

Rush to AI Adoption in Contact Centers Generates Contrasting Reactions from Businesses and Customers

Second Annual CX Industry Leader Survey Spotlights Conflict in Contact Center Technology Satisfaction

80% of CX leaders report being very satisfied with their contact center and supporting AI solutions.

vs.

36% of consumers report being fully satisfied with the various contact center technologies that support their customer service interactions.*



And the disconnect exists among CX leaders as well...

When it comes to sentiment around AI and cloud-based systems in the contact center:



77% of C-suite executives report overall high levels of satisfaction with their AI contact center technologies...

But only **65%** of those in the trenches (e.g., vice president and director levels) expressed satisfaction with their solutions.

AI Adoption is Increasing – But at What Cost?



In 2022, **56%** of respondents were either **developing an AI strategy or beginning to deploy AI in their contact center.****

Now, **67%** report **having conversational AI or generative AI solutions halfway or fully implemented.**

“With the advances made in the past year, simple and powerful APIs are now readily available and the adoption and deployment of LLM-powered AI in and around the contact center is increasing fast. But organizations need to understand the ease of initial adoption can mask the difficulty of getting to the finish line. There is a last mile problem in getting LLM-powered AI production ready. Successful implementations require a customer-centric and data-driven approach that combines the right technology, design, and AI training to help organizations actually meet their business goals, their compliance and security needs— and their customers’ expectations.”

Michael Fisher, Chief Product Officer at Waterfield Tech

Those Closer to the Contact Center See the Shortcomings

40% of directors/VPs reported their Contact Center as a Service (CCaaS) solutions are not meeting all of their expectations.



State of the Contact Center in the Cloud

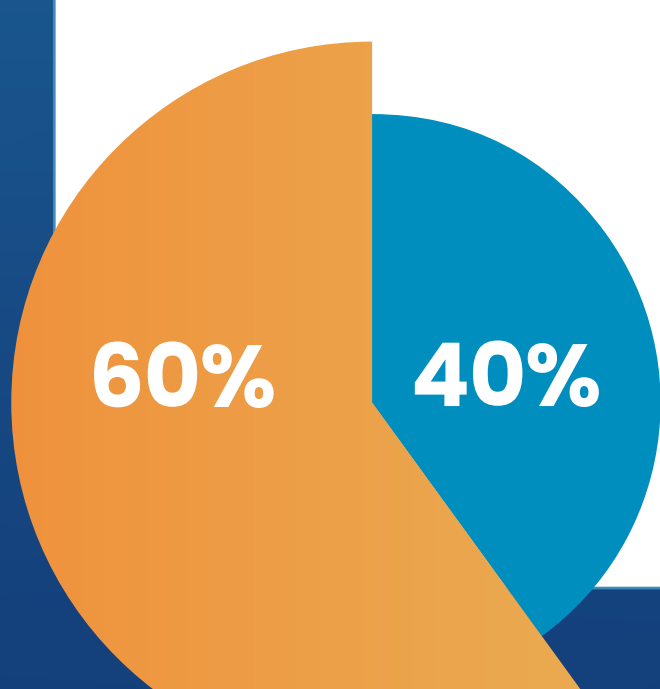
60% of CX leaders surveyed report their contact center as being cloud-based

Of the **40%** not already in the cloud:

30% plan to move to the cloud in 2024.

29% cite security as the primary reason for not fully migrating to the cloud.

18% report high costs as the main inhibitor.



Contact Center Crystal Ball: What Does the Future Hold for Contact Centers?

When asked what the future holds for the modern contact center, respondents noted:



Primary initiatives for improving the contact center:

- 53%** improve CAI
- 48%** improve overall contact center efficiency and/or flexibility
- 44%** get better data and/or analytics from their systems



Technologies with major impact on customer service:

- 73%** say generative AI
- 70%** say voice recognition software
- 50%** say the metaverse
- 48%** say avatars and/or 3D chatbots

Survey methodology: This online survey was fielded by Regina Corso Consulting on behalf of Waterfield Tech in October 2023. The survey collected responses from 203 senior leaders in customer service at companies with at least 100 employees.

*Data from a consumer survey conducted by Waterfield Tech in May 2023
**Data from Waterfield Tech’s first annual survey of CX leaders in November 2022