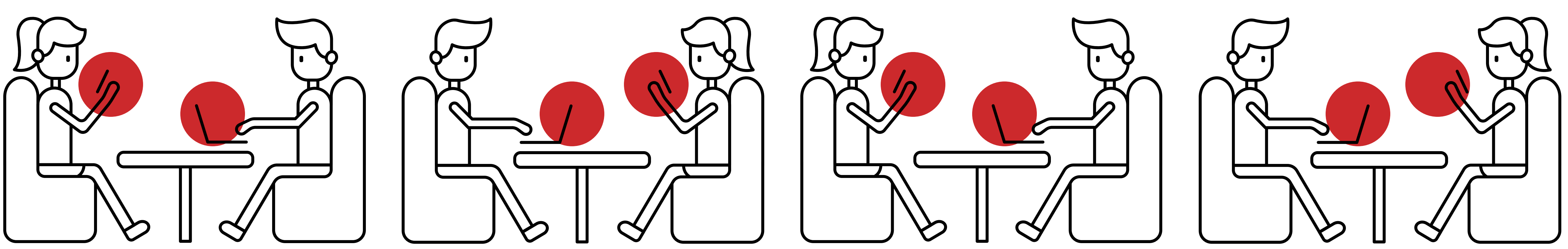


# THE EVOLUTION OF CONTACT CENTER

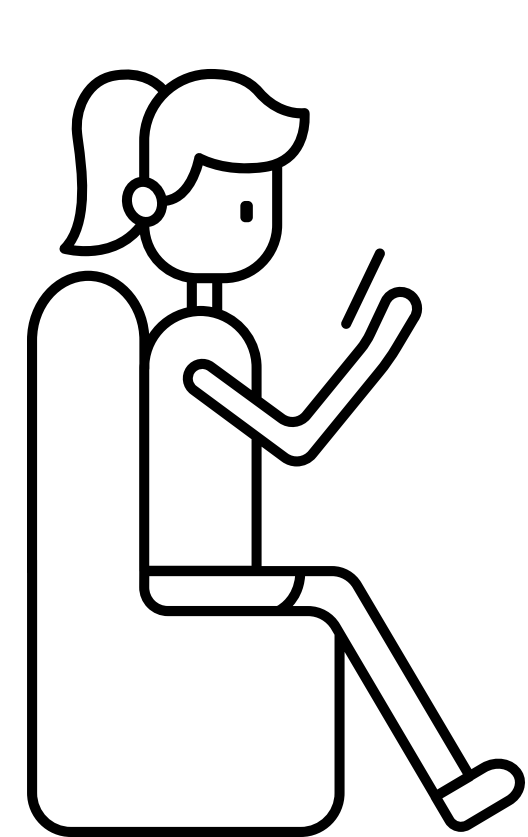


## PREDICTION:

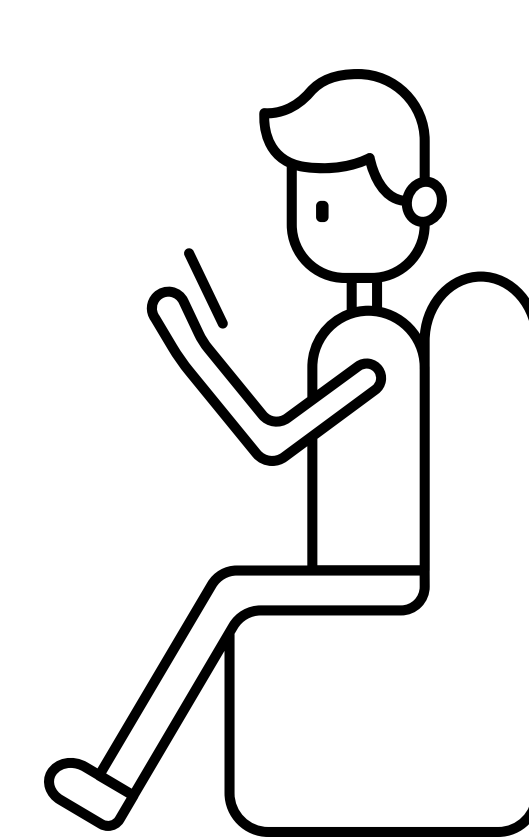
BY YE 2022, AI-BASED CONTACT CENTERS WILL BE ABLE TO IDENTIFY THE REAL ISSUE A CUSTOMER IS FACING 50% FASTER THAN TRADITIONAL APPROACHES.



FOR A MORE IN-DEPTH GUIDE TO INTELLIGENT CONTACT CENTERS (ICCs), read Aragon's research note, [The Intelligent Contact Center: Powered by Modern AI](#)



## KEY TECHNOLOGY TRENDS



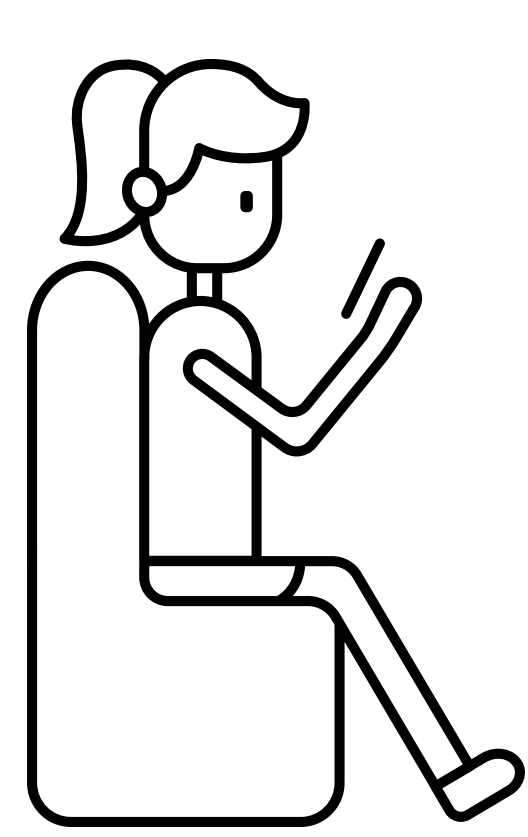
### THE EMBRACE OF CLOUD COMPUTING, SPECIFICALLY THE SOFTWARE AS A SERVICE (SaaS) MODEL

allows intelligent contact center agents to recognize, remember, understand, and satisfy consumer or enterprise users with app-centric views of the world.

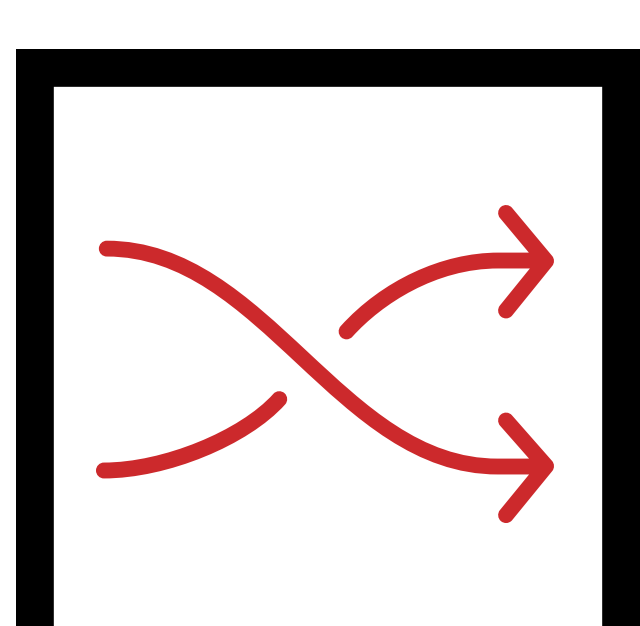
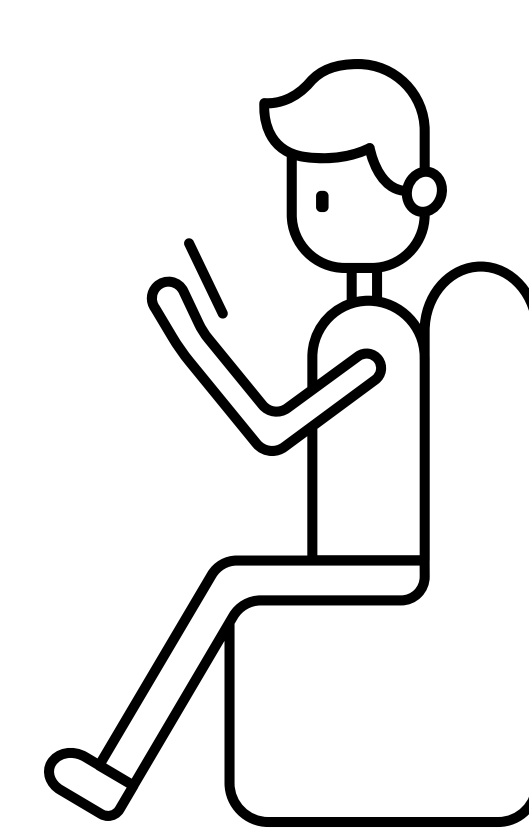


### THE MATURATION OF ARTIFICIAL INTELLIGENCE TECHNOLOGIES

places more of the burden of understanding on the system than the user through natural language processing (NLP). Plus, machine learning can improve the system's performance through experience.

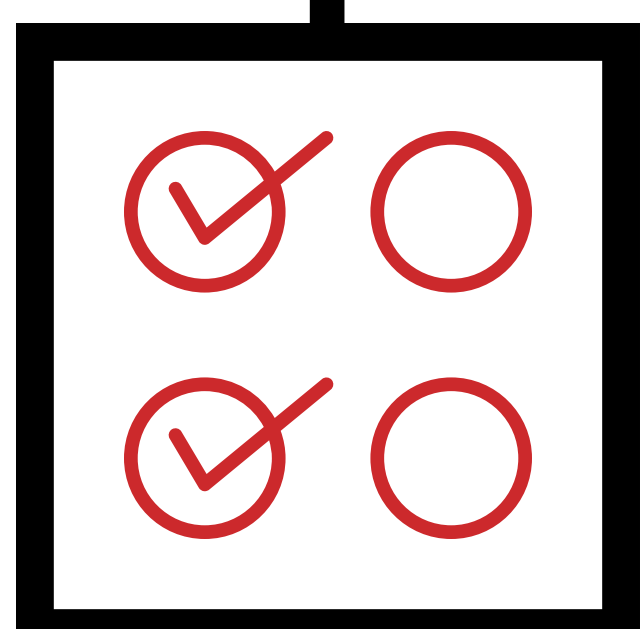


## RISING EXPECTATIONS



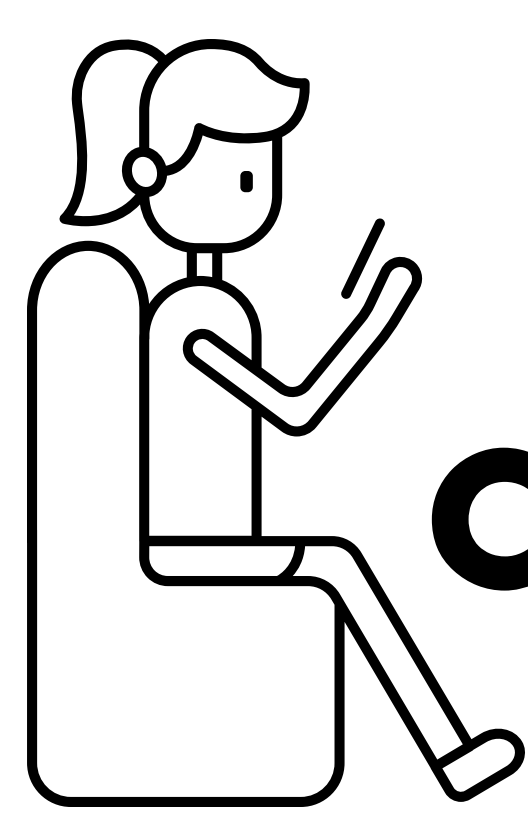
### ENTERPRISE BUYERS PREFER THE CLOUD,

and are choosing cloud-based contact centers with distributed resources (like remote human agents) over on-premise solutions. They expect frequent updates, innovation, and interoperability to add functionality and data.

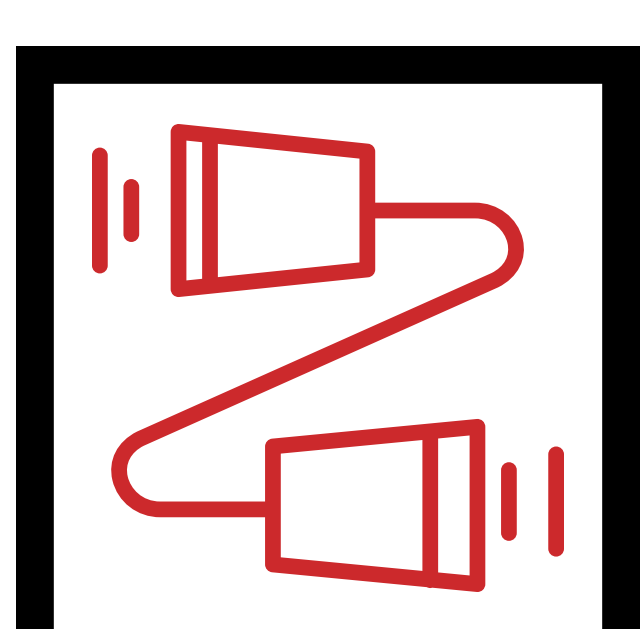
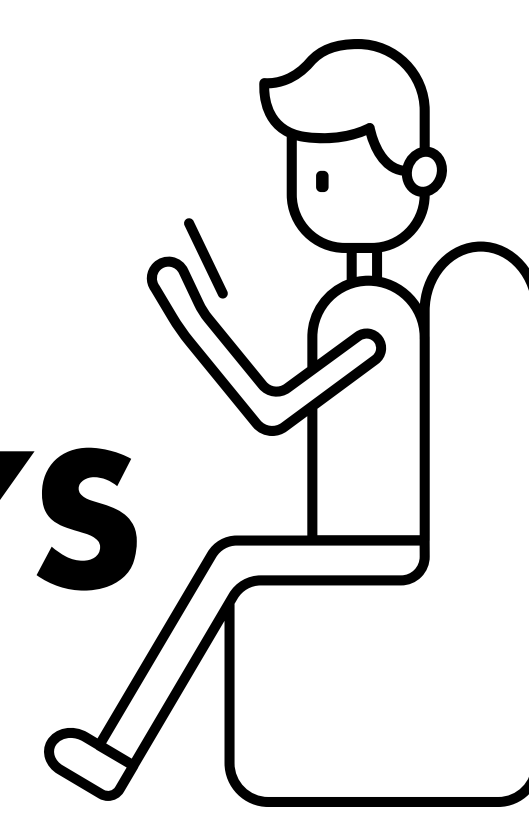


### AS THE PEOPLE-CENTRIC MODEL OF COLLABORATION PROLIFERATES IN LARGE ENTERPRISES,

ICCs have shifted their focus to resolve issues faster, lower customer effort, reduce customer churn, reduce costs, and make processes easier for agents, too.



## ENHANCED CUSTOMER JOURNEYS



### SINCE INCOMING CUSTOMER SERVICE REQUESTS VARY WIDELY

in terms of context and device used (e.g., laptop, smartphone, etc.), contact centers must have a sufficient communications framework in place to support variations in customer experiences.



### CUSTOMER EXPECTATIONS ARE EVOLVING FASTER THAN ENTERPRISES CAN RESPOND,

so leveraging intelligent contact centers and AI-backed tools (e.g., chatbots and content analytics) will provide personalized and consistent journeys for customers and faster outcomes for customer service teams.