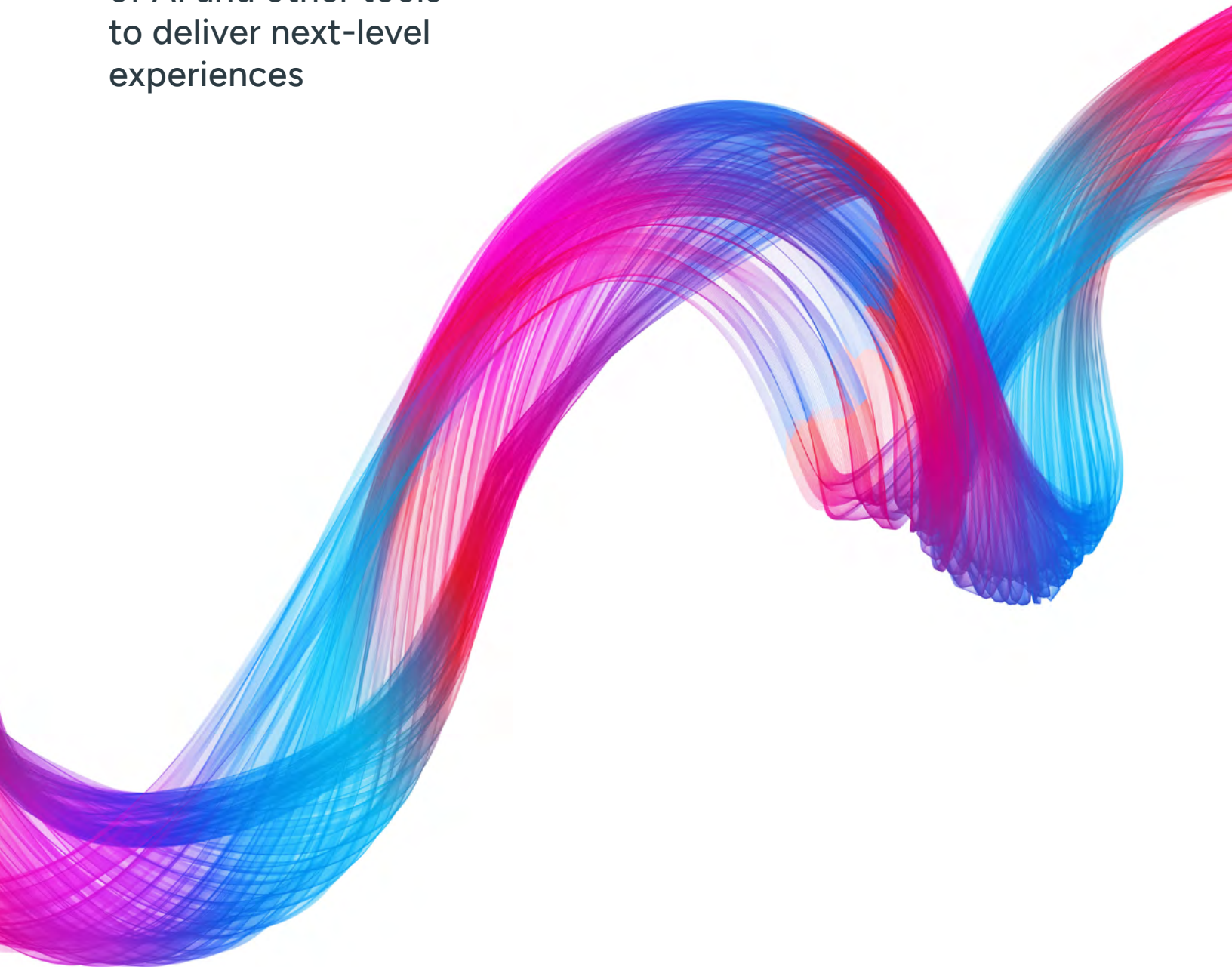


Top 3 trends for elevating CX with automation in 2025

Harness the full potential of AI and other tools to deliver next-level experiences





Overview



The pace of automation in the contact center keeps accelerating, as AI becomes an increasingly integral part of a great customer experience. Technological advances in robotic process automation (RPA), machine learning (ML), and generative AI are changing the faces of customer care and associate experience.

As the nature of work changes, the key is to evolve human labor alongside digital labor to improve productivity and experience quality. A recent [Hubspot](#) survey found that 79% of customer service specialists value AI and automation for their strategy. So what can be done in 2025 to get ahead?

Read this white paper for top automation trends for the customer experience (CX) market in 2025, plus examples of how companies are seeing results that set them apart.

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AI is key to achieving CX excellence

The lines between automation and AI continue to blur. It's hard to find automation without AI components across the CX industry, whether for back office or customer facing. Generative AI and other AI tools are evolving to make contact center and CX operations more efficient, inexpensive, and empowering to both customers and employees.

Intelligent automation allows associates to make better, quicker, and more impactful decisions by automating repetitive tasks. It also lets them scale up digital service knowledge capture, codification, and application. The result? Associates have the information they need at their fingertips when they need it, so they can provide the type of seamless, personalized experiences customers expect.

Machine learning helps companies identify patterns in interactions or analytics, better and more easily than humans ever could. This gives brands the ability to take action on deep insight that customers may not even be aware of yet. And advanced root cause analysis leads to new

products and services and uncovers opportunities for brands to pursue new markets with enhanced service features, functions, and performance.

Generative AI goes even further by using machine learning models to learn patterns from data and create new content by predicting what comes next in a pattern. Results include text, images, multimedia, and conversations that mimic a real person.

Autonomous AI agents have entered the scene to provide more complex customer self service and interact with customers without human intervention. More than just rules-based bots, they connect to data systems to complete more complex tasks. Think of them as AI assistants for customers to simplify their experiences on their own terms.

AI helps accelerate results in the contact center with solutions including:

- Accent localization
- Voice-to-voice translation
- Noise reduction
- Grammar automation
- Performance enablement
- Workforce optimization
- Knowledge assist
- Personalized training
- Instant insights
- Quality Assurance
- Intelligent fraud automation

In 2025, conversations will center around how to implement and measure AI tools to create a better experience for both customers and associates.



The following trends highlight the growing benefits AI and automation can bring to your contact center and how to realize their full potential in 2025 and beyond.

Let customer intents guide your automation strategy

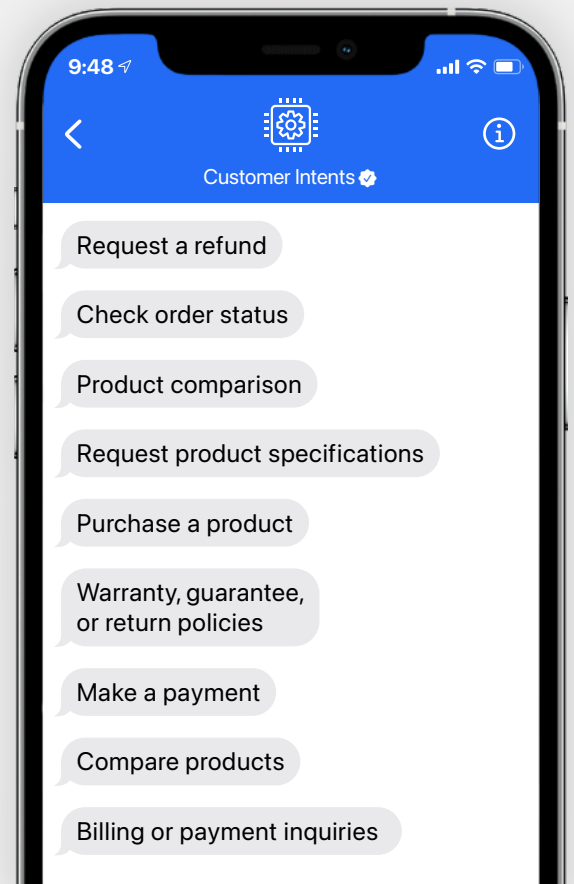
Even the best automation tools won't deliver the results you need if they're not being used at the right times or in the right ways for your customers. To make sure you're automating in the right places, it's crucial to understand customer intent.

Customer intent is the reason or purpose behind customers' actions or behavior towards a brand. It goes beyond superficial factors, such as what customers are requesting or where they are requesting it, to instead focus on their true goals for the interaction.

Understanding customer intent gives brands clarity into what a customer is trying to accomplish. It can offer upsell opportunities, provide chances to deepen the customer relationship, and increase retention – and it should be informing which parts of the customer journey are automated.

Invest time and effort into diving deeply into your company's data to uncover your top customer intents. If you lack the expertise internally, working with a CX partner is a great way to gauge what's really driving customer behavior. With that information in hand, you can thoughtfully integrate automation into the customer journey where it makes sense, facilitates interactions, and eliminates friction.

Customer intents that can be served by AI and automation:





Rethink contact center operations and how you measure success

It's time to rethink what success looks like in the contact center, especially as you increase your use of generative AI and other automation. Old metrics no longer make sense in the modern CX landscape, where more interactions are handled by automation.

When bots handle certain operations, for instance, there is no need to measure success based on how "hard" the bot worked or how many interactions it facilitated. Instead, focus on how well customers are being served and whether they come away from interactions with resolutions.

Strengthening digital capabilities with AI and intelligent automation will bring numerous benefits to your contact center – but only if you let them. It's time for brands to re-imagine automation's scope and capabilities and go all-in where it makes sense.

Consumers are warming to the idea of AI if it helps them achieve their CX goals faster and easier. Worldwide, 75% of consumers have used AI, and 43% are excited about using it, according to [Boston Consulting Group](#).

Change and evolution can be daunting, but it's time to embrace the exciting opportunities that technology present. Doing so will benefit your employees, customers, and bottom line.

Let automation take repetitive, menial tasks off your employees' plates, so they can instead focus their attention on more important and complex customer interactions. Make sure your knowledgebase is continuously updated so employees are always up to date on how best to resolve issues. And position your brand to expand into new channels and explore new ways to serve your customers by having a solid automation infrastructure in place.

Shift priorities from operational KPIs to outcome-based metrics

FROM		TO
Calls per hour	➔	First contact resolution rate
Average handle time (AHT)	➔	Customer satisfaction (CSAT)
Speed to answer	➔	Net Promoter Score (NPS)



Connect humanity and technology in meaningful ways

Intelligent automation is only as good as the experience it creates for users. No matter how great the technology is, its true power comes from the people in the contact center who use it. That's why it's essential to make sure your people and automation work together harmoniously.

Too often, AI and automation are described as replacements for human work. This couldn't be more wrong. Automation should make associates' work easier; it shouldn't displace the human touch.

Associates bring a sense of empathy, trust, and authenticity that automation simply cannot on its own. But as more interactions become powered by a mix of people and machines, brands will need to ensure that humans and automation blend to deliver one cohesive experience.

Use automation and AI behind the scenes to help associates. Connect them with the information in the systems of record more quickly and effectively. Give them the tools they need to interpret information and data accessed in real time and to scale to help customers resolve issues.

For example, it may make sense to overlay the sales qualification phase with the stage where the buyer is trying to understand a product's

requirements to evaluate its effectiveness. Using automation to do this marries human intuition, creativity, and empathy with a computer's brute-force ability to remember and calculate.

Automation should also play a growing role in associate training and onboarding. AI-powered training bots, for instance, let associates work through real-world scenarios and gain the skills needed to delight customers.

Humans + AI = better CX

80%

of employees say AI has already helped improve the quality of their work ([Zendesk](#))

50%

of consumers feel positive about using AI to engage with a business ([LivePerson](#))

75%

of CX leaders see AI as a force for amplifying human intelligence, not replacing it ([Zendesk](#))

85%

of consumers want brands to create personalized connections with them ([LivePerson](#))

Intelligent automation in action

Automation saves associates precious time

The challenge

A global communication services provider wanted to reduce the time it took associates to log into various applications. Associates needed to access more than 10 applications to perform their jobs, and the process of logging into to all of them ate up 17 minutes at the beginning of their shifts. In addition to wasting time, it frustrated associates and hindered productivity.

Our solution

We examined the associate experience, taking stock of what applications they needed to access daily and what roadblocks were slowing down the process. We implemented automation that launched all the applications simultaneously.

Results

61%

time savings per associate

Higher

productivity

Insurance firm pumps up sales with performance enablement

The challenge

Preparation of performance action plans for contact center associates was manual, time-consuming, and imprecise, which compromised effectiveness of coaching.

Our solution

TTEC's performance enablement platform used generative AI to analyze data, generate insights, and devise recommendations for building action plans personalized to the individual. Unique features to the rollout:

- KPI-driven action plans
- Role-based AI
- Associate performance dashboards
- Real-time insights

Results

10%

increase in sales conversions

23%

time savings

6%

drop in AHT

Empower associates, improve CX, and lower costs with automation

There are so many benefits AI and automation can bring to brands; in 2025 it's time to capitalize on these opportunities. Now that fast, 24/7, omnichannel, seamless experiences have become table stakes for brands, there's no time to waste. Companies that don't implement the right mix of intelligent automation will lose customers to those that do.

Stay ahead of your competition by investing in automation that will take your CX and employee experience (EX) to new heights. Use customer intents to guide when and how you automate, reimagine how automation can make your contact center more efficient and effective, and find new ways to strengthen the partnership between your employees and your automation.

Investing in intelligent automation this year will pay dividends in CX, EX, and bottom-line reductions well into the future.

Ready to optimize your contact center through automation?

Let's chat.

About TTEC

TTEC (pronounced T-TEC) Holdings, Inc. (NASDAQ:TTEC) is a leading global CX (customer experience) technology and services innovator for AI-enhanced digital CX solutions. Serving iconic and disruptive brands, TTEC's outcome-based solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey. Leveraging next-gen digital technology, the company's TTEC Digital business designs, builds, and operates omnichannel contact center technology, CRM, AI, and analytics solutions. The company's TTEC Engage business delivers AI-enhanced customer engagement, customer acquisition and growth, tech support, back office, and fraud prevention services. Founded in 1982, the company's singular obsession with CX excellence has earned it leading client, customer, and employee satisfaction scores across the globe. The company's employees operate on six continents and bring technology and humanity together to deliver happy customers and differentiated business results. To learn more visit us at ttec.com.