

Maximize the **returns** on your CX automation investments



ASAPP

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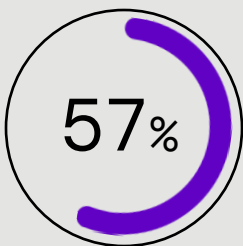
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The constant pressure to **do more with less**

Contact centers are under constant pressure to improve efficiency. And with good reason. Both interaction volume and customer expectations are on the rise. And with agent attrition at a historic high, CX leaders face a never-ending quest to do more with less.

It's no wonder that **automation is a central component** of both CX strategy and the budgets that enable it.



of customer care leaders expect call volumes to increase by as much as one-fifth over the next one or two years¹



But some automation investments deliver bigger returns than others. And budgets are always tight. So, the real question is which investments will give you the biggest bang for your buck.

¹Buesing, Eric, Maximilian Haug, Subhrajyoti Mukhopadhyay, Julian Raabe, Vivian Lai, and Paul Hurst. "Where Is Customer Care in 2024?" McKinsey & Company, March 12, 2024. <https://www.mckinsey.com/capabilities/operations/our-insights/where-is-customer-care-in-2024>.

Current automation strategies – and why they fall short

When it comes to automating customer interactions, there are two predominant strategies. Both improve contact center efficiency to some degree. Both also have big limitations that impose a ceiling on the returns you'll see with these automation investments.

Strategy 1: Deflect with bots

The first strategy is to deflect as many customers as possible away from agents, mainly with chatbots. In theory, they're good for both your customers and your business. If customers can get 24/7 support without waiting on hold, that's better service. And every interaction a bot handles is one less customer in the agents' queue.

Chatbot limitations

Beyond answering simple questions and handling the most basic transactional requests, bots can't do much to solve customers' issues. Customers know that. That's why they still need to speak to your agents.

Maintaining bot flows is also a drain on your resources. The more you want the bots to do, the more complex the flows get. The whole system becomes a brittle tangle that eats up precious hours every time you have to update it.

What customers think of chatbots²



say chatbots
increase frustration



still needed to talk
to a human after
chatbot failed



feel chatbots are
a waste of time

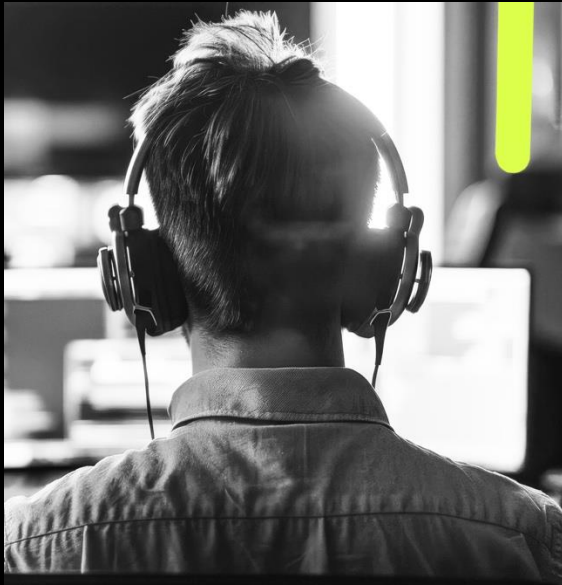
² Westfall, Chris. "Chatbots and Automations Increase Customer Service Frustrations for Consumers at the Holidays." Forbes, October 5, 2023. <https://www.forbes.com/sites/chriswestfall/2022/12/07/chatbots-and-automations-increase-customer-service-frustrations-for-consumers-at-the-holidays/?sh=1624762232f6>.

Strategy 2: Support agents in real time

Most customer issues still require a human to resolve, so the pressure is on for agents to handle the volume. To improve their efficiency, a variety of AI tools provide real-time support. These tools determine customer intent, automate common conversation elements like greetings, surface relevant knowledge articles, suggest next-best actions, and reduce the burden of conversation wrap-up with auto-summarization.

Agent limitations

The pool of available agents is shrinking, making it harder than ever to keep a contact center staffed. And sky-high attrition rates keep contact centers filled mostly with newbies (and empty seats).



With a perpetual influx of new agents, you're constantly starting from square one getting them up to speed. That keeps handle times high and limits the volume your team can manage. Even among veteran agents, there are limits to how many calls or chats they can handle in a shift – despite real-time support.

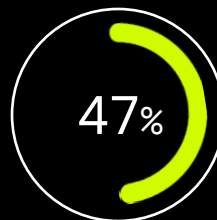
The growing problem of agent churn



of agents plan to leave their job in the next 6 months³



of contact centers face staffing shortages⁴



of managers say their biggest challenges are high agent turnover and absenteeism⁵

³ Desmarais, Mike. "Call Center Attrition Rate – Is It Now the Most Important KPI?" SQM Group, March 30, 2023. <https://www.sqmgroupp.com/resources/library/blog/call-center-attrition-rate>.

⁴ Swinscoe, Adrian. "Recent Research Suggests That Something Has to Change in the Contact Center Space," Forbes, July 26, 2023. <https://archive.is/jQlyi>.

⁵ Desmarais, Mike. "Call Center Agent Turnover Problem: The Great Resignation and Quiet Quitting and Top 3 Tips To Improve It?" SQM Group, January 10, 2023. <https://www.sqmgroupp.com/resources/library/blog/call-center-agent-turnover-problem-improvement-tips>

Modest returns and a lingering problem

Both deflection and support strategies deliver efficiency gains, but they're typically modest at best. Factor in the cost of the bots and real-time agent support, and the value of those efficiency gains shrinks. It's a lot of investment for too small a return.



But the bigger issue is that these strategies don't solve the real problem, high inbound volume. Only a fraction of your customers'

issues can be resolved by chatbots. That leaves your agents facing endless queues of increasingly frustrated customers – and your contact center struggling to keep up with customer demand.

It's time for your automation strategies to evolve.

Increase value: Get more from your agent support investments

With the right automation investments, you can squeeze out additional value from your agent support strategy. Recent innovations with generative AI have multiplied the impact of real-time agent support.

 If your current solution...	 Look for a solution that also...
Automates common conversation elements like greetings and closings	Automatically generates responses for the broad middle of the conversation, which typically requires the most effort from the agent
Surfaces helpful knowledge articles based on context and customer intent	Highlights the most relevant passages so the agent doesn't have to hunt for them
Suggests next-best actions for the agent to take	Can actually take action to resolve the customer's issue
Auto-generates a free-text summary of the conversation to speed wrap-up	Generates structured data from the interaction to power optimization analytics

Research fuels optimization in automation

Ever wonder why automated conversation solutions often yield minimal improvements in agent performance? Most message automation focuses on greetings and closings. Since agents often just copy and paste them, it only saves 2-3 seconds.

ASAPP's research focuses on automating the middle of conversations, where the biggest impact happens.

With the AutoCompose feature of ASAPPMessaging, over half of the responses are automated, boosting the automated response rate to 80%. This reduces handle times by 25% and increases agent concurrency by 15%, leading to a 53% improvement in overall throughput.



[Learn more about this research.](#)

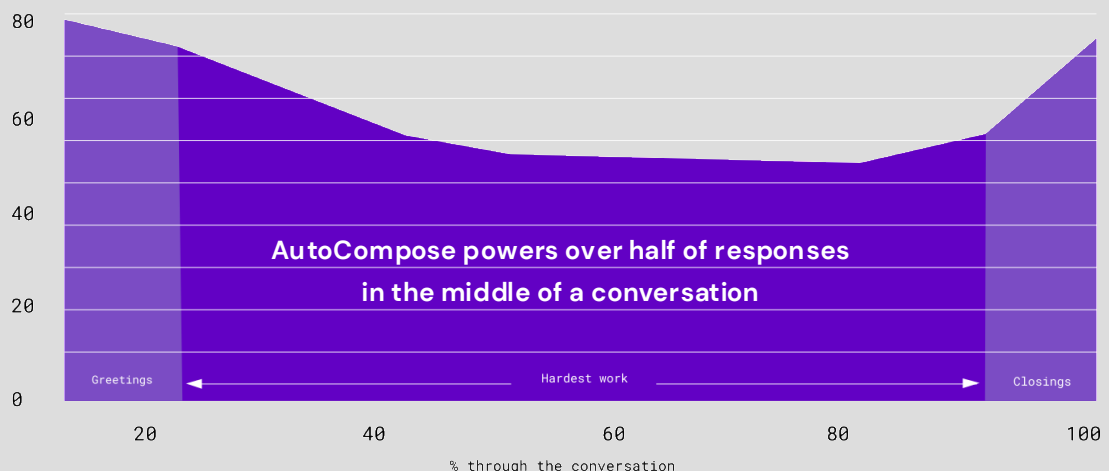


Automating the middle of the conversation is where response times are naturally slowest and where automation can yield the most agent performance impact.



Heather Reed,
Principal Product Manager,
ASAPP

% of recommendations used



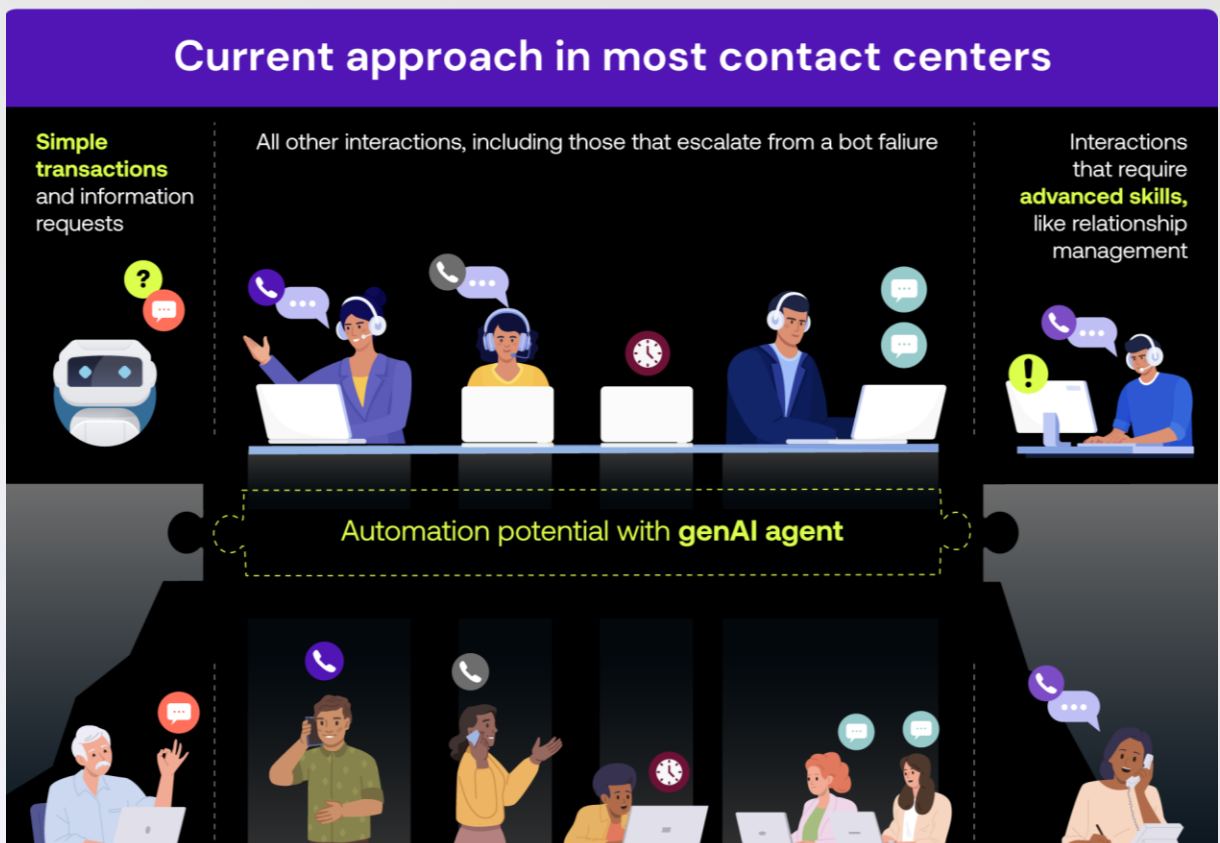
Maximize returns: Fill the gap between bots and humans with a generative AI agent

Most customer interactions don't require the specialized knowledge and skills of a veteran agent. And chatbots only deflect a small percentage of the volume. That leaves a substantial gap between what the bots can handle and what requires a highly capable human.

Today, contact centers fill that gap with agents, who are under pressure to handle the bulk of the contact center's volume, including interactions that result from bot failures. The revolving door of new hires

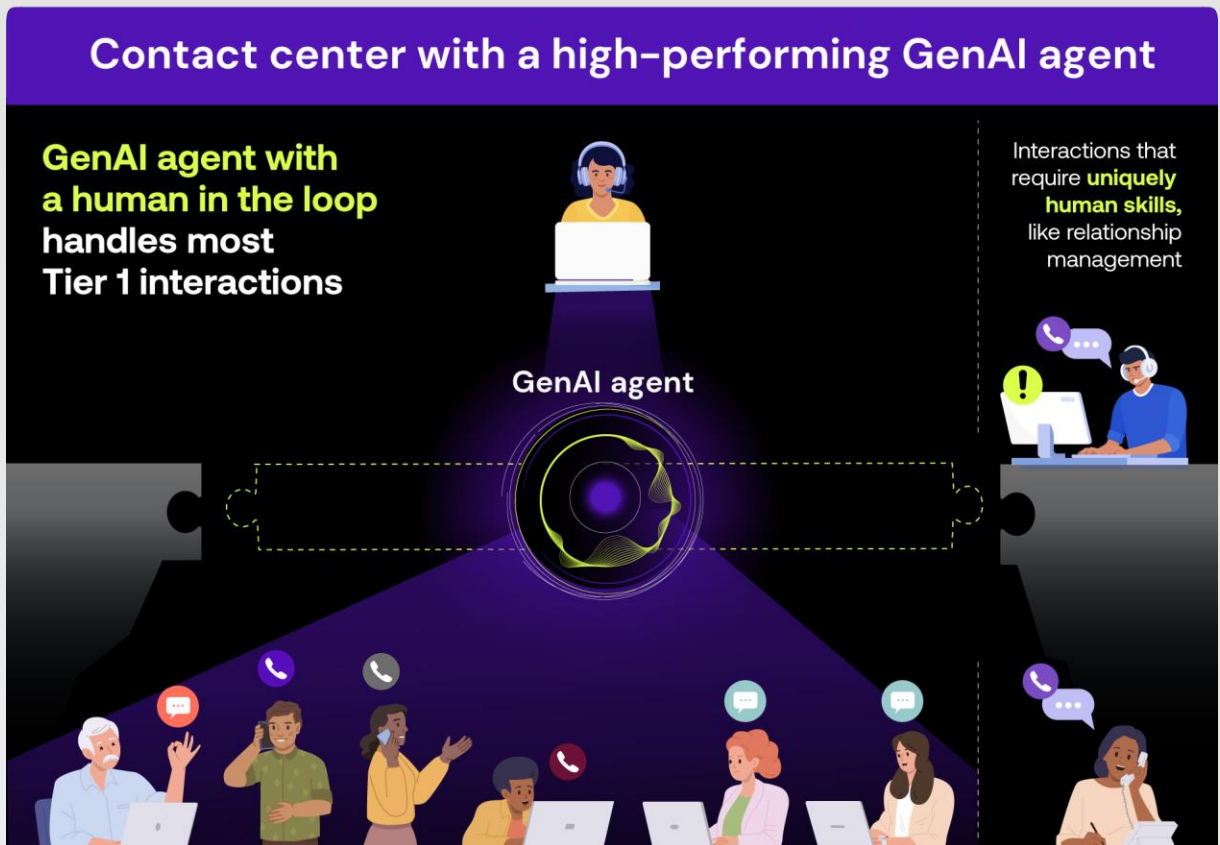
means these agents are typically less experienced, on average. As a result, handle times increase and first contact resolution is low. That translates into lackluster service and higher business risk from unhappy customers.

The good news is that these interactions, which typically make up the majority of a contact center's volume, have high automation potential with a generative AI agent.



A generative agent designed to handle – and resolve – customer issues autonomously can effectively automate these interactions. High-performing genAI agents can listen to the customer, understand their needs, propose solutions, and take action to resolve the customer’s issue.

And because they never quit, get sick, or suffer from burnout, **they improve your contact center’s performance and reliability, even if your agent churn rate remains high.**



A high-performing generative AI agent can handle most Tier 1 interactions on its own – through chat or voice. With a human in the loop to provide policy-required authorizations and guidance when the genAI agent gets stuck, it can handle even more. The combination of a genAI agent and a human coworker improves efficiency and reliability. And you can still route complex interactions that require uniquely human skills to an experienced agent.

This dramatic increase in effective automation delivers big returns with better, more consistent customer experiences without the constant pressure to fill empty seats in your contact center.

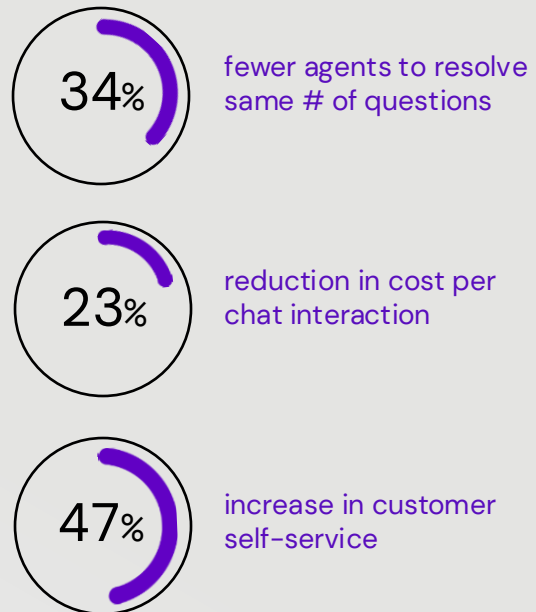
What to expect with a generative AI agent

Getting started with a genAI agent might feel daunting, but it doesn't have to. You can start small with one or two specific use cases. A reliable solution provider should be able to help you identify which interactions have the best potential for automation that will yield substantial returns. From there, you can expand to additional use cases at your own pace. That will ease the pressure to backfill empty seats and give your contact center time to adapt workflows and processes to keep things running smoothly.

You can trade the constant recruiting and onboarding for greater stability, better customer service, lower operational costs, and a more efficient contact center.

A high-performing genAI agent is infinitely scalable, so it can automate up to 90% of your Tier 1 interactions.

Real results from real customers using ASAPP GenerativeAgent



Contact center leaders face a pivotal choice with generative AI: augment agents now or embrace full automation. Investing in agent augmentation may soon yield diminishing returns as automated systems handle more calls, leaving fewer for human agents. Forward-thinking business leaders are opting for transformative results by adopting generative AI for automation today, rather than treating it as a next step beyond agent augmentation."



Santi de Buen,
Principal Product Manager,
ASAPP

Get bigger returns on your CX automation investments

It's time to add the right generative AI to your automation strategy. It amplifies real-time support for your agents so they can work more efficiently. But you'll realize even bigger returns with a generative AI agent that can work independently to resolve Tier 1 interactions as well as your best agents. Because it scales to meet demand, the efficiency returns are exponentially larger than what you're currently getting with bots and agent assistance.

Automation with the right generative AI solutions is a smarter investment with much larger returns.

Want to see the value of GenerativeAgent first hand?

SCHEDULE A DEMO

Or visit <https://www.asapp.com> to learn more.



About ASAPP

ASAPP is an artificial intelligence cloud provider committed to solving how enterprises and their customers engage. Inspired by large, complex, and data-rich problems, ASAPP creates state-of-the-art AI technology that covers all facets of the contact center. Leading businesses rely on ASAPP's AI Cloud applications and services to multiply agent productivity, operationalize real-time intelligence, and delight every customer.