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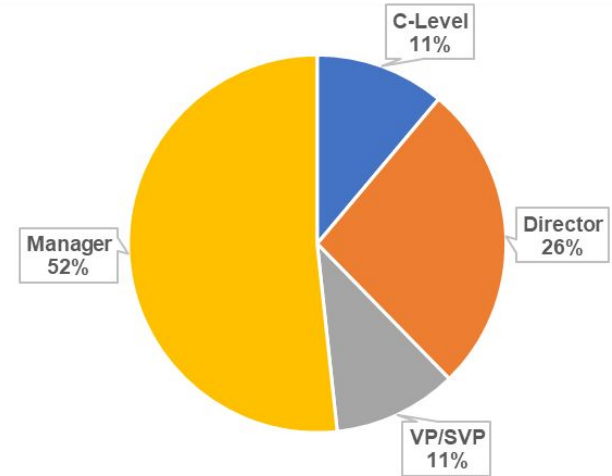# Contact Center Artificial Intelligence Survey 2020 Trend Report

Executive Summary

- Canam Research partnered with Bright Pattern on the topic of Artificial Intelligence in the call center.
- Over 300 responses were collected from contact center professionals at a wide range of seniority levels.

Research focused on:

- Plans for deploying AI and how it will be used in the contact center
- Operational goals for AI
- Concerns about implementing AI
- Whether AI will be used to increase agent efficiency or eliminate agents
- Plans for using AI to manage quality of service

Respondents by seniority:

C-Level 11%
Director 26%
VP/SVP 11%
Manager 52%

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Key Observations

Most contact centers surveyed are using or plan to use Artificial Intelligence. Although most companies are planning to use AI in the near future, many are unsure how to get started. Only **22%** of respondents indicated that they have "no plans to use AI".

Bots and self-service are the most common area of focus for AI with **55%** indicating that it is how they plan to use AI in their contact center. Conversational AI or IVR and Agent Assistance are the next most likely use-cases for AI in the contact center.

AI is viewed as a way to reduce costs and improve customer experience, **57% indicated that their goal is to reduce costs with AI and 45% have set the goal of reducing wait times with AI.**

It is still early days for AI in the contact center. **37%** of respondents see AI as costly to implement and **27%** believe contact center AI is not a mature technology. Although there are challenges, companies of all sizes are realizing the need for AI automation for offering better self-service capabilities and improving agent productivity. It's not a matter of if but a matter of when.
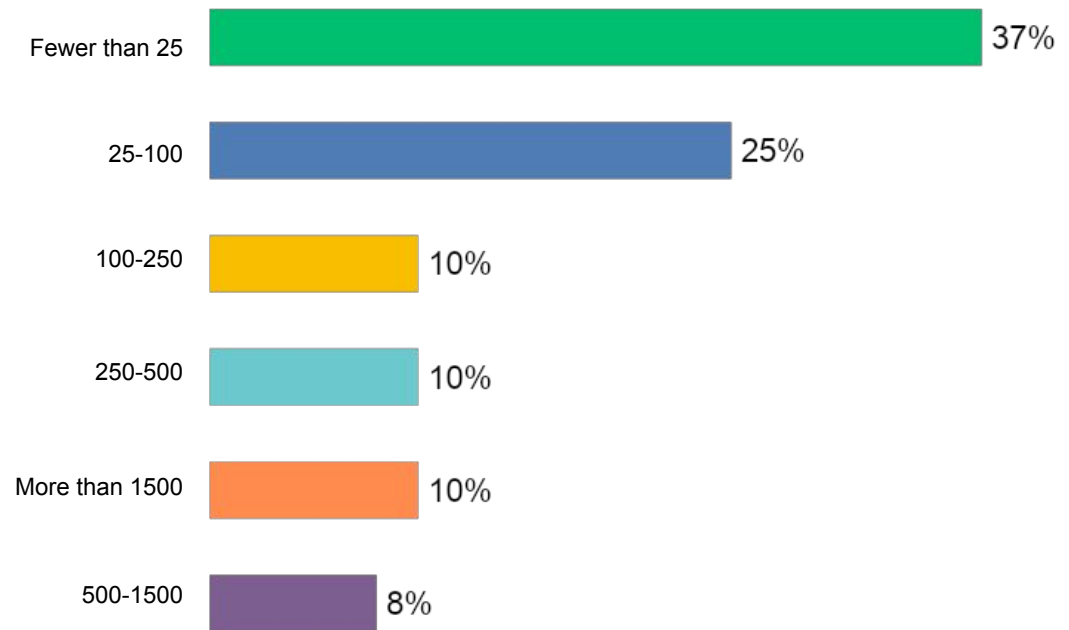
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Is Artificial Intelligence viewed as a way to replace agents? Apparently it is not and by a wide margin.

Only **7%** of respondents plan to use AI to replace agents and **93%** plan to use AI to <u>support</u> agents.

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How many agents do you employ in your call center?

There was a good mix of call center sizes participating in the survey. 37% had less that 25 agents, 25% had 25-100 agents, 10% had 100-250 agents, 8% had 500-1500 agents, and 10% had more than 1500 agents.

Category	Percentage
Fewer than 25	37%
25-100	25%
100-250	10%
250-500	10%
More than 1500	10%
500-1500	8%

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Do you currently use or plan to use Artificial Intelligence in your contact center?

Category	Percentage
Yes	36%
No, plan to within 6 months	13%
No, plan to in 6-12 month	12%
No, plan to in 1-3 years	17%
No. plans to use AI	22%
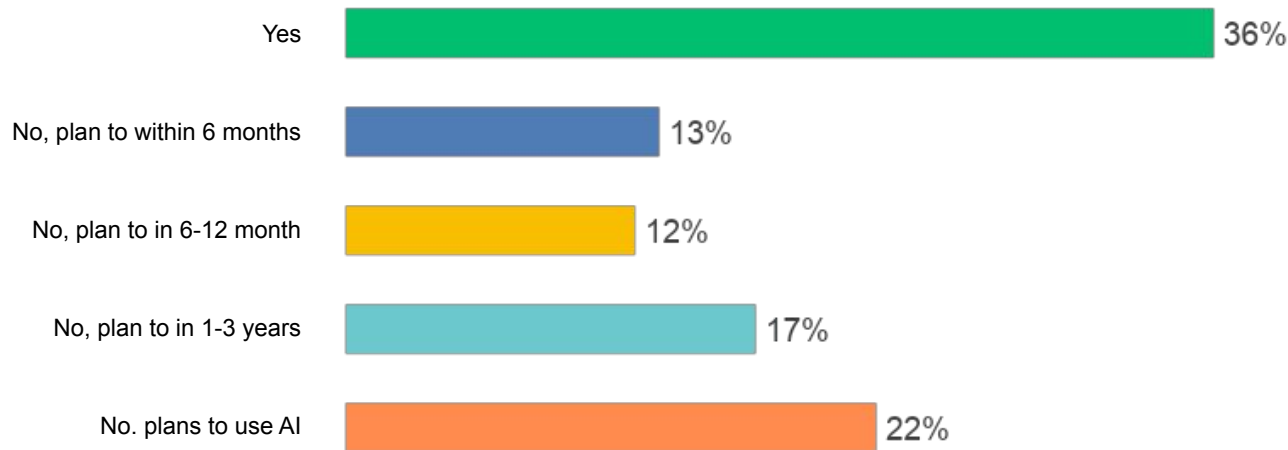
Over 60% of respondents either use or plan to use AI in the next 12-months. *Clearly the technology is now accepted despite some who have no interest, that will likely change as AI matures.*

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How do you plan to use Artificial Intelligence in your contact center? (select all that apply)

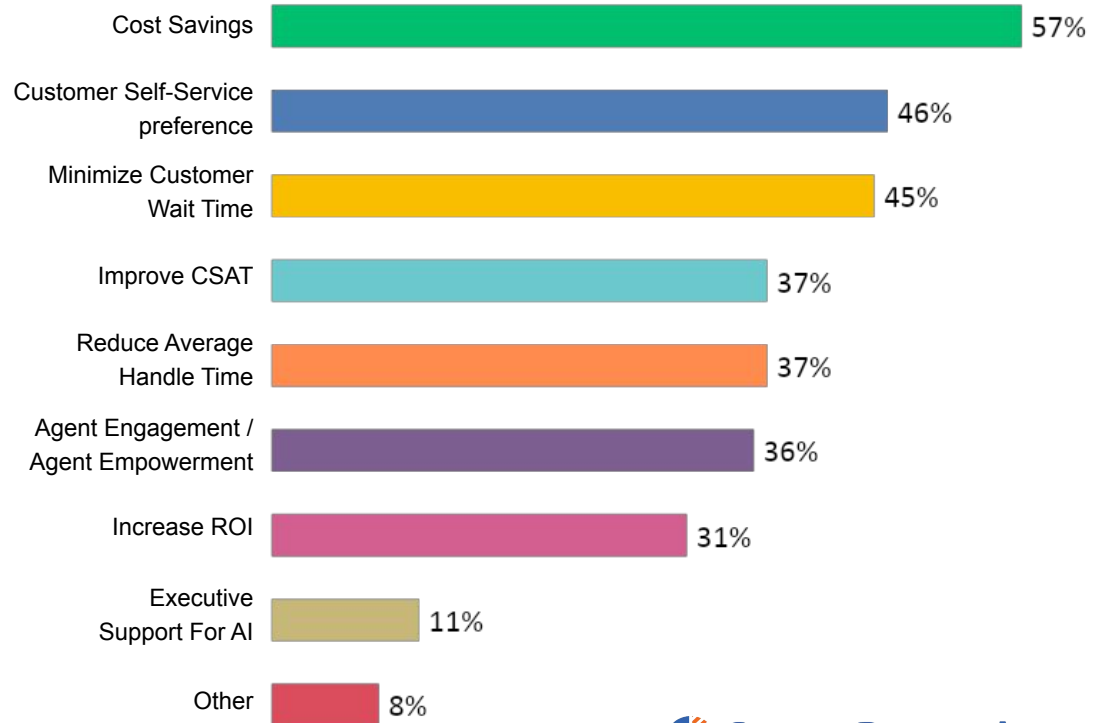| Category	Percentage
Bots/Self-Service	55%
Agent Assistance / Knowledge-Base Recommendations	35%
Conversational AI / Conversational IVR	%
Quality Management / Sentiment Analysis	%
Identifying Call Types and Contact for Automated Routing	30%
Not sure, but know that I need it!	20%
Robotic Process Management (RPA)	19%
Other	9%
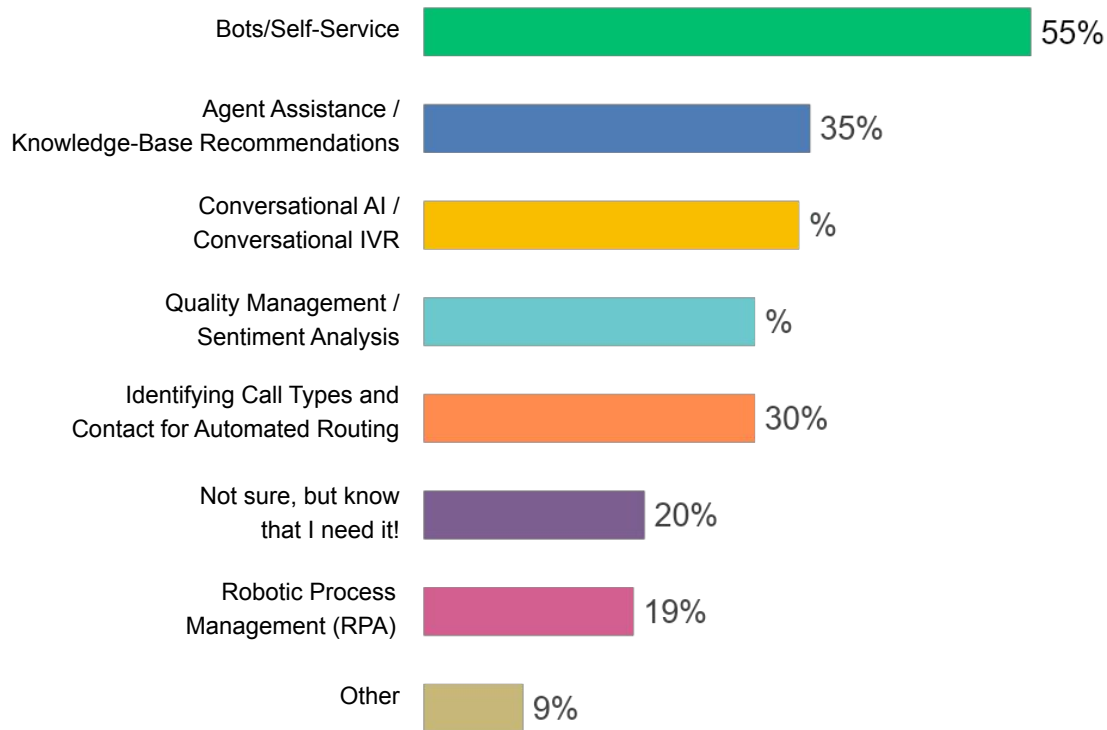
AI is definitely viewed as another way to implement self-service and reduce the need for live interaction, which presumably will reduce costs and increase agent productivity.
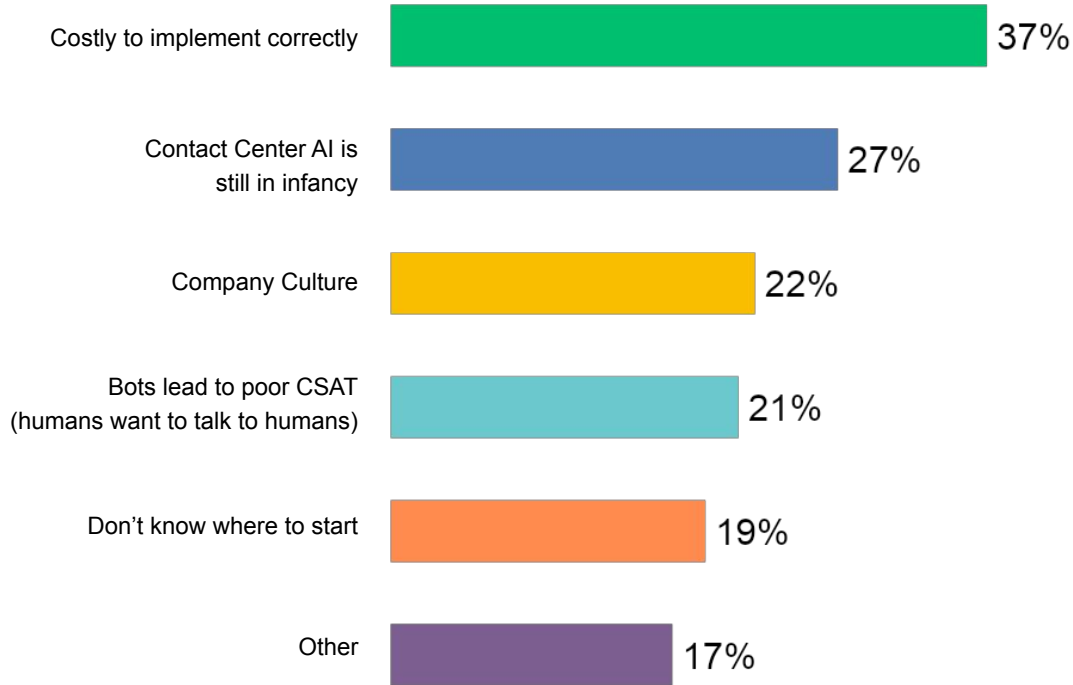
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What are your top goals for implementing Artificial Intelligence? (select all that apply)

Survey respondents strongly believed that AI will reduce costs and at the same time improve customer experience.

Self-service is a top goal as is typically revealed in contact center surveys.

Goal	Percentage
Cost Savings	57%
Customer Self-Service preference	46%
Minimize Customer Wait Time	45%
Improve CSAT	37%
Reduce Average Handle Time	37%
Agent Engagement / Agent Empowerment	36%
Increase ROI	31%
Executive Support For AI	11%
Other	8%

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What are your reasons for not implementing Artificial Intelligence? (select all that apply)

Reason	Percentage
Costly to implement correctly	37%
Contact Center AI is still in infancy	27%
Company Culture	22%
Bots lead to poor CSAT (humans want to talk to humans)	21%
Don't know where to start	19%
Other	17%

As indicated earlier, AI is an accepted technology and will be deployed, but it is still widely viewed as a costly and immature technology and the buyers of AI still need a lot more education.
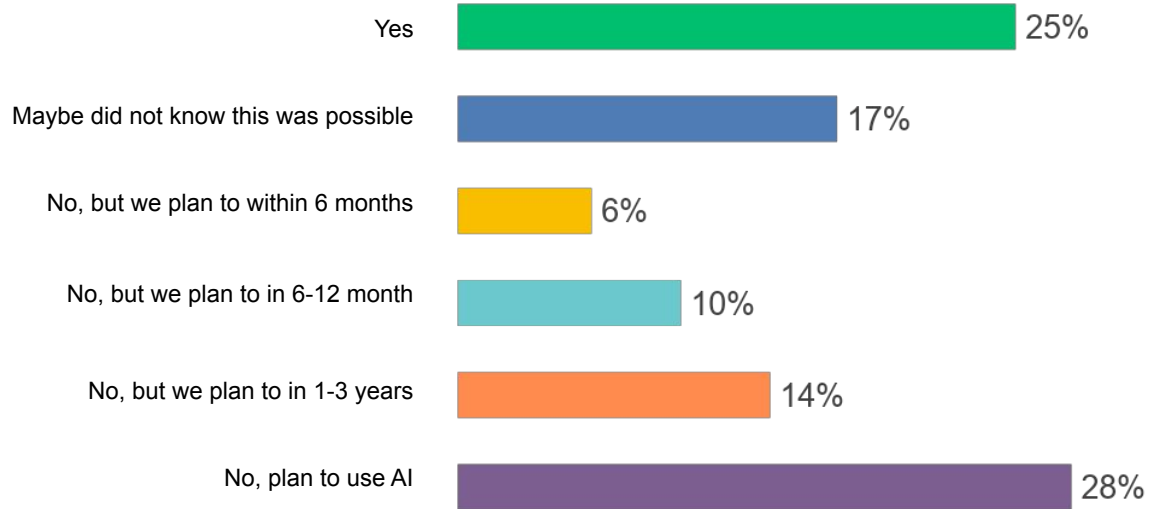
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Which channels do you monitor for quality? (select all that apply)

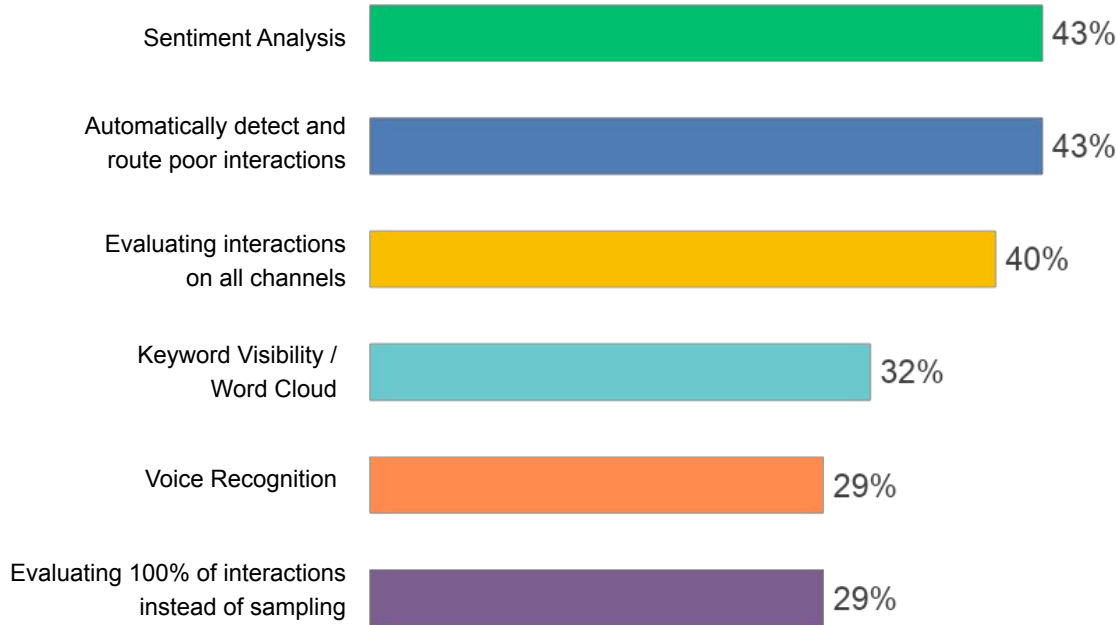| Channel	Percentage
Voice	81%
Email	73%
Web Chat	51%
Social Media	36%
SMS	17%
Messengers (Facebook, WhatsApp, LINE, WeChat, etc.)	16%
Mobile Applications	14%
Bots	14%
Video	6%
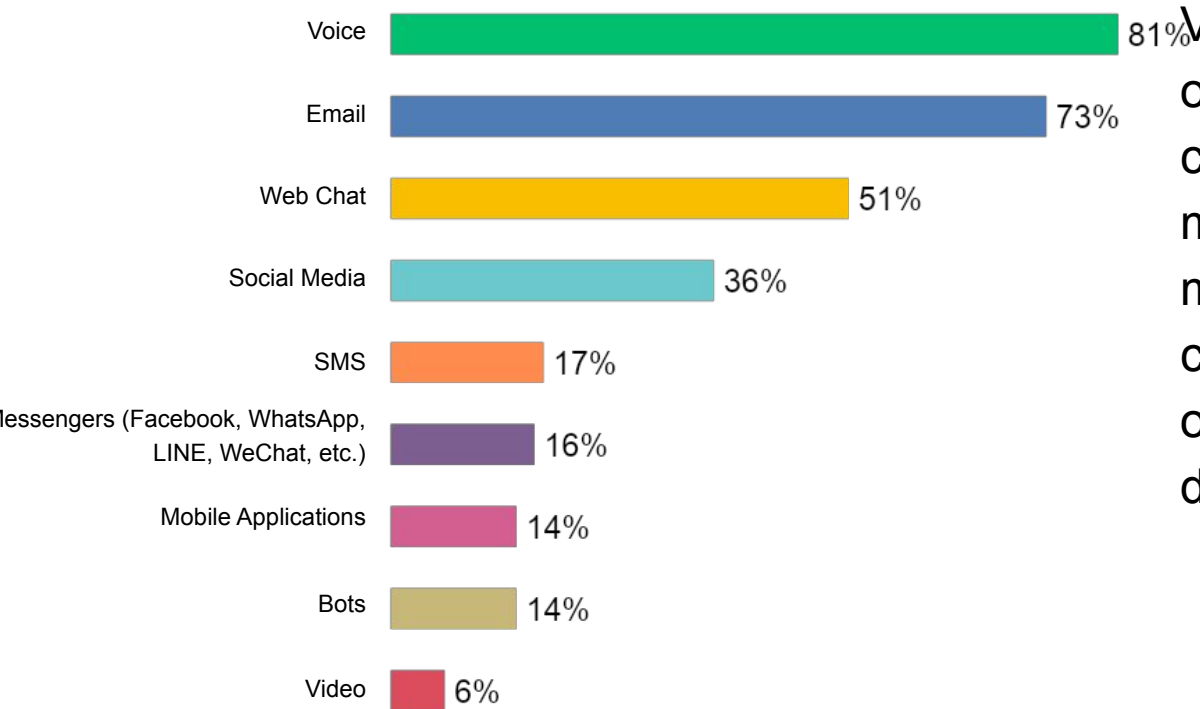
Voice, email, and chat are overwhelmingly the most likely channels to have quality monitoring. AI-powered quality management can help companies monitor interactions on all channels including new digital channels.

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Do you use or do you plan to use Artificial Intelligence in your contact center specifically for automated quality management/quality assurance?

AI is clearly going to play a role in the future when it comes to quality assurance and management. This makes a lot of sense when you consider that quality management can be a labor-intensive process, AI can likely reduce that workload and make quality teams more efficient

Response	Percentage
Yes	25%
Maybe did not know this was possible	17%
No, but we plan to within 6 months	6%
No, but we plan to in 6-12 month	10%
No, but we plan to in 1-3 years	14%
No, plan to use AI	28%

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How do you plan to use Artificial Intelligence in your contact center for quality management/quality assurance? (select all that apply)

Sentiment Analysis — 43%

Automatically detect and route poor interactions — 43%

Evaluating interactions on all channels — 40%

Keyword Visibility / Word Cloud — 32%

Voice Recognition — 29%

Evaluating 100% of interactions instead of sampling — 29%

Many call centers are planning to use AI to address quality management and assurance, with a sizable number of respondents setting the ambitious goal of monitoring 100% of call center interactions.

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Do you primarily plan to use Artificial Intelligence to support or replace agents?
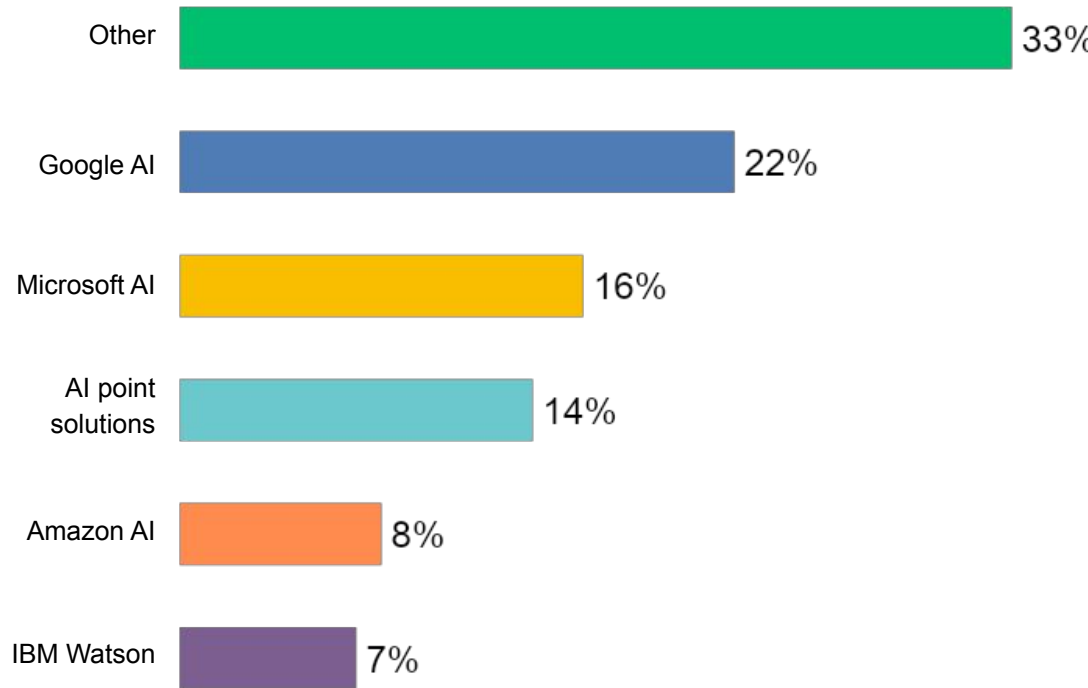
Support **93%**

Replace **7%**

AI is not coming to take jobs; it's viewed as a way to support agents. Other data points in the survey would indicate that the goal is to reduce human interaction and to make current agents more productive.

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What is your AI Infrastructure strategy?

53% of survey respondents are looking to use best of breed AI solutions like IBM, Watson, Google AI, Amazon AI and Microsoft AI.

Most of the "other" responses were either nothing, one-off point solutions, or a product that is not AI.

Category	Percentage
Other	33%
Google AI	22%
Microsoft AI	16%
AI point solutions	14%
Amazon AI	8%
IBM Watson	7%

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Bright Pattern is a provider of AI contact center software that enables omnichannel, cloud-based, web-enabled customer interactions.

To Learn More about Bright Pattern visit: www.brightpattern.com

Thank you!

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