

Navigating the AI seascape



Key benefits of AI in the contact centre

- A productivity force multiplier
- Cost out, quality up
- Extracting more value from data
- Hyper-personalisation of contact experiences

"I call it the needle in a haystack finder."



Is AI right for you?

- Develop your own point of view
 - Go on the journey regardless
- The contact centre is a good place to experiment
- Align with organisational mission
- Learn from peers

"Either you're in, or you're watching and learning with a plan to become active. Or you've decided to not be active. You've got to be in one of those three camps, because if you're not you're either missing a potential golden opportunity or you're being led down a path that actually you're not ready for."



AI use cases in the contact centre

- Enhance chatbot experience
- 'Agent assist'
- Writing aid
- Synthesise and summarise
 - Intent, context and sentiment
 - Better MI
- Spot customer characteristics and tailor interactions accordingly
 - Vulnerable
 - Churn risk
- Faster, more accurate QA
 - New ethical boundaries

"It's a support mechanism for colleagues, and helps humans to add value where they need to understand, think and make decisions. The outcome is potentially tailored depending on each customer's unique situation."



Key considerations: strategy

- Clear objectives up front
- The value of a roadmap
- Alignment with other departments
 - Organisational silos are a barrier
 - Can foster collaboration
- Governance and guardrails
 - Technologists understand the risks best

"People want to try and fit AI into a use case because AI is hot and is deemed innovative, rather than actually thinking about what problems they're looking to solve. And actually, is it AI or is it something else that will do the best job?"



Key considerations: people

- Colleagues involved at every step
- The need for reassurance
- Roles will change
 - Generative AI will be a step change
 - Encourage pull
- New career pathways will emerge

"First and foremost when we introduce things, we have to be really clear about our intent. That we're doing it to support, not replace. It's important that we put that message front and centre. New technology can be a scary thing for advisors."



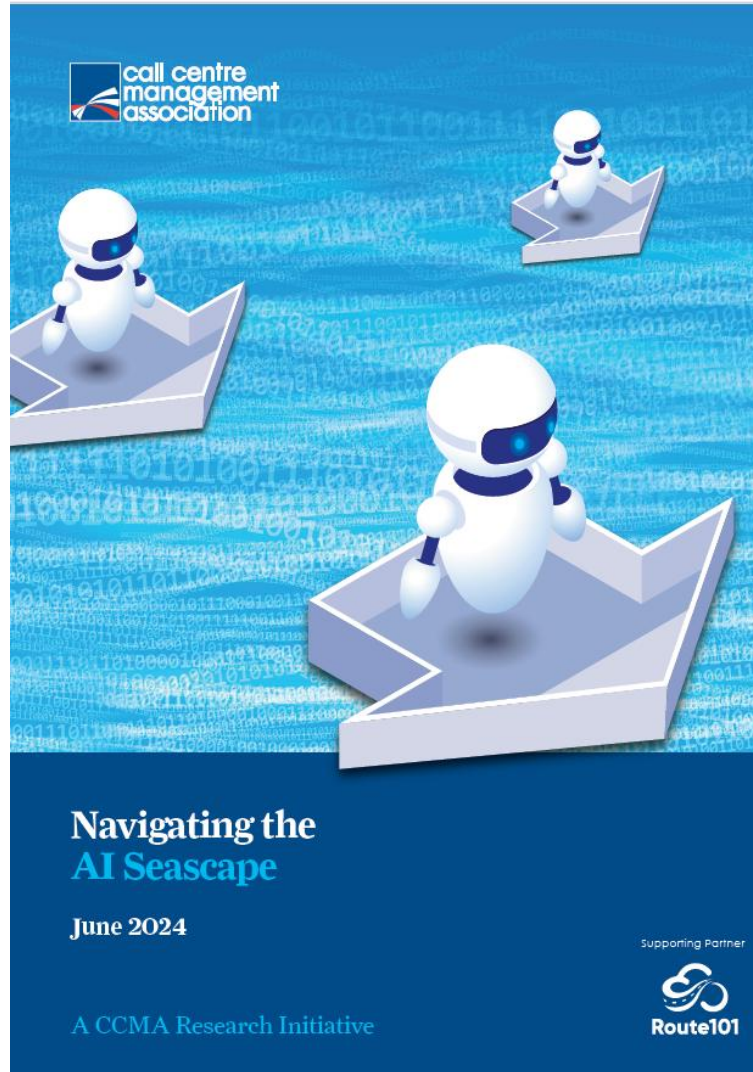
Key considerations: technology

- Tech estate integration
 - Lack of integration can be a major blocker
 - AI deployment can accelerate the big decisions
- Data alignment and governance
 - Including data residing outside the contact centre
- Knowing the limitations
- Choosing an LLM model
- Nurturing your AI

"You're looking deeper into your organisation and all the data you hold about customers. Where is all of that held? How does it knit together? What system holds what and how can I tap into it? Can the AI scrape it?"



<https://www.ccma.org.uk/navigating-the-ai-seascape/>





Questions?