



eBook no. 1:

How AI is changing European contact centres



Customer experience
inspired by empathy,
driven by technology

The Odigo View

Artificial intelligence (AI) is a key driver of new dynamics in customer relations, regardless of the sector. As a result, the many uses of AI solutions are constantly developing in different formats (chatbots, callbots, message and sentiment analysis, etc.). It is expected to continue to grow, especially through automation and smart data management initiatives.

But what about the big picture? Are companies convinced about the net effects of AI in their line of work? Which sectors are leading the way in adopting AI? What do they have to say about future investments in AI?

The new Odigo-Davies Hickman survey*, conducted among **1035 European business leaders** in June 2022 reveals that European companies are ready for a change of scale and plan to invest significantly in the short term. Of the 74% of European companies that have invested in AI solutions for customer experience, 89% declared that they have been successful in improving their customers' experience, 27% with a lot of success, 62% with some success.

To the professionals who run contact centres, AI has become something more than just a business tool. It enables a company to transform, because it meets its growth objectives while also tackling the challenge of improving the working

conditions of contact centre employees. By relieving them of low value-added tasks, AI assists and empowers agents to better serve their customers.

In fact, European business leaders point out that among the professions most interested in AI-based solutions and innovations, customer service comes out on top. While they consider that they still have many areas for improvement in their contact centres, they identify AI as decisive in improving customer retention and satisfaction. The snowball effect is such that even in the case of companies that have not yet deployed a solution, more than six out of ten say they want to invest into AI to improve customer experience in the next two years.

AI is now recognized as a key component of any digital transformation, especially in the customer experience sector. It will, in fact, help to open up the organization and to reinvent business processes. The Davies Hickman 2022 survey reveals how innovation in AI has become mature, actionable and exists at the service of the business and with a proven ROI. Find out the results of the 2022 survey in this first eBook on "How AI is changing European Contact Centers" of a 3-part series.

Jean-Denis Garo,
Head of Product Marketing,
Odigo

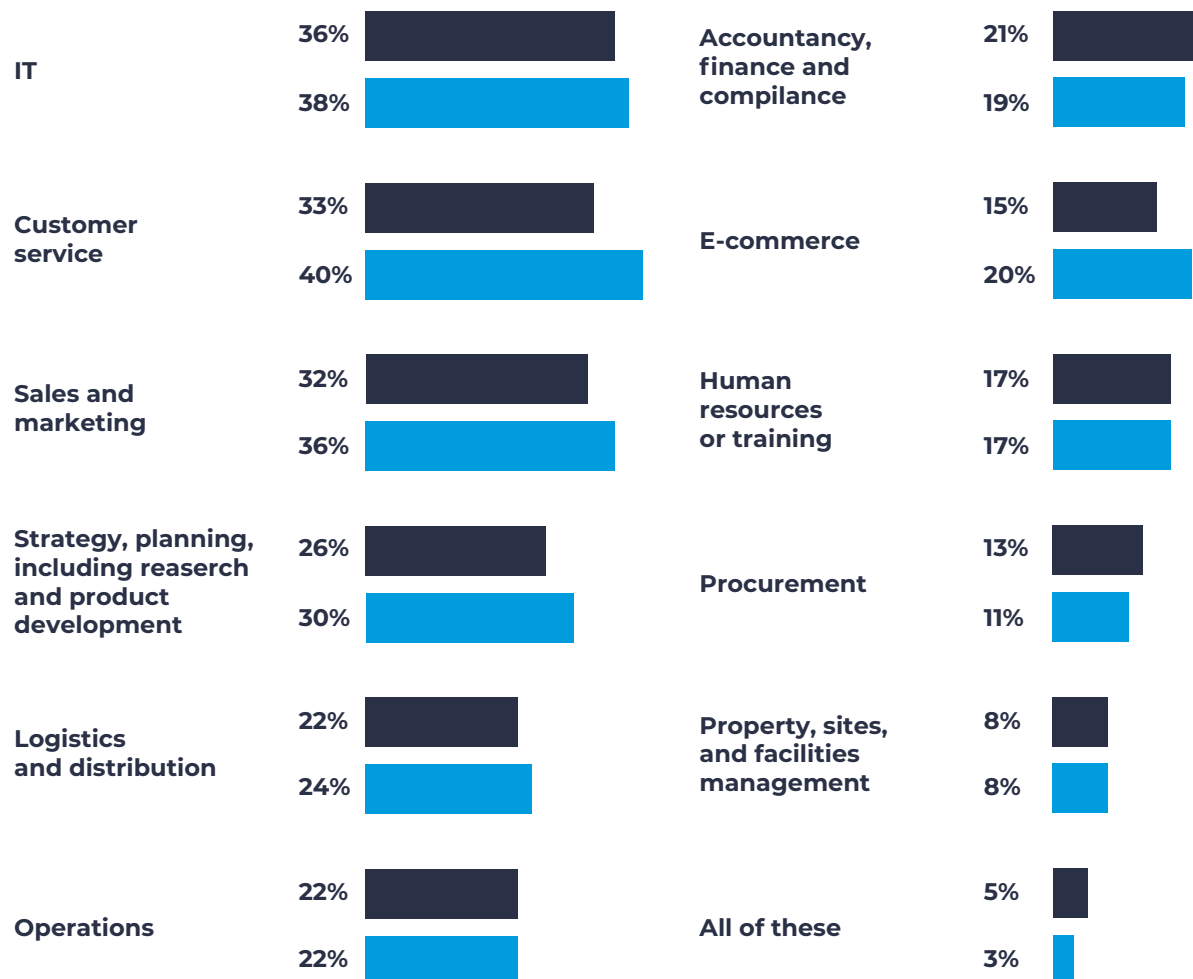


Customer service department the loudest advocate for AI

Since 2021, customer service executives' interest in AI has increased significantly. Customer service executives are now the function most interested in solutions and innovations based on AI technology. Their level of interest has jumped from 33% since 2021. They were closely followed by the IT and Sales & marketing departments.



Which areas of your organisation are currently most interested in solutions or innovations based on AI technology adoption?





Better customer experience top priority for European business executives

European business executives would like to offer better support to their customers. When it comes to assessing the overall performance of their contact centres, compared to 2021, fewer of them think their contact centre is industry leading. Indeed, 79% want to offer better support to their customers (a jump from 70% in 2021) while 75% find that AI can be helpful for the call centre agents as well. AI as well as cloud technology is top on their shopping list of vehicles that will help get them there.

Rating their contact centre operation as industry leading for...

2021
2022

Delivering a great customer experience



Scoring highly on NPS or Csat measures



Employee engagement



Cost efficiency



79%

want to offer better support to their customers (up from 70% in 2021)

75%

say it is useful if AI supported human agents by optimizing their efficiency (up from 69% in 2021)

68%

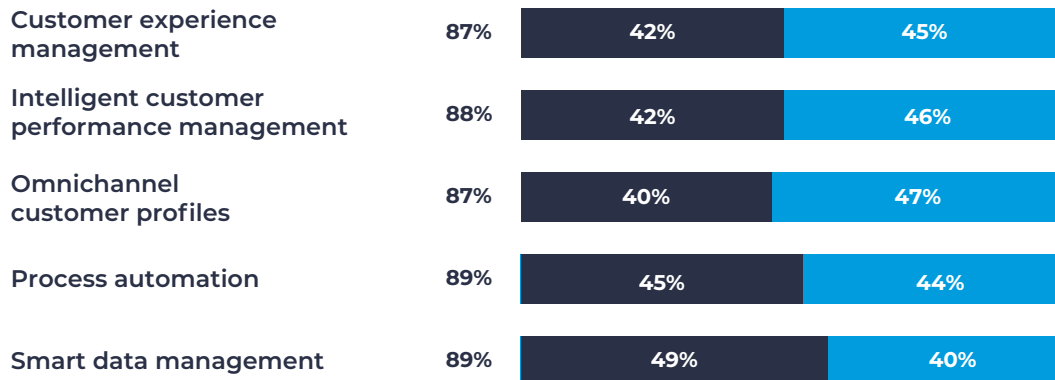
Directors see the value in investing in cloud technology for their contact centre (up from 62% in 2021)



More momentum for AI for CX

Executives believe applications of AI for CX are more likely to add value to their operation. AI for CX applications are expected to contribute to organisational improvement across Europe. The interest in AI for CX applications has been steadily going up year by year. The interesting thing to note is that there is a core set of AI for CX applications almost equally popular among European business executives.

Thinking about Artificial Intelligence, do you think organisation are/will be interested in the following applications of Artificial Intelligence technology now or in the future?



Up to **5%** more interest in AI for CX between 2021 and 2022.

A surge in AI investments for CX

In 2021:
41% of executives said AI was vital and 48% said it was important to the success of their business

In 2022:
3 out of 4 have invested in AI for CX

Much has happened since last year's survey – in 2021 less than a half of our respondent's felt AI was either vital or important to the success of their business. This year, 3 out of 4 businesses across Western Europe have now invested in AI for CX, confirming their high expectations for improving organisational success. Some sectors have made championing AI for better CX an industry-wide standard. This applies especially to media and consumer electronics (87%), financial services (85%) and housing and real estate (81%). Only the public sector and charities are less likely to have used AI for CX.

Spain is a clear leader in AI adoption, with **81%** of business leaders confirming investments in AI for CX, compared to the UK (76%), Germany (73%), France (72%) and Belgium and the Netherlands (65%).

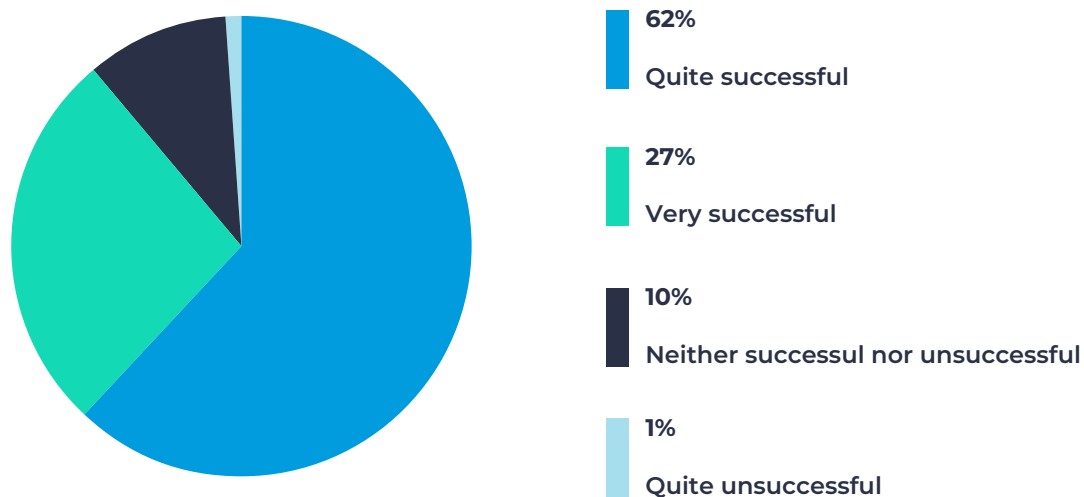
Has your organisation invested in AI that is designed to improve your customers' experiences?
Answering Yes



...And the investment is paying off

Organisations are seeing benefits from AI investment in CX. So far, **9 out of 10 businesses say AI for CX has been a success**. While specific AI tools – like chatbots – take longer to finetune, business leaders are more convinced than ever that investments in cloud technology have improved and will continue to improve the customer experience.

(Of those that have invested in AI), how successful has your organisation's AI investment been in improving your customers' experience?



57%

say the AI chatbots their organisation has implemented have been successful (55% in 2021)

73%

say upgrading to new cloud technologies will improve or has improved their organisation's customer experiences (66% in 2021)

Expected benefits: customer satisfaction tops the list

European business executives see a range of benefits of investing in AI. While improvements in customer experience ranks top, decreasing operational costs is an added expected benefit. Overall, nearly 3 in 4 think AI will improve their brand's interactions with customers.

What do you think would be/is the most important business value/s, to your organisation, when investing in AI to improve customer experiences (CX)? Tick all that apply

● 2021 ● 2022

Improves
customer
satisfaction

46%

52%

Decreases
operational
costs

29%

36%

Predicts / meets
customer needs

31%

35%

Improves
competitive
advantage

24%

30%

71%

AI will improve their brand's
interactions with customers
(up from 66% in 2021)



The journey has just begun...



Companies do not see AI for CX investments as a mere tactic – it's a strategy. Of those who have already spent funds, almost all European executives, 96%, plan on investing more in the next 2 years of which 42% label this technology as critical and vital to their business succeeding. A further 54% feel AI will no doubt be a contributing factor to their performance.

(Of those that have invested in AI) Do you think your organisation will invest more in AI for CX technologies in the next 2 Years?
Answering Yes

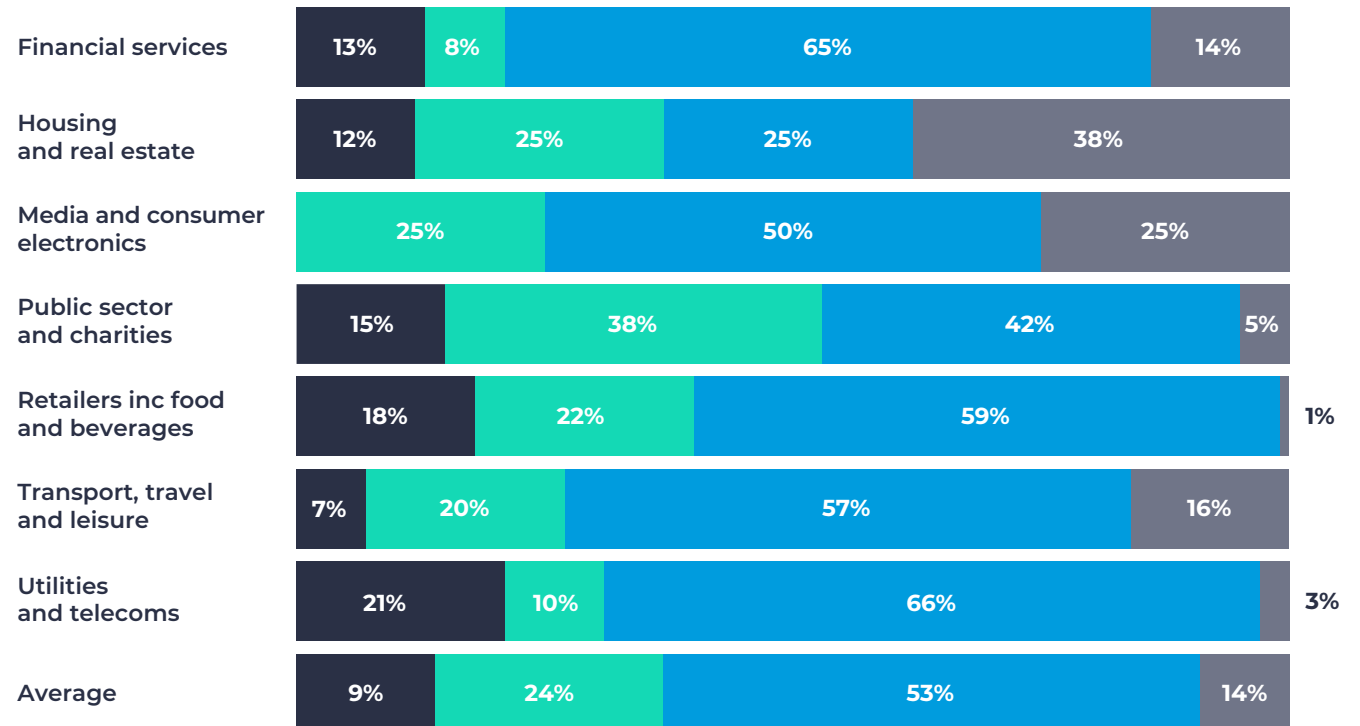
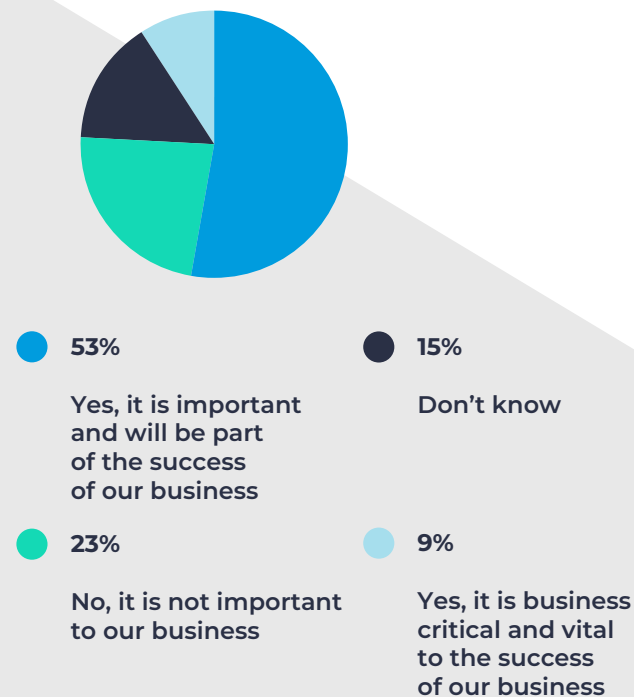


And even for those who haven't gotten started, the road ahead is clear

The majority of executives that haven't yet deployed AI for CX have decided on one thing for sure: they will invest in AI for CX. More than 6 out of 10 are convinced AI for CX will have an important part to play in the success of their business.

Those that have not invested in AI for CX have future investments plans. 53% say they may invest in the next two years, and it is business critical and important. Most of the sectors have made up their mind to invest in AI for CX except the public sector and charities that are far behind in terms of enthusiasm for AI.

(Of those not invested) do you think your organisation may invest in AI for CX technologies in the next 2 years?



AI hype is real, but positives outweigh the negatives

If you feel like AI is heavily hyped, **welcome to the club: 55% of those the Odigo-Davies Hickman team surveyed feel just like you.** Similarly, a narrow majority of those surveyed (53%) noted that they've heard more positive than negative information about AI. Whatever the case may be, you might be at a bit of a crossroads, and may be wondering where AI can work best in your contact center.





Key takeaways and next steps

Takeaway no. 1

AI for CX is delivering not only better CX; it's also delivering a return on investment. 3 out of 4 European business executives have already invested in AI for CX, with 9 out of 10 of them saying it has been successful and they would invest more.

Takeaway no. 2

More respondents are identifying the clear benefits of upgrading to new cloud technologies - 73% in 2022 compared with 66% in 2021. Those that already invested plan to invest more.

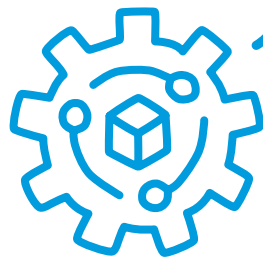
Takeaway no. 3

Spain is a champion in AI for CX with 81% of business leaders surveyed confirming investments, compared to 76% in the UK, 73% in Germany, 72% in France and 65% in Belgium and Netherlands.

Takeaway no. 4

Those that have not invested in AI for CX have future investments plans. 53% say they may invest in the next two years and it is business critical and important.





Next steps for the prudent AI for CX investor

Odigo as a leading provider of **Contact Centre as a Service (CCaaS)** solutions is in a great position to guide you in the right direction. We **fully embraced AI and integrated it where it is most effective** on our cloud-based platform.

- Our AI-powered omnichannel bot gives customers the personalised care that resolves simple queries and gives agents the info and insights they need to engage with clients and solve their more complicated issues in real time.
- Our NLU-powered interactive voice response capabilities ensure that data is managed in a smart way to qualify calls and relay them to the right agent.
- AI-powered data visualisation software helps automate workflow for contact centre managers and boost agents' performance and motivation by creating better context around individual KPIs.

*Independent market research by Davies Hickman Partners in June 2022 and April 2021:

- In 2022 1,035 business executives answered an online survey in Belgium/Netherlands, France, Germany, Spain and UK. In April 2021 1,007 business executives
- Range of functions: Sales & Marketing, Operations, Logistics, IT, HR, Finance, Leadership, etc.
- Range of seniority: C-level, Director and Manager

At Odigo, we believe strongly that AI is now a mature technology that can deliver a great ROI. To find out how you can use AI to turn around your customers' experiences

**contact us
by clicking here.**





About Odigo

Odigo provides Contact Centre as a Service (CCaaS) solutions that facilitate communication between large organisations and individuals using a global omnichannel management platform. With its innovative approach based on empathy and technology, Odigo enables brands to connect through the crucial human element of interaction, while also taking full advantage of the potential of digital. A pioneer in the customer experience (CX) market, the company caters to the needs of more than 250 large enterprise clients in over 100 countries.

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