Rush to AI Adoption in Contact Centers Generates Contrasting Reactions from Businesses and Customers

80% of leaders report being very satisfied with their contact center and supporting AI solutions.

36% of C-suite executives report overall high levels of satisfaction with AI contact center solutions.

And the disconnect exists among CX leaders as well...

When it comes to sentiment around AI and cloud-based systems in the contact center:

- In 2022, 56%
- 40%

When asked what the future holds for the modern contact center, respondents noted:

- Primary initiatives for improving the contact center:
  - 60% of CX leaders surveyed report their contact center as being cloud-based.
  - 40% plan to move to the cloud in 2024.

- Technologies with major impact on customer service:
  - 73% voice recognition software
  - 50% avatars and/or 3D chatbots
  - 48% get better data and/or analytics from their systems
  - 44% improve overall contact center efficiency and/or flexibility
  - 48% improve customer experience
  - 47% improve overall customer satisfaction
  - 48% improve overall customer service

- 30% of those surveyed have implemented a chatbot.
- 29% cite security as the primary reason for not fully implementing the cloud.
- 18% report high costs as the main inhibitor.
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- 65% of C-suite executives report overall high levels of satisfaction with AI contact center solutions.
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With the advances made in the past year, simple and powerful APIs are now readily available and the adoption and deployment of cloud-powered AI solutions is on the rise. It is an exciting time for businesses as the technology evolves, but organizations need to understand that the ease of initial adoption can mask the difficulty of getting to the finish line. There is a vast state of opinion on whether or not businesses are successfully implementing AI. Implementations require a customer-centric and data-driven approach that combines the right technology, design, and training to help organizations meet their business goals, their compliance and security needs — and their customer’s expectations.

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**Data from a consumer survey conducted by Waterfield Tech in May 2023**

**Data from Waterfield Tech’s first annual survey of CX leaders in November 2022**

**Of the respondents who have developed an AI strategy or beginning to deploy AI in their contact center.**

**Of the 40% not already in the cloud:**

- 36% of consumers report being fully satisfied with the various contact center technologies that support their customer service interactions.*

* "AI Adoption in Contact Centers Generates Contrasting Reactions from Businesses and Customers" by Waterfield Tech

**Survey methodology:**

- This online survey was fielded by Regina Corso Consulting on behalf of Waterfield Tech in October 2023. The survey collected responses from 203 senior leaders in customer service at companies with at least 100 employees.

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