Authoring Template - How AI is Changing Contact Centers & How to Benefit

A Five9 blog post typically focuses on thought leadership on a high-value topic and allows us to show our expertise in a unique or differentiated way. Our product and solutions posts always come from the perspective of the customer's needs, then tie into how our products deliver a particular business benefit.

Note: this version includes an **Internal Linking** section.

Instructions

• Before you write, please review Content Best Practices – Blogging for Five9. •
To use the template: Click File > Save As – name your document
• Complete all sections of the template.
• Gather any internal feedback before submitting for review and publishing.
• Run grammar, readability, and spell checks with a tool like Word's embedded function,
      Grammarly.com, or Hemingwayapp.com.
• Submit a clean copy for review and publication.

Part 1: Who, What, Why

Publishing Author		
Category	- AI and Automation - Cloud - Customer/Digital Engagement - Employee Engagement - Events - Five9	AI and Automation

Product	- List the product(s) you're discussing, if any.	- Conversational AI Solutions - Agent Assist: Contact Center AI - Intelligent Virtual Agents
SEO Keywords/Phrases	- What words would people use to search for your content? (Check the Five9 SEO Keyword list.)	**Target (primary) keyword:** - *ai in contact centers* **Secondary keywords:** - *how artificial intelligence is transforming contact centers* - *ai contact center solutions* - *ai powered contact center* **Semantic and related keywords:** - *customer service* - Used 2 times average by 42% of competitors - *machine learning* - Used 1 time average by 42% of competitors - *customer experience (customer experiences)* - Used 5 times average by 39% of competitors - *contact center (contact centers)* - Used 2 times average by 28% of competitors - *real time (real-time)* - Used 1 time average by 25% of competitors - *human agents (human agent)* - Used 1 time average by 25% of competitors - *interactive voice response* - Used 1 time average by 21% of competitors - *customer interactions (customer interaction)* - Used 1 time average

		by 21% of competitors
		- **_natural language processing_** - Used 1 time average by 21% of competitors
		- **_technology_** - Used 8 times average by 17% of competitors
		- **_solutions (solution)_** - Used 2 times average by 17% of competitors
		- **_virtual agents_** - Used 2 times average by 17% of competitors
		- **_virtual assistant (virtual assistants)_** - Used 1 time average by 17% of competitors
		- **_complex issues_** - Used 2 times average by 14% of competitors
		- **_self-service_** - Used 1 time average by 14% of competitors
Internal linking	A list of internal links we want to include in the article. We also included internal links we recommend pointing to this article after it is published.	**Internal Links FROM this piece to other pages:** - https://www.five9.com/products/capabilities/conversational-artificial-intelligence-ai - https://www.five9.com/faq/what-is-conversational-ai - https://www.five9.com/faq/how-conversational-ai-transforms-the-contact-center - https://www.five9.com/products/capabilities/agent-assist - https://www.five9.com/products/capabilities/intelligent-virtual-agent - https://www.five9.com/faq/why-y

		ou-need-IVA-for-your-call-center - AI in Contact Centers: What Makes it a Game-Changer? (article pending) **Internal Links TO this piece from other pages:** - https://www.five9.com/blog/3-ways-conversational-ai-is-transforming-the-customer-journey - AI in Contact Centers: What Makes it a Game-Changer? (article pending)
Target Publication Date	- Provide a target if content is date-sensitive.	

Part 2: Post Elements

Title	- 40 – 60 characters - Title capitalization - Include general topic and target keyphrase, if possible.	How AI is Changing Contact Centers & How to Benefit | Five9

Blog Summary *This text shows as the description in search results.*	- Summarize in fewer than 155 characters - Sentence structure - Include primary keyword - Focus on clear, concise, and interesting	Discover the power of AI in contact centers. Boost efficiency and customer satisfaction with Five9's Contact Center Solutions.
Image Suggestion	- Provide guidance re: image selection OR - Attach link to your proposed image	

Part 3: The Post!

Length	Target between 500 and 700 words — enough to inform readers and supply protein for search. If your narrative exceeds 1500 words, consider breaking it into multiple posts. Hyperlink product and solutions names to Five9 pages.
Search	Use the keyterms/keyphrase in the first paragraph, subheads, and at least 2-5x more in the body of the post—use the linked keyword list to guide you!

How AI is Changing Contact Centers & How to Benefit

According to Gartner, contact centers are on the brink of a significant transformation, with conversational artificial intelligence (AI) deployments projected to slash agent labor costs by $80

billion by 2026. AI is reshaping the foundations of contact center operations, equipping businesses with formidable tools to elevate customer service, boost operational efficiency, and bolster overall performance.

In this blog, we will delve into the different technologies used in AI-powered contact centers, provide a step-by-step guide to implementing [AI in contact centers](#), and learn how artificial intelligence is transforming contact centers.

3 AI Technologies Used in Contact Centers

1. Voice Biometrics

[Voice biometrics](#) is a revolutionary technology that revolutionizes call center operations. Its ability to use an individual's unique voiceprint for authentication ensures airtight security, mitigating the risk of password fraud and identity theft. This safeguards customer data and builds trust and confidence in the call center environment. In addition to its robust security features, voice biometrics significantly enhances operational efficiency. Automating the identity verification process reduces the workload on agents, enabling them to focus on resolving customer issues and providing a higher level of service. This leads to shorter call durations, quicker issue resolution, and, in turn, increased customer satisfaction.

Moreover, voice biometrics can potentially drive up the adoption of Interactive Voice Response (IVR) self-service, a cost-effective channel often underutilized due to security concerns. With voice biometrics in place, customers can access IVR systems with peace of mind, knowing their identity is secure. This reduces the strain on live agents and shrinks call queues, leading to a more efficient call center operation. In this era of heightened security concerns, voice biometrics emerges as a game-changing technology that ensures customer protection and operational excellence in the call center, ultimately benefiting businesses and their clients.

2. Natural Language Processing (NLP)

Natural Language Processing (NLP) is a critical component of AI that revolutionizes communication between computers and human language. Within AI-driven contact centers, NLP plays a pivotal role in comprehending and interpreting customer inquiries, sentiments, and intentions, whether expressed in written or spoken language. It excels in identifying and addressing customer concerns during voice calls, with the flexibility to route complex issues to live agents when necessary.

NLP-powered systems efficiently manage inquiry routing, glean valuable insights from customer interactions, and promote more effective communication with customers. The integration of chatbots and virtual assistants in contact centers is reshaping the industry, with Juniper Research projecting substantial annual savings of $11 billion by the end of the year. These AI-driven chatbots and virtual agents, armed with NLP capabilities, provide real-time, customized assistance, as customers increasingly embrace self-service options via voicebots and chatbots. This trend leads to a reduction in call volumes and substantial operational cost savings.

Furthermore, McKinsey's forecast that automation could replace up to 29% of agent tasks underscores the remarkable productivity enhancements and elevated customer experience facilitated by chatbots and virtual agents, cementing their position as fundamental elements of AI-powered contact centers.

3. Speech and Text Analytics

Speech analytics, driven by AI, reviews audio recordings of customer interactions, including phone calls. It automatically transcribes conversations, identifies keywords, gauges customer sentiment, and highlights critical issues or trends. In contact centers, speech analytics aids agent performance monitoring, identifies training needs, and offers valuable insights into customer feedback and preferences.

- AI-powered speech analytics tools expedite the evaluation of call recordings and transcripts, suggesting whether agents meet QA scorecard criteria. This analysis

is automated for all an agent's calls, eliminating random call selection by supervisors and minimizing the chance of unfair QA assessments.

Unleashing the Full Potential of AI: A Step-by-Step Guide

While Integrating AI in contact centers can seem challenging at first, it doesn't have to be. Here is a step-by-step guide to help you unleash the full potential of AI and turn your contact center into a powerhouse of customer service excellence.

1. **Understand AI's abilities in customer service**
   Start by clearly understanding AI's capabilities in the context of customer service. Recognize how implementing AI in contact centers can enhance customer interactions, streamline processes, and improve efficiency.

2. **Identify key areas for AI implementation**
   Start by accessing your contact cener processes and determining where to implement AI effectively. It could be in improve customer expience, agent experience or , or operational optimization. The big idea is to align AI with your business objectives and needs, ensuring it creates the maximum impact.

3. **Select and customize AI contact center solutions**
   After identifying the areas where AI can enhance operations within your contact center, the next step is to choose a suitable AI contact center solution. Depending on your specific business requirements, choose a vendor that offers flexibility and vendor agnostic platform that will allow to pick from a wide range of AI offerings. Collaborate with your selected vendor to customize a tailored AI contact center solution to ensure a seamless alignment with your unique operational needs.

4. **Set Up a Timeline**
   Establish a comprehensive timeline for introducing AI in contact center operations. Consider aligning AI implementation with strategic goals and budget constraints. Break down the implementation process into manageable phases, allowing for a smooth transition and minimizing disruption to ongoing operations. Do not forget to involve the stakeholders in planning to ensure a successful and coordinated rollout of AI technology.

5. **Train and Tune AI**
   Effective AI implementation necessitates thorough training and testing of AI algorithms. Train AI systems using historical data to help them recognize patterns and make accurate predictions or decisions. Regularly tune AI contact center solutions to ensure they perform optimally and achieve desired levels of accuracy. This step is crucial for refining AI algorithms, enhancing accuracy, and ensuring adaptability to changing conditions.

6. **Combine AI with Humans Agent**
   AI should assist, rather than replace, human agents. Integrate AI into existing workflows to enhance human capabilities. AI contact center solutions can handle routine and repetitive tasks, freeing human agents to focus on more complex issues and value-added activities. Combining AI with human agents improves efficiency, reduces response times, and ensures a seamless customer experience. Don't forget to train your staff in using the new AI technology.

7. **Watch and Get Feedback**

Continuous monitoring is essential to assess AI's performance and impact. Implement key performance indicators (KPIs) to measure AI's effectiveness in achieving business objectives. Gather feedback from both customers and agents to identify areas for improvement. Regularly update and refine AI algorithms based on these insights.

AI can significantly enhance efficiency, customer satisfaction, and overall business outcomes when executed effectively. Follow the above steps to gain a competitive advantage and position your contact center for future success in a rapidly evolving technological landscape.

Why Five9 Stands Out as the Ideal AI Contact Center Partner

[Five9](#) is the ultimate AI contact center partner, distinguished by its exceptional technology capabilities and seamless integration solutions. With AI tools like Intelligent Virtual Agents, Agent Assist, and AI Insights, Five9 empowers businesses to elevate their customer service to unparalleled heights. It ensures inquiries find their way to the most adept agents while continuously gauging customer sentiment.

But it's not just about technology; the commitment to effortless deployment by Five9 guarantees a successful journey. Organizations seamlessly incorporate AI-driven solutions into their existing systems and workflows, unleashing newfound operational efficiency. With Five9, businesses unlock the potential to supercharge their customer service and optimize contact center performance, making it the top choice for those pursuing excellence in customer engagement.

Visit www.Five9.com to learn more!