

EBOOK

29 AI Best Practices
to Help Your
Contact Center
Improve
Customer
Satisfaction



broadvoice



You can spend thousands of dollars on targeted ad campaigns, outbound sales strategies, and event marketing. But none of it matters if your customers aren't satisfied with your products and services. It's simple. Dissatisfied customers churn. Satisfied customers become your secret weapon for success.

Customer satisfaction (CSAT) is key to gaining repeat customers and cultivating brand evangelists. But this isn't something new or novel. In fact, a 1995 publication of [Harvard Business Review](#) described the [importance of customer satisfaction](#). The author wrote, "High-quality products and associated services designed to meet customer needs will create high levels of customer satisfaction. This high level of satisfaction will lead to greatly increased customer loyalty. And increased customer loyalty is the single most important driver of long-term financial performance."

I couldn't have said it better myself.

We know that CSAT matters. The real mystery lies in how to create satisfied customers.

According to the [American Customer Satisfaction Index](#), CSAT scores have remained in the [70th percentile](#) for the last three decades. Despite all the innovation and technological changes in the last 30 years, the average score has been steady.

Steady isn't bad. But steady doesn't blow minds. It's time for a change, and a big one.

Enter AI.

AI isn't just about making things faster. It's about making things smarter, smoother, and more satisfying for customers and employees. This is why it's transforming the contact center industry. From predictive analytics that anticipate customer needs to chatbots that never sleep, AI is reshaping how contact centers drive customer satisfaction.

Sprinkling a bit of AI dust here and there won't make much of an impact. Boosting CSAT scores requires adding AI to every touchpoint in the customer journey.

Let's see how AI can fit into your contact center.



Understanding AI in the Contact Center

Artificial intelligence (AI) enables human-like intelligence and learning capabilities in machines. There are two key terms you need to know to understand how AI works.

- **Machine learning (ML)** develops algorithms that allow computers to learn from and make decisions based on data.
- **Natural language processing (NLP)** focuses on the interaction between computers and humans through natural language.

With these essential features, AI is altering how we live and work.

[McKinsey & Company](#) reports that [AI adoption](#) has grown exponentially as more organizations see AI reduce costs and boost productivity. In fact, Apple, Google, and Meta have each released their latest AI models. This has changed how we search the internet, what we see on social media, and how we communicate.

Whether you like it or not, AI is ubiquitous. So, it shouldn't be surprising that it's changing how businesses operate, especially in contact centers.

AI has had a powerful effect on customer service. Today, [63% of consumers](#) expect businesses to know their unique needs. It may seem impossible to meet such a crazy demand. But, with artificial intelligence, it's *actually* possible.

Contact center AI changes how contact centers interact with customers. Here are a few ways:

- With AI-powered agent assist tools, agents can work smarter and more effectively. These tools provide real-time suggestions, automate routine

tasks, and offer insights about customer interactions for faster, more informed service.

- AI chatbots and virtual assistants handle customer inquiries, allowing customers to resolve issues without human intervention.
- Chatbots and intelligent routing take self-service to the next level, providing low-level support to reduce incoming volume and boost FCR.

AI and automation make customer service more efficient, personalized, and scalable. Let's break down these benefits.

AI helps service teams:

- Be more efficient by automating workflows, repetitive tasks, and administrative work.
- Improve personalization to help agents deliver responses and recommendations tailored to each customer.
- Scale faster by managing high volumes of customer interactions.

Don't forget that your customers also get a piece of that benefit pie.

With AI, you can elevate your business, maintain a competitive edge, and improve your customer experience. Use these 29 best practices to see how AI can transform your contact center operations and redefine customer satisfaction.



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Boost Customer Satisfaction Using AI

Drive Efficiency with Chatbots

- 1. Automate routing inquiries.** Chatbots improve call routing by collecting customer context and demographic data. Then, it sends that info to the best-fit agent or department. This boosts service efficiency, ensuring customers get help from the right person at the right time.
- 2. Provide instant, consistent responses.** Customers are impatient — up to [90% want immediate responses](#) to their inquiries. Chatbots, which operate 24/7, make this kind of immediacy possible. [Add chatbots](#) to handle common questions and point

customers to resources that give them immediate and uniform answers every time.

- 3. Seamlessly escalate issues to agents.** Customers still [want human interaction](#), especially when issues become complicated or nuanced. For this reason, chatbots can't (and won't) replace your human agents. But don't let your chatbots block customers from receiving this help. Instead, chatbots should recognize when a conversation needs to escalate to a human agent.

Read Between the Lines with Sentiment Analysis

- 4. Detect customer emotions in real time.** Sentiment analysis evaluates customers' tone and words to gauge their emotions. With tools like Broadvoice's [Go.AI](#),

agents can use sentiment analysis to monitor a customer's attitude during interactions and adjust their responses accordingly.

- 5. Tailor responses based on customer's moods.** Imagine you could know exactly how someone felt when you talked to them. With sentiment analysis built into your call analytics, agents can achieve this level of insight. Then, they can use the intel to customize replies that align with the customer's emotional state.
- 6. Identify trends for proactive improvements.** Sentiment analytics reveal trends over time. With them, you can uncover patterns of customer sentiment, A/B test different strategies, and make changes that enhance customer satisfaction.



Forecast the Future with Predictive Analytics

- 7. Anticipate customer needs.**
Predictive analytics are your contact center's crystal ball. These tools analyze customer and operational data to uncover trends and predict customer needs/behaviors. Using this intel, your team can anticipate customer expectations and address them with new service strategies. Or they can pass along the info to your product team so they can develop new features.
- 8. Proactively resolve issues.**
Predictive analytics help you anticipate customer issues. You can use analytics to identify potential problems before they escalate. Then, you can proactively reach out to frustrated customers before they churn. You can also find and fix broken processes to deliver a smoother customer experience.
- 9. Personalize service offers.**
Predictive analytics help you drive personalization. Find insights, then tailor product and service recommendations to increase your relevance and show customers you care about them.

Improve Agent Performance Using AI

Help Agents Grow with AI-Driven Training Programs

- 10. Customize training modules.**
Almost [80% of customers](#) have backed out of a purchase because of a poor customer experience. So, if an agent doesn't know their stuff or lets a snarky comment slip through, there's potentially a heavy cost. You can mitigate that risk and empower your agents to succeed with robust agent training that is custom-built for their needs.

- 11. Provide real-time feedback and coaching.** Employees want jobs that allow them to grow personally and professionally. [According to Gallup](#), the more you invest in developing employees, the more engaged they are. You can engage your employees with focused coaching aided by AI. With agent assist tools, AI can analyze agent performance, suggest knowledge base articles for reference, and provide targeted feedback and suggestions to help agents grow.
- 12. Add gamification.** Gamification tactics — like adding point systems, badges, and challenges to motivate and reward agents — can improve performance. Gamification has been linked to a [90% increase in employee productivity](#) and an [exponential boost in profitability](#). AI makes gamification even better. AI can target specific agent behaviors by having agents compete against bots or their peers. Adding game-like elements to training supports better engagement and motivation among agents.

Provide Faster Support with Intelligent Routing

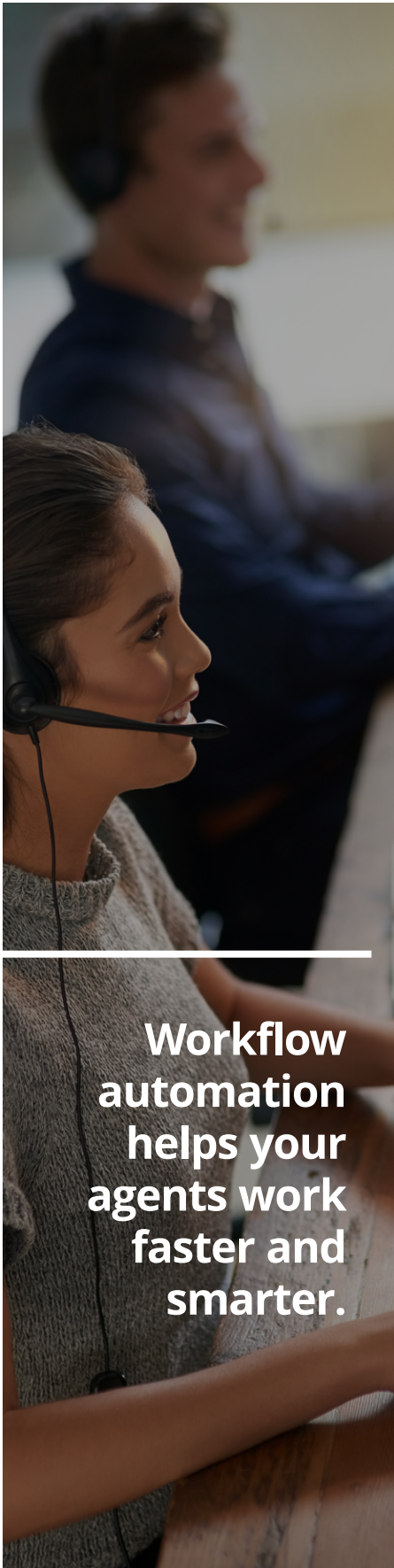
- 13. Match customers with the best-fit agent.** Upgrade your IVR with AI-powered intelligent routing for an even better CX. An [interactive voice agent](#) (IVA) collects essential information from callers. Then, it connects the customer to the most appropriate agent based on their inquiry and the agent's expertise. Customers get better support, and agents get to use their unique skills and knowledge in each interaction.
- 14. Reduce wait times.** Waiting on hold is a top driver of customer frustration, so leaving customers on hold is asking for a bad review. But with better routing solutions,

you can reduce customer wait times.

- 15. Upgrade your self-service.**
Reports show that [81% of customers](#) try resolving problems on their own before reaching out to a representative. AI allows you to upgrade your self-service options so customers can get answers and problem-solve on their own. Add virtual agents to your IVR system or integrate AI chatbots with your knowledge base so customers can immediately find helpful tips, tutorials, and answers.

Maintain Excellence with Automated Quality Assurance

- 16. Monitor interactions.**
Compliance is more than a legal obligation — it's foundational to maintaining trust and retaining customers. Customers who trust a brand are [88% more likely](#) to buy from them again. With automated quality assurance tools, you can ensure every interaction meets compliance standards. Tools like Go.AI's PII detection scan conversations for sensitive information to identify, flag, and secure privacy and compliance.
- 17. Provide actionable insights.**
AI-powered algorithms can manage vast amounts of QA data, providing actionable insights. With automated quality assurance, you get data-backed info about how your team is performing and where quality can improve. Use these insights to enhance processes, upgrade compliance standards, and build consistency.



Workflow automation helps your agents work faster and smarter.

18. Identify areas of feedback and improvement. Cultivate a culture of learning and continuous improvement with automated QA. With post-call QA, you can set goals and quality standards. Then, AI can score agents on their customer interactions. With that score and data, AI delivers personalized feedback so your customer experience continuously improves.

Increase Operational Efficiency Using AI

Operate Smoothly with Workflow Automation

19. Streamline redundant admin tasks. Did you know that automating tasks can save your employees [240 hours each year](#)? Tedious tasks like logging tickets, answering simple customer queries, and performing basic data entry eat away at your agent's time. This slows productivity and keeps them from the important work — helping your customers. By automating routine administrative tasks, you can save time and reduce errors.

20. Reduce operational costs. Workflow automation helps your agents work faster and smarter. With fewer repetitive tasks, you can help more customers with fewer human resources. Over time, this reduces operational costs by automating processes that previously required human intervention.

21. Enable agents to focus on high-value tasks. According to [Salesforce](#), [56% of agents](#) say they've experienced burnout in the last year. By adding redundant administrative tasks to their plate, you're bound to see an uptick in burnout (and eventually, attrition). Contact

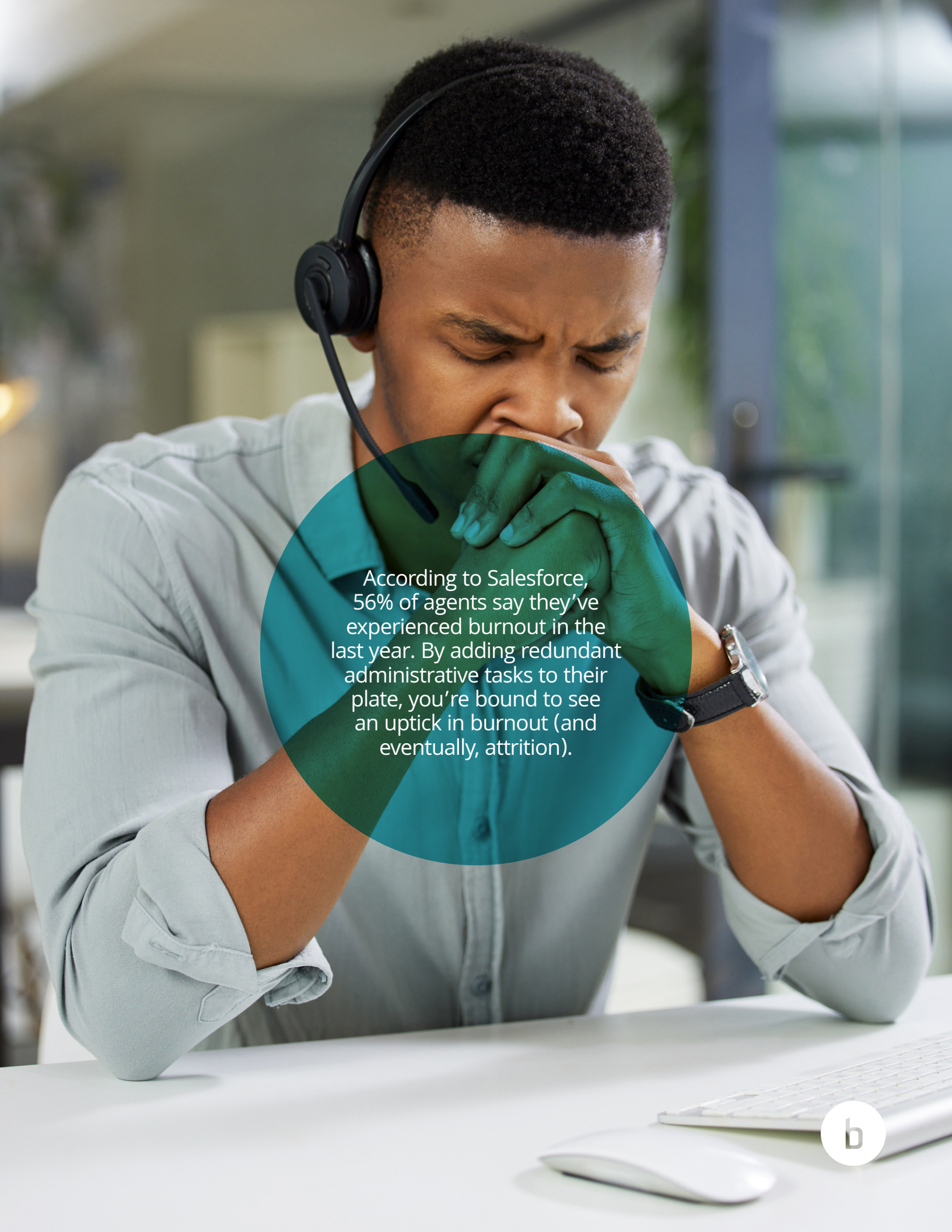
center agents want to grow and learn in their jobs. But when you fill their day with boring tasks that need minimal knowledge or skills to complete, you're hindering their development and encouraging disengagement. Automation removes the burden of this boring work and allows agents to focus on more strategic, complex work and customer interactions.

Ensure Consistency with AI in WFM

22. Optimize staff schedules. Manually creating agent schedules is a recipe for a headache. How do you ensure you aren't overstaffed or understaffed? How do you ensure you have the right number of agents with the best skills at any given time? AI that integrates with your WFM solution makes scheduling a breeze. Find a solution that integrates with your contact center platform (like [Playvox](#) does with [GoContact](#)). This allows it to access your historical data and predictive analytics to produce efficient staff schedules that align with predicted demand.

23. Forecast demand. With forecasting, you can see possible fluctuations in call volume and adjust staffing levels as needed. By forecasting upcoming demand, you can meet SLAs, sustain strong KPIs, and keep your CSAT afloat.

24. Effectively manage agent workloads. Imagine your team is divided based on the channel they support. The problem is that the agents monitoring the phones can't catch a breath between interactions, while agents handling emails have time to finish the New York Times Crossword and the Wordle while chatting about weekend



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plans. That doesn't seem fair or efficient. AI-powered WFM helps you balance workloads across your team. You can anticipate which channels need the most support and create schedules that offer greater consistency and support team morale.

Make Data-Driven Decisions with Advanced Analytics

- 25. Get strategic insights and trend recognition.** Strategic decision-making doesn't have to be a guessing game. Advanced analytics sift through your data to uncover trends in performance, customer behaviors, FAQs, and more. This gives you a clear picture of your processes and operational efficiencies. The result? You understand your customer journey better. Then, you can use these extra insights to make better decisions and inform your next steps.
- 26. Boost reporting accuracy.** If your data is inaccurate, you risk losing revenue, misrepresenting your team's performance, and chasing the wrong goals. With AI-driven data analysis, you can enhance the accuracy of your reporting so you don't make the wrong moves. You also get better visualization with intuitive reporting dashboards and segment data.
- 27. Continuously optimize initiatives.** Good leaders remain agile. They try new things, test and iterate, and consistently learn and optimize. AI-powered analytics enable you to review, test, and adjust your strategies based on insights. This means you can achieve the best customer and team outcomes.

Implementing AI in Your Contact Center

28. Be strategic. Poorly implementing AI has serious consequences. It can frustrate customers, create unwanted gaps and errors in your processes, and alienate employees. For successful AI adoption, you need a clear strategic plan.

Here are a few tips to keep you on track:

- **Gather feedback from customers** to ensure AI and automation fit their needs and expectations of your service.
 - **Don't make any decisions in a silo.** Work with your IT team, operations leaders, and agents to determine how AI will support or change your existing processes.
 - **Ensure your employees understand why you're adding AI** and how it will help them. Keep an open line of communication: talk with your team often to answer questions and mitigate any fears about the transition.
 - **Make sure your AI tools integrate seamlessly** with your current technology stack.
 - **Test, test, and test again** before you fully launch. This is especially important for processes that have a direct impact on your customers. Try out any workflow automation and routing strategies before actively using them.
- 29. Measure the success.** It's important to measure the success of any new technology. Here are a few ways you can do so:
- **Pay attention to KPIs** that will be impacted by AI and automation. This includes metrics like first-call resolution (FCR) and average handle time (AHT). Most importantly, watch your CSAT and net promoter scores (NPS) to ensure customers are satisfied with the changes.
 - **Use analytics to gauge the effectiveness of AI initiatives** and watch your reporting closely. Try different approaches with your new AI tools using A/B testing to see what works best.
 - **Send surveys** to your team and customers to gather feedback on how things are going and to ensure everyone's on board with the changes.
 - **Continuously refine AI strategies** based on performance data and feedback. Iteration is key!

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Product Spotlight: Go.AI

AI in contact centers is more than a fad — it's a transformational shift. And it's time to get on board. These best practices can help you harness AI's full potential to give your agents and customers a superior experience.

Add AI across every customer touchpoint. Then, integrate it within your CCaaS and UCaaS solutions for a seamless customer journey. Improved training and scheduling support your agents' day-to-day workflows and development. Task automation, routing, and better self-service drive operational efficiency. Stay more informed with reporting, WFM, and advanced analytics.

The power of AI is yours for the taking, and we're here to help.

At Broadvoice, we're dedicated to helping you achieve this transformation — regardless of your size or budget. AI technology is integrated into every element of our CCaaS and UCaaS platforms, helping automate and streamline tasks, gain deeper insights into customer behavior, and deliver high-quality customer service.

We combine the best of CCaaS, UCaaS, texting, and labor into a seamless, AI-powered experience. Each piece of the CX puzzle is built using the latest and greatest in AI technology, designed for ease of use, improved productivity, reduced employee turnover, and, most importantly, higher customer satisfaction.

For us, AI isn't a tool — it's a partner.

And it's not just for the big guys. Broadvoice offers enterprise-level features and support through a scalable solution so companies across the marketplace can enjoy the benefits of AI and automation while keeping their customers satisfied. Together, we can create a future where every customer interaction is seamless, personalized, and impactful.





Let's get started.
[Request a demo today.](#)

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