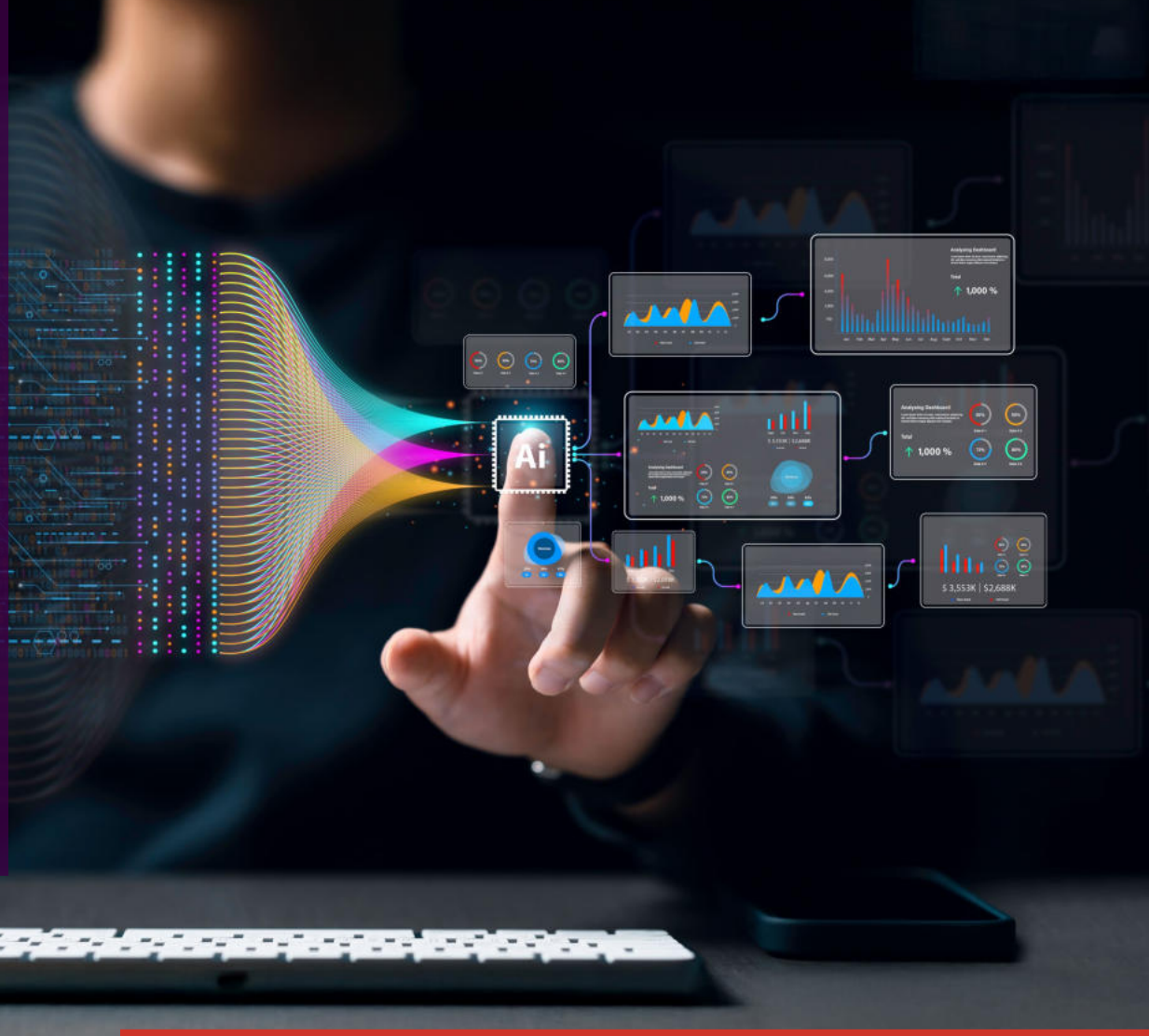


AI-Guided Analytics: A Smart Approach to Transform CX Results & Maximize Success

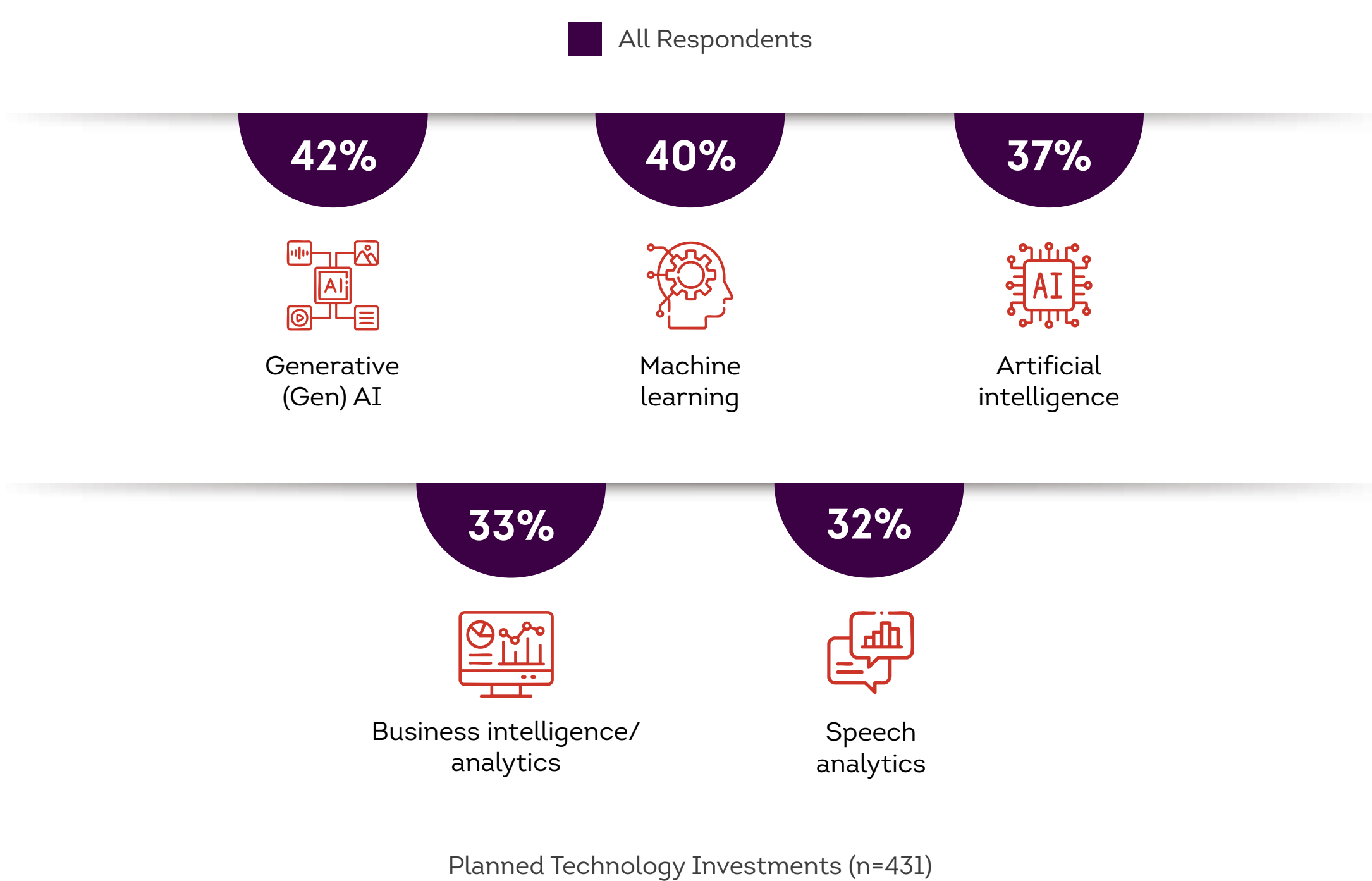


The stakes for CX success are higher than ever as customers expect seamless, multi-channel engagement and employees face growing demands. Amid economic uncertainty, both consumers and businesses increasingly favor organizations that deliver exceptional, efficient experiences.

AI & Analytics Are Top Technology Investment Priorities for CX Leaders

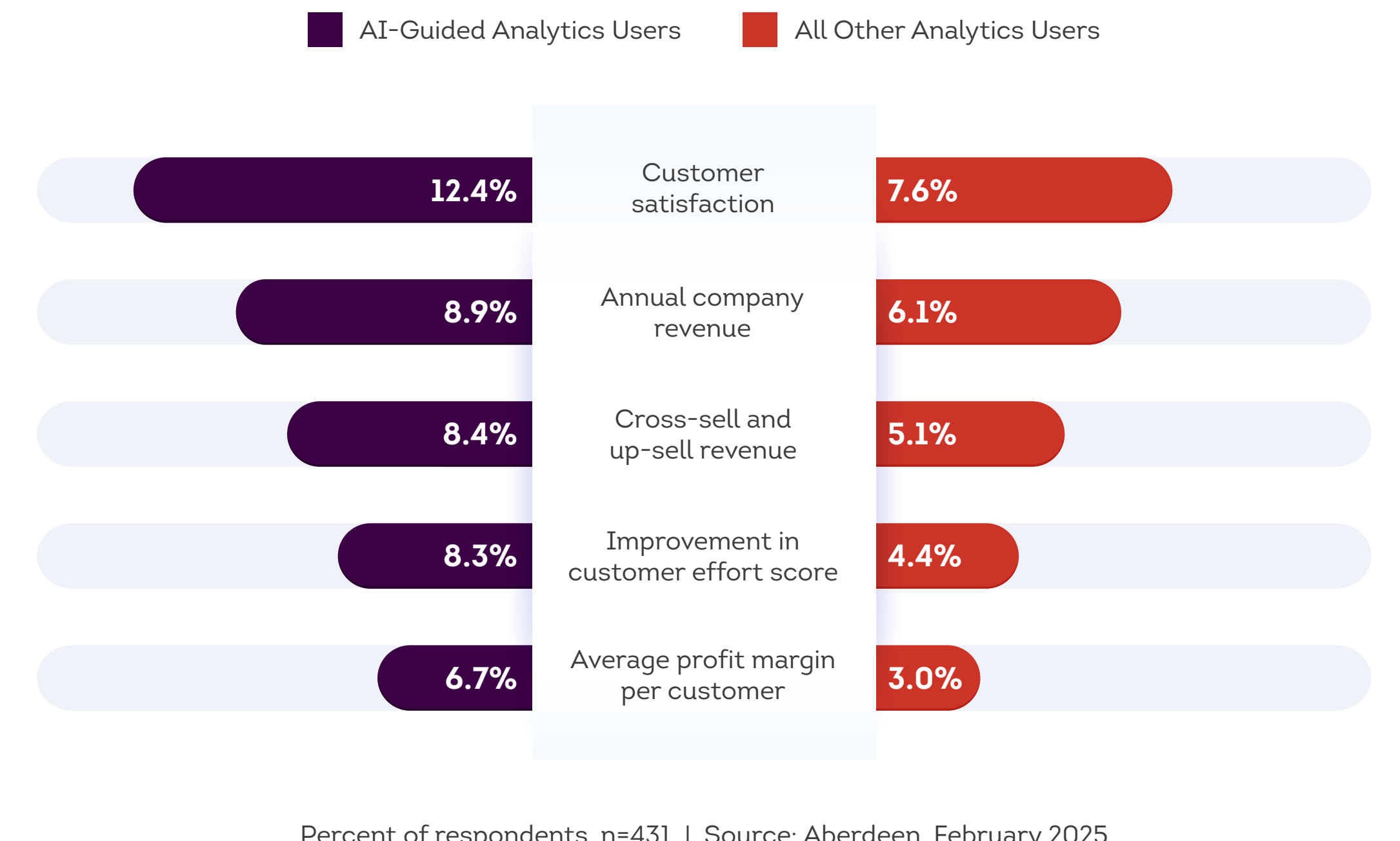
Aberdeen's State of the Contact Center survey of 431 CX leaders found that investing in technology is the top priority shaping CX programs. This shows that leaders are committed to upgrading their CX tools despite economic uncertainty. AI capabilities like machine learning, automation, Gen AI, and agentic AI are among the most planned investments. Business intelligence and speech analytics also rank high as CX teams look to better meet evolving customer expectations.

Top 5 Strategic Priorities for Planned Technology Investments



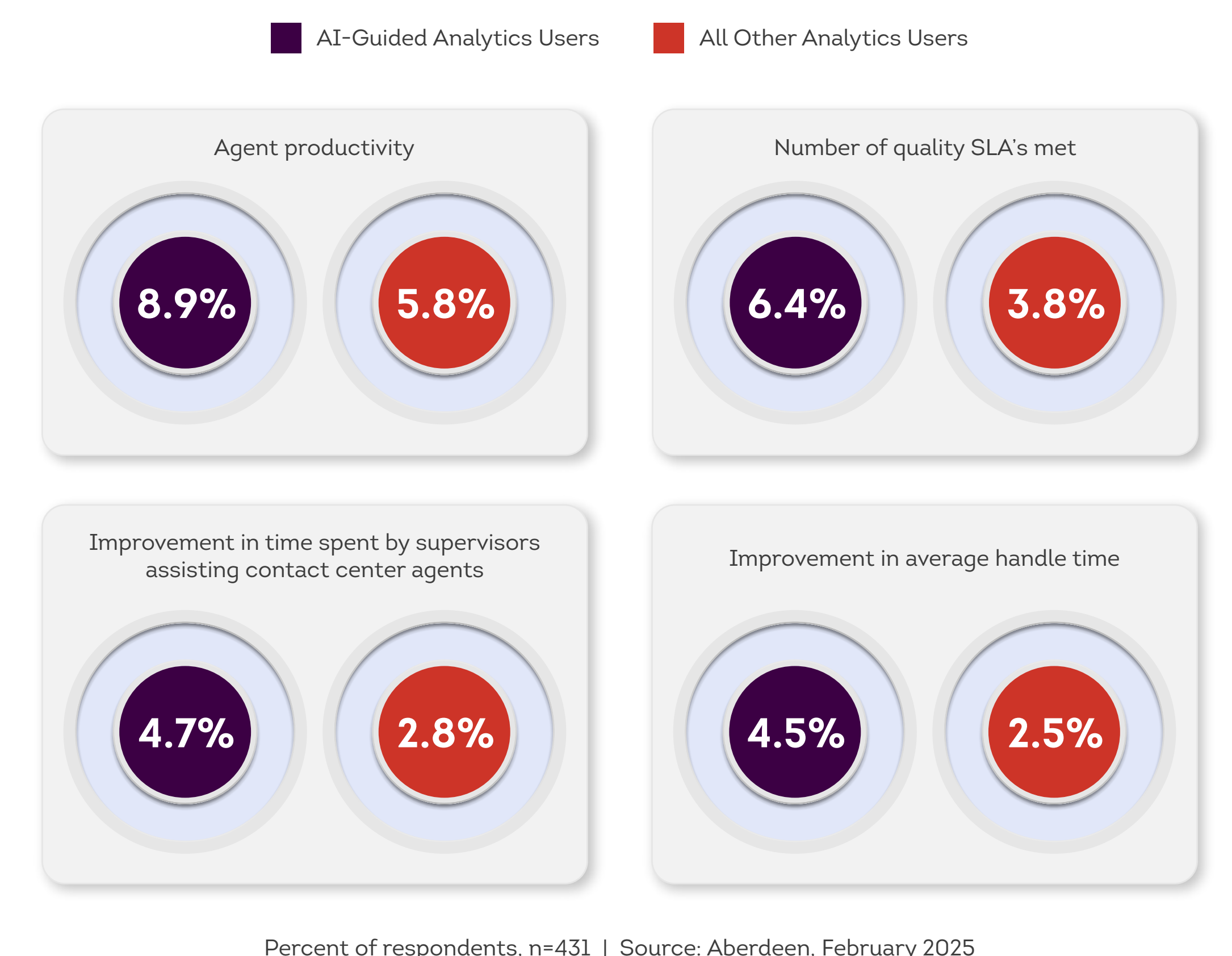
AI-Guided Analytics Fuels CX Excellence

AI-guided analytics marks a key evolution in CX, enhancing existing tools to deliver smarter, more impactful insights. By using AI to better understand and meet customer needs, companies drive loyalty and increased spending. This leads to stronger financial outcomes, including year-over-year revenue growth and improved profitability.



Infusing AI in Analytics Helps Uncover Operational Efficiency Gains

AI-guided analytics helps uncover key opportunities to boost operational efficiency in contact centers. Efficiency is crucial to avoid poor customer experiences, higher costs, and missed revenue. CX leaders rely on KPIs to track performance, and research shows that AI-driven insights lead to stronger year-over-year gains in agent productivity, handle times, and SLA attainment.



Summary

Despite having ample customer and operational data, 73% of business leaders are unsatisfied with their ability to use it to meet CX goals due to a lack of the right technologies. AI-guided analytics addresses this gap by layering machine learning, automation, Gen AI, and agentic AI to drive smarter decisions. Companies using these tools report stronger results in customer satisfaction, revenue growth, and agent productivity.

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