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:
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.
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 support agents.
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 than 25 agents, 25% had 25-100 agents, 10% had 100-250 agents, 8% had 500-1500 agents, and 10% had more than 1500 agents.
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.*
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.
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.**
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.

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

- 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%
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.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Voice</td>
<td>81%</td>
</tr>
<tr>
<td>Email</td>
<td>73%</td>
</tr>
<tr>
<td>Web Chat</td>
<td>51%</td>
</tr>
<tr>
<td>Social Media</td>
<td>36%</td>
</tr>
<tr>
<td>SMS</td>
<td>17%</td>
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<tr>
<td>Messengers (Facebook, WhatsApp, LINE, WeChat, etc.)</td>
<td>16%</td>
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<tr>
<td>Mobile Applications</td>
<td>14%</td>
</tr>
<tr>
<td>Bots</td>
<td>14%</td>
</tr>
<tr>
<td>Video</td>
<td>6%</td>
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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.

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

- 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 months: 10%
- No, but we plan to in 1-3 years: 14%
- No, plan to use AI: 28%
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.

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

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Sentiment Analysis</td>
<td>43%</td>
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<tr>
<td>Automatically detect and route poor interactions</td>
<td>43%</td>
</tr>
<tr>
<td>Evaluating interactions on all channels</td>
<td>40%</td>
</tr>
<tr>
<td>Keyword Visibility / Word Cloud</td>
<td>32%</td>
</tr>
<tr>
<td>Voice Recognition</td>
<td>29%</td>
</tr>
<tr>
<td>Evaluating 100% of interactions instead of sampling</td>
<td>29%</td>
</tr>
</tbody>
</table>
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.
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.
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!