Generative AI: A New Paradigm for Contact Centers and Customer Service

Generative AI has the potential to transform contact centers and customer service departments as we know them today. It can significantly automate the handling of many inquiries and transactions that currently require live agent assistance, dramatically improving accuracy and productivity while enhancing both the customer and employee experience. The challenge is that the practical application of generative AI is in its infancy, and vendors and enterprises alike are striving to leverage it properly while avoiding its risks.

This special report defines generative AI and explores in-depth how contact centers and customer service organizations can utilize it to achieve these essential goals. The report discusses multiple use cases for this technology in contact center and customer service applications and describes how it is already being applied to greatly improve performance and benefits for these customer-facing departments.

This industry analysis details the advantages and risks associated with generative AI and provides a review of the current competitive environment. It provides an outlook on what to expect next, as there is undoubtedly much more to come. The report includes a list of the top frequently asked questions and answers about the impact of generative AI on contact centers and customer service. As executives and managers move toward the implementation of generative AI in these scenarios, the report helps to position leaders for success.

Finally, it reviews 11 contact center/customer service solutions that have already applied generative AI to augment their capabilities, providing the landscape for readers to know what is real today and what is not.
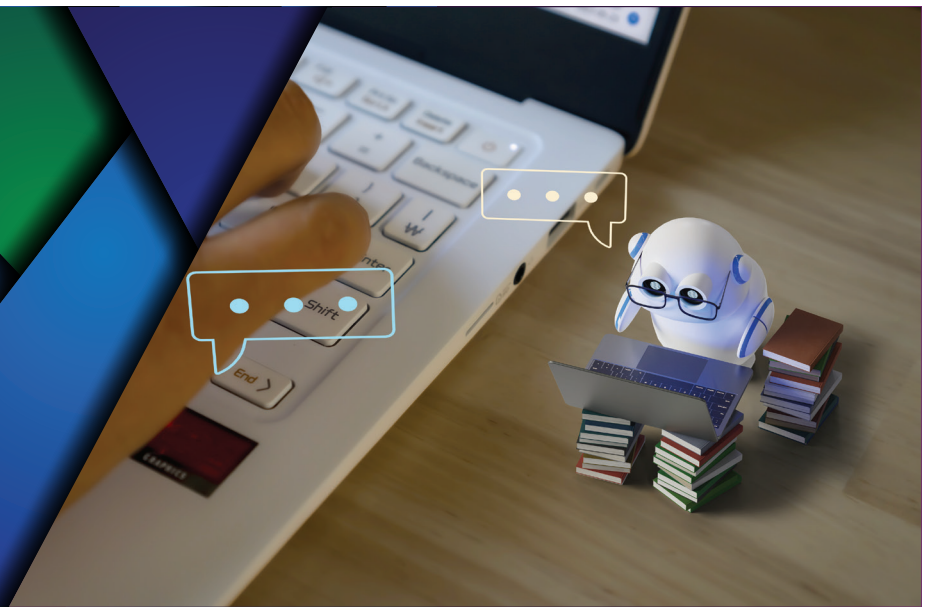
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