


DATAMARK

Committed to Serve
Determined to Solve
Driven to Improve

A woman with dark hair, wearing a headset, is smiling and looking slightly to the right. The image is overlaid with a blue tint and features abstract network graphics consisting of dots and lines in the bottom right corner. A vertical orange line is also present on the right side of the image.

Will AI Improve The Quality Of
The Customer Experience?

How AI and a Focus on Innovation can Enhance CX and Minimize Cost:

Introduction

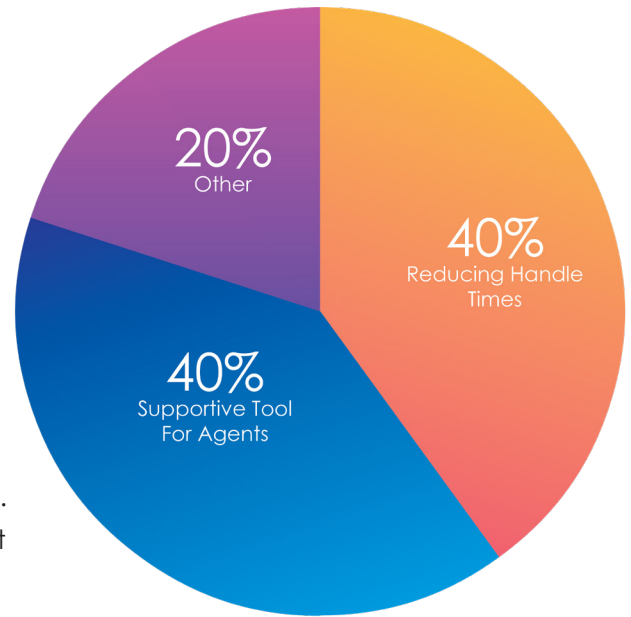
Given the heightened focus on artificial intelligence (AI) throughout 2023, DATAMARK conducted a comprehensive survey among our network of clients, prospects, and contacts to explore its implications within the customer service industry. Below, we unveil our key findings from this survey.

First we should ask: What are people thinking from inside the industry when compared to what the business media is saying about AI? How different are these two stances, and what implications do these disparities hold for the future of customer service? By understanding the perspectives of both within the industry and as portrayed by the media, we can glean valuable insights into the evolving landscape of AI integration and its potential impact on customer interactions and satisfaction.

AI Solutions in CX

When first asked about the potential applications of generative AI in customer experience (CX), a notable split emerged regarding the anticipated solutions. Specifically, 40% of respondents identified reducing call handle times as a primary area where AI could provide assistance within the industry, while an equal 40% viewed AI as a supportive tool for contact center agents.

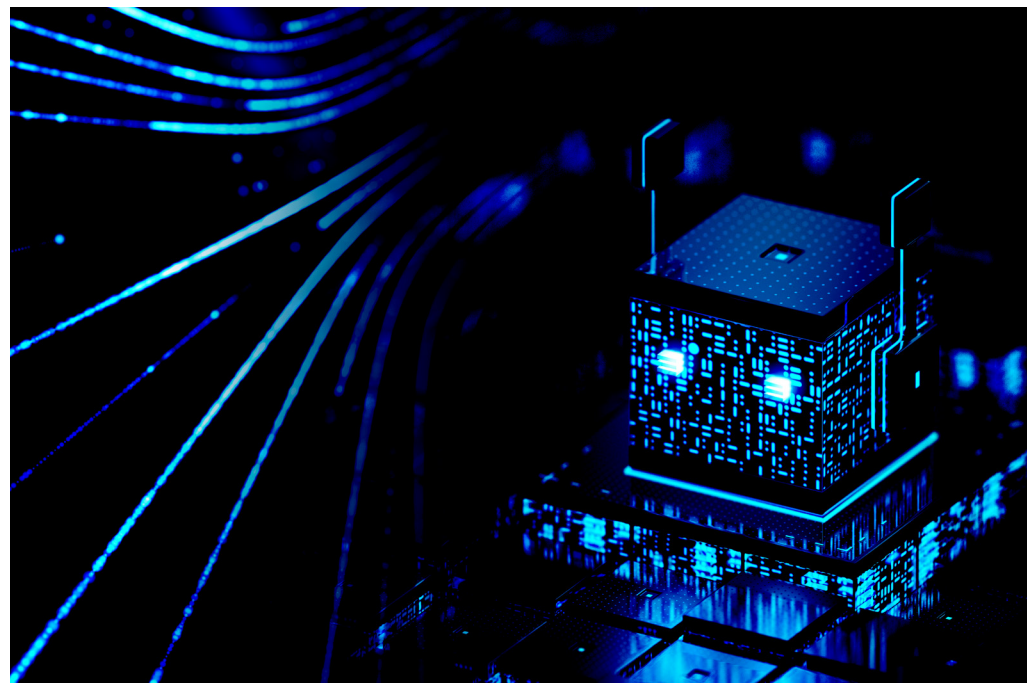
This certainly reflects our own work on our DataSpark system. The initial gains from Gen AI have been from creating greater efficiency inside the contact center by supporting agents. This multifaceted approach not only drives up productivity but also effectively reduces call times. Moreover, the collaborative dynamic created by AI support enhances the overall team morale, ensuring that both agents and customers emerge as winners in the interaction



Primary Reason For AI Implementation

Customers' Acceptance of Automation

Next, we asked how receptive customers will be to greater automation. With advancements in AI potentially leading to more sophisticated chatbots and other automated systems, the critical question arises: *will customers readily embrace these innovations, or will they express resistance?*

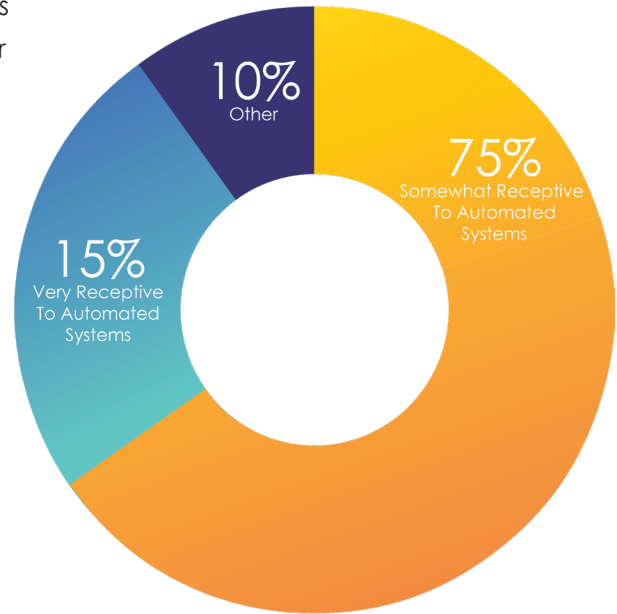


A few responses suggested that customers will be very receptive, but a full 75% agreed with the statement 'our customers will be somewhat receptive to automated systems.' Nobody agreed that customers would be indifferent or distrustful of more automation so this shows that if AI is used carefully, in a way that makes life easier for customers, they will welcome it.

AI's Impact on Employee Efficiency

We then delved into how AI has streamlined employee tasks in recent years. All respondents answered that AI has streamlined some of the tedious tasks their team has to manage. Nobody said that there has not been a streamlining effect from AI - the only difference of opinion was whether it has helped with most tasks or some.

This is a quick win for the contact center that helps to improve the customer experience by directly supporting the agents. Give them better tools and they can be more productive and effective.



Receptiveness To Automated Systems

We also asked about how AI tools might affect the quality of CX and the results here were very clear - all responses agreed that AI will greatly improve the quality of CX. This can be for many reasons, but as we are already seeing today, it's now possible to monitor every customer interaction for quality, rather than just auditing random calls. The AI system can automatically pick out any unusual interactions and ask a team leader to check them - which also creates coaching opportunities as weaknesses are identified and addressed more systematically.



Humans remain a very important ingredient in great customer service, but AI can help to make the customer service professionals more effective and supported. This helps them and the customer so AI can lead to some quick wins when it is applied strategically - rather than believing it is a futuristic solution for everything.

Using the power of AI in customer service also opens up avenues for continuous improvement and innovation. By leveraging AI-driven insights and analytics, businesses can refine their service strategies, anticipate customer needs more accurately, and adapt to evolving market trends swiftly. Moreover, AI enables personalized interaction at scale, fostering deeper connections with customers and enhancing brand loyalty.

Thus, while AI is undoubtedly a valuable tool, its true potential lies in its strategic deployment alongside human expertise, paving the way for a customer-centric approach that drives sustainable success in the ever-evolving landscape of customer service.

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About DATAMARK

Founded in 1989, DATAMARK, Inc. is a leading mid-sized Contact Center and Business Process Outsourcing (BPO) company headquartered in El Paso, Texas. Small enough to care, yet big enough to serve the world's leading brands, DATAMARK serves large enterprises and government agencies from its delivery centers located in the U.S., Mexico, and India. DATAMARK offers a wide range of CX and BPO services, including omni-channel, multilingual contact center services, document lifecycle management, loyalty program management, and finance & accounting outsourcing.

To learn more about how outsourced solutions can improve your organization's contact center and back-office operations, contact us at: [800-477-1944](tel:800-477-1944) or email learnmore@datamark.net.

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