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AI in Contact Centers & Omnichannel Service Operations Playbook

Deploying AI in contact centers where agent burnout and customer trust are both on the line

- Practitioner
- Intermediate
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- Administrator
- 04 August 2021
- 4 minute(s)

Overview

A framework for AI deployment in contact centers and omnichannel service operations — agent-assist tooling, automated triage, and quality monitoring — that improves both customer experience and agent working conditions, avoiding the common failure mode of AI deployment optimized purely for cost reduction at the expense of both.

Isn't AI in contact centers primarily about reducing headcount and

cost? Cost reduction is often a driver, but AI deployment optimized purely for cost — aggressive automation without adequate agent support or customer experience consideration — frequently produces both agent burnout and degraded customer experience, undermining the initiative's broader business value even where it achieves narrow cost targets.

Where does AI typically deliver the best combined value in contact

centers? Agent-assist tooling that reduces routine cognitive burden (drafting, information retrieval) while preserving agent judgment for complex or emotionally sensitive interactions tends to improve both agent experience and customer outcomes simultaneously.

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