

AI and the Art of Customer Experience

Global research reveals why AI is crucial in the new frontier of customer experience.

Today's customer experiences fall short of expectations.

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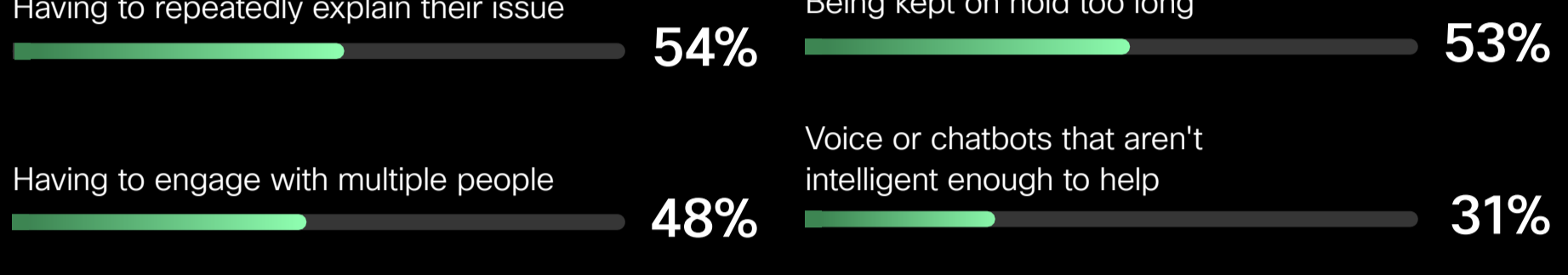
25%

were very satisfied with their last customer service engagement.¹

94%

have abandoned an interaction with customer service due to a poor experience.

Why do people get frustrated with customer service?



Brand loyalty is on the line.

95%

would switch brands due to sub-par customer service experiences.

74%

deemed customer service reputation very important in their decisions to buy from a brand.

What do customers really want?

The top three factors that ensure customer satisfaction, according to the data:



Rapid engagement



Swift solutions



Contextual understanding

Enter the era of AI with Webex Contact Center.

With AI improving every interaction, Webex Contact Center customers are exceeding expectations:

70%

expect 3X or faster agent response times with Webex AI.²

1 in 3

believe average handling times will be reduced by 10% or more with AI-generated summaries.

92%

report agents will get up to speed faster and have more context with customer histories.

Provide better experiences, achieve better outcomes.

Companies that have deployed Webex AI capabilities see a bright future ahead:

68%

predict an increase in Net Promoter Score.

75%

anticipate a reduction in customer churn rates.

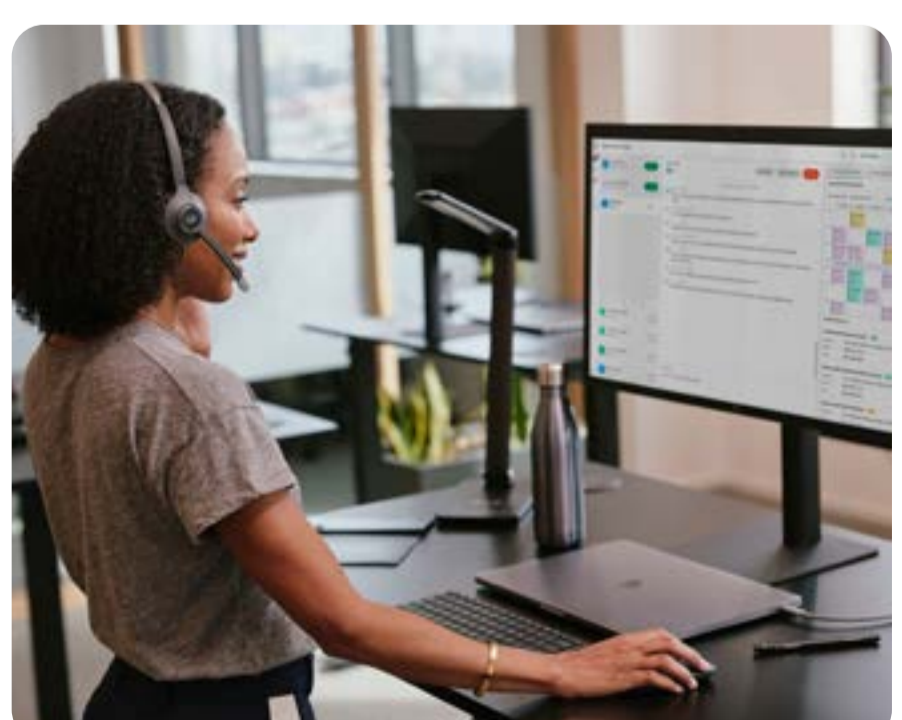
65%

expect customer lifetime value will increase.

Deliver AI-powered CX today.

As you prepare to deliver exceptional CX, unlock the power of AI with Webex Contact Center which seamlessly integrates across digital and voice channels for proactive, self-learning customer engagement.

With a purpose-built AI Assistant, you can anticipate needs, resolve issues, and enrich experiences, ensuring a seamless journey from customer to agent and beyond.



Discover how **85%** of Webex Contact Center customers are improving customer engagement with AI features available at every step of the customer journey.

[Learn More](#)

¹ The changing expectations of customer experience, The Futurum Group, February 2024.

² Survey of users in Webex AI Early Access Program, May 2024.