



# GOCONTACT PRESENTS...




## THE GLOBAL OUTLOOK IN 2024 OF CONTACT CENTERS AND BPOS



WITH THE PARTICIPATION OF:  
60 companies >

-  **41%** Spain
-  **34%** Portugal
-  **20%** Latin America
-  **5%** Rest of the world

### HYBRID WORK MODELS ARE ON THE RISE AROUND THE WORLD:

-  **91%**
-  **48%**
-  **96%**

### CURRENTLY, THE MOST OFFERED SERVICES ARE:



Back-office



Customer Service



Inbound and Outbound Sales

### THE SECTORS WITH THE GREATEST IMPACT ON THESE SERVICES ARE:



Banking and financial services



Insurance

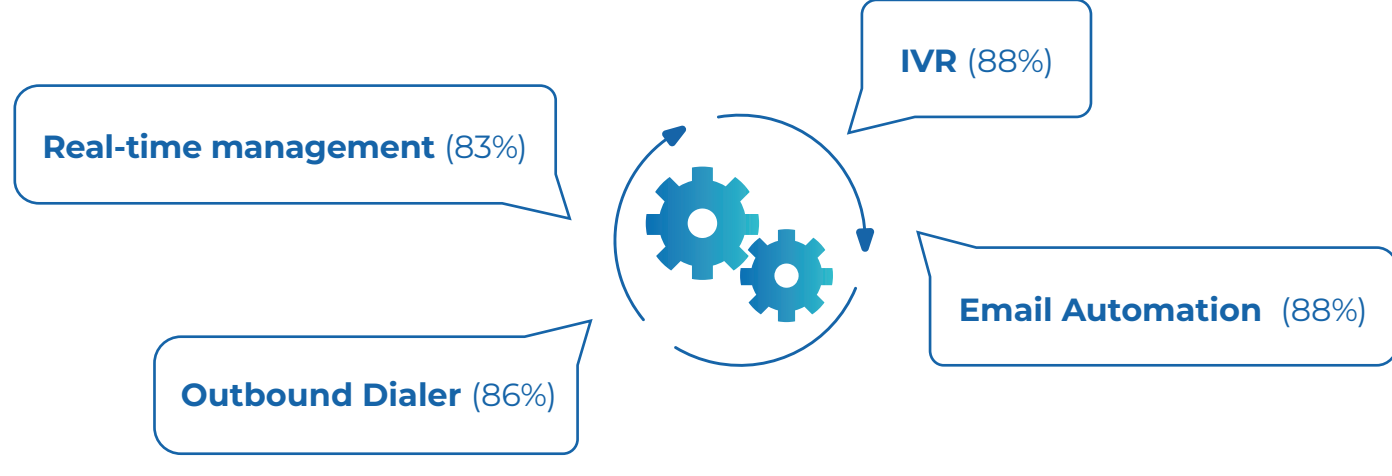


Retail



Telecommunications

### WE ARE ALREADY ON THE ROAD TO AUTOMATION.



### IN THE FUTURE, THEY PLAN TO INVEST IN SOLUTIONS LIKE:

**41%**

Speech Analytics

**29%**

Agent Assist

**29%**

Voice Bots

**20%**

Natural IVR



### ARTIFICIAL INTELLIGENCE (AI) ALREADY DOMINATES THE PRESENT AND WILL SHAPE THE FUTURE.

These are the **most widely implemented AI solutions** today:

**59%**

Robotic Process Automation

**58%**

Post-call surveys

**56%**

Intelligent IVR

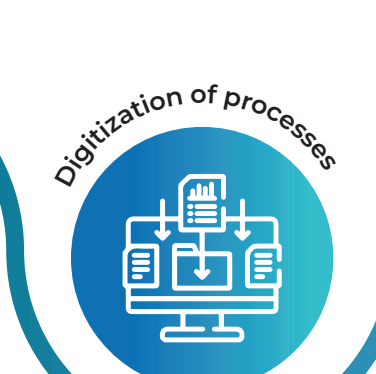
**56%**

Intelligent Call Distribution



### ALTHOUGH THE LARGEST FUTURE INVESTMENT IS PLANNED FOR AI...

The intention to invest is also significant in:



### THE BIG CHALLENGES OF THE FUTURE WILL BE:

