

3 Keys to AI Success in the Contact Center

Presented by:
Justin Robbins
Nate Peace



Agenda

1. The Consumers POV on AI: *Failure, Frustration, & Friction*
1. Build AI-Infused Customer Experiences
1. Enable AI-Guided Agent Experiences
1. Drive AI-Powered Decision Making
1. Putting Principles in Action at UJET

Survey Says: Self-Service? Self-Sabotage!

72%

**Said Chatbots
Wasted Time**

80%

**Said Chatbots
Increased
Frustration**

78%

**Were Forced
To Talk To A
Human**

Build AI-Infused Customer Experiences

- ✓ Automate Intentionally
- ✓ Leverage Data Strategically
- ✓ Maintain Context Persistently
- ✓ Design Intuitively
- ✓ Evaluate Effectiveness Continuously





Enable AI-Guided Agent Experiences

- ✓ Identify and Address Customer Sentiment
- ✓ Improve the Impact of Knowledge Management
- ✓ Predict and Prepare Communication
- ✓ Deliver Guidance and Advice
- ✓ Eliminate the Mundane and Monotonous

Drive AI-Powered Decision Making

- ✓ Improve Time to Action
- ✓ Better Predict and Understand Trends
- ✓ Identify and Address Problems Proactively
- ✓ Gain Comprehensive Insights on the CX
- ✓ Build Stronger Proof Points of Business Impact



ujet.cx | CCaaS 3.0

The world's most secure, scalable & resilient contact center

Consumers have evolved (your contact center should, too)