

5 Levels of Agent Augmentation

The Agent Augmentation trend will play out similar to other industries where AI technology is automating manual activities such as self-driving cars. As they transition from no automation where a human is at the wheel who steers, brakes, accelerates, and negotiates traffic, to the fully automated driverless car, the same holds true for the evolution of contact centers.

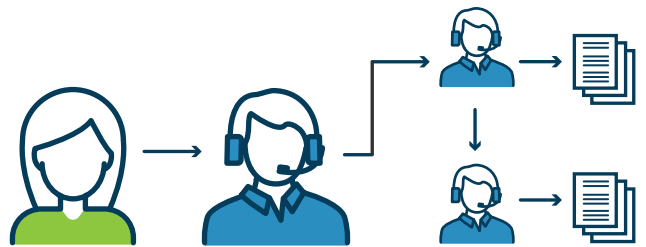
YESTERDAY

LEVEL 1



CUSTOMER EFFORT

I talk to an agent who escalates the call to experts as needed.



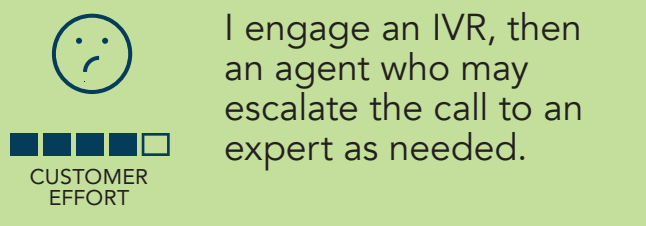
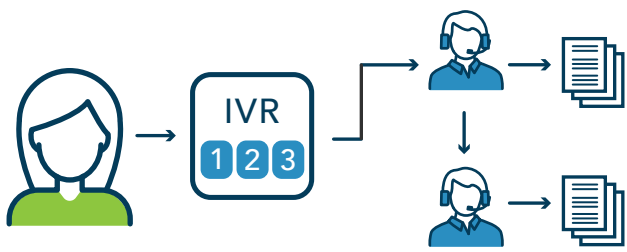
NOW

LEVEL 2



CUSTOMER EFFORT

I engage an IVR, then an agent who may escalate the call to an expert as needed.



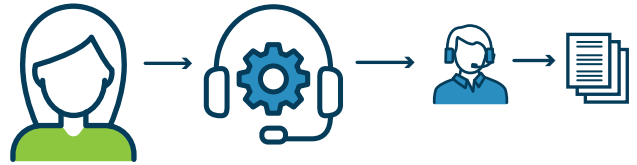
TOMORROW

LEVEL 3



CUSTOMER EFFORT

I talk to a virtual assistant, then an agent.



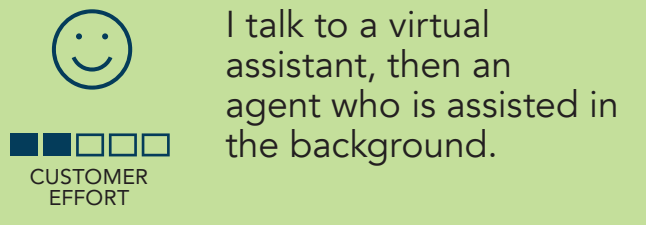
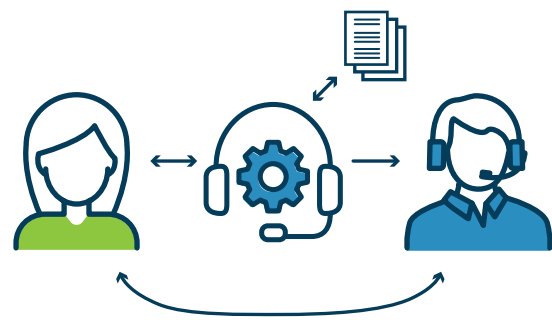
NEXT

LEVEL 4



CUSTOMER EFFORT

I talk to a virtual assistant, then an agent who is assisted in the background.



FUTURE

LEVEL 5



CUSTOMER EFFORT

More interactions are conducted between me and a virtual assistant. Agents freed for proactive customer engagement.

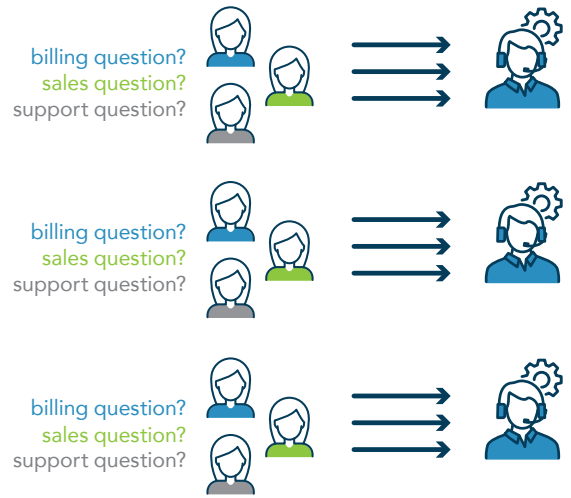


Agent augmentation increases capacity and skills.

WITHOUT AGENT AUGMENTATION



WITH AGENT AUGMENTATION



56% INCREASE in interaction complexity in next 2 years¹

4.7 minutes average handling time³

1 in 7 calls are transferred²

71% companies forecast increases in assisted-service volumes⁴

77% said if they have a negative customer service experience they are unlikely to do business with a company again⁵

1 2017 Deloitte Global Contact Center Survey
 2 2016 Dimension Data Contact Centre Benchmarking Report
 3 2016 Dimension Data Contact Centre Benchmarking Report
 4 2016 Dimension Data Contact Centre Benchmarking Report
 5 2017 Five9 2017 Customer Service Index