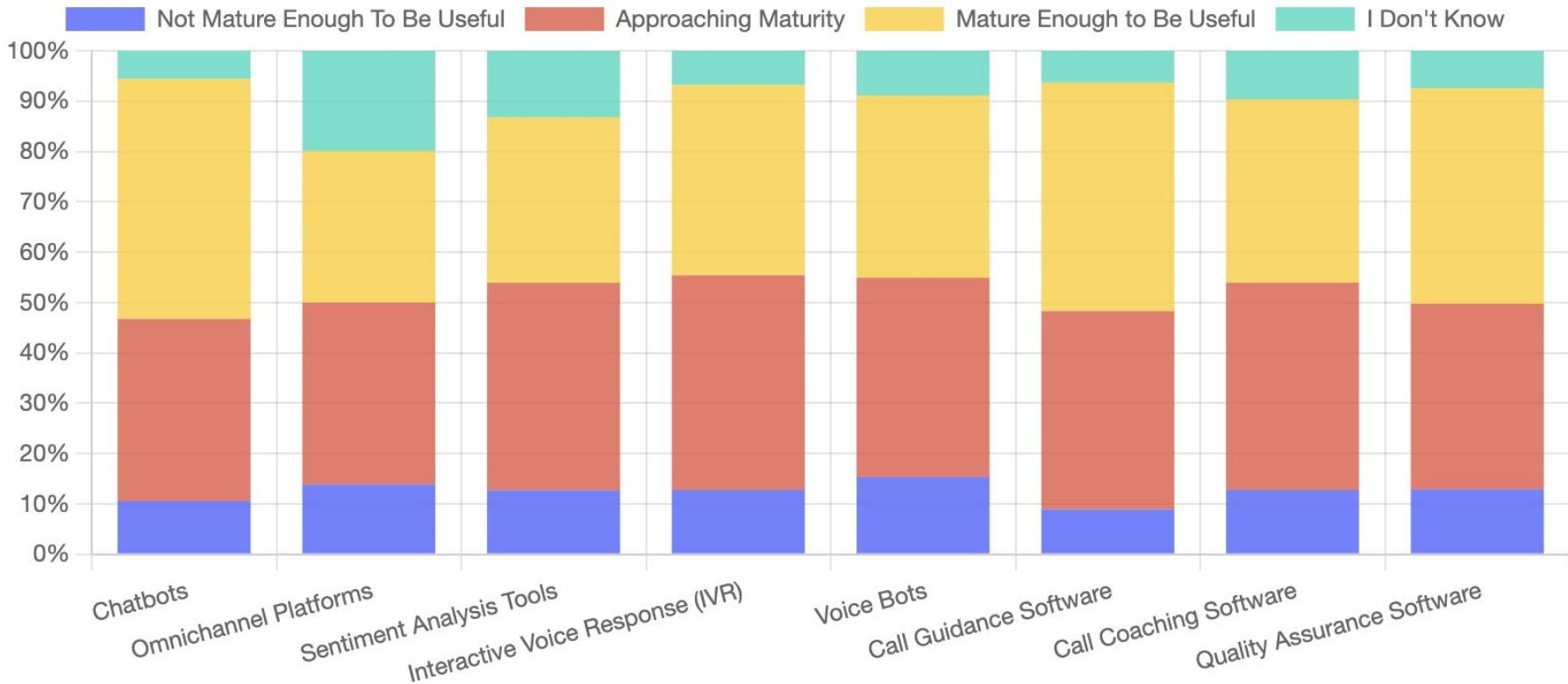
Count of Responses for Each Category

Figure 5: How concerned are you about these limitations of AI tools?

**Which contact center AI tools
are mature enough to use?**

Which of the following tools are mature enough to provide value to organizations today?

- Chatbots
- Omnichannel platforms
- Sentiment analysis tools
- Interactive voice response (IVR)
- Voice bots
- Call guidance software
- Call coaching software
- Quality assurance software



Contact Center AI Tools

Do AI tools deliver ROI today?

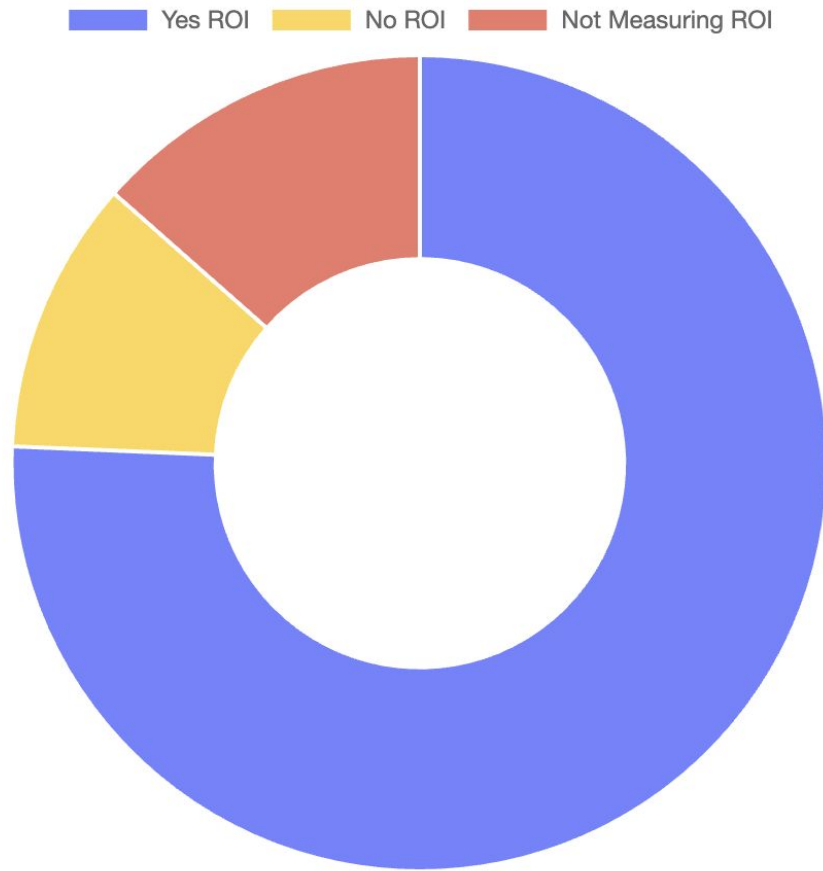


Figure 6: Have AI tools provided ROI in your contact center?

How are you measuring ROI from AI tools?

1. Increased Company Revenue (43.12%)
2. Faster Agent Onboarding (13.76%)
3. Increased Conversion Rates (11.62%)
4. Improved First Call Resolution (7.03%)

Which tools have the best chance of providing ROI?

1. Sentiment Analysis Tools (91.35%)
2. Omnichannel Platforms (89.66%)
3. Call Guidance Software (87.08%)
4. Call Coaching Software (86.83%)



**How do agents and customers
feel about AI?**

Support for AI

Average out of 1-10

Leadership

7.47

Agents

7.21

Increased Conversion Rate

7.58

Figure 8: How supportive is your company's leadership, agents, and customer base in embracing AI tools?

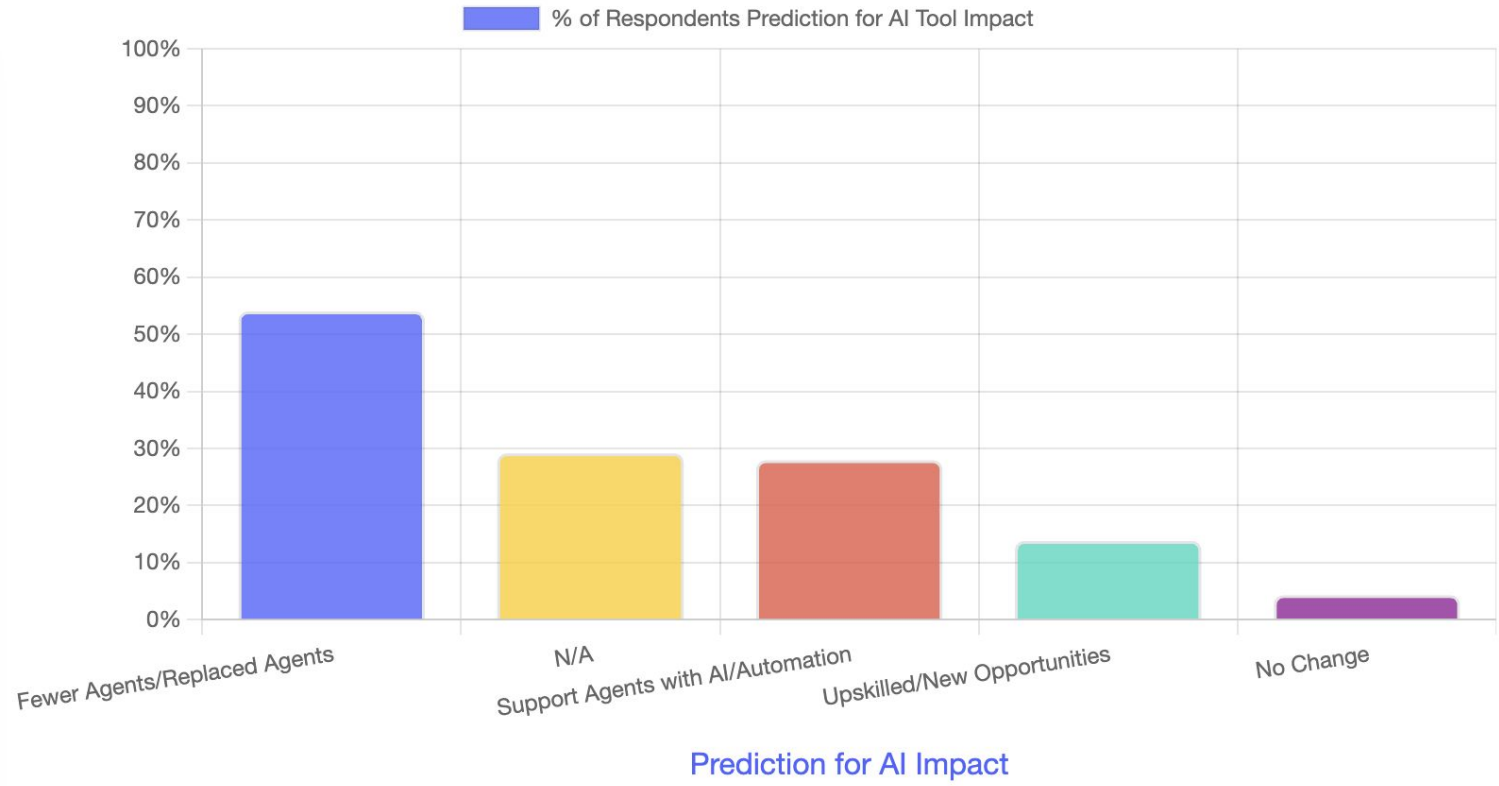


Figure 9: In the next 10 years, how do you think the role of a contact center agent will change as a result of AI?

Is the agent *actually* replaceable by AI?
Maybe not.

Actionable Takeaways

Look to tools with proven use cases

Tools like chatbots, call guidance software, and QA software have proven track records of use and ROI

Be specific about ROI

When evaluating AI tools, think about what exactly you want to get out of them

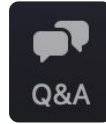
Be realistic about AI limitations

Don't be afraid of those challenges, but stay aware of how they are evolving and improving

Think about the future

AI use is becoming table-stakes. Thinking now about how you can take advantage of AI can be a big differentiator

Thank you!



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