



# **5 Revolutionary Ways AI Agents Are Supercharging Contact Centers Right Now**



AI is a big part of most contact centers today, helping resolve issues faster, lowering costs, and increasing agent productivity. According to a recent **report** from workforce management vendor Calabrio, 98% of contact centers currently employ some type of AI technology. The most commonly deployed tools today include chatbots, voicebots, chatbot analytics and scheduling tools.

Over the past few years, AI technology has evolved. Today, the modern standard is the AI agent, built to support contact center employees, and self-service bots, which serve end customers. Just around the corner is Agentic AI, capable of not only acting, but deciding what action to take next. Gartner **predicts** that by 2029, AI agents will resolve 80% of customer service issues without human intervention.

**Here are five ways AI agents are supercharging contact centers.**

## 1 Automating Routing Tasks

Human agents no longer must spend hours laboriously handling low-level tasks. AI agents today can summarize call records with high levels of accuracy and context, update customer records; schedule and reschedule appointments, and match customers with the best available resource by quickly analyzing past interactions, behavioral data and transaction history.

AI-infused workflow automation is a real benefit for contact centers, said Nicolas de Kouchkovsky, an industry analyst and president of CaCube Consulting. “Instead of [a human agent] having to click on something, enter some data and then click on something else, AI can handle all of that,” he explained. In addition to making agents’ lives easier, he said, this type of automation can actually improve agent compliance rates. If, for example, an agent must complete a complex workflow to enter information into the company’s CRM, that agent may simply avoid doing that important task. Handing this task over to an AI agent ensures the information makes it into the CRM.

## 2 Providing Real-Time Assistance to Human Agents

During customer interactions, AI agents can develop personalized scripts that take into account individual preferences, customer behavior, sentiment and interaction history. AI agents can adjust those scripts in real time during conversations.

AI agents also have made real-time agent coaching possible. AI agents analyze all customer-agent interactions in real time and provide guidance to agents in the form of suggested responses, talking points, knowledge base articles and next-best actions.

“Instead of contact center managers listening to random calls and nudging agents to go in a different direction with their response, AI agents can listen to every call and provide coaching to every agent on every call, no matter how seasoned they are,” said Zeus Kerravala, founder and principal analyst at ZK Consulting.



### 3 Personalizing Customer Interactions

AI agents can personalize contact center interactions by using customer data to anticipate needs and inform conversations. They also can use information like interaction history and past purchases to recommend relevant products or services. AI agents do this by continuously processing live data like browsing behavior and purchasing patterns, and combining it with historical data from that customer. As the industry moves toward Agentic AI, systems will be able to analyze even greater volumes of data from purchase history, preferences and browsing patterns from past interactions. This will enable them to offer hyper-personalization, to the point of creating exclusive experiences for each customer based on their profiles.

### 4 Proactively Anticipating Customer Needs

Advanced AI agents can anticipate potential issues like an upcoming service outage or responding to a potential recall before customers even notice the issue. It does this by analyzing product history, purchase history, customer interaction patterns and customer behavioral patterns, which can help identify when a customer is likely to encounter or escalate an issue. By truly understanding the customer, AI agents also can avoid taking actions that a customer might object to. For example, if the system knows that a customer goes to sleep early, it could keep contact confined to morning and afternoon hours.



“Traditionally, if you buy a product from a company and it fails, you have to call and tell them what happened,” Kerravala said. “If all of that data is connected, it would know you bought it and that there is a manufacturer recall. With that knowledge, it could proactively reach out and replace it.”

## 5 Completing Multi-Step Processes or Tasks

The ability to autonomously execute a task with a series of steps is a big breakthrough. “You’re not forced to define all of the details of the workflow. You can reference some process guidance, and it can create the steps so you can confirm that it’s what you want,” de Kouchkovsky explained.

Although the AI isn’t actually reasoning, it can determine the steps that need to occur and the order of those steps, and then execute those steps.

Here are a few simple examples:

- A customer calls a travel agent wanting to rebook a flight. The system knows the customer’s preferences and changes the flight, along with relevant hotel, restaurant and car reservations.
- A customer calls wanting to return a damaged item. The AI agent then pulls the appropriate data from the CRM system, checks the company’s return policy and product value, generates a return label, and sends that label to the customer.

Clearly, AI agent technology is getting very good, very fast. “In the future I could see AI handling 70 to 80% of what comes through a contact center,” Kerravala said,





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