

# The AI Reality Check

From promises to P&L outcomes



# What to expect

- Part 1 – Industry Findings
- Part 2 – The AI Reality Check



# Three Studies. 6,600 Voices.

Contact center leaders, on where the 2026 AI budget went and what has come back so far.

## State of Contact Center AI

+600 contact center leaders

VERINT™

US consumers. Fifth consecutive year of asking what good service actually feels like.

## State of Customer Experience

+5,000 consumers

VERINT™

Contact center agents, all from centers of 300 seats or more, across five industries.

## State of Agent Experience

+1,000 agents

VERINT™





# Part One: What Businesses Say

You answer first. Then we show you what 600+ leaders told us.



# Poll 1: Where Did Your AI Budget Increase in 2026?

- Customer-facing AI
- WFM and forecasting AI
- Agent assist AI
- AI for insight and decision making
- Quality, speech and text analytics AI
- None of these

Select every category where your spend increased



# AI Spend Is Increasing Across the Board

% of contact center leaders reporting increased AI spend in 2026

**Customer-Facing AI**

87%

**WFM & Forecasting AI**

84%

**Agent Assist AI**

87%

**Quality and Speech & Text AI**

82%

**AI for Insights  
and Decision Making**

86%

**VERINT™**



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# Spend Up. Busywork Unchanged.

More than half of organizations say AI tools have only somewhat reduced routine and repetitive work.

Has AI significantly reduced routine and repetitive work in your contact center?

53%



# Most Have Made The Case.

62% of executive teams now describe the contact center as a value center rather than a cost center.

That is real progress, and it is worth celebrating.

But four in ten still run a cost center – and 59% of those say they want to make the move.

The #1 blocker? Data availability.

How does your executive leadership describe the contact center?

62%



# Investment Is Up. Impact Hasn't Followed.

Nearly 9 in 10 contact centers increasing AI spend in 2026 – returns haven't kept pace

53%

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of organizations say AI has only somewhat reduced routine work

4 in 10

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leaders still run a cost center, not a value center

94%

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see value in more AI-powered support for their supervisor





# Part Two: What Your Customers Say

The other side of the glass. 5,000 US consumers, fifth year running.



## Poll 2: How Often Do You Fall Short of Meeting Service Expectations?

- Under 20% – we mostly get it right
- Between 20% and 40%
- Over 40% – more than we would like to admit
- I genuinely have no idea



# A Majority, For The First Time.

51% of consumers say businesses fall short when they need help (up from 46% in 2025).

In five years of running this research it has never crossed half before.

How well do companies meet customer expectations for assistance?

51%



# One Bad Experience Is Enough.

79% of consumers would switch to a competitor after a single poor experience.

80% would repurchase and recommend after a single great one.

If you had a bad customer experience how likely would you be to switch to one of the company's competitors?

79%



# And The Bar Moved Again This Year

What 5,000 consumers told us about AI, speed and service in 2026

42%

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Say their service expectations rose in the past year –  
compared to 19% in 2024

61%

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Still want to speak to a human agent for the conversations  
that really matter





# Part Three: What Your Agents Say

The people who work with AI every day.



# The Job Is Getting Harder, Not Easier

What 1,000 contact center agents expect from the next three years

**94%**

Expect AI change their role within three years

**61%**

Expect to handle more complex and technical work as a result

**3 mins**

per call lost to after-call work alone

**9 in 10**

Rank schedule flexibility as key to their job satisfaction



# Nearly One In Three Is Leaving.

31% of agents say they are likely to leave  
their role within six months.

How likely are you to leave your current contact center  
agent job in the next six months?

31%



# Three Studies. One AI Reality Check.

## **The business**

Money in, impact unproven. Nine in ten spending more, fewer than half with a significant reduction in routine work to show for it.

## **The customer**

One strike and they are gone. A majority now say you fall short, and 79% will switch after a single poor experience.

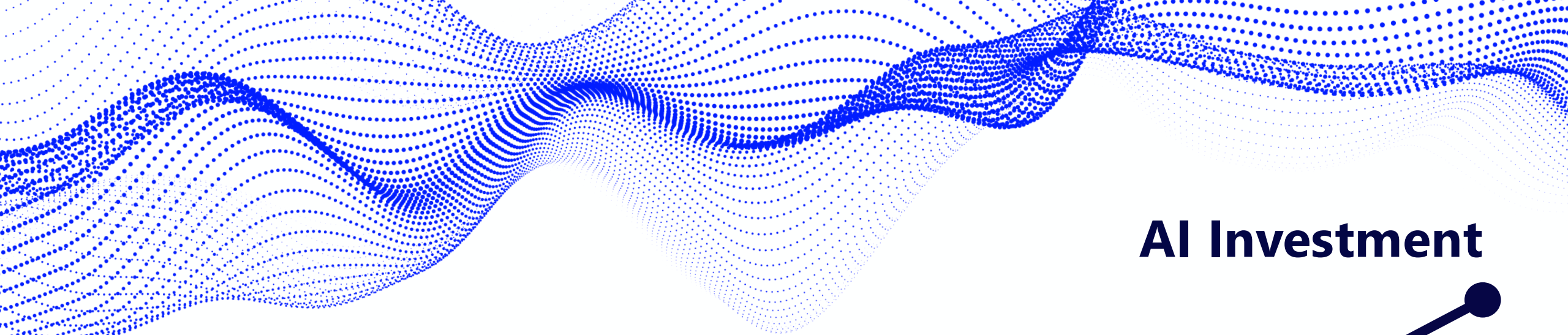
## **The agent**

Doing work AI could help augment. And nearly one in three planning to leave.



# The AI Reality Check

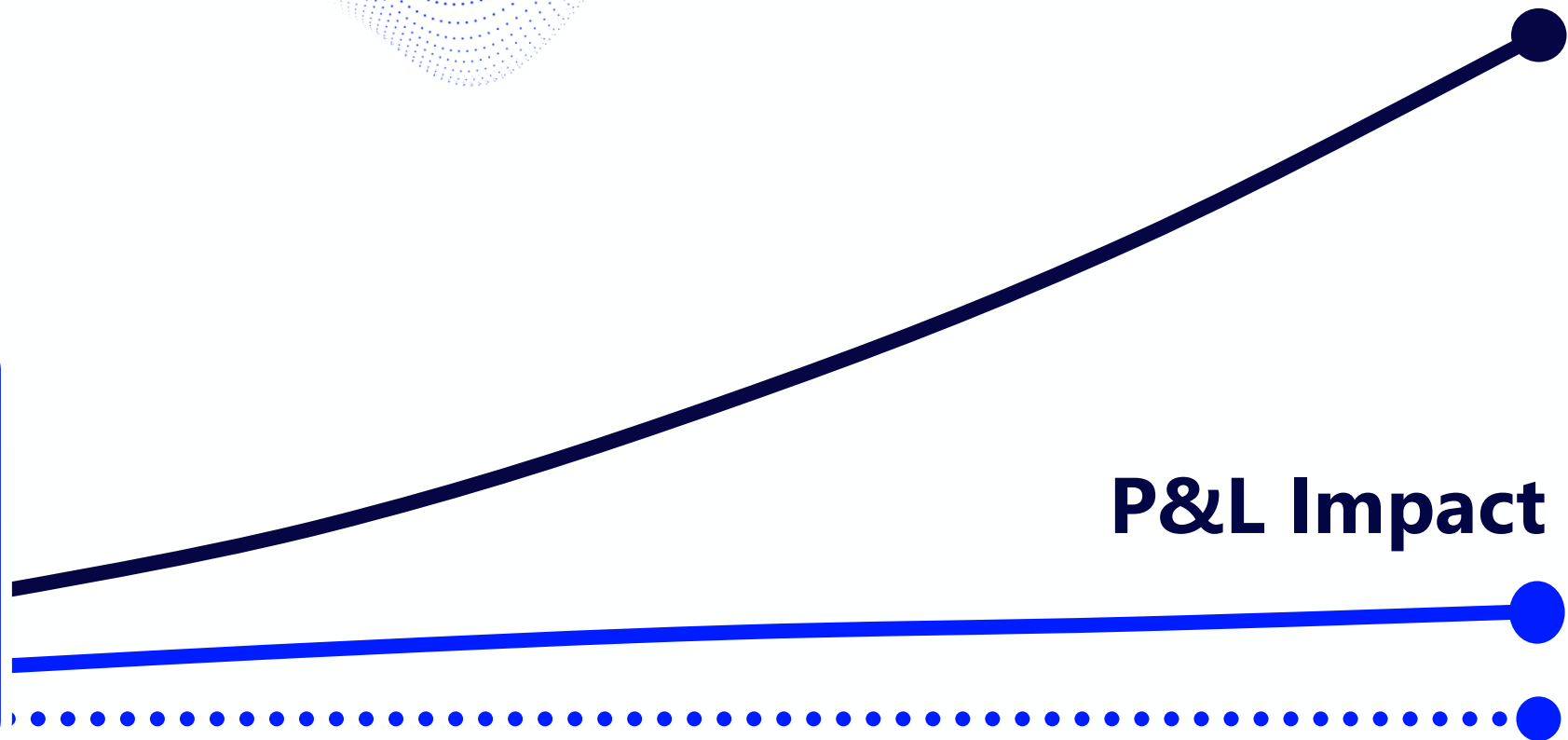




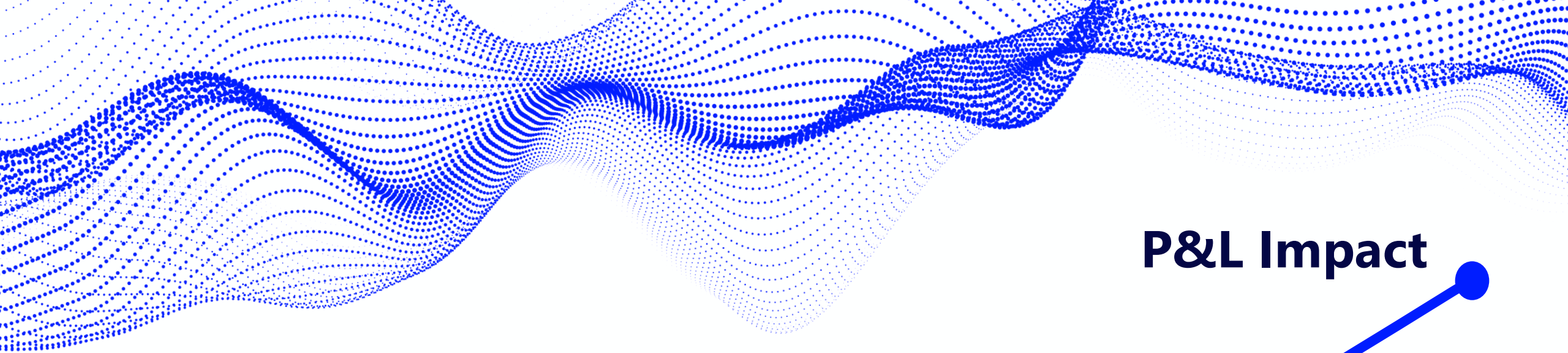
**AI Investment**

**P&L Impact**

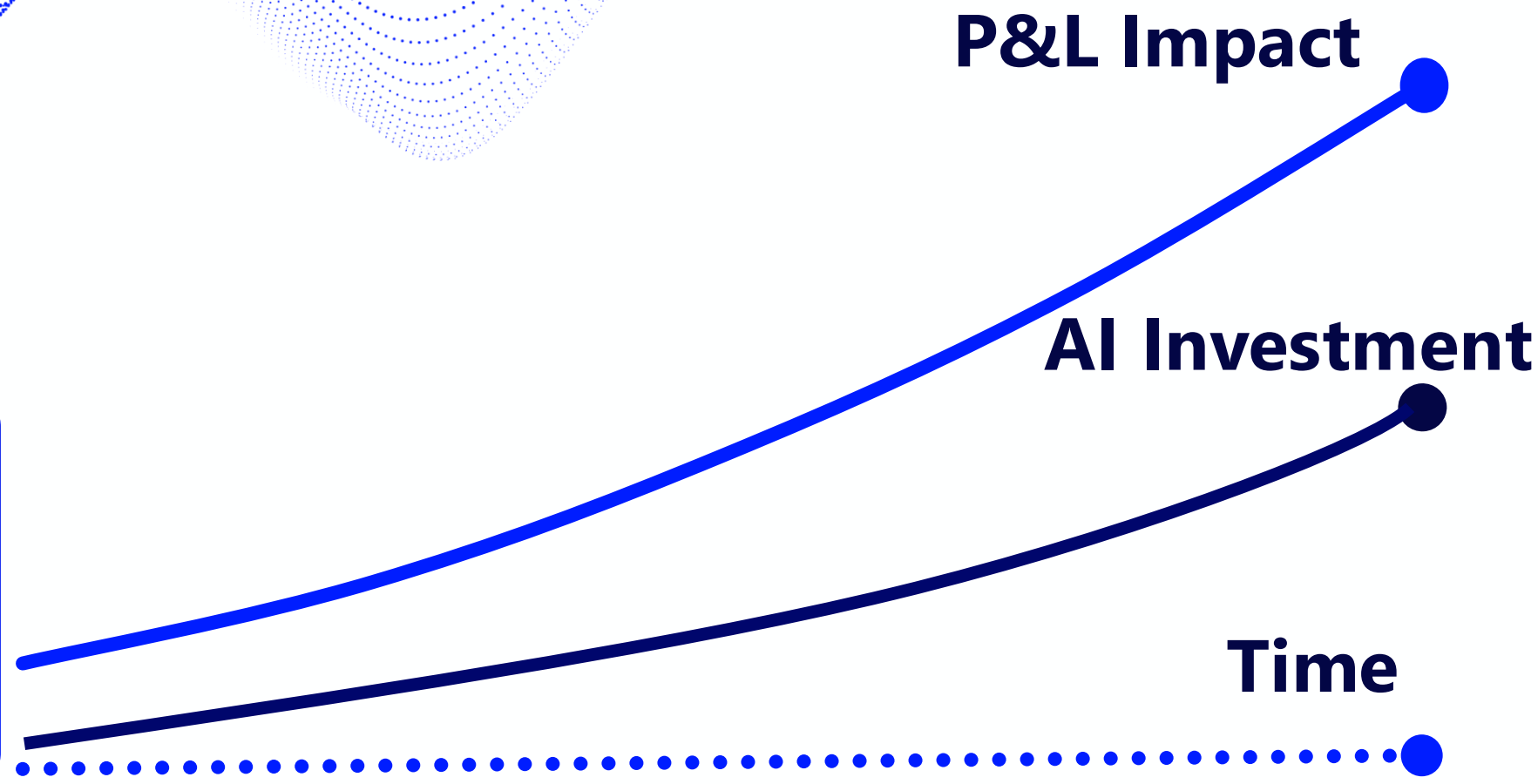
**AI Reality  
Check**



**Time**



**AI that delivers  
outcomes at  
every step**



# Three Places Enterprise AI Plans Derail

Paralyzed by  
choice

1

Stuck in  
pilots

2

No results in  
production

3

# Six Steps to Choosing Your AI Path

VERINT™

No rip and replace

Solution, not toolkit

CX domain expertise

Agentic AI

Built for the hybrid workforce

CX data hub



**With Verint,  
brands see  
real results.**

Outcome:

**\$37M**  
Additional Annual  
Revenue



# Thank You