



TIPS & TAKEAWAYS



5 CX building blocks for successful AI

It's one thing to use generative AI to add to your dad joke collection or get suggestions on how to impress your cat -- "bring them a fish and some catnip." It's another to put AI in charge of interactions with your customer base -- a tangible, valuable, and (most definitely) fragile asset to your organization. One wrong move and your customers will be gone forever.

The keys to a strong CX foundation for AI

Before diving into an AI initiative that impacts customers, your organization must have a strong customer experience foundation. Without a stable footing to build on, AI technology will fall flat. Here are 5 CX building blocks needed for AI excellence.

1. Robust knowledgebase and training materials

This is table stakes. AI is only as successful as the quality of data that is input into the model. Without accurate, clear, up-to-date information about products, services, technology, and contact center associate training, an AI model will "hallucinate" with wrong or misleading answers to questions.

Many current contact center knowledgebases are antiquated or inaccurate. Static information might live in the system forever alongside new information, or bad information might remain without ever being replaced. Before moving to an AI program, make sure the information going into your Large Language Model (LLM) for AI is dynamic, accurate, and there is a plan to keep it fresh. Humans in the loop will be essential to keeping the knowledgebase at its highest quality and effectiveness.

2. Digital customer engagement channels

It's easier to launch AI tools to replace interactions in digital channels like chatbots, text, social, and others than it is to replace a voice-based interaction. So it's critical that customers are already comfortable and confident using digital channels for customer service and sales before introducing them to AI versions of the tools.

Yet the reality is that many customer service organizations still rely primarily on voice channels, while their digital channels are secondary or non-existent. For those organizations, jumping from voice service to AI is not realistic. Take steps to solidify digital customer engagement channels before moving to an AI model. Having the right "plumbing" already in place will make AI deployments for customer-facing activities and associate augmentation more efficient and frictionless.

CX benefits of successful AI

If done right, AI has enormous potential to significantly change how customers interact with brands, and how brands deliver CX, including:



Personalization



Accessibility



Speed



Customer understanding



Quality



3. Integrated customer systems

Critical to a successful customer experience program is data to create a 360-degree view of each customer. CRM, ERP, CCaaS, telephony, and many other data systems all house information relevant to gaining customer understanding and giving organizations insight to make the right customer decisions. This will only accelerate with AI technology. AI needs data to generate correct information. It can work at enormous scale and speed, so more information leads to a more perfect output. If the data systems in your organization are not yet integrated, more time will be needed to connect disparate systems so that AI tools can categorize and apply them appropriately. Take steps now to build that 360-degree view so AI can start immediately leveraging this valuable insight. Migrating to the cloud is a good first step.

4. Customer interaction recordings

Just like a robust knowledgebase is critical to input data into an AI LLM model, customer interaction recordings are extremely valuable to help a language model learn the right ways to interact with customers and associates. Recordings of actual calls also give the model guidance about the tone of your brand and ways to sound more human in its responses. The more unstructured recordings to learn from, the stronger the AI model. Recording and storing interactions now is something brands can do well before deploying AI.

Not all recordings are equal, however. Humans in the loop are critical here too, to score the best interactions and train the model for success on what a great interaction looks like. More than just QA, it's a way to score for brand voice, resolution, empathy, and provide ongoing feedback for any AI technology that is used.

5. Voice IVR

Because voice is still so dominant in the contact center, voice IVR is an important tool that can be applied to an AI program. Hearing actual customer voices and how they maneuver to solve an issue helps train the AI on how to deliver a great experience.

Customers will tell you that many conversational IVRs don't work as well as intended, and there are improvements to make in the IVR journey, voice recognition technology, and getting to issue resolution. Optimizing the voice IVR before applying an AI layer will reduce risk and friction when you're ready to make the move.

Contact TTEC's AI + CX experts today to learn how we can help you design, generate, and deliver exceptional experiences.



Get your contact center ready now for future AI operations

AI isn't new — conversational bots and other machine learning tools have been in the market for a while, with proven results. Generative AI takes the possibilities to the next level, and organizations need to be ready.

If you're unsure of where to start on your AI initiative, look to these five building blocks to make sure they are mature and ready for the jump to AI — for associates, customers, or both.



About TTEC

TTEC Holdings, Inc. (NASDAQ: TTEC) is one of the largest global CX (customer experience) technology and services innovators for end-to-end, digital CX solutions. The Company delivers CX technology and operational CX orchestration at scale through its proprietary cloud-based CXaaS (Customer Experience as a Service) platform. Serving iconic and disruptive brands, TTEC's solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey. Leveraging next-gen digital and cognitive technology, the Company's Digital business designs, builds, and operates omnichannel contact center technology, conversational messaging, CRM, automation (AI / ML and RPA), and analytics solutions. The Company's Engage business delivers digital customer engagement, customer acquisition & growth, content moderation, fraud prevention, and data annotation solutions. Founded in 1982, the Company's commitment to CX excellence has earned its leading client NPS scores worldwide. TTEC's nearly 65,000 employees operate on six continents and bring technology and human ingenuity together to deliver happy customers and differentiated business results. To learn more, visit us at ttec.com.