5 Reasons Why Fancy Automation Tools Don't Automatically Improve CX

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Artificial Intelligence (AI) has officially infiltrated contact centers worldwide — and with it, great promises of seamless self-service interactions, improved response times, lower support costs, and better customer experiences (CX).

Lured by these promises, many of today's contact center leaders entered the 'race to automation' with dreams of winning over customers easier and faster. However, their combined eagerness resulted in false starts around the globe. Too many arrived at the start line without a clear roadmap to get them across the (CX Transformation) finish line.
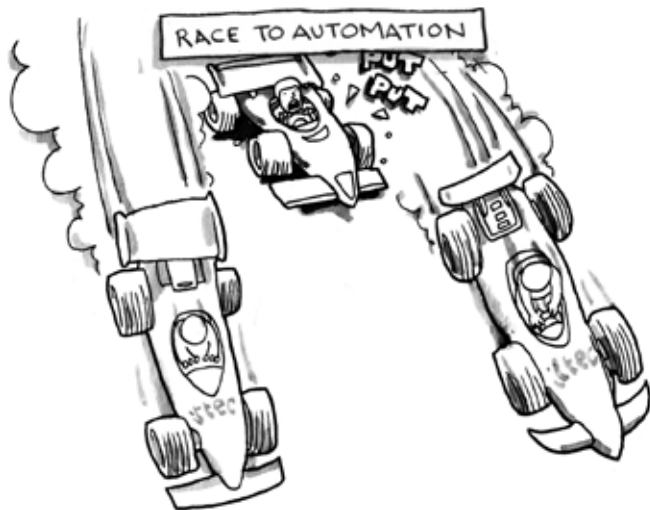
Here are five reasons why fancy automation tools don't automatically improve CX

How important it is to have the right people, process, technology, and environment in place to keep things running smoothly throughout the entire experience.

1. Stalled AI implementation

Buying high-tech CX automation for the sake of it is a waste of resources. Disconnected technology in the contact center is the biggest factor holding back successful AI implementations.

One way to avoid this common pitfall is to take a measured look at the areas that could benefit from automation, identify specific use cases, and determine whether the resources and data are available to successfully support the implementation.

2. Skipping the test drive

Another way high-end automation implementations tend to spin out is due to insufficient testing before implementing it, or the technology wasn't properly integrated into the departments that it was designed to support.

A successful CX automation rollout needs an effective collaboration with humans, not making them obsolete.

If fact, industry thought leaders believe job creation will grow right along with automation. Today's CIOs are either actively hiring for (or soon will be) brand new human-bot collaborative positions, like:

Bot Masters to manage Robotic Process Automation (RPA) bots

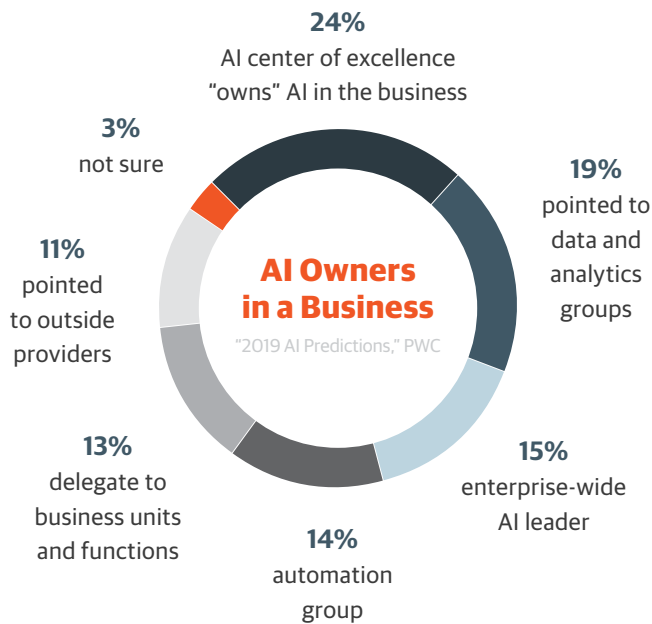**Unique creatives and designers to improve chatbot voice skills and user interfaces (UI)**

Skilled process experts to solve business problems more strategically

"*How do I get this thing out of first gear?*"

> Disconnected technology in the contact center is the biggest factor holding back successful AI implementations.

3. Missing pit crew members

Even if the best automation tools are readily available, they must reside in the hands of all the right people in the "AI pit" to truly accelerate CX Automation Transformation.

The best teams are made up of several different people from business, IT, and employees who possess specialized AI-skills. A 2019 PWC survey shows a common departmental ownership breakdown in the chart below:

24%
AI center of excellence "owns" AI in the business

3%
not sure

11%
pointed to outside providers

AI Owners in a Business
"2019 AI Predictions," PWC

19%
pointed to data and analytics groups

13%
delegate to business units and functions

14%
automation group

15%
enterprise-wide AI leader

The risk of having one department oversee the technology is that AI projects will have a limited scope.

4. Inexperienced AI drivers

Employees possess different levels of AI knowledge and experience, and you can't rely too heavily on one track record. Everyone should be encouraged to provide input to drive a successful CX Automation.

The PWC identified three levels of AI savviness:

Citizen users
(employees who use basic AI tools)

Citizen developers
(those who work with specialists to develop new AI capabilities)

Data scientists
(those who create and deploy AI tools)
"2019 AI Predictions," PWC

Creating a workforce strategy that represents employees' various levels of AI usage and expertise ensures that future implementations are tailored for the right user.

5. Backseat AI driving

Combining the strengths of humans and AI is more effective and realistic than keeping one in the driver's seat, and the other riding behind.

For example, contact center associates may struggle to find the right information fast enough to adequately assist customers. An AI-powered bot can listen to the conversations and provide suggested responses as well as supporting knowledge articles, which allowed the associate to focus on the conversation.

Ready. Set. Automate!

Humans and their automated co-workers need to share lanes and accelerate successful handoffs to truly bring the best out of each other. Every contact center is at a different point in the journey to automate, and while some are more ahead than others, it's important to get everything driving in the right direction to reach the CX automation destination on your terms.

Is your company driven to win the CX race?

Take our quiz to find out

START QUIZ

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