



CallMiner **CX** 2024

Landscape Report



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CallMiner CX 2024 Landscape Report

Introduction:

The AI-driven evolution of CX in 2024

As we navigate 2024, the customer experience (CX) landscape continues to transform, shaped by both familiar and newly developed forces. Our latest research highlights how organizations are balancing economic realities with technological advancements, particularly artificial intelligence (AI), to enhance customer service (CS) and CX. The strong belief among global contact center and CX senior decision makers is that AI will drive forward CX. At the same time, it holds the key to unlocking the potential of frontline employees, thereby driving significant improvements in the employee experience (EX).

While AI is poised to lead the evolution in CX, the human element remains indispensable for ensuring successful deployment and maximising return on investment (ROI).



Here are some of the key takeaways and developments from this year's research:

Harnessing AI's potential: Organizations are increasingly aware of the immense benefits AI can bring to their CS and CX operations – evidenced by the trend of new AI boards, councils and decision makers. However, many are still struggling to optimize AI's capabilities, indicating a gap between adoption, effective implementation, and ROI. Many organizations point out that a lack of specialized talent is preventing them effectively managing AI systems and realizing their full value.

The rising value of unsolicited feedback: There is a growing trend towards incorporating more unsolicited feedback, such as that gathered via contact center interactions, into CX data collection efforts. This approach aims to provide a more comprehensive understanding of customer sentiments and experiences. However, less than two-thirds of organizations are relying on automation to effectively analyze this feedback at scale effectively.

AI as an enabler for frontline employees: From 2023-2024, the perception of AI has shifted from being a potential threat to a powerful tool for improving both customer outcomes and agent empowerment. More organizations are leveraging AI to enhance EX by delivering targeted one-to-one coaching and group training.

Building on the insights from our 2023 report, this year's findings emphasize AI's strategic importance to both CX and EX, and its expanding adoption for baseline CX use cases. A significant challenge remains in integrating AI into daily workflows for frontline employees. Additionally, organizations encounter unexpectedly high costs of integrating and maintaining AI systems, with half of organizations choosing a mix of building in-house and buying third-party AI solutions.

Read on for more details, along with country spotlights for the US, UK/Ireland, France, Germany, and South Africa, as well as sector-specific spotlights in healthcare, financial services, technology, and retail.

Key Findings

- Organizations are recognizing the benefits of AI to their customer service and customer experience (CX) teams. 87% of organizations surveyed believe implementing generative AI is a key strategy for their customer service and CX team, and 91% think that AI technology generally will improve efficiency when optimizing CX strategies.
- The majority of organizations are steadily advancing in their AI adoption journey compared to last year. 62% of organizations have at least partially implemented AI technologies and are using it to some extent, while only 24% are in the early stages of implementation.
- The focus of adoption is on proven, quick win use cases, with primary motivators for AI adoption including the automation of tasks to improve efficiency / agent productivity (44%), and enhancement of CX using chatbots & personalized recommendation systems (43%).
- Growing education and familiarity with AI technology is evident, there has been an improvement in those who are struggling to identify which AI technology best meets their business needs, with 37% citing this as a challenge this year compared to 44% in 2023.
- However, more than a quarter (27%) do not know how to measure the ROI of their AI investments, indicating that for some organizations, AI hype is exceeding reality. While the promises of AI are significant, it is difficult to realize value without knowing how to measure the impacts on contact center and CX operations.
- When it comes to data collection trends, organizations are continuing to be less reliant on solicited feedback (64% compared to 71% in 2023 claim at least the majority is solicited) from customers about their experience.
- At the same time, there has been an increase in those using an equal amount of solicited and unsolicited feedback from 20% to 25%. This suggests that organizations are increasingly recognizing the value of unsolicited feedback, relying more extensively on data such as call recordings and transcripts to inform CX improvements.
- However, there are still cross-departmental barriers holding organizations back from using CX data to its fullest. 90% believe their board/leadership's team use of CX and satisfaction data could be improved.
- Above all, respondents would like to see those leaders use the data to inform adoption of new technologies, such as generative AI (38%). This could suggest a lack of alignment across the organization on how to adopt and implement AI.
- There has been a marginal improvement in aligning CX data across different departments, with 47% citing a lack of effective communication between departments as a challenge, compared to 50% in 2023. While this is an improvement, it is likely limiting the success of CX data utilization and demonstrates continued existence of silos between departments.
- Organizations are also using the customer data they collect to uncover customer trends, with 64% reporting this as a use case. Yet, many report that they are struggling to achieve any meaningful business results from these insights. A third (33%) cite struggling to anticipate and meet customer demands as a challenge, and 32% report that they are struggling to use the data to understand reasons for customer churn.
- Nine in ten (90%) think that AI technology will be key to unlocking the full potential of employees, which highlights how AI advancements are now perceived as a tool to empower agents within organizations rather than replace them.
- There has been a big increase in organizations undertaking training of frontline employees, with over half (51%) holding regular group training compared to 35% last year, and 35% undertaking tailored 1:1 coaching, up from 18% in 2023.

Section 1: On the road to widespread AI adoption

This year's results underscore the enthusiasm of CX and contact center senior decision-makers about AI's potential to revolutionize their functions and departments. Almost all respondents (98%) believe that AI will become important to how their organization approaches CX in future, including 30% who believe it will be critical. However, despite this undoubted recognition of the potential of AI in CX, adoption of the technology seems to be progressing at a slower pace than might have been expected.

Affirming the AI hype:

CX and contact center senior decision makers are excited about the possible benefits of AI and the way it is expected to revolutionize customer service and CX. This point is supported by two key beliefs:

91% Think that **AI** will improve **efficiency** when optimizing CX strategies under financial strain

87% Believe implementing **GenAI** is a **key strategy** for their customer service and CX teams

The three primary motivators for adopting AI are automation of tasks to improve efficiency / agent productivity (44%), enhancement of CX using chatbots & personalized recommendation systems (43%), and use of predictive analytics to identify customer behaviors, trends, and forecast demands (39%). Of these three use cases, the first two are relatively straightforward tasks that are generally easier to operationalize than the more advanced application of predictive analysis. In fact, we found that, in general, organizations seemed to be focusing on quick, quantifiable wins with AI rather than the more complex use cases. This may indicate that organizations are attempting to prove the value of baseline use cases before moving on to more complex use cases for AI. In other words, there's still plenty of room for advancement when it comes to using AI to drive effective CX and EX outcomes.

Motivators for adopting AI

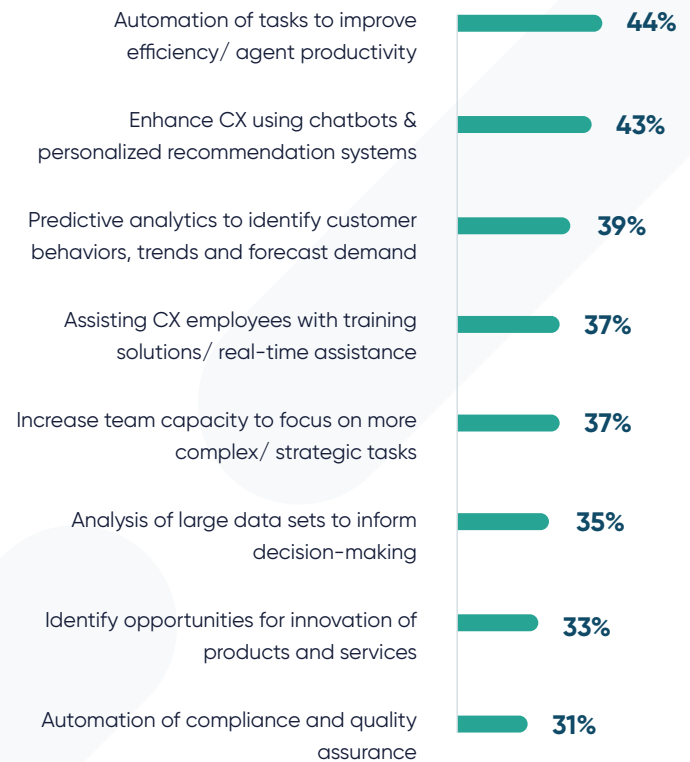


Figure 1: What are the primary motivators for adopting AI in your organization? Combination of responses ranked first, second and third. Base 680. Only asked if organization plans to introduce AI technology. (Q33comb)

Additionally, increasing self-service opportunities for customers (45%) and the amount of customer interactions that can be analyzed (43%), along with automating repetitive tasks for employees (43%), are the top three ways that organizations claim to be leveraging the benefits of AI technology.

Comparatively, uncovering previously unknown trends in frontline employee performance is lowest on the list (34%), emphasizing the current focus on easier to address use cases. However, organizations are optimistic that this will change over the next two years, predicting an increase of between 25% to 31% in the use of AI across all use cases.

Current AI adoption in CX:

While CX and contact center decision makers plan to boost AI usage, and are determined to use it for strategic advantage, the data clearly reveal areas where the hype is exceeding reality. Although the promises from AI tech vendors and expectations among customers are high, organizations are challenged to realize value without workflows that are directly relevant to the contact center and customer service teams. In fact, 95% are still experiencing challenges with CX because they are not leveraging the data they collect effectively. We will explore the reasons why more fully in section 2 (CX data collection, usage, and trends).

Currently, around two in three organizations (64%) claim to be in the early stages of AI adoption when it comes to collecting and analyzing data about CX and satisfaction. This self-assessment tells us that organizations are aware of further growth opportunities and requirements for AI usage. Despite there being hardly any companies globally that don't have any plans for AI adoption (1%), nine in ten (90%) expect to experience challenges with using AI to collect and analyze their CX data.

Indeed, 63% have already found that implementing AI technology was more expensive than anticipated. These higher-than-expected costs included, perhaps unsurprisingly, the cost of integrating AI technology with existing systems (49%), and the cost of maintaining AI technology/ infrastructure (43%). Moreover, it seems that many organizations didn't fully realize the investment in people that adopting AI requires. Employees are needed to manage, run, and get value from AI technology. The cost of the team to maintain the AI technology (42%), and time to train team members on new AI technology (40%), came as a surprise to many.

Higher than expected costs of implementing AI

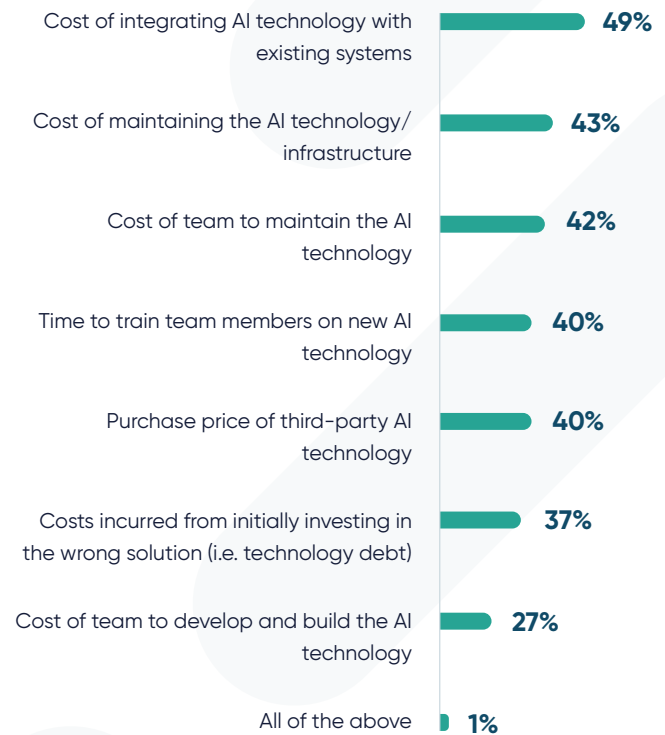


Figure 2: Which costs associated with implementing AI were higher than expected? Only asked those whose costs were higher than expected. Base 377. Only asked if the cost of implementing AI did not meet budget expectations (Q32)



AI inhibitors and learnings:

Despite all the positivity surrounding AI, signs that organizations are still in the early stages of adoption are abundantly clear. More than one in four organizations (27%) don't know how to measure the return on investment (ROI) of their AI investments. What's more, 37% are still unsure what type of AI best meets their business needs. While this is a clear improvement compared to last year's 44%, and suggests that education around AI has been effective, there is still room for growth. Continuing to focus on the more straightforward use cases for AI will likely generate measurable ROI and help confidence with the application of AI to CX. Moreover, it's promising that CX and contact center decision makers are less likely to think that AI is too complex for them to implement (21% compared to 31% last year). This general confidence might be what is fueling the shift towards entrusting third-party specialists. The survey found that over a third (34%) of organizations that have implemented AI or are planning to do so in the future are purchasing all of their AI solutions from third party specialists. Moreover, of those who said they have fully implemented AI, 53% have sourced their solutions from third parties.

This suggests that not only have many realized that buying from specialists is the most pragmatic approach to implementing AI technology in their business, it also seems to be the quickest way to fully implement AI and drive value. Comparatively, only 8% are exclusively building their own AI technology, which demonstrates a decisive lean towards purchasing solutions from established technology providers. Interestingly, half (50%) are doing a bit of both: building and buying AI solutions. On the one hand, this may be indicative of many organizations working to determine which approach works best for their business needs. Alternatively, it might mean that they recognize the value third parties deliver and are focusing remaining efforts on developing niche areas or capabilities for their organization. Organizations taking a hybrid approach to purchasing AI solutions should be careful about the costs of doing so. Of those who both purchased AI solutions and built their own, half (56%) found costs to be more expensive than anticipated, including the cost of the team to develop and build the AI technology (45%).

Sector spotlight:

Organizations in the financial services sector are much further ahead than their counterparts in fully implementing and using AI. 31% of financial services organizations have fully implemented AI, compared to 20% in healthcare and 15% in retail.

Level of implementation - country split

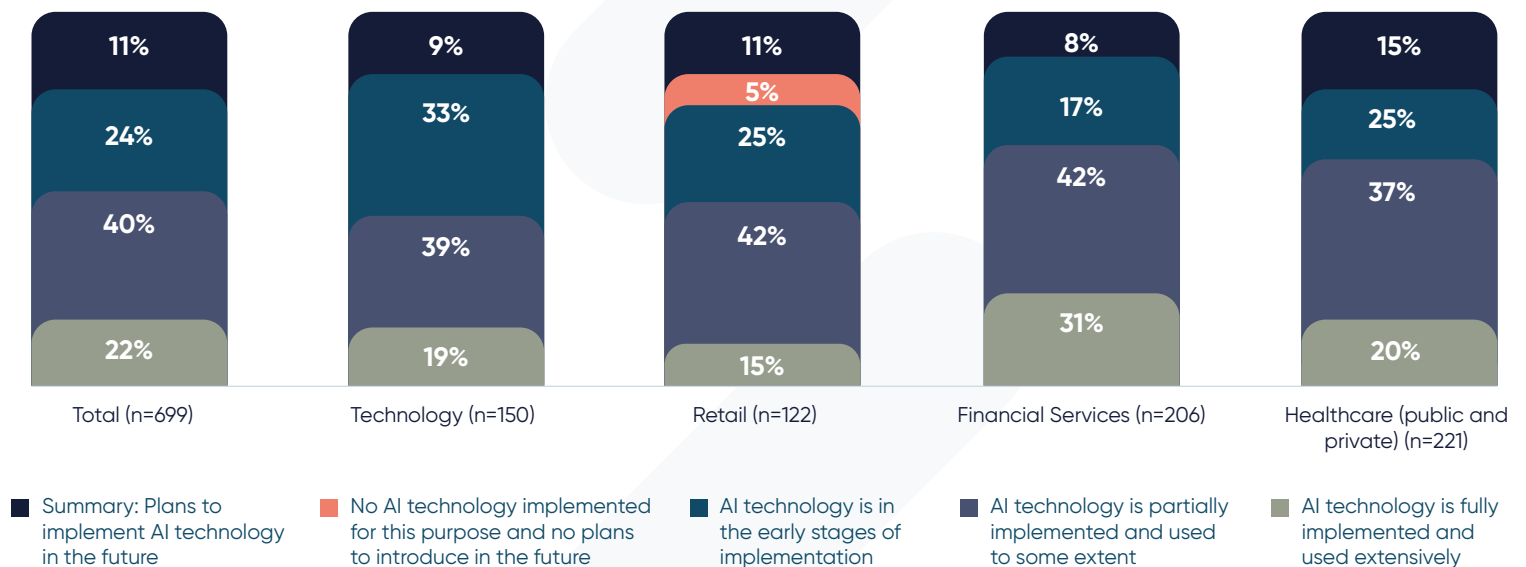


Figure 3: Which of the following best describes the extent to which your organization has adopted Artificial Intelligence (AI), such as AI-powered conversation intelligence software, to collect and analyze data about customer experience and satisfaction? Showing summary of answers, split by sector. Base in chart. Only asked those who collect data/feedback (Q19)

Healthcare organizations are likely falling behind their peers for several reasons. There are obvious data privacy and security concerns given the sensitive nature of the data health organizations handle. Moreover, healthcare organizations, particularly those in the public sector, are notoriously reliant on outdated, disparate legacy systems which aren't necessarily compatible with integrating AI and automation tools.

Heavy bureaucracy and budget constraints, under which many healthcare organizations operate, mean investment in new technologies can be difficult. Again, focusing on the simpler to address use cases for AI, such as automation of tasks like quality assurance, will likely solve some of these challenges and increase adoption of AI in healthcare organizations.

Country spotlight:

Level of implementation - country split

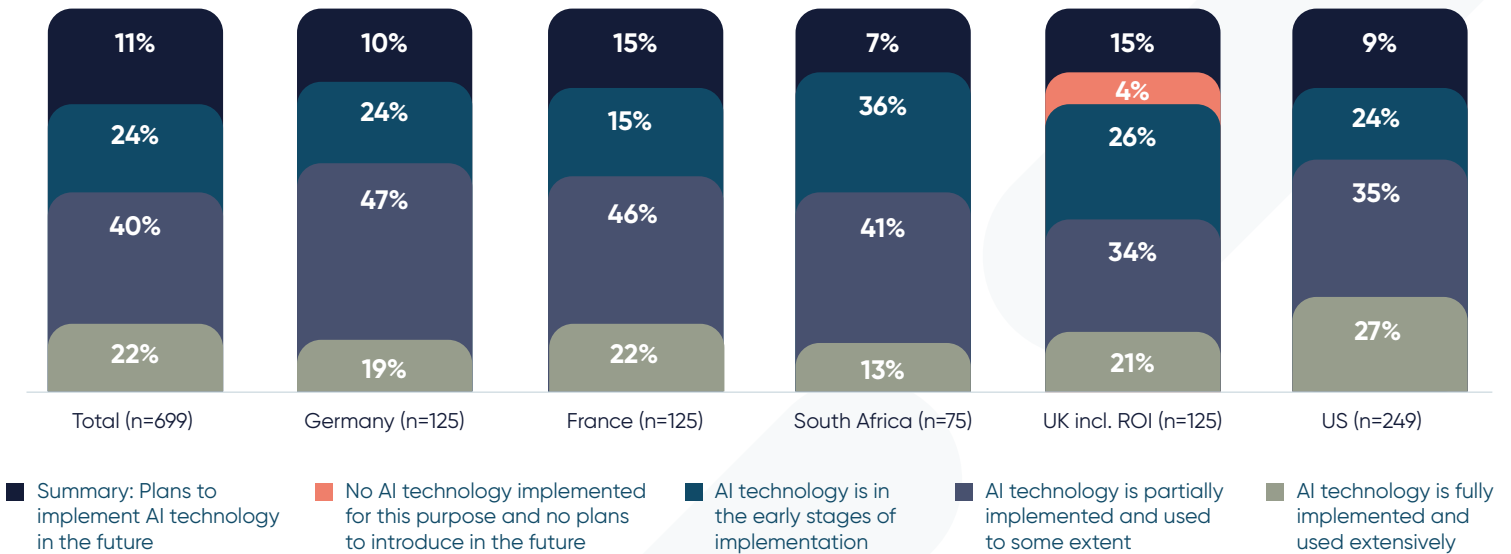


Figure 4: Which of the following best describes the extent to which your organization has adopted Artificial Intelligence (AI), such as AI-powered conversation intelligence software, to collect and analyze data about customer experience and satisfaction? Showing summary of answers, split by country. Base in chart. Only asked those who collect data/feedback (Q19)

Over two thirds (69%) of organizations in France have at least partially implemented and are using AI in their CX operations, compared to exactly two thirds in Germany (66%), 62% in the US, and just 55% in the UK/Ireland and South Africa. However, when looking at those who have fully implemented AI, South Africa is a considerable way behind with just 13% of organizations having fully implemented AI, in contrast to 21% of UK/Ireland organizations and 27% in the US.

As previously mentioned, the difference between those who have fully implemented AI and those who have partially implemented AI could be due to the approach taken in implementing AI. Purchasing from a third-party specialist does seem to be helping US and UK/Ireland based organizations implement AI at a faster rate than those who take a hybrid or self-build approach.

Over a third (36%) of organizations in the US and a third (33%) in the UK/Ireland have purchased or will purchase their solutions from third party specialist vendors, compared to 27% in South Africa.

When it comes to the cost of implementing AI it seems that organizations in France were taken the most by surprise, with 80% of organizations who have at least partially implemented AI reporting that they were higher than expected. This is in contrast to 65% of organizations in Germany and 56% in the US.

Organizations in France were surprised by the cost of maintaining the AI technology infrastructure (38%) and cost of the team to maintain the AI technology (37%).

Section 2:

CX data collection and usage continues to evolve

The positive trend seen last year in shifting data collection methods from solicited (feedback is requested, such as through surveys) to unsolicited feedback (feedback is provided unprompted, such as via typical contact center or customer service center conversations) has continued. Organizations are increasingly less reliant on solicited feedback alone, suggesting that they are understanding the value of using a variety of data sources to understand the voice of the customer (VoC). Overall, 64% of organizations' customer feedback is all or majority solicited compared to 71% in 2023 and 79% in 2022. Meanwhile, 2% of organizations are only using unsolicited feedback, compared to 0% last year. That, coupled with the 5% increase (20% in 2023 to 25% in 2024) in the number of organizations using equally unsolicited and solicited feedback, indicates that they are recognizing the value of unsolicited feedback in painting a more complete picture of CX.

Solicited vs. Unsolicited Feedback

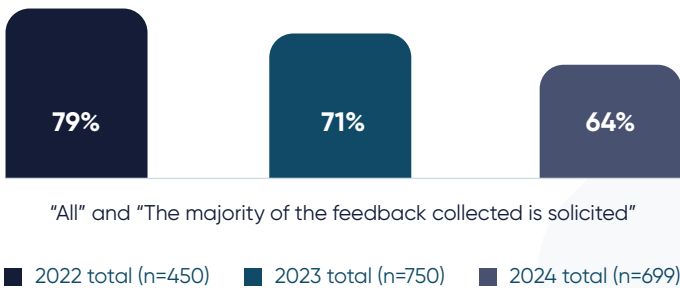


Figure 2: Which of the following best describes the combination of solicited and unsolicited feedback that your organization collects from customers on their experience/ satisfaction? Summary of some answers, split by year. Base in chart. Only asked those who collect data/feedback (Q6)

This shift is reflected in the data collection methods organizations are employing. Organizations are using, on average, a greater number of different sources/types of data and are using these more extensively. Use of conversation transcriptions has increased by 15% year-on-year from 33% to 48%, while use of call recordings has also gone up from 28% to 42%. Organizations are clearly recognizing the value of this unsolicited feedback, and the departments (i.e. contact center) where they can find and collect that data.

Automation of CX data analysis:

However, while many organizations are adopting AI to assist with data collection methods, namely conversation transcriptions, many have still not embraced it to analyze the data they collect. Less than two thirds (60%) are using automated processes to analyze their CX data. While this is an improvement compared with last year (55% used automated processes in 2023), it's not as substantial a shift as could have been expected given AI adoption and hype. Interestingly, as organizations progress on their AI adoption journey, the more common it is for them to automate processes for analyzing CX data. Of the organizations that have fully implemented AI, 69% have adopted automated processes. This suggests that as AI adoption advances, organizations can better understand and recognize the value of automation.

Automation of CX data analysis

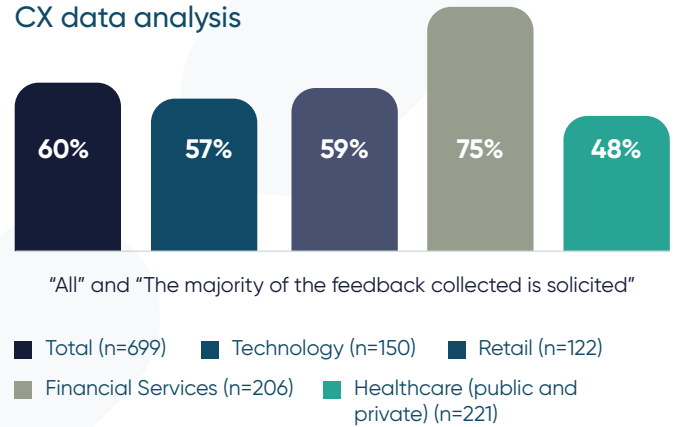


Figure 6: How manual or automated is the process your organization uses to analyze data collected from customers about their experience and or satisfaction with your brand, such as products or services? Showing summary of answers, split by sector. Base in chart. Only asked those who collect data/feedback (Q4)



Using customer feedback data:

When it comes to using the CX data they collect, over two-thirds (68%) of organizations are striving to use it to make data-driven decisions. However, many are still struggling to do so, with 29% reporting that this is a challenge.

This could be due to the existence of data silos across organizations, the quality of the data collected, or even a lack of tools to analyze the data effectively. Given the early stages of AI adoption, as seen above, the latter is likely to be a key contributor to the challenge.

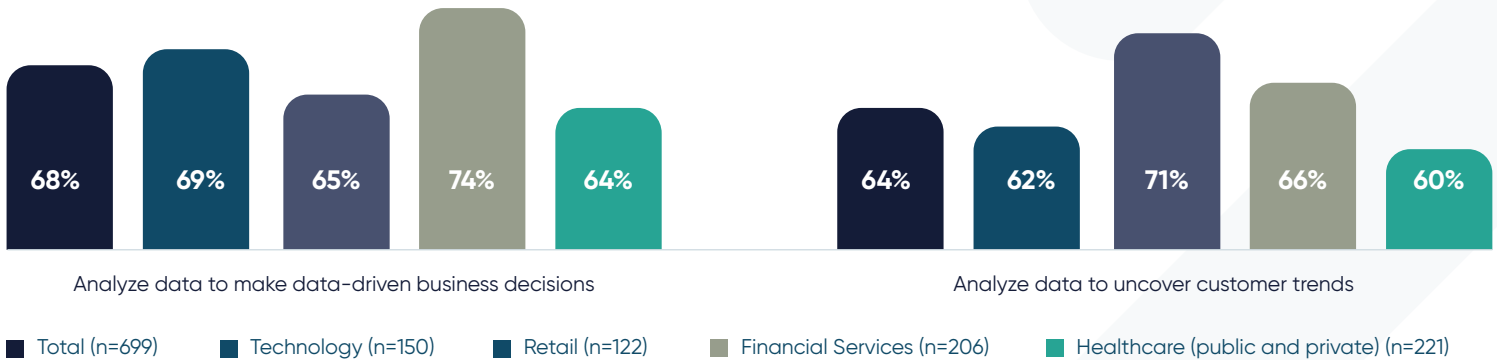


Figure 7: What does your organization do with customer data/ feedback once it's collected? Showing some answers, split by sector. Base in chart. Only asked those who collect data/feedback (Q2)

Organizations are also using the customer data they collect to uncover customer trends, with 64% reporting this as a use case. Yet, as with using the data to make data-driven decisions, many report that they are struggling to achieve any meaningful business results from these insights. A third (33%) of organizations cite struggling to anticipate and meet customer demands as a challenge, and 32% report that they are struggling to use the data to understand reasons for customer churn. These challenges in effectively using the customer data they collect could stem from limited automated data analysis, along with a lack of internal alignment within organizations, which we will explore in more detail in section 3.

Sector spotlight:

Given the highly regulated nature of the financial services sector, it could be surprising that they are further along their AI journey, and that they have embraced the use of automation in their data analysis (see figure 6). However, this could also be a driver for AI adoption, particularly when it comes to automating the analysis of CX data.

Indeed, they seem to be reaping some of the benefits of this, with almost three quarters (74%) reporting that they are using CX data to make data-driven business decisions. As a highly regulated sector they need to manage risk and compliance, and CX data can help them to identify potential risks before these issues escalate into formal complaints.

Country spotlight:

The degree of change in data collection methods from solicited to unsolicited varies between countries. Organizations in the US have seen the biggest shift in data collection methods, with 59% of US organizations' feedback from all or majority solicited methods compared to 69% in 2023, and nearly a third (31%) using an equal proportion of solicited and unsolicited feedback compared to 24% in 2023. Organizations in France have also seen a change in their data collection methods, with 70% of feedback being all or majority solicited compared to 78% last year, and 18% using equal amounts of solicited and unsolicited feedback, compared to just 13% in 2023. However, organizations in Germany haven't seen a change, with 71% using solicited data this year compared to 72% last year, and the same proportion (20%) using equal amounts of solicited and unsolicited data as in 2023. It seems that organizations in the US are further ahead than their European counterparts in recognizing the value of using different data sources to understand the VoC and are moving at a greater speed to collect unsolicited feedback.

Section 3: Collectively harnessing AI for better CX and EX

Could AI bridge the gap?

There continue to be frustrations with leadership's use of CX and satisfaction data. 90% believe that their board/ leadership's use of CX data needs to be improved, and even 89% of those at board level agree that improvement is needed. Senior contact center and CX decision makers would like to see organizational leadership use CX data to make better, data-led decisions around the adoption of new technologies (38%), and to inform updates to products and services (20%).

In relation to the adoption of new technologies, AI in particular, we've started to see more organizations form AI boards and councils, aimed at centralizing expertise to more effectively adopt and implement AI technology – from developing new policies and considering security implications to providing buying guidance across different areas of the business. While the intent of these new groups is to protect and guide their organizations through the uncharted waters of AI today (see more on persisting AI fears below), our experience indicates they've also created some confusion around AI decision making, and in some cases, have actually slowed down the adoption of AI.

Moreover, organizations are continuing to struggle with aligning CX data across different departments. Looking at the challenges year-on-year, there are marginal improvements in some areas, including a 3% improvement in those citing a lack of effective communication between departments (47% compared to 50% in 2023), and fewer who lack understanding on how to analyze data (38% compared to 42%). However, with 38% reporting struggles with aligning in strategic goals, up from 35% in 2023, there is clearly still work to do.

The lack of communication and struggles with strategic alignment suggests that silos between departments stand in the way of successfully using CX data. In fact, over four in the ten (41%) admit to a lack of clarity on how to act on data insights, reinforces the challenge that organizations struggle to use their data to make data-driven decisions.

Challenges aligning on CX data across departments

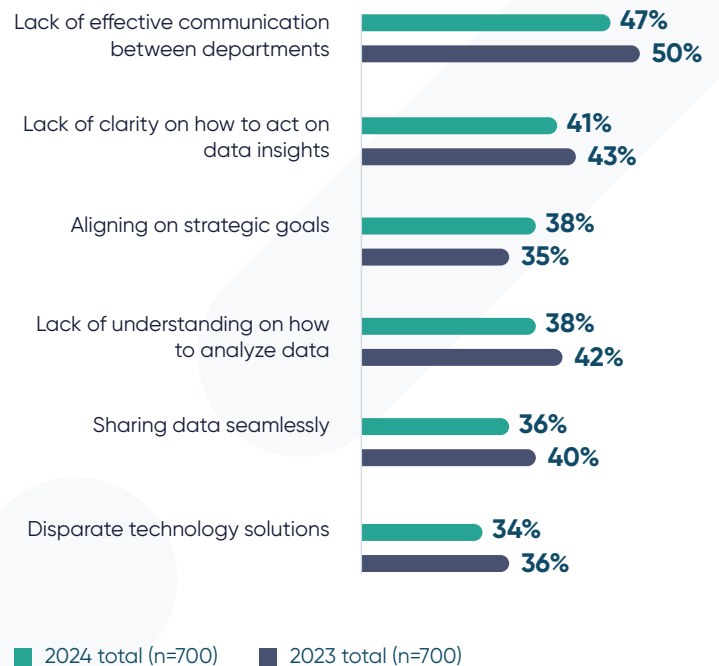


Figure 8: What challenges does your organization experience when it comes to aligning on customer experience (CX) data/ feedback across different departments? Split by year. Base in chart. (Q11)

Effective implementation and use of AI to automate the analysis of CX data would likely help decision makers to understand trends, make data-driven decisions and aid alignment on strategic goals. Yet, it is clear that organizations need guidance and effective day-to-day agent workflows to fully realize the potential of AI in CX and customer service initiatives.

An AI-positive mindset

90% Think **AI** will be key to unlocking the full **potential of employees**

Encouragingly, many fears previously expressed around AI seem to be abating. Fewer respondents are concerned about the possibility of AI exposing their company to security or compliance risks (38% compared to 45% in 2023), 36% are concerned around risking brand reputation or damaging reputation with customers compared with 39% last year, and 6% fewer are worried that AI will give biased, discriminatory, or inappropriate responses to customers (35% compared to 41%).

Moreover, nine in ten (90%) think that AI technology will be key to unlocking the full potential of employees, highlighting how AI advancements are intended to empower employees within organizations rather than replace them. This suggests that as education around AI has advanced, adoption has grown, and people are becoming more familiar with the technology, AI doesn't feel as daunting as it did a year ago. Indeed, AI is being used to enhance agent performance, and ensure EX is having a positive impact on CX. Nearly two in five organizations (39%) are using unbiased (AI-driven) scoring of customer interactions and agent performance, and 46% use real-time guidance during customer interactions.

In addition to using AI, organizations are also placing a much greater emphasis on group and individual training. Over half (51%) of organizations are holding regular group training, up from 35% in 2023, and 35% are undertaking tailored 1:1 coaching, up from 18% last year. These are big increases, indicating that organizations are able to gain more insights into agent performance from AI, which they are using to provide actionable, data-driven feedback to agents.



Sector spotlight:

While there is consensus about the need for leadership to make better use of CX data in business decisions, organizations across different sectors have varying priorities in what they would like to see leadership do with the CX information they receive. Healthcare organizations are most likely to want them to use the data to inform better decisions around the adoption of new technologies (42%), compared to 34% of those in retail. Meanwhile, leveraging data to inform decisions around investment in frontline employee coaching/guidance is of more concern to those in retail (26%) compared to those in technology (9%). Given the regulatory nature of financial services and healthcare, it is perhaps not surprising that they are likely to want the data to be better used for decisions around governance and compliance (11% and 15% respectively).

Country spotlight:

Respondents in the UK/Ireland seem to be less fearful of implementing AI in CX than respondents in Germany. Those in the UK/Ireland are 11% less likely to be concerned about the risks of AI to brand reputation or it damaging reputation with customers this year (34% compared to 45% in 2023), whereas those in Germany are only slightly less worried about this in 2024 (40% compared to 44%).

Concerns around AI giving biased, discriminatory, or inappropriate responses to customers have also improved year on year in the UK. 38% of UK/Ireland respondents cited this as a fear compared to 46% in 2023, an 8% improvement. Similarly, those in the US are less worried about AI giving biased, discriminatory or inappropriate responses, with 30% reporting this as a fear compared to 40% in 2023. In Germany however, the improvement has not been so marked, 38% in 2024 compared to 40% last year.

Like those in the UK/Ireland, respondents in South Africa are increasingly less worried about the impact of AI. The biggest improvement has been in concerns about AI giving biased, discriminatory, or inappropriate responses to customers, with only 28% of respondents in South Africa worried about this in 2024 compared to 47% in 2023.

Conclusion:

Charting the future of AI in CX

The findings from our 2024 research highlight both the promise and the hurdles of integrating AI into CX and CS strategies. While there is undeniable enthusiasm among CX and contact center leaders about AI's transformative potential, the journey towards full-scale, effective implementation is still in its early stages.

Organizations can clearly see the potential of AI in CX, and are currently focused on quick-win use cases, such as the automation of tasks and enhancing chatbots, paving the way for more advanced use cases in future once the ROI of the technology becomes evident. The shift towards using more unsolicited feedback is also a positive step, suggesting that organizations are valuing an increasingly diverse range of customer data sources and embracing the use of AI to facilitate its analysis. However, many are still working to overcome the practical challenges of realizing the benefits of AI and measuring ROI.

Our findings also reveal a significant gap between AI aspirations and the current reality of its application, highlighting the need for continued education, support, and practical workflows across organizations. A major obstacle is the progression of AI adoption, with most organizations acknowledging they are in the early stages of implementing AI. This is further evidenced by the fact that many have found AI implementation to be more expensive than anticipated.

Despite these challenges, progress over the past 12 months has been notable, indicating that AI education is happening. Organizations are increasingly turning to third-party specialists to implement AI solutions, recognizing the value and speed that external expertise can provide.

An AI-positive mindset is gradually taking hold, with contact center and CX leaders seeing AI's potential benefits for frontline employees and expressing fewer concerns about security risks.

To bridge the gap between AI potential, its practical application, and realized value, organizations need to focus on several key areas:

- 1. Strategic alignment:** Leadership must use CX data to guide AI adoption and integration, ensuring a clear strategy that aligns with organizational goals. AI should be strategically deployed to uncover insights across all customer feedback sources, both solicited and unsolicited.
- 2. Third-party specialists:** Use of third-party AI solutions enables organizations to implement AI at a much faster rate, often with lower infrastructure and maintenance costs. Moving past the desire to build proprietary AI solutions allows organizations to focus on driving AI value and ROI.
- 3. Humans in the loop:** Humans are crucial to maximising AI's potential. Organizations must ensure teams are equipped to manage, operate, and extract value from AI technologies. For frontline employees, AI should be seen as an enabler rather than a replacer, with appropriate training and workflows to enhance performance and customer value.

The potential for AI to revolutionize CX and CS is immense. By adopting the right strategies, making targeted investments, and committing to continuous learning, organizations can unlock the full benefits of AI, transforming customer experiences and driving superior business outcomes.

Research methodology

A total of 700 senior decision makers from contact center and CX departments were interviewed in May and June 2024, with interviews in the US (250), UK / Ireland (125), South Africa (75), France (125) and Germany (125). This matches the interview profile from last year's report.

Respondents had to be from organizations that had a contact center, with 100 or more employees in total globally and be part of the healthcare, financial services, technology, or retail sectors.

The interviews were conducted online and were undertaken using a rigorous multi-level screening process to ensure that only suitable candidates were given the opportunity to participate.

Respondent country

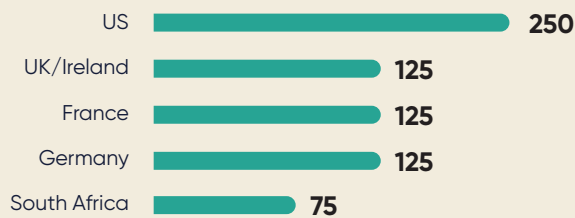


Figure D1: Showing respondent country [700]

Organization sector

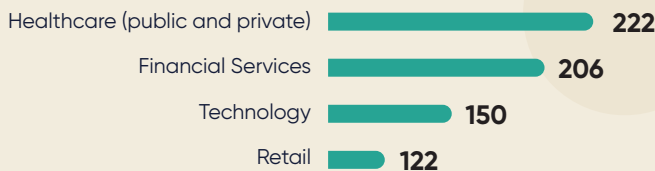


Figure D2: Showing organization sector (700)

Organization size

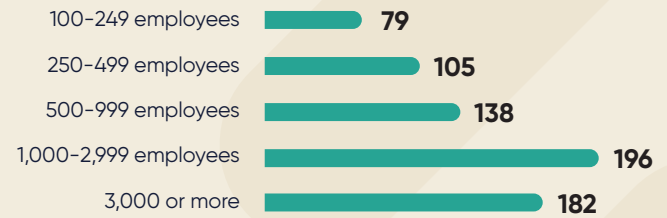


Figure D3: Showing organization size (700)

Respondent department

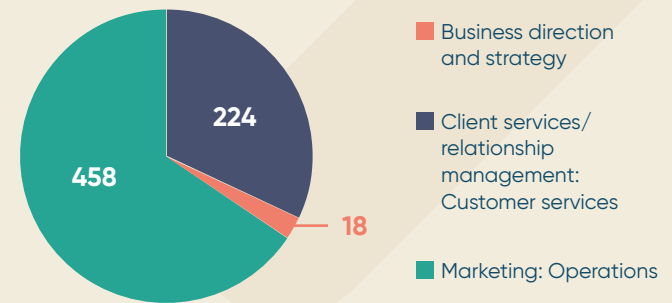


Figure D4: Showing CX department [700]

Respondent position

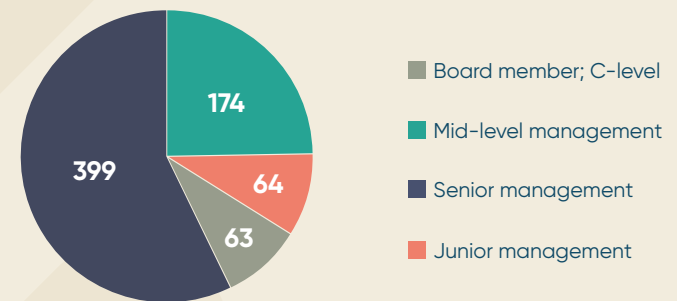


Figure D5: Showing respondent position [700]

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About CallMiner

CallMiner is the global leader in conversation intelligence to improve customer experience (CX). CallMiner delivers the industry's most comprehensive platform to analyze omnichannel customer interactions at scale, combining deep domain expertise with cutting edge AI technology and machine learning.

By connecting the dots between insights and action, CallMiner enables companies to identify areas of opportunity to drive business improvement, growth and transformational change more effectively than ever before. CallMiner is trusted by the world's leading organizations across all major verticals including technology, media and telecom (TMT), retail, manufacturing, financial services, healthcare, and travel and hospitality.

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Vanson Bourne is an independent specialist in market research for the technology sector. Their reputation for robust and credible research-based analysis is founded upon rigorous research principles and their ability to seek the opinions of senior decision makers across technical and business functions, in all business sectors and all major markets. For more information, visit www.vansonbourne.com.



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