



Evolution of contact
centers



Evolution of contact centers

In this module, you learn about ...

01

Contact centers of the past

02

Contact centers of the future



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Contact centers of the past

Customer Service is a pressured market, looking for a new paradigm to overcome structural challenges. Many of its services and technologies have not kept pace with innovation and most attempts to unify the customer experience (CX), have become less interoperable.



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Customer challenges



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Contact centers of the past

Customer challenges



Lack a unified
experience

Customers expect to
connect with companies
through multiple
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Rigid decision trees

Traditional contact center technology lacks flexibility that leads to subpar experiences

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Increased expectations

Users prefer the convenience and speed of on-demand services and answers to their questions.

Contact centers of the past

Customer challenges



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Rigid decision trees

Traditional contact center technology takes flexibility that leads to better experiences.



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Any interruption often results in starting over with little to no context.

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Infrastructure challenges



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Legacy systems

Long standing and often neglected, rarely upgraded and difficult to integrate.

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Business logic

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Human agent challenges



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Contact centers of the past

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Feasibility

Multiple siloed systems
and failure to integrate
business.

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Fragmentation

Multiple siloed systems and tools to service customers.



Limited flexibility

Agents are often limited in what they can say and do, and are almost always measured on time.

Contact centers of the past

Human agent challenges



Productivity

Multiple siloed systems and tools to handle customers.



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Data collection and documentation

Agents often have to update multiple systems and summarize their calls in a timed wrap-up.

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AI challenges



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Contact centers of the past

AI challenges

- AI as a concept and technology is not new in the contact center, but few have been able to harness its full potential in the right way.
- The Chatbot revolution started around 2016, when many businesses started to heavily invest in chatbots.



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Contact centers of the past

All challenges



Effectiveness

Businesses attempted what has previously failed. As did not meet expectations 15 years ago.

Contact centers of the past

All challenges



Difficult hangover

Businesses attempted what has previously failed. As did not meet expectations 5 years ago.

Contact centers of the past

All challenges



Difficult to hangover

Businesses attempted that have previously that failed. As did not meet expectations 10 years ago.

Contact centers of the past

All challenges



Efficient transfer

Businesses attempted that before, previously that failed. As did not meet expectations 3 years ago.



Requires maturity

Getting to optimization requires repeatability which requires maturity and trust.

Contact centers of the past

All challenges



Efficient manpower

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ML and data scientists

Costly resources to build custom natural language or topic models. Need for deeper analysis and understanding.

Contact centers of the past

AI challenges



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Focusing on customer service by improving the customer experience is key.

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Focus on customer service



According to 2019/2020 studies on customer service, **customer needs and expectations continue to rise**. Also, businesses face mounting pressures to improve profitability, combating persistent economic headwinds.



of service and support leaders say improving operational excellence is important, including high-quality self service.



of leaders state it is critical to place their customer service function to contribute to top line revenue growth.

Focus on customer service



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Focus on customer service



According to 2018 Gartner studies on customer service, **customer needs and expectations continue to rise**. Also, businesses face mounting pressures to **improve profitability**, **combating persistent economic headwinds**.

63%

of senior and support leaders say improving operational excellence is important, including high-quality self-service.

52%

of leaders state it is critical to place their customer service function in a position to help drive robust growth.

Customer Engagement Suite (CES) capabilities

CEI changed the rules of the game by helping organizations transform the customer's experience.

Legacy solutions

Contact Center as (CCaaS)

Robotic, pre-recorded voices result in lower customer satisfaction.



Human-like text-to-speech generated "on the fly"

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Rules-based bots may inadvertently lead to increased human contacts.	 AI-powered virtual agents with Gen AI for adaptive routing

Customer Engagement Suite (CES) capabilities

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Legacy solutions	Contact Center AI (CEI)
Robotic, pre-recorded voices result in lower customer satisfaction.	 Natural, lifelike, on-demand speech generated "on the fly"
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Customer Engagement Suite (CES) capabilities

CCS changed the rules of the game by helping organizations transform the customer's experience.

Legacy solutions	Contact Center AI (CCA)
Rulesets and scripted values result in lower customer satisfaction.	 Human-like text-to-speech generated "on the fly"
Rules-based bots may inadvertently result in increased human contact.	 AI-powered virtual agents with Gen AI for adaptive routing
Cloudy speech transcriptions require repeat listing.	 Real-time AI-driven speech models running on edge

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Cloudy speech transcriptions require regular tuning.	 	Super-tuned AI-driven speech models running on time.
Human agents must search knowledge bases or memorize short-cuts.	 	CES surfaces relevant insights and hard account holder information in real-time to agent


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Difficult to build and test solutions that run across complex legacy systems.	>		Integration with existing technology systems for a painless omnichannel experience

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Robotic, pre-recorded voices result in lower customer satisfaction.	 	Human-like text-to-speech powered "virtual fly"
Rules-based bots were inherently limited by human interaction.	 	AI-powered virtual agents with Gen AI for adaptive routing
Cloud speech transcriptions require regular tuning.	 	Auto-tuned AI-driven speech models running on VPA
Human agents must spend knowledge bases or expensive subscriptions.	 	CES surfaces relevant insights and feeds content back into agent
Difficult to build and maintain chat that runs across complex legacy systems.	 	Integration with existing technology systems for a seamless omnichannel experience

CES: Transforming customer service

Google Cloud can help to transform customer service across engagement models to deliver four key benefits.

01

Boost agent and employee productivity



02

Improve self-service and deflection rates



03

Modernize chat and voice infrastructure



04

Enhance insights and customer predictions



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