Give Your Contact Center an Advantage with AI

Artificial Intelligence is here to stay! Find out how you can use Artificial Intelligence (AI) to improve your contact center performance, productivity and personalization.

AI & Business by the numbers

![Image](https://via.placeholder.com/150)

- 15% of enterprises are using AI as of today, but 35% are expected to add it over the coming 12 months, according to Deloitte.
- 4% of enterprises believe adopting AI will lead to greater competitive advantage.
- 61% believe that AI will allow businesses to develop new business models, where previously, companies may have been too afraid to think outside the box. But with the advent of AI, more companies than ever are exploring the use of AI.
- 100% of companies with an innovation strategy are using AI to identify opportunities in data they would otherwise have missed, according to Narrative Science. This figure is only 22% for companies without this strategy.

Top two reasons businesses are considering AI

- Improve CSat: 49%
- Increase revenue: 35%

AI Predictions

- In the next five years, 74% of enterprises will be using AI by 2021, according to Forrester. The study cited rising costs, increased competition, and the U.S. healthcare moving to AI.
- As enterprises move to AI, 55% are expected to be using AI by 2021, with 31% expected to add AI over the next 12 months, according to Adobe.
- 88% of enterprises believe investing in AI will lead to greater competitive advantages.

Avaya AI Solutions

- Our full range of AI solutions can help contact centers:
  - Deliver more personalized customer experiences
  - Gain deeper customer insights
  - Drive customer loyalty
  - Improve agent productivity and satisfaction
  - Reduce Total Cost of Ownership (TCO)
  - Increase growth, profitability and revenue

Why Avaya?

Avaya was positioned as a Leader5 in 2018. We believe no one in our industry has demonstrated the history of leadership, vision and execution that Avaya has achieved.

Let us guide you through your AI-enabled digital transformation journey.

Call (866) GO-AVAYA for a personalized consultation today.

Read the Avaya Newsletter which features Gartner for more information.

Enhanced Customer Experience with an AI Advantage

Canalys Worldwide contact center market and forecasts, August 2018.

Sources:

3. Canalys Worldwide contact center market and forecasts, August 2018.
5. "Customer experience (CX) is followed closely by cost reduction, as enterprises look for ways to increase process efficiency and reduce operational costs," according to Forrester. However, in 2021, new revenue will become the dominant source as companies become busier. AI is expected to generate over 25% of businesses with new businesses in just three years, according to Gartner. This is expected to be the fastest growing area of AI revenue, as companies are expected to generate new businesses with the use of AI.

AI-driven guidance

Interaction insights

for intent, behavior, emotion & motivation

Conversational
Self-service

Smart & outcome-based behavior pairing