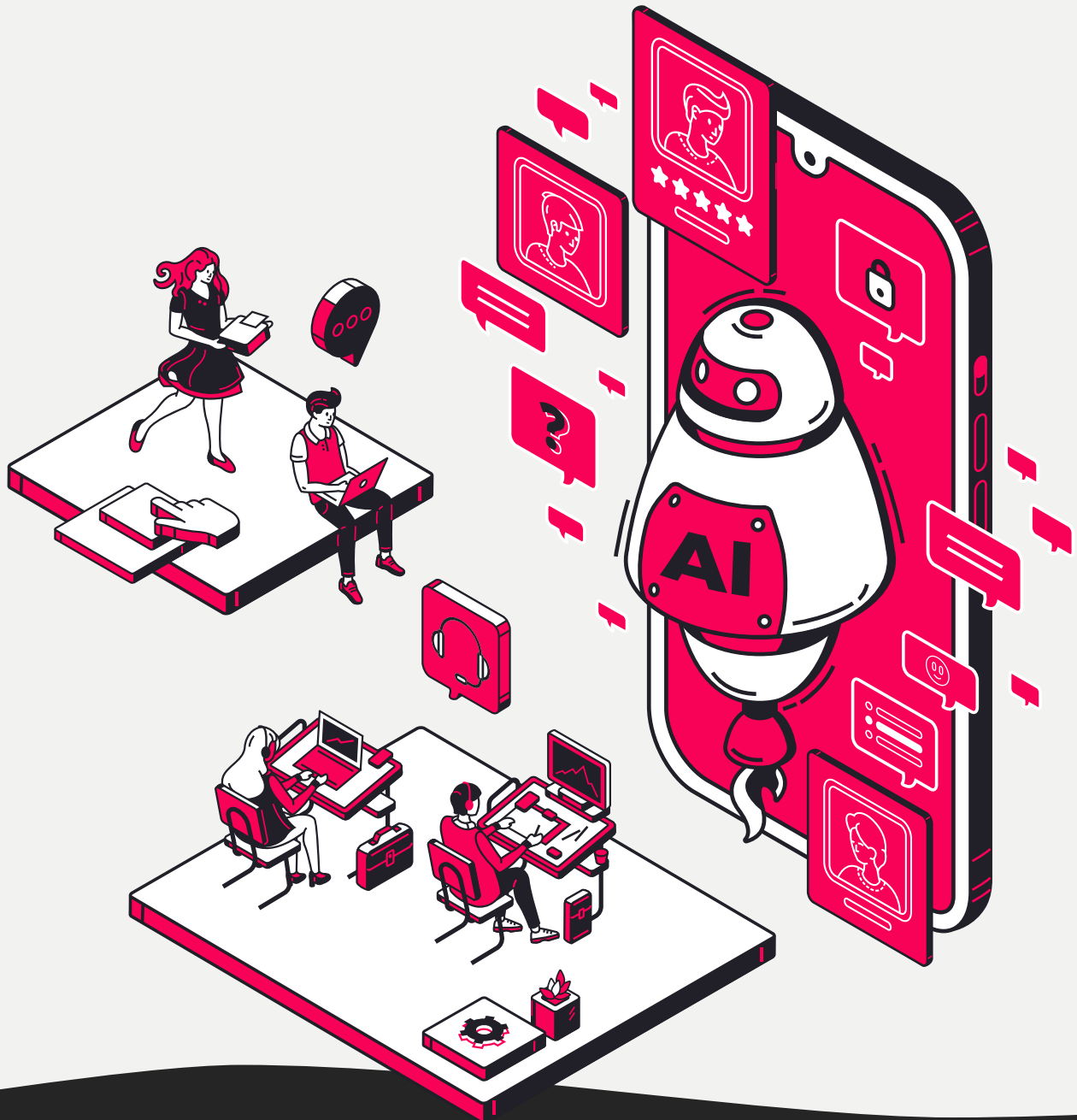


5 AI trends shaping contact centres in 2025.

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Introduction.

Artificial intelligence (AI) is a prolific technology trend that is set to expand its influence and relevance in the contact centre space in 2025, dominating strategic decision-making and IT budgets.

The role and relevance of AI in the contact centre environment have never been clearer as the list of applications of the technology in its various forms continues to permeate more facets of daily operations.

With a range of AI models available, contact centres have begun investing in AI capabilities by implementing basic, predictive and conversational AI models to enhance customer experience (CX) and operational efficiency and reduce costs.

Numerous operators have also made the leap to more advanced AI models, with generative AI (GenAI) adoption accelerating in recent years.



of customer service leaders will explore or pilot a customer-facing conversational GenAI solution in 2025, according to Gartner Inc. survey.



Companies reassessing AI adoption paths.

While the introduction and integration of AI solutions into the contact centre environment has been a net positive for the industry, the steep trajectory of the AI adoption curve, particularly in relation to GenAI has created various challenges and a few problems for operators.

The industry at large has realised that simply turning on GenAI engines can be counterproductive, with numerous companies running into AI-induced trouble due to issues related to hallucinations, which can occur when the AI model generates information that appears credible but is incorrect or fabricated.

For example, a court ordered a Canadian airline company to honour refunds hallucinated by a customer service AI chatbot.

Implementing GenAI in contact centres also requires significant technical expertise and resources, with challenges around scaling GenAI solutions to handle large volumes of customer interactions.

Companies are also concerned about the unknowns in widespread GenAI adoption and usage, such as the potential impact on CX and customer satisfaction due to impersonal interactions due to poor conversational design.

Regulatory and compliance risks are additional concerns, as contact centres may face legal liability for errors or inaccuracies caused by GenAI hallucinations, while adhering to data privacy regulations, such as GDPR, can become complex when using GenAI.

With companies learning important lessons around AI implementations in 2024, a transformative step change in how operators implement various forms of AI in the business will define AI trends over the next 12 months.

Against this backdrop, there are five major AI-related trends that will likely shape the contact centre landscape in 2025 as operators look to unlock greater functionality and realise a greater return on investment (RoI) related to AI spending.

Trend #2

A move to safe and autonomous AI

The mixed experiences and outcomes from GenAI implementations, combined with more legacy IVR technologies reaching end-of-life will see an increase in the adoption of autonomous rules-based AI and safe AI, especially as AI is set to tackle more frontline engagement in 2025.

Research and strategic advisory firm Metrigy states the percentage of customer interactions fully automated by AI is about 20%.



CX leaders suggest that the percentage of interactions AI will resolve without human involvement will increase by 2028 to about 37%.



By implementing guardrails and other safeguards around GenAI, developers can make it more useful in the contact centre to unleash AI-enabled speech agents that can act independently like real people, supporting conversations that feel natural.

COGNIGY

Companies like Cognigy are at the forefront of revolutionising the customer service industry by providing a cutting-edge AI workforce.

The company's award-winning solution is designed to empower businesses to instantly deliver exceptional personalised customer service in any language and on any channel.

Cognigy brings the transformative potential of GenAI to life by combining the control, reliability, and integrations of conversational AI with the language prowess of LLMs. The solution manages dozens of LLMs through a centralised interface and effectively implements security guardrails and deterministic workflows.

This autonomous rules-based AI, also known as agentic AI, is helping to create an autonomous, goal-oriented AI workforce.

These systems can analyse data, set goals, and execute tasks independently, adapting to changing environments and learning from their experiences. This autonomy enables them to handle complex, multi-step processes, making them valuable in the contact centre environment.

While agentic AI primarily focuses on autonomy and decision-making based on rules, safe AI emphasises safety and risk mitigation, regardless of the underlying technology.



Companies will choose which is most relevant based on the required tasks, as autonomous rules-based AI can make decisions and take actions based on their own understanding of the situation but is generally limited in its ability to handle complex and unforeseen situations.

In contrast, safe AI incorporates techniques like reinforcement learning and human oversight to ensure robustness and adaptability.

By developing and deploying more controlled autonomous AI, rather than relying on open LLMs to train engines, contact centres can create conversational AI capabilities that feel natural and suit particular markets without the risk of hallucinations.

Trend #3

AI support for the hybrid workplace

With the hybrid workplace now entrenched as an accepted contact centre model thanks to trends such as remote working, outsourcing and globally distributed workforces, operators will increasingly look to AI-enabled workforce engagement management (WEM) to enhance workforce productivity among work-from-home (WFH) and work-from-office (WFO) agents.



Contact centres that need to respond to periods of high demand or manage large agent numbers, especially across geographies and time zones, need a system that can forecast engagement volumes and determine agent demand and the necessary skills at specific times of the day.



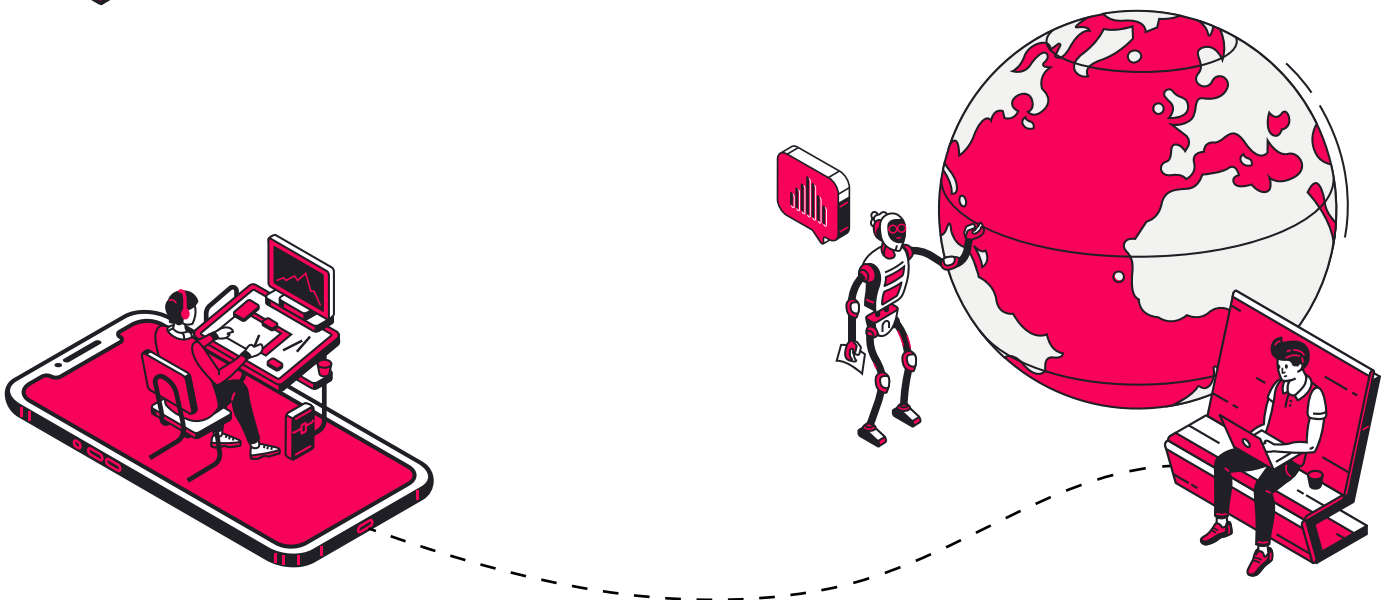
AI can analyse these requirements across an operation and all digital channels to determine the most efficient workforce in terms of cost and customer satisfaction.



For example, AI engines can listen to every recording, analyse every engagement and better manage the workforce by making real-time recommendations on resource allocation.



Moreover, as larger contact centre operators migrate to the cloud, AI-powered WEM solutions will become indispensable in managing workflows.



Trend #4

AI to play a bigger role in security and compliance

WFH models, geographically distributed workforces and high agent turnover rates are among the leading factors increasing regulatory complexity and security risks for contact centre operators.

As agents access different systems and view valuable data and sensitive information, they are high-priority targets of fraudsters and bad actors.

AI-enabled workforce management (WFM) toolsets can help boost security. AI algorithms can analyse vast amounts of data in real-time to identify unusual patterns, such as sudden spikes in call times, high error rates, or suspicious login activity. This enables early detection of potential fraud or security breaches.

Advanced WFM solutions can also confirm agent credentials to ensure only authorised persons can log on, or mask credit card details from agents to protect this sensitive financial information and reduce the risk of fraud in an elegant way without making these processes more restrictive for agents and negatively impact the customer experience (CX).



Trend #5

AI and quality management will converge

As the need to train safe and autonomous AI engines increases, operators will need to turn to internal data sets to provide the insights needed to continually improve AI-enabled engagements.



Quality management (QM) solutions or knowledge management systems will increasingly emerge as valuable data sources to feed AI knowledge engines, enhancing their ability to deliver better engagements and outcomes.



As the quality of conversations improves through AI-powered agent assist solutions, the AI engine can use these quality engagements to update the knowledge base, analysing content in real-time to continually improve and find the best information to answer customer questions.



The AI engine can feed these answers to live agents or operators can leverage this data to deliver better frontline digital engagement.

Conclusion.

In 2025, AI will continue its rapid evolution within the contact centre, demanding a more strategic and nuanced approach to its implementation.

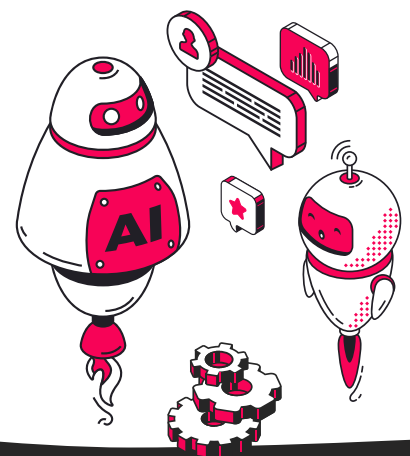
While the potential of GenAI is undeniable, the industry is still learning to navigate its challenges, prioritising accuracy, safety, and ethical considerations.

As such, the year ahead will witness a shift towards more controlled AI models, including autonomous rules-based AI and safe AI, designed for specific business needs and trained on high-quality, internal data.

Furthermore, AI will play a crucial role in optimising workforce management, enhancing security, and improving overall operational efficiency in the evolving hybrid work environment.

The convergence of AI and quality management will be pivotal, with high-quality customer interactions fuelling continuous improvement in AI models and delivering superior customer experiences.

By embracing these trends and adopting a data-driven, human-centred approach to AI, contact centre operators can unlock their true potential, driving significant improvements in customer satisfaction, operational efficiency, and overall business success.



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To discuss a communications challenge or find out more about our capabilities, get in touch with us today.

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