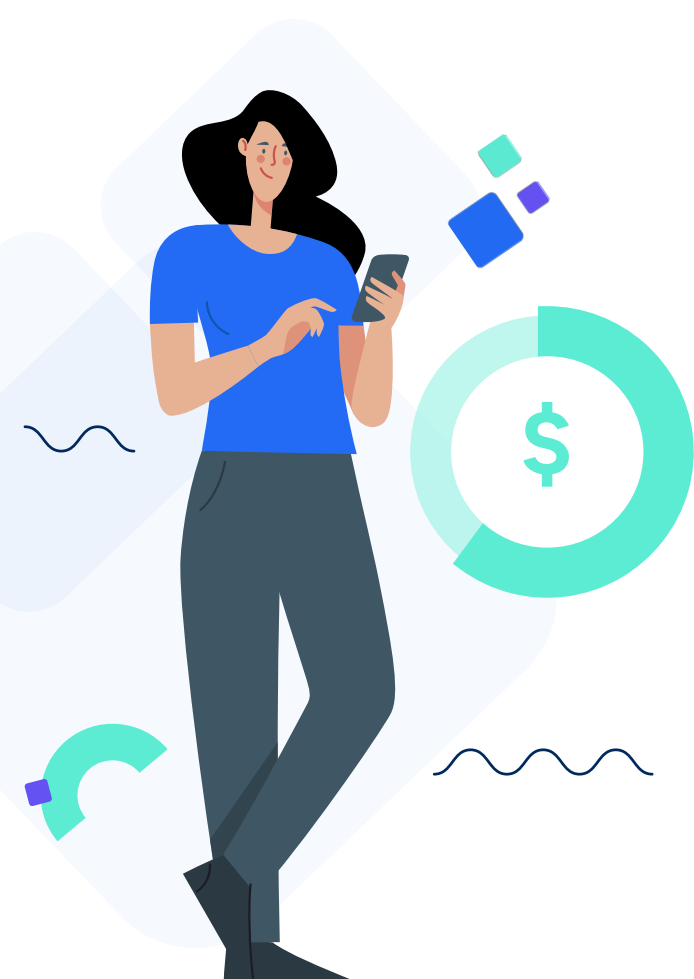**ttec** DIGITAL

Which AI to Use for Big CX (and Business) Benefits

When it comes to applying AI to the customer experience, don't start with the technology. Start with the goal you want to achieve and work your way down to the right technology – your AI.

Goal: Increase Revenue

- **How:** Deliver the right offer to the right person at the right time – aka personalization.

- **Why:** Upselling, cross-selling, customer acquisition and retention in this digital world are all made possible and scalable with AI-powered personalization.

- **What Tech:** AI reporting and analytics; sentiment analysis decision intelligence; agent assist; conversational chatbots.

Goal: Decrease Costs

- **How:** Let your customers serve themselves (but always give them the option to interact with a human).

- **Why:** The cheapest call is the one you don't have to take. Allowing customers to resolve their questions online or through IVR saves money.

- **What Tech:** AI-powered IVR (interactive voice response); conversational chatbots; virtual agents; intelligent routing.

Goal: Reduce Turnover

- **How:** Turn every agent into a super agent.

- **Why:** We like doing what we're good at and agents who like their jobs have lower attrition. The key is to make every agent good at their job and reduce time consuming tasks.

- **What Tech:** AI-powered knowledge management; conversation transcription; conversation summarization; recommendation engine; real-time call coaching.

Go Further with AI – the Right Way

Like every other technology in business, AI is only useful when it's applied thoughtfully and correctly to solve problems and achieve business goals. The graphics above are a simplified view of what this looks like in practice. Dig deeper into how you can integrate AI with your customer experience with these resources:

- Generative AI vs. Conversational AI and the Impact on CX
- A Primer on Artificial Intelligence in the Contact Center
- How to Drive Customer Retention with AI

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Take the next step

To learn more about how you can apply AI to your CX strategy, contact TTEC Digital today.