

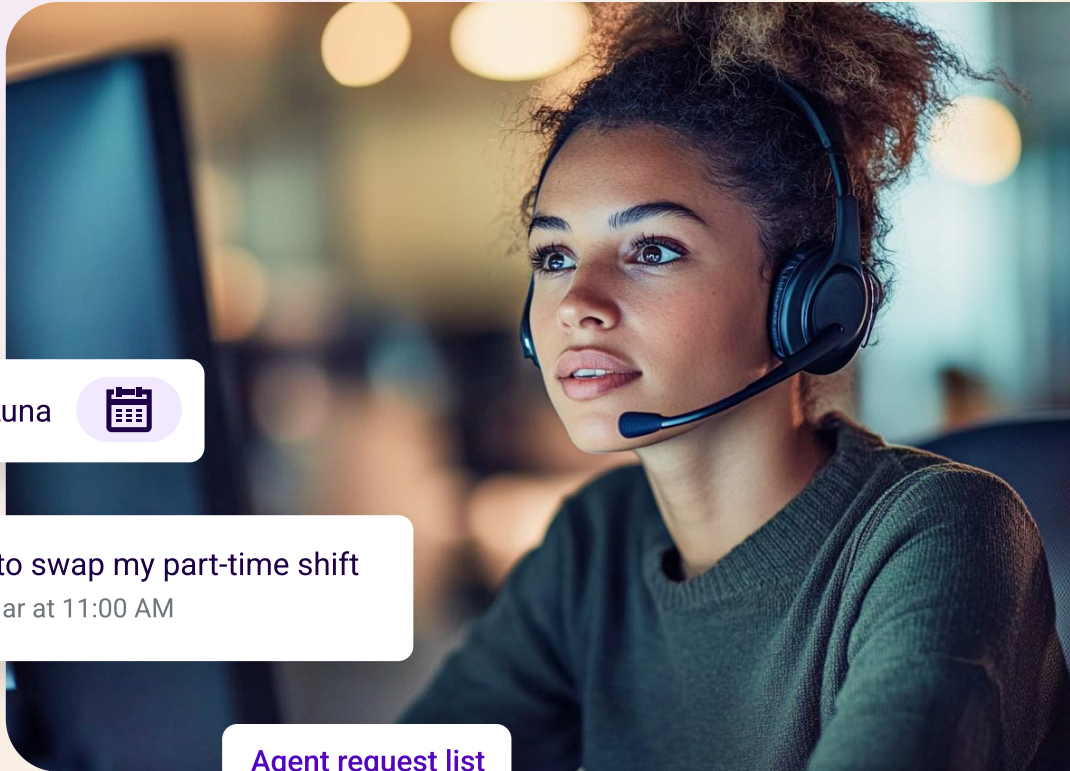
# AI for Agent Productivity

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# Transform your contact center with AI.

LEARN MORE



Aubrey Luna 

Hello! I would like to swap my part-time shift  
Submitted at Thu, 5 Mar at 11:00 AM

Agent request list

AI for Agent Productivity (US edition)

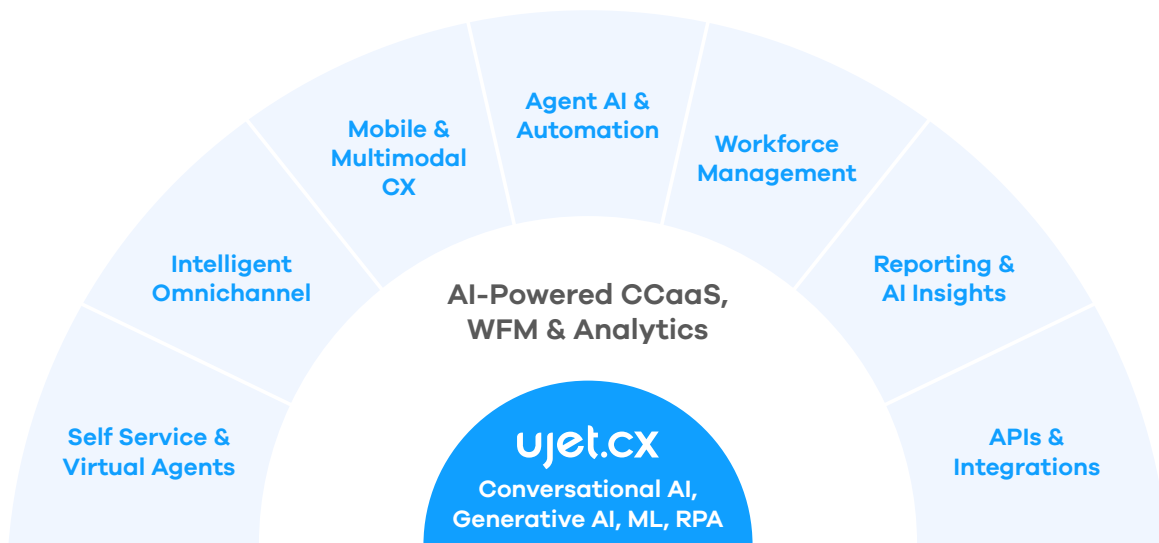
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ALL-IN-ONE

# AI-Powered CX for Organizations of Any Size



UJET leads the way in AI-powered contact center innovation, delivering a future-proof, cloud platform that redefines the customer experience with cutting-edge AI, true multimodality, and a mobile-first approach. We infuse AI across every aspect of your customer journey and contact center operations, to drive automation and efficiency. UJET's AI solutions empower agents, optimize customer journeys, and transform

contact center operations for elevated experiences and actionable insights. Built on a cloud-native architecture with a unique CRM-first approach, UJET ensures unmatched security, scalability, and prioritized data insights (without storing PII). Designed for effortless use, UJET partners with businesses to deliver exceptional interactions, smarter decision-making, and accelerated growth in the AI-driven world.

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Exceptional  
Customer  
Contact

# Empower every interaction with AI insights and human compassion

With AI, your agents can focus on what matters most: building genuine customer connections. Our solutions enable seamless, personalised support by offering real-time insights and intelligent routing—all while keeping the human touch at the centre.



Discover how AI can transform productivity and connection in your Contact Centre - [contact us now!](#)

## WHAT IS AGENT PRODUCTIVITY?

This report focuses on how AI can improve agent productivity in the live telephony channel, which – despite the rise of digital channels – still accounts for almost two-thirds of inbound customer interactions to US contact centers.

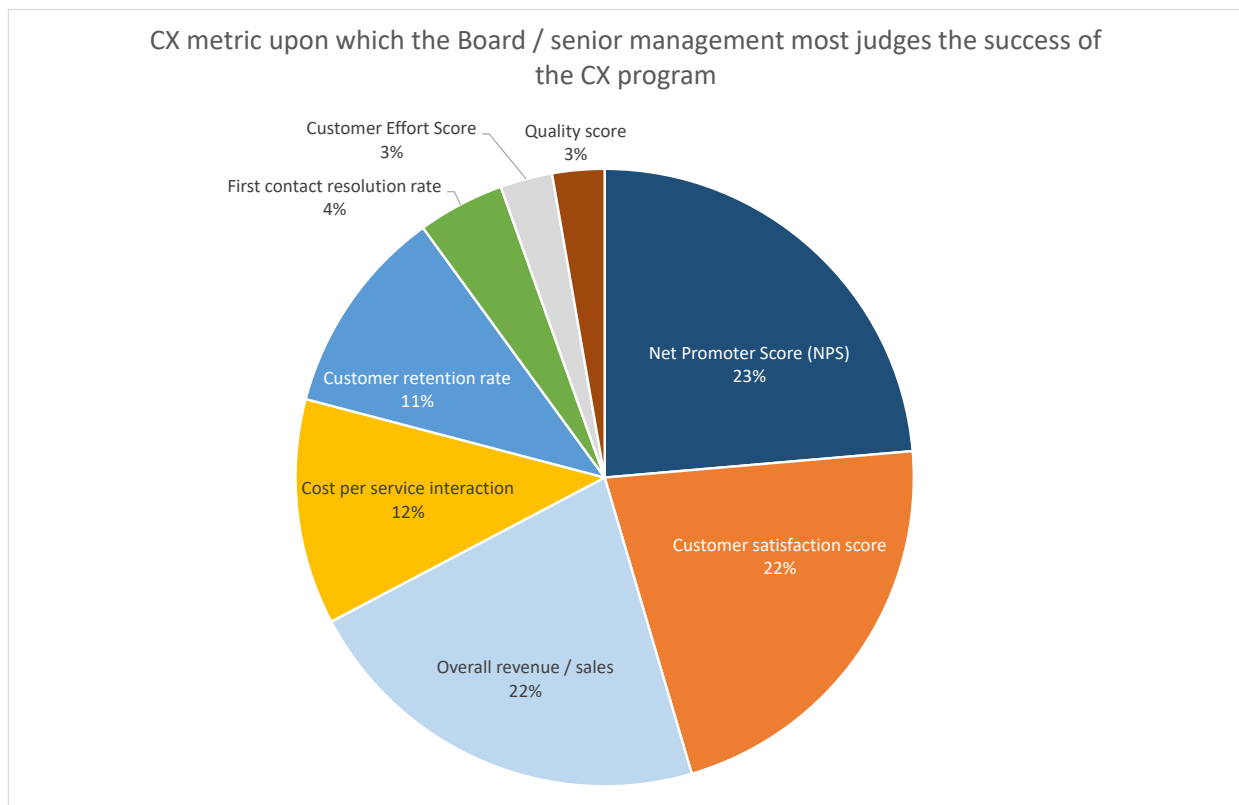
A simple definition of “productivity” might involve doing more work in less time. Yet few could argue that an agent hurrying through calls, not taking the time to listen to customers, find the right information or neglecting to complete all of the necessary tasks is actually being more productive.

True agent productivity involves improving interaction outcomes while reducing **unnecessary** work: a blend of efficiency and effectiveness.

What outcomes do contact centers value? How is their success or otherwise actually judged?

Contact centers were asked which single CX metric their senior management team most judges the success or otherwise of the contact center and CX program. There was a wide mix of responses, with NPS (Net Promoter Score) and customer satisfaction score accounting for 45% of responses, and overall sales in third place with 22%.

**Figure 1: CX metric upon which the Board / senior management most judge the success of the CX program**



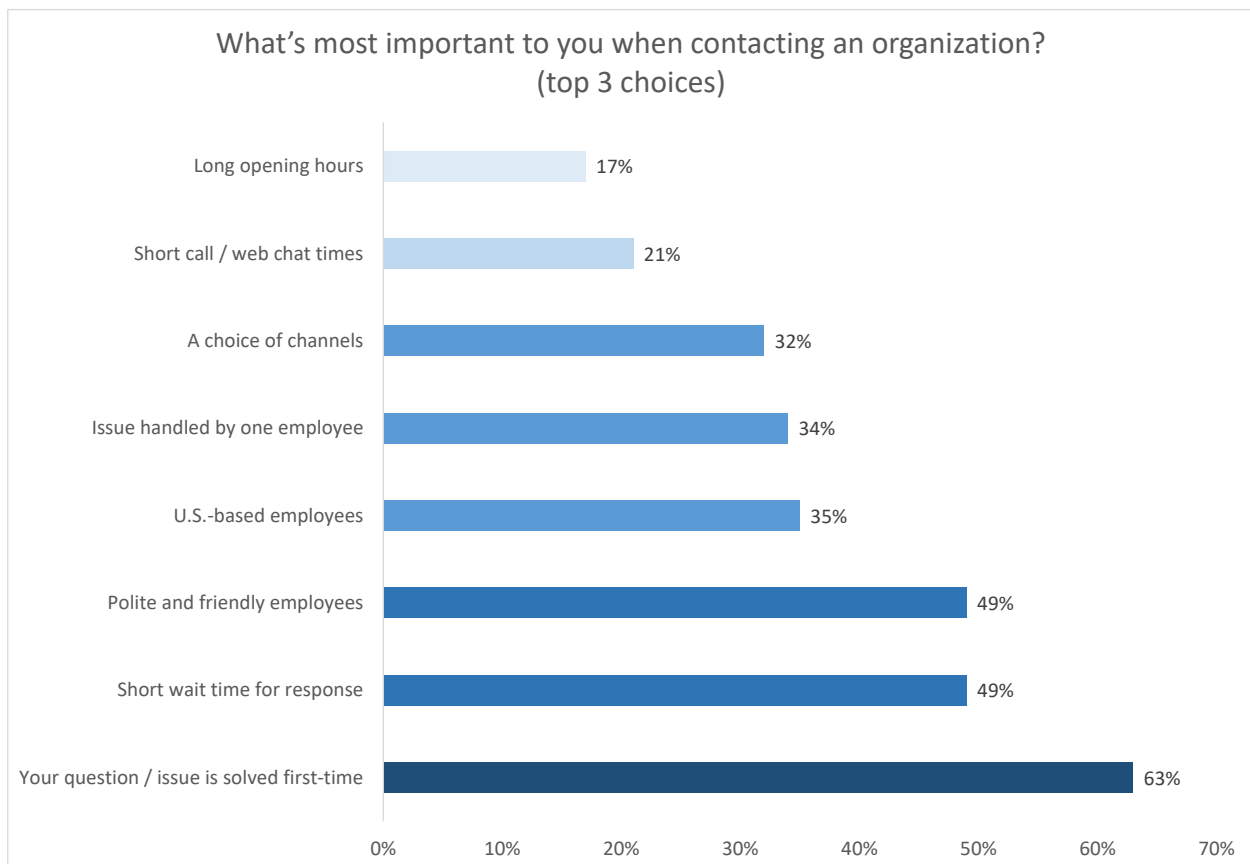
NPS and CSAT are closely linked, being measurements of how the customer feels about the business.

While this customer focus is laudable, the question “What drives customer satisfaction and advocacy?” still needs to be answered.

ContactBabel commissioned a survey of 1,000 US consumers, who were provided with a list of eight factors that affect customer experience and asked to rank them in order.

The chart below shows the proportion of respondents placing them in their top three.

**Figure 2: What’s most important to you when contacting an organization? (top 3 choices)**



The most valued customer experience factors are having an issue resolved first-time (first-contact resolution), with not having to wait for a long time for a response (short queue time) also of great importance.

So, to get to the position where customers are satisfied or even enthusiastic about the service they are receiving, contact centers need to deliver the right answer first time, and not take too long doing so.

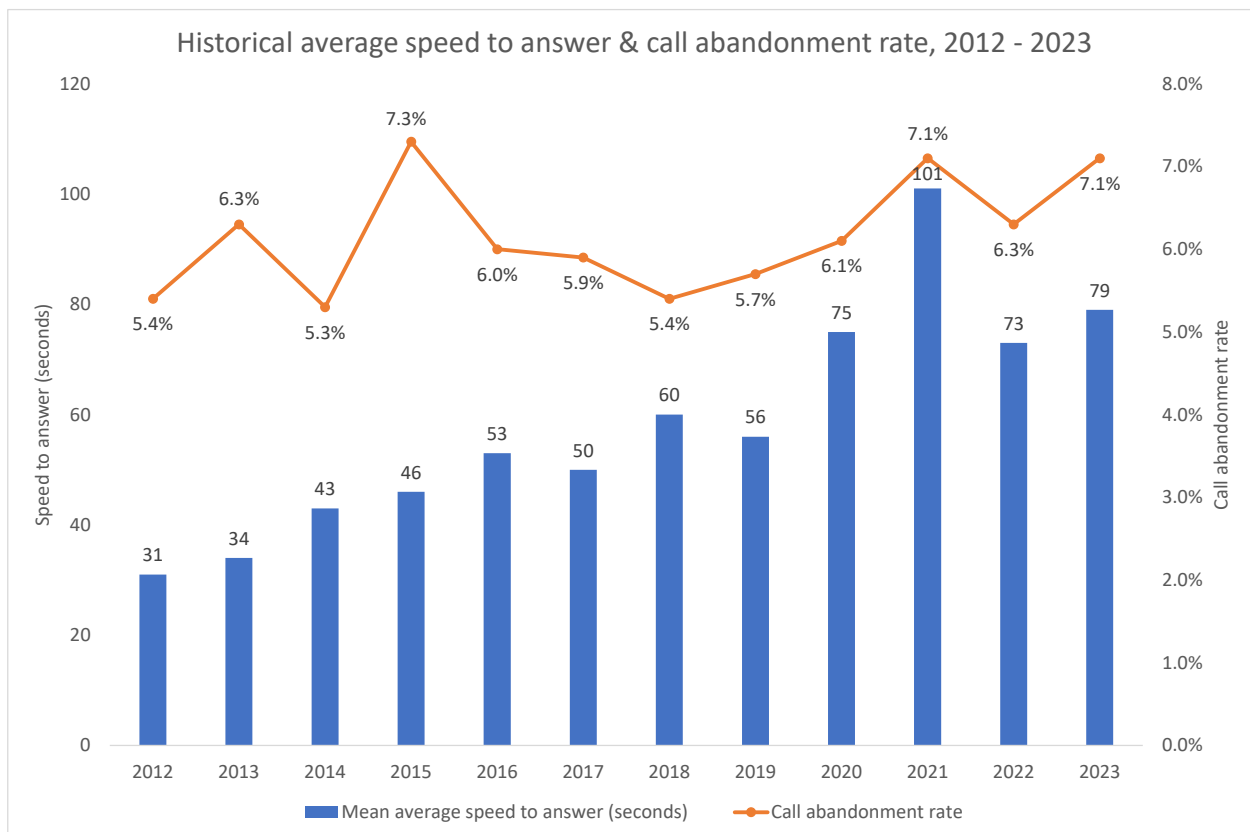


Unfortunately, this is all too often not the case.

As the chart below shows, average speed to answer (which directly impacts call abandonment rate) has risen significantly, and this impacts negatively on customer experience.

It is also worth noting that customers' **perceptions** of how long they have been queueing are far higher than reality: past ContactBabel research asked customers to estimate their typical wait time, which was reported to be 23 times higher than the actual industry average, showing that the effect of queue times on customer experience is exceptional.

**Figure 3: Historical average speed to answer & call abandonment rate, 2012 - 2023**



What is driving the increase in queue time and call abandonment rate?

The following chart shows the rise in average call durations seen over the past 15 years, driven in part by the increase in the complexity of calls as self-service handles more of the simpler customer queries.

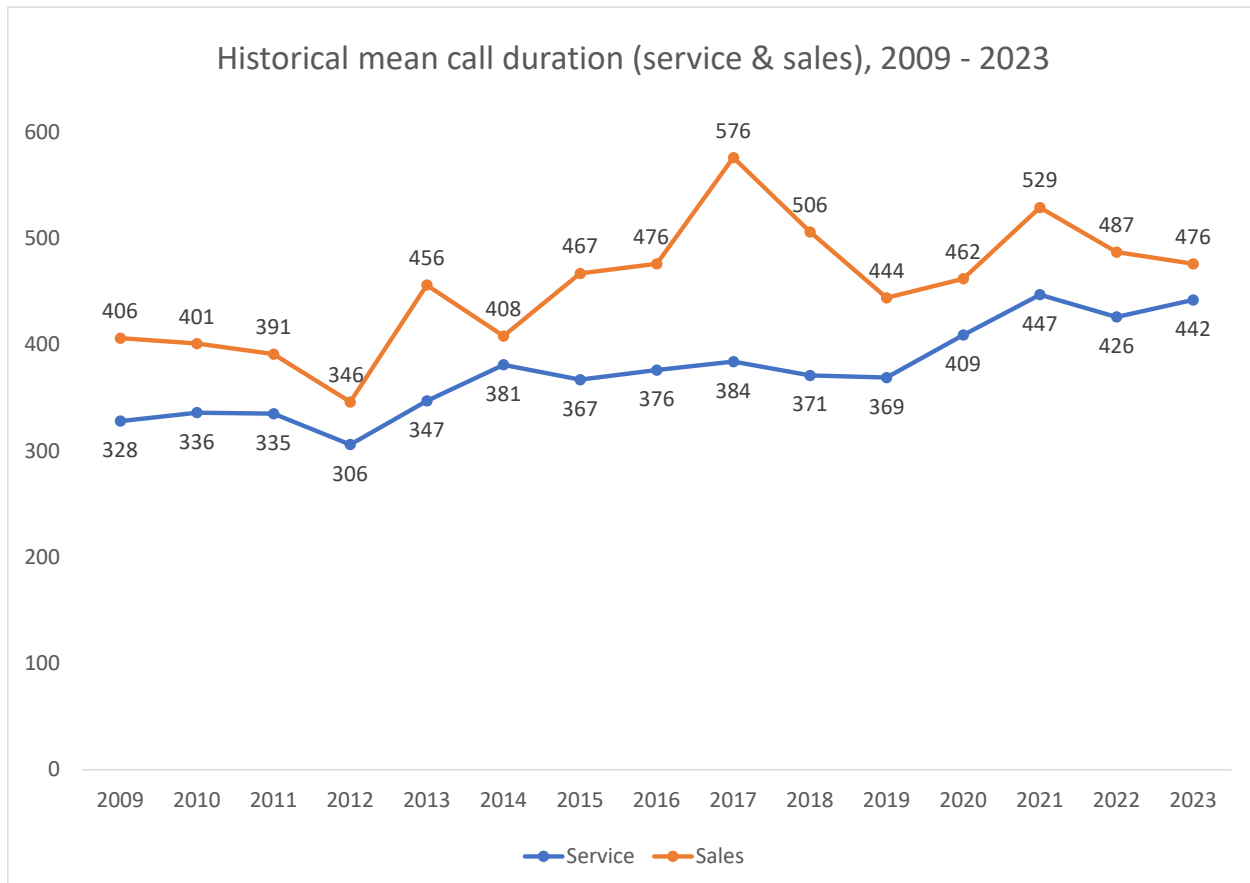
Some years ago, enlightened operations began to regard this metric with wariness, as a call which is cut short too quickly can often mean a worse experience for the customer (with lower revenues over time), lower first-call resolution rates (which increase costs in the long-term) and fewer cross-selling or upselling attempts being made.

However, increased call lengths mean increased costs and reduced agent availability, and businesses that keep a control on call duration also manage other metrics important to their customers, such as queue times and call abandonment rates.

Agents that are on calls obviously cannot also be answering new calls: therefore, queue times rise as call durations increase.

Speed to answer plays a vital part in improving the customer experience, and also feeds into other performance measures such as call abandonment rate: obviously, the longer the queue, the more people will abandon the call.

**Figure 4: Historical mean call duration (service & sales), 2009 - 2023**



As the report will show, most calls have a degree of inefficiency within them which can be addressed without damaging quality, outcome or customer experience.

Furthermore, time is wasted not just within calls, but also between them. Idle time accounts for around 6-10% of a typical agent's activity, which accounts for 30-50 minutes in an 8-hour shift.

While it is important not to try to work agents at 100% of their capacity, much of the time waiting between calls may only be a few seconds – not enough to do any training, complete an admin task or even have a break. The report will show how AI can improve productivity between calls as well as within them.

Agent productivity involves delivering positive outcomes – including a high level of customer satisfaction driven by first-contact resolution and short queue times – and doing so in an efficient manner that does not risk agent burn-out.

The report now looks at how AI can help improve these three factors driving agent productivity:

- Cutting unnecessary call time
- Improving first-contact resolution
- Managing agent workload and quality.

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# AI-Powered CX for Organizations of Any Size



### AI-Powered Customer Experiences

Intelligent self-service, seamless omnichannel transitions, personalized interactions at scale.



### Actionable Insights

Real-time sentiment analysis, trend identification, proactive issue resolution, and data-driven product innovation.



### Empowered Agents

Real-time guidance, automated tasks, streamlined workflows, AI-driven performance analysis.



### Unmatched Security & Scalability

Cloud-native architecture, CRM-first approach minimizing PII storage, seamless scaling with business growth.



### Optimized Operations

AI-powered forecasting, real-time dashboards, data-driven decision-making for cost reduction and efficiency.



“ UJET shares our commitment to ensuring that support issues are being resolved with minimal touchpoints and in record time.

**Kevin H.**  
Vice President of Engineering

To learn more: [Talk to an Expert Today](#)

## USING AI TO CUT CALL LENGTHS

Quite apart from the additional costs being borne by companies with longer calls, the effect on customer experience is pronounced: our annual surveys with thousands of US customers consistently report that the key drivers for positive customer experience are short queue times and high first-contact resolution rates.

AI-enabled solutions can be applied not only to reduce any wasted or low-value time within the call, but also to provide richer content to customers and assist agents to do their job more efficiently and productively.

There are numerous reasons why a call can be long, and businesses should consider which parts of a call are necessary and which are not. The following elements of a typical call are considered:

- Call routing
- Customer identification and authentication
- Talk time
- Post-call wrap-up.

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## INTELLIGENT CALL ROUTING

While screen popping is useful for cutting time from the early part of a call, the insight that this functionality provides is often limited.

AI enables an instantaneous gathering and assessment of data from multiple sources to occur even before the call has been routed, which allows accurate prioritization and delivery of the call, helping agents by matching skills and requirements, and providing them with information before the call.

For example, an airline contact center AI may judge a call to be urgent if the caller:

- Has booked a flight for this day
- Rarely calls the contact center, preferring to use self-service
- Is a frequent flier
- Is calling from a mobile phone rather than a landline
- Shares a similar profile with customers who only call for very urgent reasons.

In such a case, the AI may consider that there is a likelihood that the call is directly related to the flight that is happening today (e.g. there's a danger of missing the flight and the customer may need to rebook), and is able to move the call to the front of the queue and route it to an agent experienced in changing flights, and whose communication style suits the situation and customer profile.

Taking this a step further, the AI is able to augment the conversation with suggestions based upon what the agent is doing on the screen and also, through listening to the details of the conversation, is able to provide relevant information without the need for the agent to search for it, such as the next flight to the customer's proposed destination or the refund / transfer options.

At the end of the call, the AI can then email or text the agreed solution to the customer without the agent having to do this manually.

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## AUTOMATED CUSTOMER AUTHENTICATION

Until a few years ago many businesses relied on trust that the caller was who they claimed to be, asking only for a name and address.

Today, identity verification processes are now seen as critically important and most calls that are not initial enquiries will need to verify a caller's claimed identity by asking for additional information that only the real customer should know (knowledge-based authentication, or KBA).

However, fraudsters have often gained access to personal information such as mother's maiden name and date of birth, along with payment card details that have been stolen from websites, and research has shown that knowledge-based questions are answered correctly by fraudsters the large majority of the time.

Automated customer authentication not only reduces the threat from fraud, but also frees up significant time within a call which can be used to decrease call queues.

Dedicated authentication solutions such as voice biometrics and call signaling analysis are increasingly being used, especially in the finance industry, but these are often expensive and may not be suitable for all businesses.

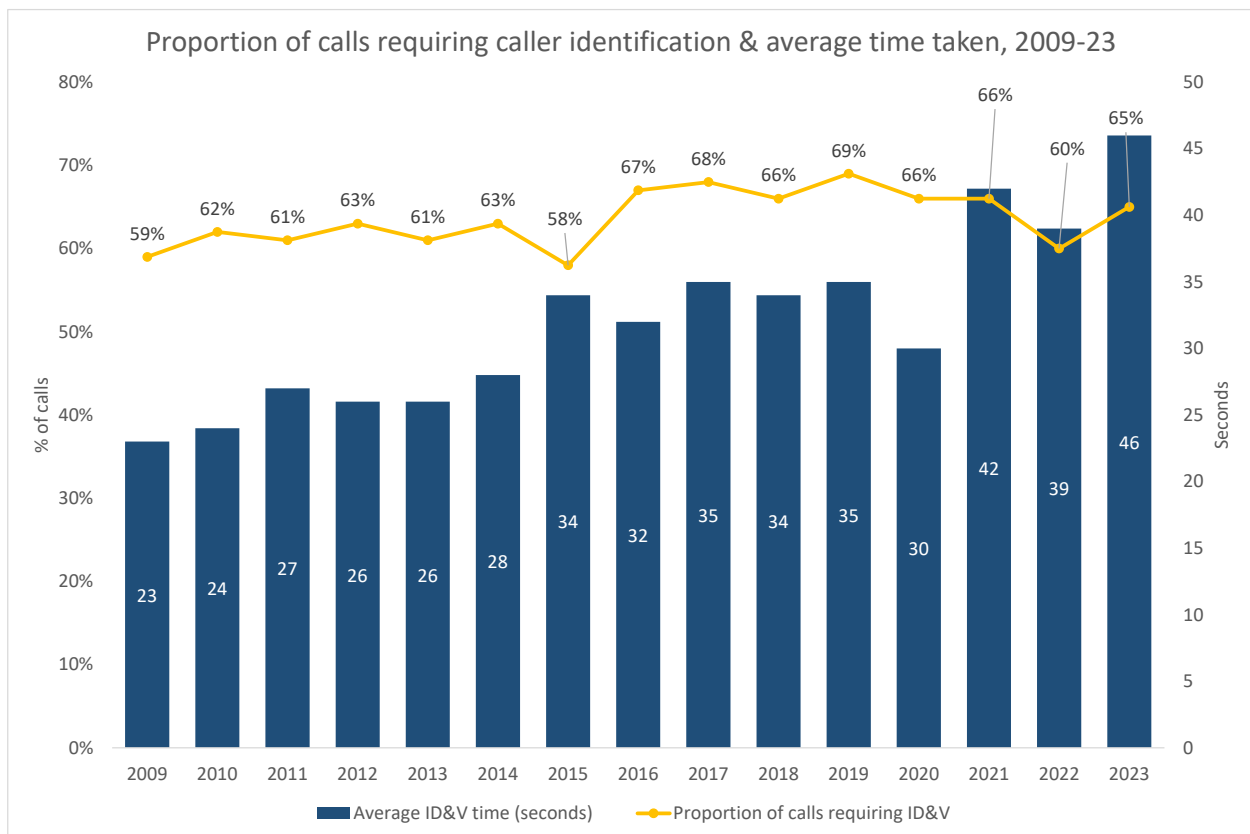
A mean average of 65% of inbound calls to US contact centers require caller identity verification. This takes an average of 46 seconds per call, which is 10.4% of a typical call's length (costing an average of 72c per call).

90% of these calls are authenticated by agents, with 11% carried out by touchtone IVR, 4% through speech recognition and 1% by voice biometrics (the total is greater than 100% as some interactions require more than one method to be used).

The estimated cost to the US contact center industry of manual customer authentication is over \$11bn each year, yet this adds nothing to the customer experience.

It also impacts negatively on agent engagement or productivity: an agent may spend half an hour or more of their shift doing the mundane and repetitive task of taking customers through security.

**Figure 5: Proportion of calls requiring caller identification / verification & average time taken, 2009-23**



Having an AI-enabled voicebot rather than an agent take customers through security reduces costs while providing a similar level of customer identification to live agent authentication, and has real potential to improve both productivity and agent morale.

The security process remains the same as if it were a live agent taking these details, with the voicebot simply taking their place. If the voicebot detects undue levels of stress or anxiety, it can flag the call to the agent as potentially fraudulent and further security checks can then take place.



## Changing the world, one case at a time

Pogust Goodhead is an international class action law firm headquartered in London, England. Their growing global partnership consists of over 100 lawyers and more than 500 staff members in three locations. Pogust Goodhead's mission is to level the playing field between individuals and large corporations.

### **Automation in a Modern Service Desk.**

There can be substantial barriers for consumers, residents, victims, business owners, and investors looking for justice—especially when they're up against the financial resources of multinational corporations. The team at Pogust Goodhead works to remove those barriers so everyone can access fair and tangible results.

That path often begins in the call center.

Pogust Goodhead partnered with Talkdesk because of its forward-thinking approach. The team saw many possibilities for integrating emerging technologies like AI and chatbots, including seamless integrations with existing solutions from Microsoft and Salesforce. The new solution allows Pogust Goodhead to streamline and accelerate customer communications, modernize its contact center, and maximize its efforts.

Migrating Pogust Goodhead's call center operations to Talkdesk was fast—it took less than two weeks to complete the migration. They were fully operational within ten business days.

With [Talkdesk CX Cloud](#), Pogust Goodhead agents no longer need to spend several minutes confirming a caller's identity and locating the appropriate claim. Now, agents can get to the heart of the matter in seconds. Talkdesk for Salesforce saves time for clients and allows Pogust Goodhead to reduce wait times and process more incoming calls.

In the first year of using Talkdesk CX Cloud, Pogust Goodhead saved \$750,000 by increasing efficiency. Instead of expanding the team, they boosted their capacity to interact with customers, moving through outgoing calls quickly and processing incoming calls effectively.

***"Agents need to adapt their communication style extremely quickly to ensure a caller feels like they're being heard. With the tools that we have available, simple pieces of information can be added to the file very quickly, which gives the agent who's answering the call a bit more data and makes their life easier."***

*Harry Fox, Head of Operations*



AI can improve knowledge-based authentication by learning from previous interactions and dynamically generating questions that are harder for fraudsters to predict or research, but easier for the real customer to answer.

For example, instead of static questions, AI generates real-time questions based on recent transactions, locations, or interactions that only the legitimate customer would know.

AI systems can also analyze large datasets of customer behavior to detect unusual patterns that might indicate fraud, such as calling from a new location or device.

For more information about customer authentication solutions, please download [“The Inner Circle Guide to Fraud Reduction and PCI Compliance”](#).

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## OPTIMIZING TALK TIME

AI offers great opportunities for a reduction in talk time, without negatively impacting customer experience or outcomes.

Within calls, time can be wasted by:

- searching for the right information
- accessing multiple applications and screens
- repetition due to mishearing
- pauses for agents to type
- reading long terms and conditions to customers.

AI offers an opportunity to provide timely and effective support to every agent as necessary, actually within the call.

**Finding the right information:** AI can provide the agent with suggestions about next best action, pull up relevant information from the knowledge base, make suggestions based on customer history and sentiment about optimal cross-selling and upselling opportunities, and even the style of conversation that this customer may prefer.

This has a positive impact on first-contact resolution as well as customer experience, and is of particular use to less experienced agents and for unfamiliar subject areas.

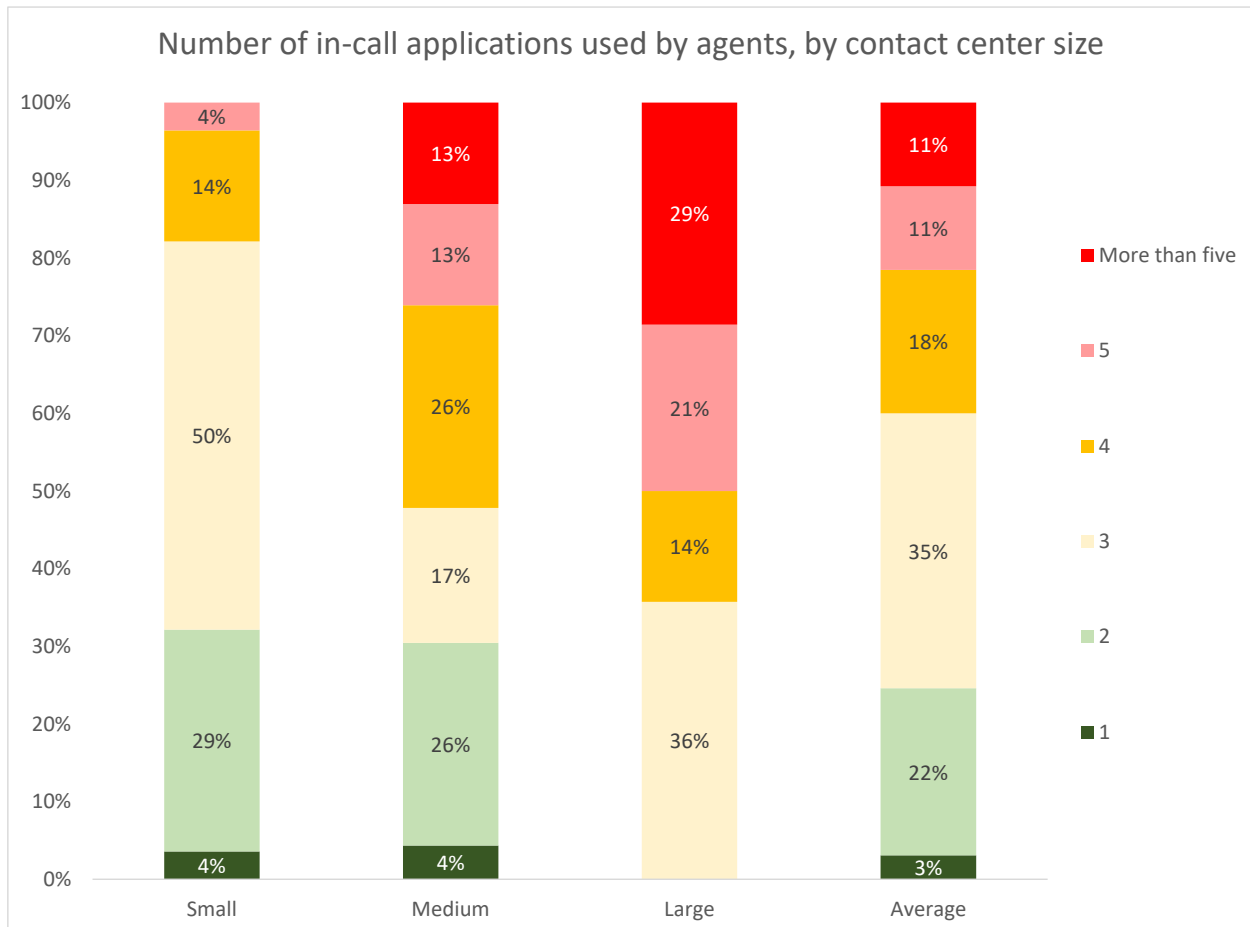
AI monitors the real-time desktop and voice data, triggering processes such as information provision and back-office processes.

It can also provide coaching or alerts if there's a lengthy pause in the conversation or anything has been done wrong. Agents can also use specific phrases, such as "I'll just look that up for you", triggering the AI assistant to take action and putting the information on a single agent desktop application.

AI can work alongside agents to provide relevant knowledge that may be otherwise take a long time to find, and update the knowledge bases available to humans and AI self-service systems using an automated feedback loop that is constantly improving based on actual outcomes.

**Accessing a single screen:** Many of today's contact centers use complicated, multiple applications, often only loosely linked, which require skilled and experienced agents to navigate, let alone to manage interaction with customers successfully at the same time.

**Figure 6: How many applications does an agent use within a call? (by contact center size)**



In most cases where complex, multiple applications are used, they are necessary for the agents to do their job, so the question is not “How can we reduce the number of applications?”, but rather “How can we improve how the agent uses the applications?”.

At the moment, due to complexity, expense and the sheer weight of constant change, applications are either integrated very loosely, or not at all. Agents are trained (or more likely, learn on the job) to switch rapidly between applications, relying on their experience to make sure they don't forget to do what's required

Many contact centers still rely on information held in legacy systems, and US agents use an average of 3.5 applications within a call, and 2.3 post-call, which leads to considerable amounts of time being spent – especially by inexperienced agents – trying to find the right information or input data on the correct screen.

Only 3% of US contact centers report using a single agent desktop within a call, with 97% requiring their agents to navigate multiple screens and applications within the call, and 40% needing agents to handle four or more.

There are significant issues around not asking or forgetting to key in information, failing to initiate the correct follow-on processes or type in consistent data. The use of multiple applications will have a negative effect on training times and accuracy rates for new agents as well.

AI-enabled desktop automation solutions can remove the need for agents to log into multiple applications, assist them with the navigation between applications within the call, and make sure that customer data is gathered from the correct places and written back to any relevant databases without the need to navigate through multiple systems.

Within the call, AI-enabled agent assistance can help the agent to provide the right information at the right time, seamlessly linking with multiple back-office applications and databases, providing only what is relevant onto the agent's screen.

Depending on the experience or profile of the agent, what the customer is trying to do and any regulatory inhibitors, on-screen buttons can be enabled or disabled, or access to fields limited according to business rules.

Furthermore, adherence to business processes and industry regulations can be assured by making the agent complete all of the required steps in the transaction (for example, adding call notes, reading disclaimers, etc.).

**Reducing repetition due to mishearing:** In our survey of 1,000 US customers, 53% reported that they “very or fairly often” had problems hearing the agent, or that the agent asked them to repeat something.

This is not just an issue for older customers, as 56% of the youngest cohort reported experiencing this either “very often” or “fairly often”.

Lack of audio clarity is not restricted to the contact center’s side of the conversation, where high-quality noise-cancelling headsets can improve matters for the agent in terms of removing background noise at their workplace.

With more people than ever using mobile telephony to speak with organizations, both agents and customers have to concentrate very hard on the conversation, with the attendant stress and frustration that this can cause, particularly for the agent who may handle 80-100 calls each day.

AI-enabled voice isolation can intelligently remove background noise from both sides of the conversation, both in real-time to assist the smooth and accurate flow of the conversation, and also in recordings to improve post-call analytics and voice-to-text transcription. This also means that businesses have to spend significantly less on upgrading and replacing top-of-the-line headsets.

Reducing the number of times an agent or customer has to repeat themselves can make a huge difference to cost, with the attendant positive effect of reducing call times (and thus queue lengths) and improving customer experience.

**Reducing time taken for agents to type:** AI can be integrated with CRM systems to populate forms with relevant customer information retrieved from databases or previous interactions, reducing the need for manual entry by the agent.

AI can also listen to the conversation between the agent and the customer using natural language processing to identify key information and automatically enter this data into the correct fields.

Furthermore, if a customer calls about a common issue, AI can predict and pre-fill the form, offering contextual assistance such as automatically populating the relevant fields in the form for reporting a lost payment card.

AI can also draw from a customer’s history and preferences to personalize the form completion process. It can pre-populate fields with known preferences or previous selections, making the process quicker and more personalized.



### **Transforming contact centers: how AI is shaping the future of agent productivity**

As customer expectations soar, the role of contact center agents is becoming ever more critical—and demanding. Artificial Intelligence (AI) has emerged as a powerful tool for reimagining the contact center, shifting the focus from just managing calls to empowering agents to deliver optimal customer satisfaction. But the promise of AI isn't just about automation; it's about helping agents to bring compassion, empathy, and expertise to every interaction.

### **Beyond automation: the rise of augmented intelligence**

AI in contact centers is often associated with chatbots and automated voice assistants, but the real potential lies in its ability to augment rather than replace agents. Technologies such as natural language processing and real-time sentiment analysis enable AI to "listen" for indicators like tone, urgency, and emotional state. This lets AI help agents to respond with compassion and empathy in real-time, even guiding them through de-escalation techniques when needed.

Imagine an AI that can detect signs of frustration in a customer's language and prompt an agent to take specific, calming actions. This kind of support streamlines calls and fosters customer loyalty, while also easing the emotional load on agents working in high-stress environments.

### **Intelligent routing: matching customers to the right agent**

Traditional call routing often misses the opportunity to align customers with the agents best suited to their needs. With AI-powered routing, queries are matched not only by agent availability but by expertise, skills, and even personality fit. For instance, a customer with recurring issues could be routed to an agent who has the technical expertise and compassionate approach to handle their case effectively.

By ensuring the right agent is assigned from the outset, AI-driven routing leads to faster resolutions, greater customer satisfaction, and higher agent morale.

### **Knowledge on demand: empowering agents with real-time insights**

Agents can lose valuable time searching for answers, which affects both productivity and the customer's experience. AI-powered knowledge bases change this by presenting relevant information instantly as needed. For example, AI could surface recent policy updates or recommend best practices during a billing inquiry, saving time and allowing the agent to remain fully engaged with the customer.

This immediate access to information not only boosts efficiency but also enables agents to deliver personalized, high-quality service.

### **Shaping the agent of the future**

AI is not about replacing agents; it's about enhancing their role. As AI manages repetitive tasks, agents can focus on higher-value work that requires problem-solving, creativity, compassion, and empathy. Tomorrow's agents will no longer be just responders—they'll be strategic contributors to customer loyalty and brand reputation. Organizations will need to provide upskilling to ensure agents can work effectively alongside these technologies, fostering "AI literacy" that enhances their ability to interpret and act on AI-driven insights with emotional intelligence.

### **Final thought: a new era for agent productivity**

AI is ushering in a new era of productivity for contact centers, with its most profound impact being its potential to enhance and humanize customer interactions. By augmenting agents with real-time insights, personalized recommendations, and intelligent routing, AI can help contact centers move from reactive to proactive service. Ultimately, the success of AI in contact centers will be measured not by how well it automates tasks but by how well it empowers agents to connect with customers with empathy and compassion.

## **Contact Us**

AI can also detect errors in real-time as the form is being filled out, such as incorrect formatting or mismatched data (e.g., an invalid address), suggesting corrections or automatically adjusting the information.

**Using AI to read terms and conditions:** Many organizations have long terms and conditions that they have to read to customers within the call in order to remain compliant with regulatory requirements.

If the customer is made aware and agrees that an AI is reading out these statements, and that they have the right to speak to a human at any time, businesses may wish to consider using AI to do this.

The agent can then carry out an extra work connected to the call while the terms are being read out, which could save time overall.

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## REDUCING POST-CALL WRAP-UP

On average, 20% of a call's overall length is spent on post-call work, including coding call dispositions, writing notes, updating databases and initiating business processes.

The post-call wrap-up stage can waste a lot of time and effort through sub-optimal manual processing of data. For example, a change of address request could take many minutes in a manual environment, with several separate databases having to be altered, which is itself a process prone to error, risking at least one extra unnecessary future phone call from the customer trying to put things right.

Reducing wrap-up time through AI-enabling the agent desktop is not simply a matter of writing consistently to the correct databases, although this is a key element.

The contact center also initiates a number of processes elsewhere in the enterprise: it is the prime mover for sending out documents and items, arranging deliveries, taking payment and many other key elements to a successful customer-business transaction. Automation solutions (including robotic process automation - RPA) can handle these processes in a consistent, accurate and rapid manner.

AI can also make a major difference to post-call efficiency through helping with call summaries and dispositions.

Many agents spend a significant amount of time making notes within calls, and then writing them up afterwards, meaning not only that the agent is not available to take other calls, but also that they are perhaps not giving the customer their full attention during the call.

Using natural language processing and generative AI, call summaries detailing all of the relevant information can be created in real-time which can then be checked and amended by the agent, substantially speeding up the process. Individual agents will have varying writing and summarizing capabilities, so this also ensures consistency of quality.

The next agent to speak with that customer will also benefit from having a concise and accurate note of what has been discussed previously, meaning that it is not only the original call which is shortened.

If appropriate, the call summary can also be emailed to the customer, which shows them that the business has understood their query and is acting upon it. Having an accurate call record at hand could also remind the customer of key points and action items, preventing some unnecessary repeat calls.

This use case should be seriously considered for implementation, as it has the benefit of being internally focused (thus reducing risk) and can also be applied to almost every call received. Post-call notes do not have a particularly high profile outside the contact center as they are a hidden part of the interaction, but this use case has huge potential for spectacular ROI, especially in contact centers where post-call work is significant.

## USING AI TO IMPROVE FIRST-CONTACT RESOLUTION

It can be stated with some confidence that first-contact resolution (FCR) is one of the keys to a successful contact center.

While ContactBabel research shows that customer satisfaction rating is the most important metric, the vast majority of survey respondents from both businesses and customers place first-contact resolution as being one of the top 3 metrics that are most **influential** on customer satisfaction.

Logically, to improve customer satisfaction, a business has to improve first-contact resolution rates.

Yet the US contact center industry has not reported any particular improvements in first-contact resolution. While the average call is more complex than it used to be – requiring follow-up work and perhaps more expertise – the persistent lack of improvement in first-contact resolution does have a negative impact on customer experience, as well as harming productivity through the costs incurred by repeat calls.

AI can help contact centers improve this vital metric in various ways:

**Interaction analytics:** AI analyses historical data to identify common customer issues and the solutions that have been effective in resolving them. AI can then suggest the most likely solutions to agents during the first call, increasing the chances of resolving the issue without the need for follow-up.

Using root cause analysis, AI can find patterns in past interactions to identify recurring issues that frequently require multiple contacts to resolve. This then provides the business with the insight to fix the business processes that are causing these issues.

**Intelligent routing:** AI algorithms match incoming calls with the best-suited agents based on various criteria, including agent skills and expertise, caller intent and customer profiling.

Compliance-based routing can ensure calls are routed to agents who are certified or trained to handle specific regulatory requirements, reducing call transfers or call-backs.





**Agent assistance:** AI-enabled agent assistance helps first-contact resolution by providing the right information at the right time, something which is especially useful for inexperienced agents.

The AI draws on the knowledge base, and through following the conversation in real-time can gather the relevant information and present it on the agent's screen without them having to navigate across multiple screens.

The AI can also make sure that the agent has followed all of the correct procedures depending on what they are trying to do – for example, reading out contract details and writing data into all of the fields required for a successful sale – which reduces the risk of repeat calls due to agent error.

Post-call work can also be optimized through automatic initiation of any back-office processes required, reducing the risk of human error.

AI can also help with reducing repeat calls through maintaining and disseminating consistent and correct information across all channels, making it available to digital agents as well as phone agents.

More information on how to improve first-contact resolution rates can be found in [“The Inner Circle Guide to First-Contact Resolution”](#).

## USING AI TO MANAGE AGENT WORKLOADS AND QUALITY

Improving agent productivity does not mean wringing every spare minute of work out of them. A certain amount of time between calls helps agents reset and refocus, and contact centers need to find the balance between productivity and agent well-being.

AI-enabled workforce management can reduce excessive idle time by optimizing call management, resource allocation, and workflow automation:

### **Workforce Optimization**

Through monitoring agent activity and call volume in real-time, AI can make dynamic adjustments to staffing levels, automatically reducing the number of active agents in quiet periods and assigning agents to other tasks (e.g. training, admin or digital queues).

It can also optimize shift schedules and break times when volumes are expected to be low.

### **Enhanced Forecasting**

AI models forecast call volumes more accurately by analyzing historical data, seasonality, marketing campaigns, and other factors, and comparing how accurate previous forecasts were. It also continuously monitors call patterns and adjusts forecasts and schedules as needed, responding to sudden changes in call volume and improving agent productivity.

### **Intelligent Call Routing**

AI-driven systems analyses real-time data to distribute incoming calls more efficiently, matching calls with the most suitable agents based on skills, workload, and availability. AI can also predict call volumes and patterns based on historical data and current trends, proactively adjusting call routing strategies, and ensuring a steady flow of calls to agents.

### **Automated Task Allocation**

AI-WFM can allocate digital interactions (e.g. email or web chat) to agents during periods of low call activity, or when they have been on the phone channel for a long time. Agents remain productive, and may benefit by carrying out work of a different type.

### **Coaching and Training**

If agents have short periods of idle time, the AI system can deliver micro-learning modules or training snippets that agents can complete quickly. This not only keeps agents productive but also improves their skills. The system may also roll-up their expected idle time into a larger chunk, so as to be able to allocate longer training sessions within the day.

AI also analyses an individual agent's performance so as to recommend personalized training content.

## SUMMARY

Agent productivity is as much about quality as quantity.

Contact centers report that their success – the quality of their operation – is to a large extent based upon customer satisfaction, advocacy and loyalty.

This is a far cry from the traditional measures of contact center success, which were focused upon call throughput and cost reduction.

Yet as the report has shown, efficiency and productivity – handling calls in the shortest amount of time commensurate with positive outcomes and high quality – actually impacts directly on customer experience.

Handling calls quickly and accurately means that agents are available to keep queue lengths down, and customers will have to call back about the same issue less frequently.

There are major opportunities for contact centers to use AI to improve agent productivity before, within, and after the call.

Understanding the nature of the call, the customer making it and the agents best able to handle it is a good starting point. Reducing the amount of time taken to identify and authenticate the customer, and matching the call with the right agent is a step further.

Within the call, AI can monitor and assist agents throughout, providing the right information at the right time without the agent having to navigate through multiple screens or search for information. The AI can prompt and even enter data into the right fields on the screen, keeping the agents accurate and compliant with regulations.

After the call, automatic note generation can provide a quick and accurate summary of the call, and AI can initiate the processes needed to ensure the right outcome.

AI can also help to optimize the agent's activity, reducing unnecessary idle time but making sure that they are not overworked.

While recent years have seen the US contact center industry lose tight control of operational metrics to some extent, AI offers the chance to improve productivity in all senses: both through reducing unnecessary cost and also improving customer experience, satisfaction and loyalty.

# SUPPLIER DIRECTORY



IPI enables brands to meet their digital transformation goals with creative and innovative Contact Centre, Cloud and Connectivity services and solutions, which are proven to drive exceptional customer and employee experiences, as well as better business outcomes and increased revenues.

Our team of experts add value at every part of the transformation journey, by providing bespoke consultancy services, training and enablement programs, DevOps and integration, as well as a range of proprietary solutions and managed services, spanning the Contact Centre, automation and AI, workforce engagement, security and compliance, speech and text analytics, voice services, cloud, and outsourced IT.

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## **Generative AI for CS: Accelerate Your Contact Center Capabilities with a Secure End-to-End AI-Powered CCaaS Solution**

UJET leads the way in AI-powered contact center innovation, delivering a future-proof, cloud platform that redefines the customer experience with cutting-edge AI, true multimodality, and a mobile-first approach. We infuse AI across every aspect of your customer journey and contact center operations, to drive automation and efficiency.

UJET's AI solutions empower agents, optimize customer journeys, and transform contact center operations for elevated experiences and actionable insights. Built on a cloud-native architecture with a unique CRM-first approach, UJET ensures unmatched security, scalability, and prioritized data insights (without storing PII).

Designed for effortless use, UJET partners with businesses to deliver exceptional interactions, smarter decision-making, and accelerated growth in the AI-driven world.

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## ABOUT CONTACTBABEL

ContactBabel is the contact center industry expert. If you have a question about how the industry works, or where it's heading, the chances are we have the answer.

We help contact centers compare themselves to their closest competitors so they can understand what they are doing well, what needs to improve and how they can do this.

The coverage provided by our massive and ongoing primary research projects is matched by our experience analyzing the contact center industry. We understand how technology, people and process best fit together, and how they will work collectively in the future.

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 Research reports: First-Contact Resolution; Revenue Maximization; Workforce Engagement;  
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