How AI is Changing Employee & Customer Experiences

Leading companies stand out by incorporating artificial intelligence to improve efficiencies while boosting customer satisfaction

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Methodology

The data presented in this report is from Metrigy's AI for Business Success: 2024-25 benchmark study conducted in December 2023 and January 2024 with IT, customer experience, and business leaders at 697 companies across 41 industries and in 10 countries. To complement this survey data, Metrigy conducted a series of benchmark interviews for first-hand qualitative insights.

In determining the success group for this study, Metrigy assessed how the use of AI impacted a variety of key CX metrics, such as average handle time, agent attrition, customer satisfaction, self-service resolution, and more, for those that measured them. It then calculated the average across each designated success criteria, placing all companies in each category's success group or non-success group based on whether they showed above-average improvements (success) or at- or below-average improvements (non-success). Companies in the success group for at least 2.2 categories (average of total sum of all participant success groups) qualified for the study's overall success group. Metrigy then ran correlations showing different behaviors and practices of those in the success and non-success groups.
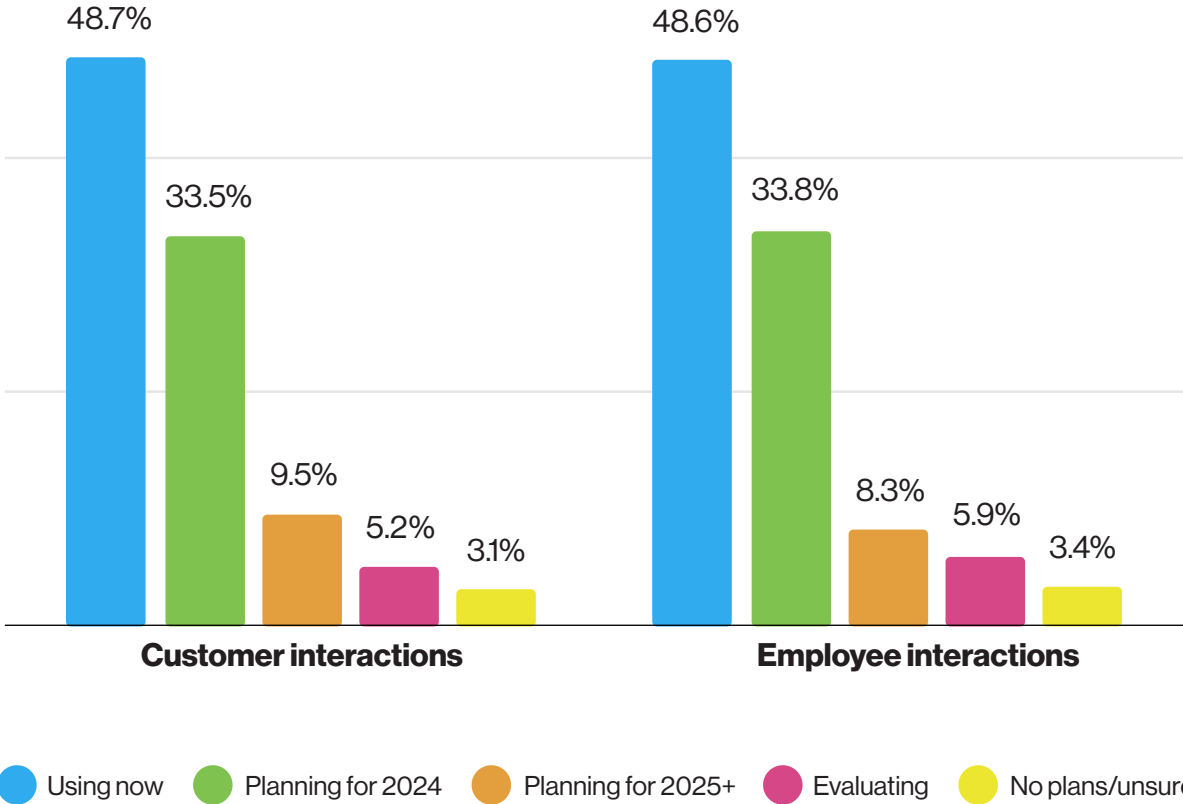
AI is a Driving Force Behind Collaborative CX and EX Transformation

For companies leading in their industries, customer and employee experience (CX and EX) are unifying priorities. These companies recognize the value in transforming CX and EX. They know they must be nimble, able to deliver personalized interactions that don't just meet, but exceed customer expectations. Their desire to transform CX and EX transcends traditional departmental boundaries, pulling together leadership across the business, from customer service to IT, marketing, and sales—from the C-suite on down.

And they know that artificial intelligence (AI) plays a pivotal role in supporting and enhancing the collaborative efforts required for transformation, as well as to enrich each and every customer engagement.

Growing acceptance, and reliance, on AI is evident among the 700 companies that Metrigy studied for its global AI for Business Success 2024-25 research benchmark. Nearly half already are using AI for customer and/or employee interactions.

What are your plans to use AI for customer or employee interactions?

Customer interactions
- 48.7%
- 33.5%
- 9.5%
- 5.2%
- 3.1%

Employee interactions
- 48.6%
- 33.8%
- 8.3%
- 5.9%
- 3.4%

Legend:
- Using now
- Planning for 2024
- Planning for 2025+
- Evaluating
- No plans/unsure

AI is a Driving Force Behind Collaborative CX and EX Transformation (cont.)

AI is a mark of success!

This study's success group, determined based on measured improvements in select CX metrics, stand out on their use of AI:

62.5%
Use AI for customer interactions

63.2%
Use AI for employee interactions
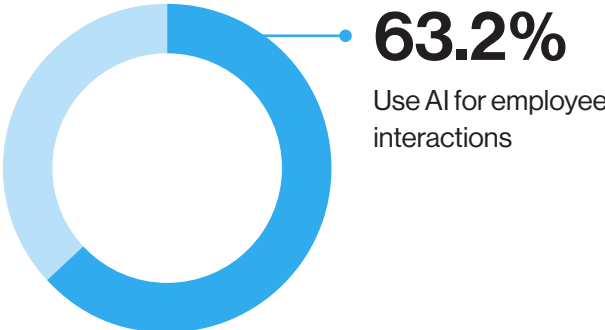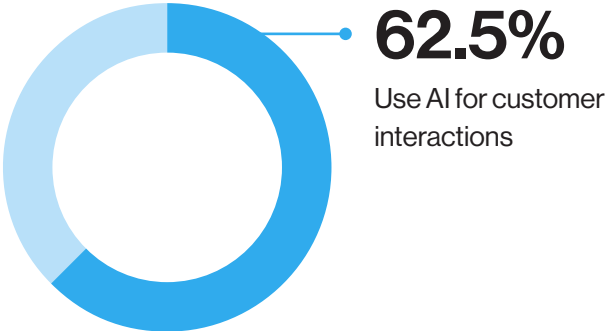
2x
more likely than all others to use AI extensively for customer and employee interactions.

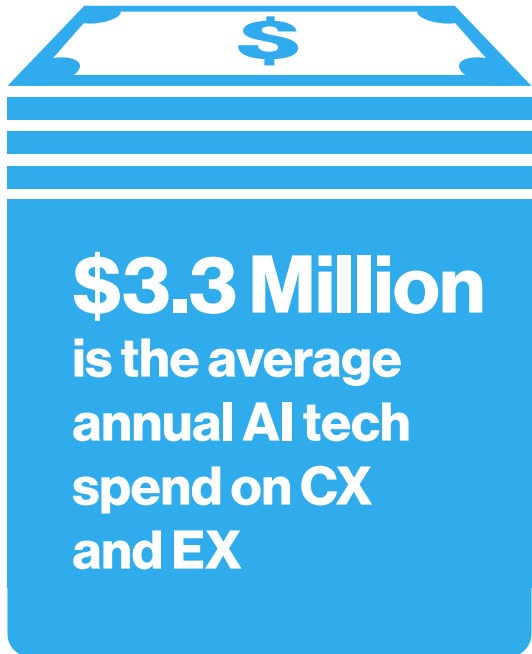# Beyond the Hype: Companies are Leveraging AI for Real Value

OpenAI's public release of ChatGPT in late 2022 triggered a rethink around AI and its role in the workplace. With generative capabilities now available on a widespread basis, companies can no longer ignore the power of AI. Most now realize that customer service agents, knowledge workers, marketing professionals, sales representatives... all of these and other employees can benefit from AI's ability to provide contextual insight that leads to more intelligent decision making and its use in reducing manual effort, streamlining work, and driving efficiency improvements.

With this recognition, 82.3% of companies became more accepting of AI's value in the workplace in 2023. For CX, this means a greater percentage of companies see 2024 as a turning point in AI's use than in any previous year:

34.7%
34.7% of the most successful companies in the AI for Business Success study and 38.0% of companies overall.

46.5%
By 2023, 46.5% of the success group had experienced a turning point on AI vs. 41.5% of the non-success group and 41.0% of all companies.

Whether for CX or EX, committment to incorporating AI is more than lip service.

82.3%
of companies became more accepting of AI's value in the workplace in 2023.

$

$3.3 Million
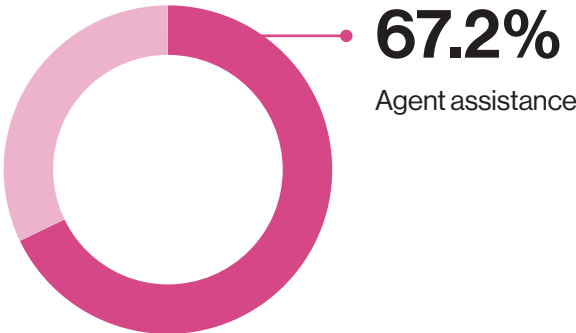## is the average annual AI tech spend on CX and EX
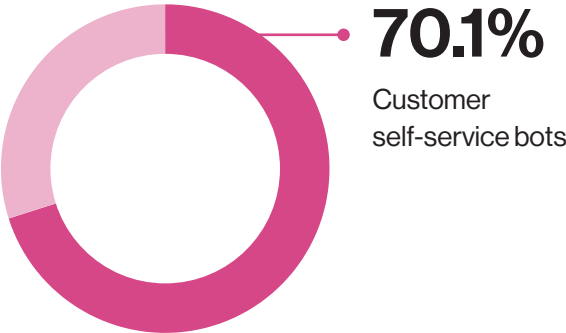
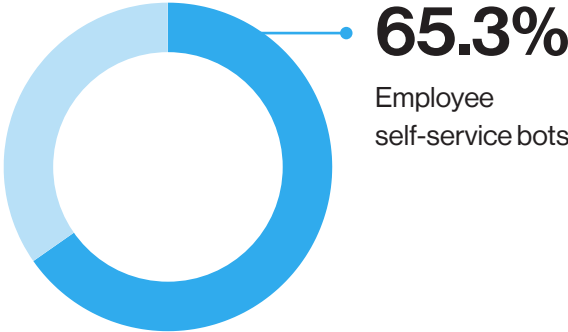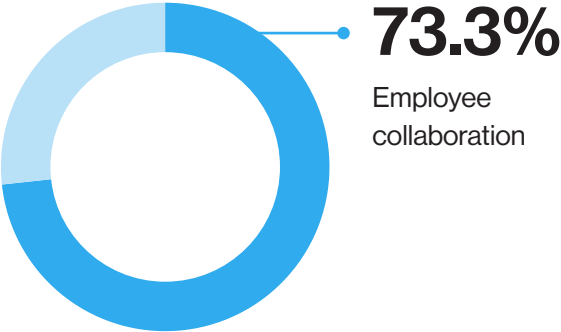**And this figure is set to rise in 2024.**

Beyond the Hype: Companies are Leveraging AI for Real Value (cont.)

In 2024, most companies plan AI spending increases in the following areas:

Customer experience

70.1%
Customer self-service bots

67.2%
Agent assistance

Employee experience

73.3%
Employee collaboration

65.3%
Employee self-service bots

Beyond the Hype: Companies are Leveraging AI for Real Value (cont.)

That's good news, since the greater the AI spend, the more success a company has.

What's more, the percentage increase in AI spending is trending upwards too.

AI spending per employee

- All: $1,402
- Success group: $1,811
- Non-success group: $1,477

AI spending percentage increase

- 2023: 30.9%
- 2024: 34.3%
- 2025: 42.5%

2023	2024
49.3%	23.6%
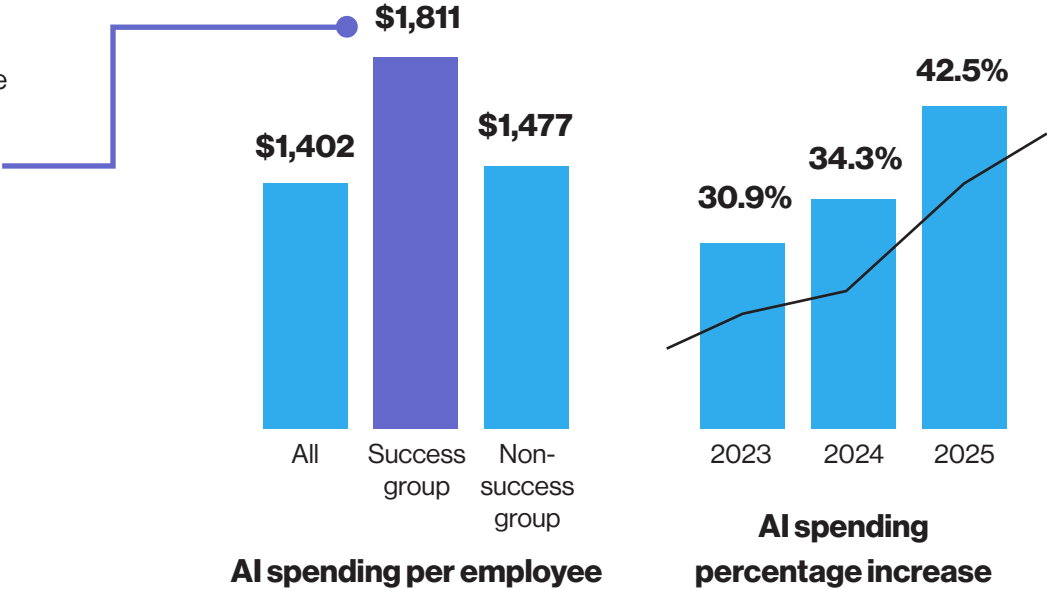
49.3% of companies already are seeing a return on their AI investments — and another 23.6% expect to realize ROI in 2024.

AI Serves as an Ally Against Burnout and Turnover

Companies that are increasing their AI spending are doing so first and foremost to boost efficiencies (75.4%). Contact centers, many of which suffer from efficiency problems that bog down the agent workforce, are a big beneficiary.

Being a contact center agent can be a demanding, high-stress job. Agents must be always-on, ready to address increasingly complex issues and problems quickly and thoroughly with empathy.

Each day contact center agents handle an average of:

55.3 voice calls, at **15.6** minutes each

66.2 text interactions, at **16.7** minutes each

Burnout is a longstanding problem in the contact center; in Metrigy's study, 51.5% of companies say they face associated challenges. And now, after a post-pandemic decline, attrition is on the rise.

As the chart below shows, the attrition rate jumped from 21.8% in 2022 to 28.1% in 2023—and is expected to reach 31.2% in 2024. For 35.0% of companies, attrition is a factor contributing to contact center staffing shortages.

Contact Center Turnover/Attrition Rates, 2020-2024 (projected)

2020	2021	2022	2023	2024
23.1%	30.5%	21.8%	28.1%	31.2%
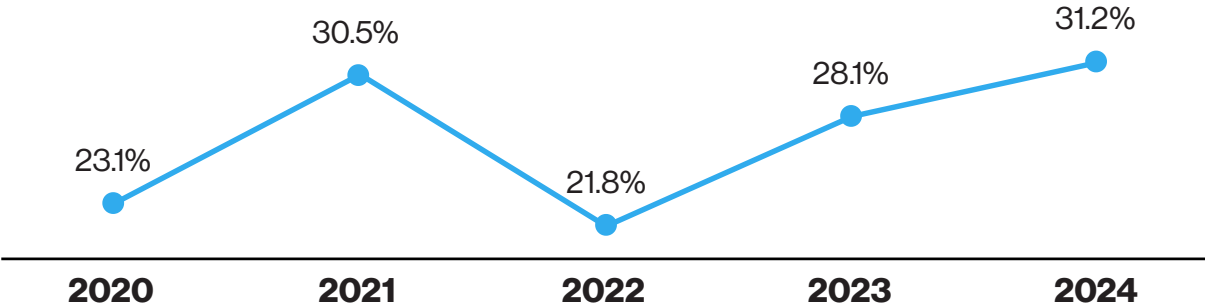
AI Serves as an Ally Against Burnout and Turnover (cont.)

No matter how large or small a company is, AI can help fill the hiring gap in the contact center. In fact, the Metrigy study shows that companies overall hired 89% fewer agents in 2023 because of AI.

40% of companies say AI reduces the number of customer interactions requiring live agent support.

How does AI augment staffing? More than 40% of companies say AI:

Reduces the number of customer interactions requiring live agent support

Shortens the time of calls/interactions

Reduces the time required for after-call work

Helps with scheduling/rescheduling appointments

Gives agents advice to meet sales quotas

Gives agents recommendations to meet service KPIs

AI Boosts Efficiency, Saves Employees Valuable Hours Each Week

As noted on page 8, shortening the time it takes for an agent to complete a call or interaction is one of the ways in which AI augments contact center staffing. Slightly more than half of companies report this as an impact of their use of AI in the contact center.
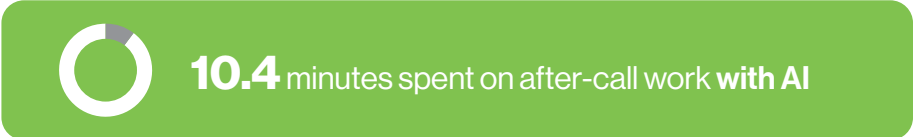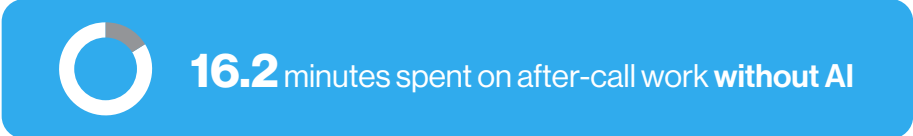
But this isn't just a benefit for those companies facing staffing shortages: Most companies say AI shrinks the time to completion for customer interactions, with calls being 39% shorter, on average.

Most companies say AI shrinks the time to completion for customer interactions, with calls being 39% shorter, on average.

How does AI affect the duration of our customer interactions?

- 2.3%
- 15.1%
- 20.4%
- 62.2%

● Makes them shorter   ● Makes them longer   ● No change   ● Unsure
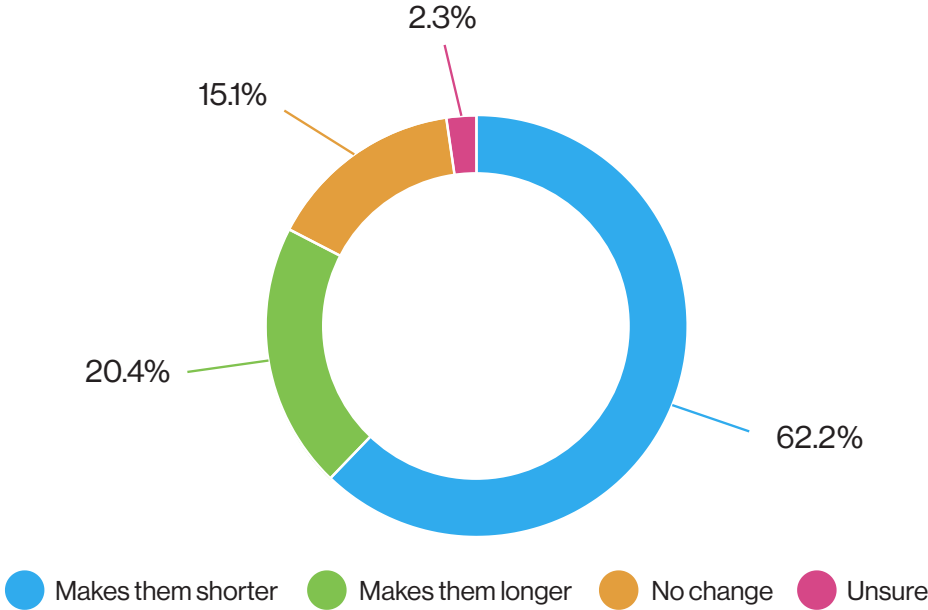
Reducing the time required for after-call work is another way in which AI augments contact center staffing. Slightly more than 49% of companies report this as an impact of their use of AI in the contact center. Here's a comparison:

16.2 minutes spent on after-call work **without AI**

10.4 minutes spent on after-call work **with AI**

Ⓡ metrigy

AI Boosts Efficiency, Saves Employees Valuable Hours Each Week (cont.)

That means each agent spends 5.8 fewer minutes per call, for an average time savings of 35%. The improvements vary by industry, with hospitality realizing the biggest gain, of 54.1%, in time saved.

5.8 minutes saved
by each agent per call.

35%
Average time saved

54.1%
Time saved in the hospitality industry
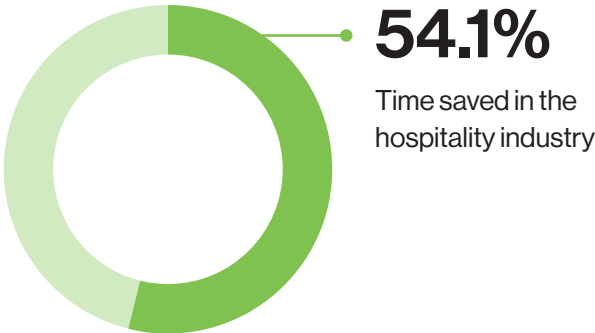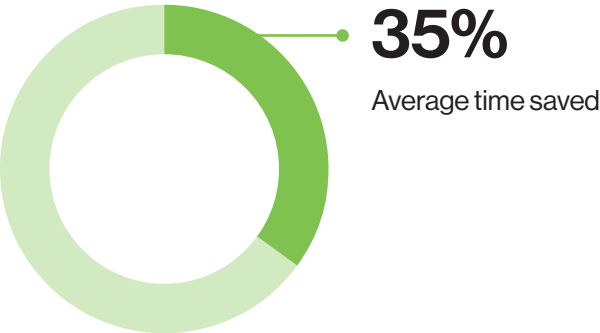
Minutes spent on after-call work, with AI and without AI

Education
11.0 minutes vs. 20.1 minutes

Financial Services
8.6 minutes vs. 13.8 minutes

Government
14.0 minutes vs. 24.6 minutes

Hospitality
9.0 minutes vs. 19.6 minutes

Retail
9.5 minutes vs. 14.5 minutes

Agents aren't the only ones saving time with AI. Supervisors benefit too: They save almost two hours per week using AI for agent scheduling and capacity planning.
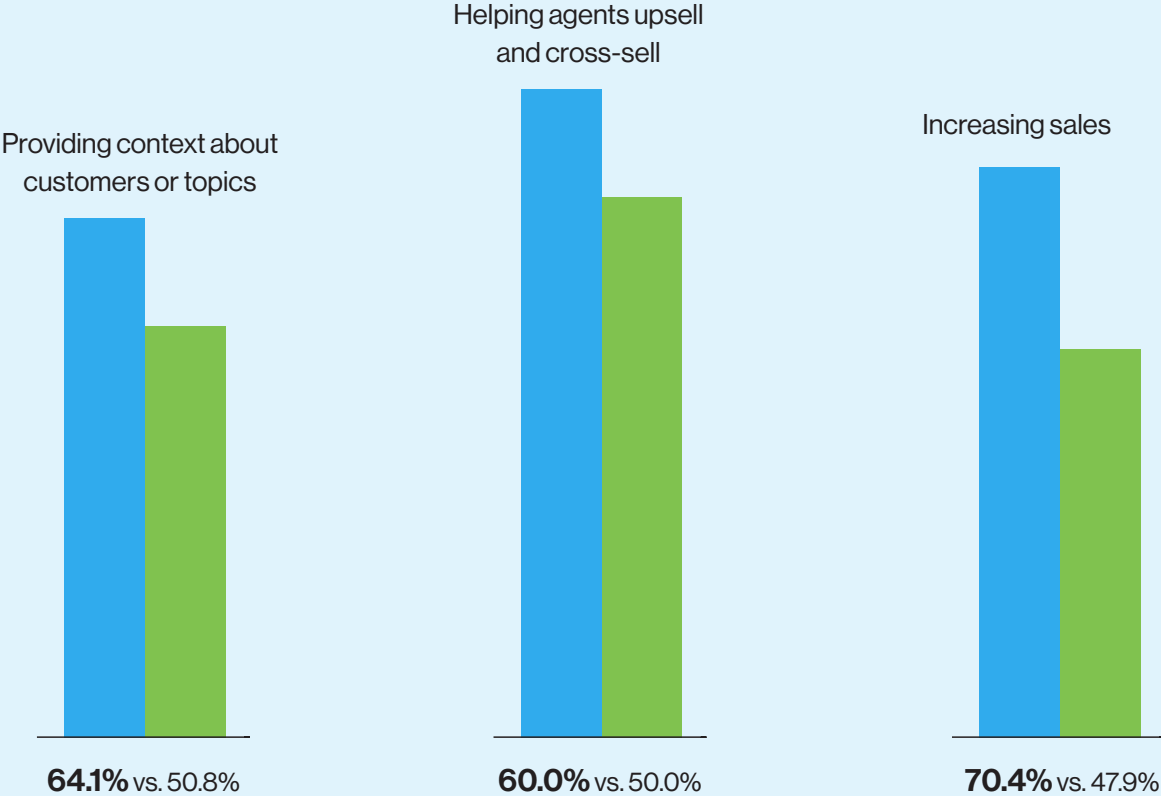
~2 hours saved
per week by using AI.

Agent Assist Tools Deliver Measurable Success

A starting point with AI in the contact center for some companies is agent assist software. Agent assist leverages various types of AI to provide in-the-moment advice, information, and context for agents to use in delivering the best possible service. Today, 34.3% of all companies use agent assist, while 44.1% are planning to add it in 2024. Use of agent assist correlates to success, too: Nearly half of the success group are using agent assist vs. 31.7% of the non-success group.

~50%
of the success group are using agent assist.

Here are three different uses of agent assist that correlate with success:

Providing context about customers or topics

Helping agents upsell and cross-sell

Increasing sales

64.1% vs. 50.8%

60.0% vs. 50.0%

70.4% vs. 47.9%

● Success*   ● Non-success**

* This study's success group is determined based on measured improvements in select CX metrics.
** This study's non-success group did not achieve the measured improvements of those included in the success group.

Agent Assist Tools Deliver Measurable Success (cont.)

Use of agent assist can also drive change within the contact center. Nearly 44% have increased the frequency of coaching sprints, and 42.1% are re-training agents, for example.

The benefits are measurable: For example, 63.0% say they've increased engagement between agents and customers through the use of agent assist. Additionally:

60.7%
Improved customer satisfaction/ratings

54.1%
Increased sales

52.9%
Reduced average handle time

45.3%
Reduced agent attrition

63.0% say they've increased engagement between agents and customers through the use of agent assist.
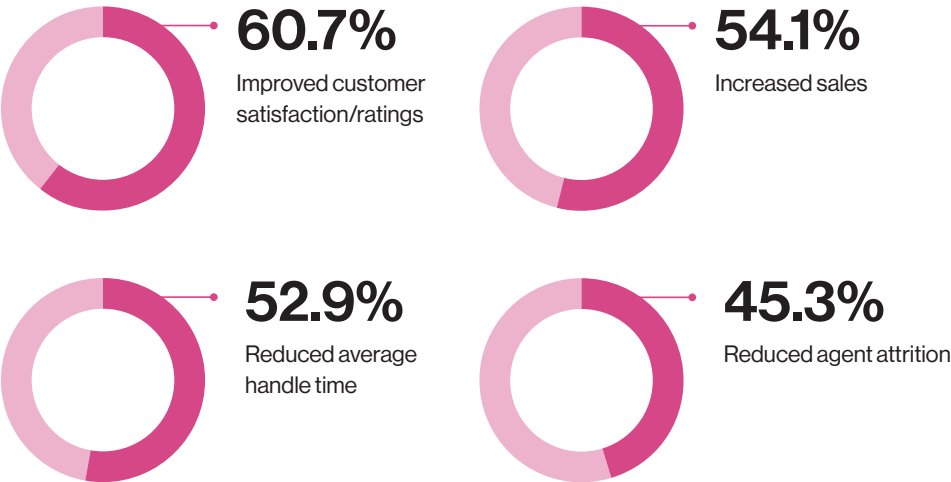
The percentage improvements are impressive across the board, but especially for the success group:

How agent assist improved the following:

Improved customer satisfaction	49.2%
Increased sales	44.7%
Reduced AHT	37.4%
Reduced agent attrition	31.5%
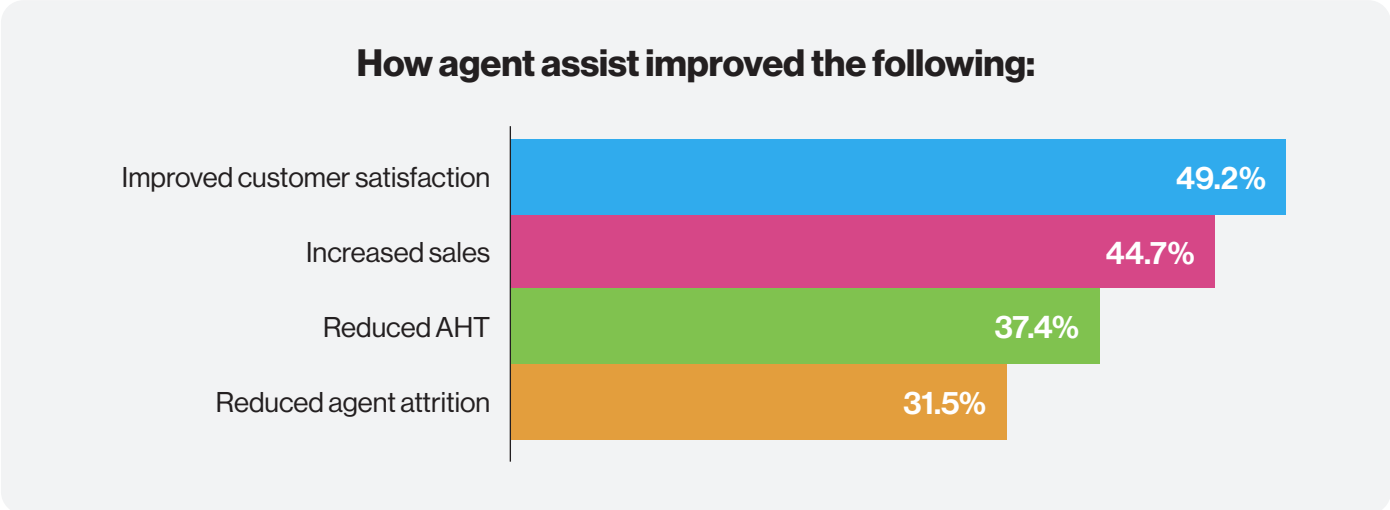
Chatbots and Voicebots are Key to Improving CX Satisfaction

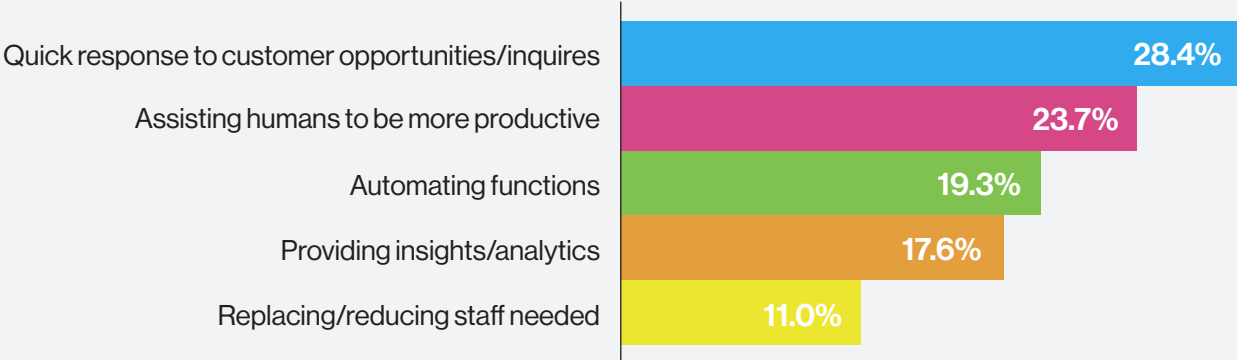Customer satisfaction is another top driver for increased AI spending, for just shy of 69% of companies. Indeed, companies have high hopes in AI's ability to boost the experiences they deliver to their customers. More than half expect AI to impact CX extensively at their companies, in a good way: **95% say AI's impact on CX will be positive**.

Correspondingly, companies cite the top value of AI as enabling a quick response to customer opportunities and inquiries. One way AI helps achieve a quick response is by containing the interaction in self-service. Today, AI resolves an average of 41.1% of interactions for all companies and **51.5% for the success group** without live agent support.

95%
Say AI's impact on CX will be positive

AI resolves an average of 41.1% of interactions for all companies and 51.5% for the success group without live agent support.

Value of AI: Top benefits

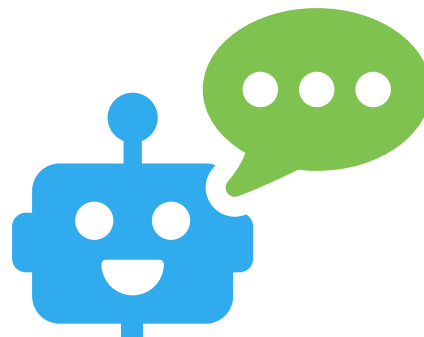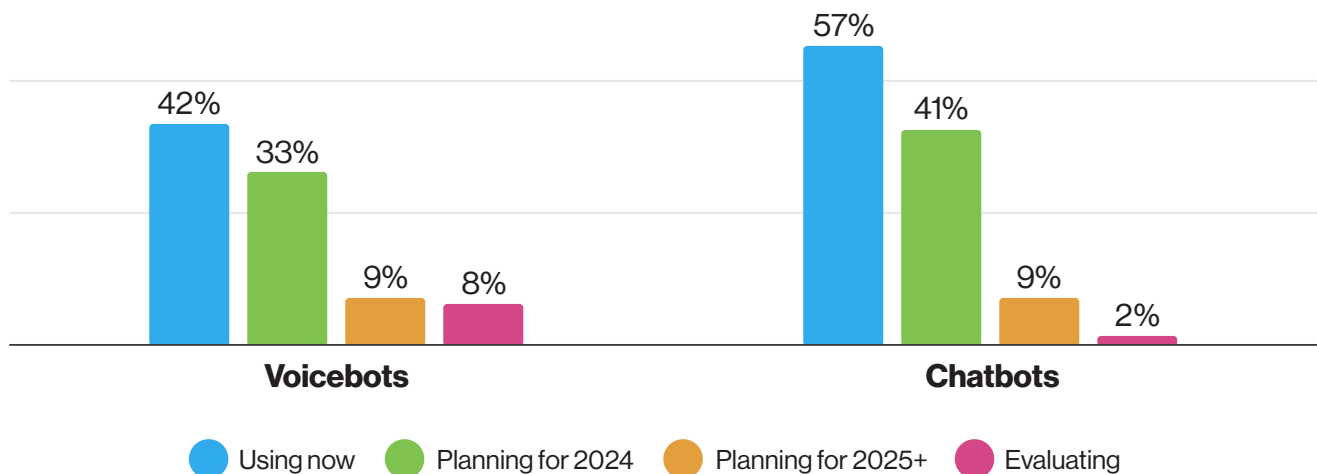| Benefit	Percentage
Quick response to customer opportunities/inquires	28.4%
Assisting humans to be more productive	23.7%
Automating functions	19.3%
Providing insights/analytics	17.6%
Replacing/reducing staff needed	11.0%

Chatbots and Voicebots are Key to Improving CX Satisfaction (cont.)

AI bots have a big role to play, as well, with 80.4% of companies already using or planning to use chatbots and/or voicebots.

Deployment Status for AI-Enabled Bots:

Voicebots: 42% (Using now), 33% (Planning for 2024), 9% (Planning for 2025+), 8% (Evaluating)

Chatbots: 57% (Using now), 41% (Planning for 2024), 9% (Planning for 2025+), 2% (Evaluating)

Legend:
- ● Using now
- ● Planning for 2024
- ● Planning for 2025+
- ● Evaluating

Fast facts on bots

- For nearly **47%**, chatbots provide greater resolution to customer issues than voicebots

- Conversely, **34.4%** say voicebots are better at resolving customer issues than their chat counterparts, and the success group also sees higher resolution from their voicebots than their chatbots

- **51.7%** of traffic goes through voicebots, vs. **48.3%** through chatbots

- **35.8%** of companies use bots for customer interactions. The most valuable use of bots, for **23.4%**, is for gathering customer feedback. This is the top value for the success group, as well

Generative AI is Proving its Value Prop for CX

Across the business world in general and in the contact center in particular, generative AI has everybody taking notice—and moving quickly to take advantage of this technology. Metrigy's research shows rapid adoption: **46.2% of companies are actively using generative AI for customer interactions** and 22.0% are running pilots. This compares to 27.3% using generative AI for CX actively or in pilot mode in June 2023.

The top use case for CX-related generative AI is generating content for customers to read in self-service. Today, 51.7% of companies are using generative AI in this manner, and 37.6% are testing it.

46.2%

of companies are using generative AI for customer interactions
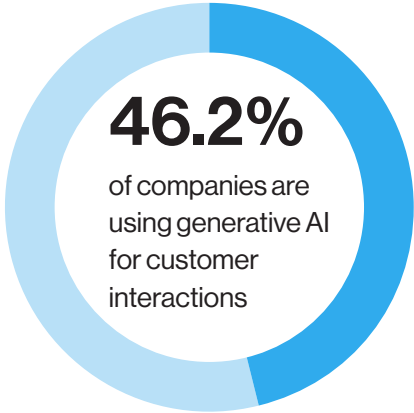
Other top use cases include:
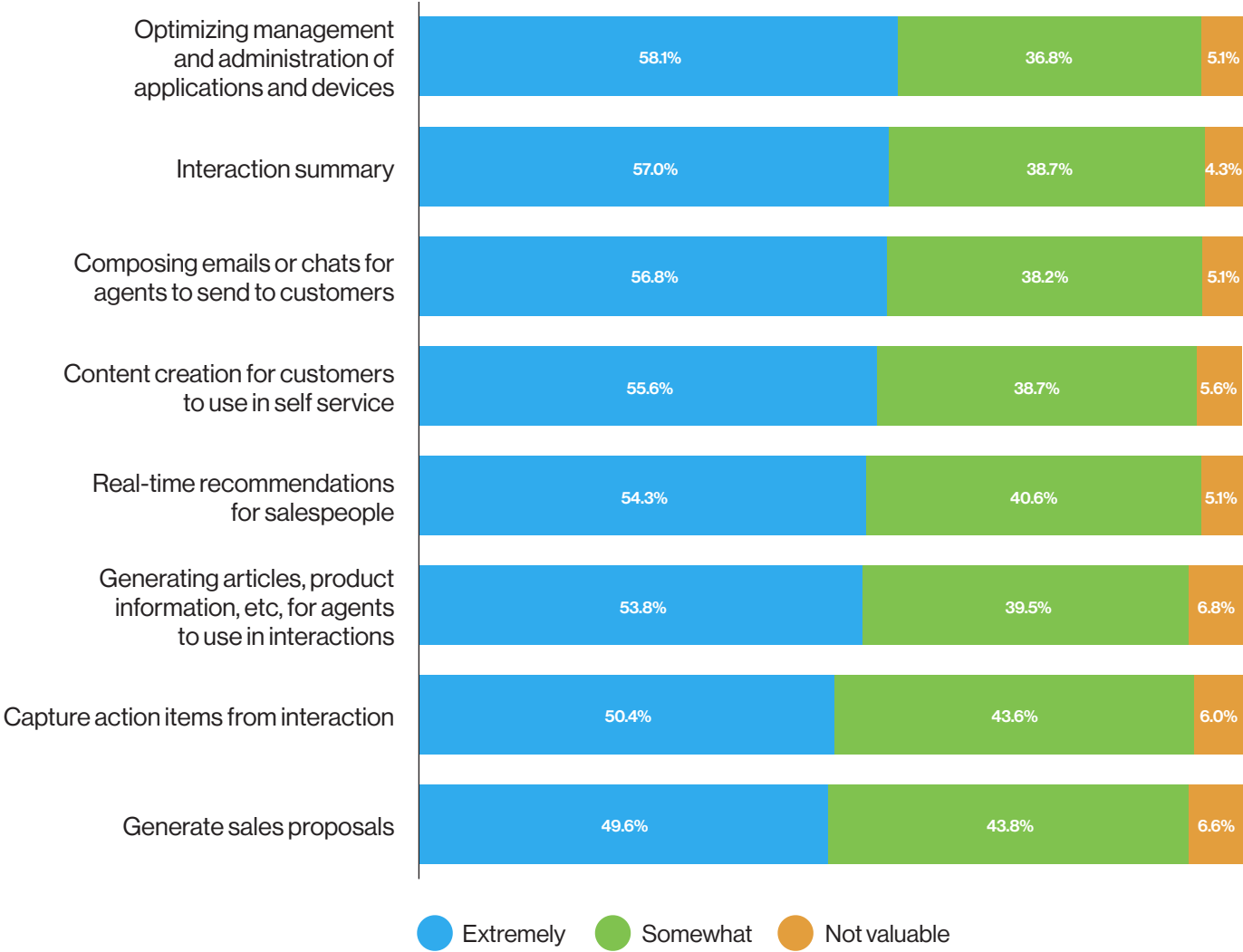
	Using	Testing
Generating content for marketing	50.4%	42.2%
Converting text to speech, and vice versa	49.4%	32.4%
Summarizing customer calls	49.0%	38.1%
Coding/application development	47.9%	35.0%
Generating content for agent use during conversations	47.0%	41.8%

Generative AI is Proving its Value Prop for CX (cont.)

Generating different kinds of content for agent and customer use also is a top value of generative AI for CX—but behind optimizing management and administration of applications and devices and interaction summaries.

Use of generative for optimizing management and administration, interaction summaries, and creating content for agent use correlate with success.

For customer interactions, how valuable is generative AI for the following:

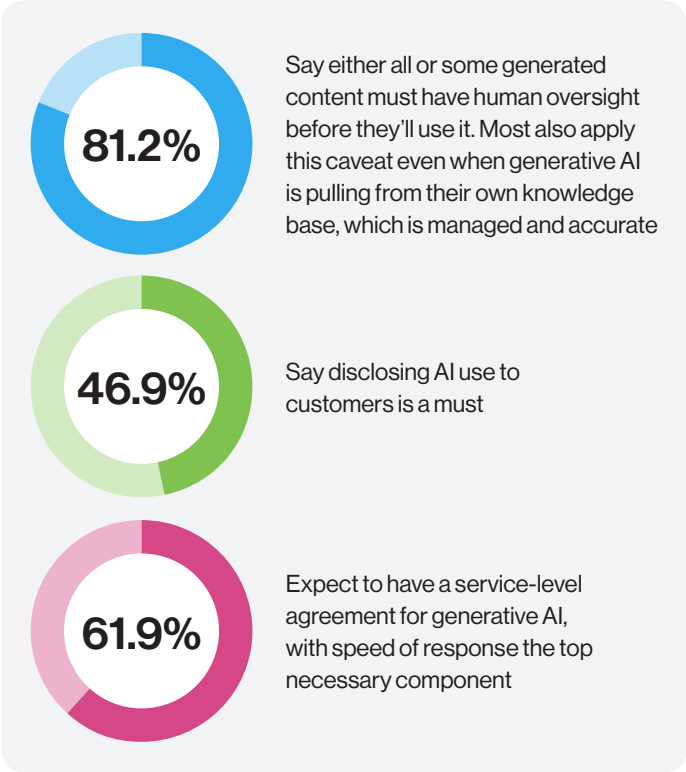| Category	Extremely	Somewhat	Not valuable
Optimizing management and administration of applications and devices	58.1%	36.8%	5.1%
Interaction summary	57.0%	38.7%	4.3%
Composing emails or chats for agents to send to customers	56.8%	38.2%	5.1%
Content creation for customers to use in self service	55.6%	38.7%	5.6%
Real-time recommendations for salespeople	54.3%	40.6%	5.1%
Generating articles, product information, etc, for agents to use in interactions	53.8%	39.5%	6.8%
Capture action items from interaction	50.4%	43.6%	6.0%
Generate sales proposals	49.6%	43.8%	6.6%

● Extremely   ● Somewhat   ● Not valuable

Generative AI is a category of techniques and models that respond to natural language prompts to produce text, images, audio, software code, or other media from data on which they have been trained.
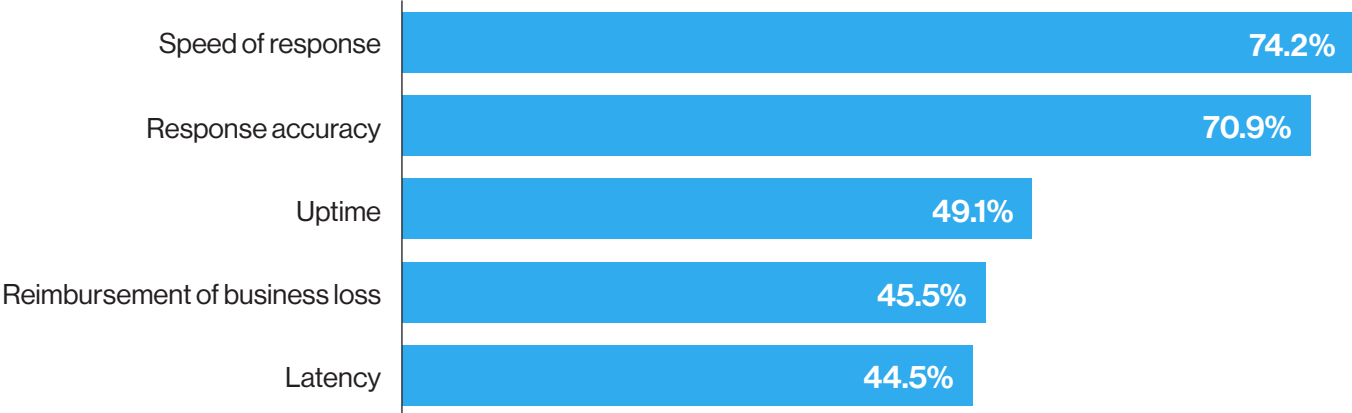
Balancing Caution with Innovation is Key to Generative AI Success

Companies have many reasons to move fast on AI. Only a third even know why their customers engage with them—and see AI as an opportunity to fix this. Nearly 48% strongly agree that AI will help gain them an understanding of why customers interact so they can then act appropriately. Getting ahead of customers is another reason to move fast on AI, and most companies invest in AI that will help get them there: 58.8% of companies place a high priority on the use of predictive analytics and 56.7% do the same for AI-powered routing of customer inquiries.

However, as quickly as companies are moving on AI, they're not throwing caution to the wind. They're being particularly careful regarding generative AI.
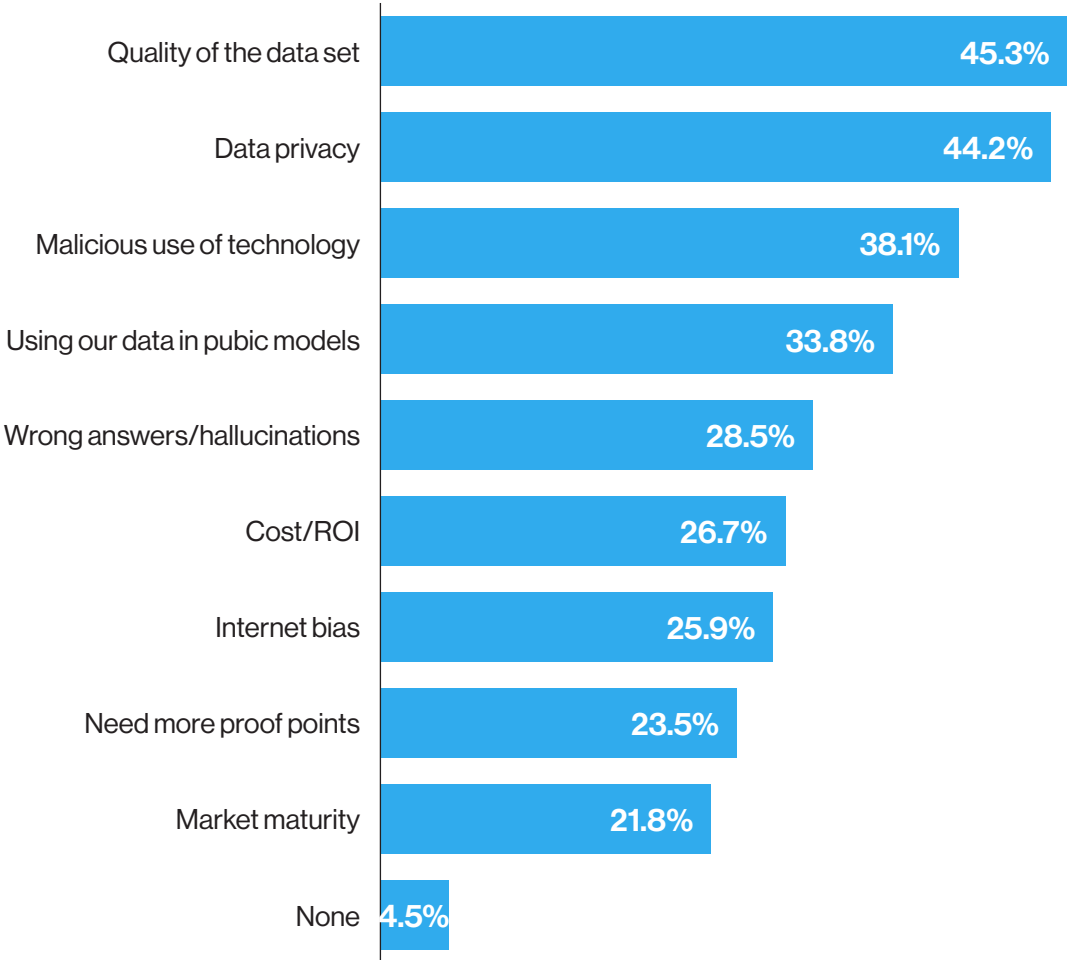
81.2% — Say either all or some generated content must have human oversight before they'll use it. Most also apply this caveat even when generative AI is pulling from their own knowledge base, which is managed and accurate

46.9% — Say disclosing AI use to customers is a must

61.9% — Expect to have a service-level agreement for generative AI, with speed of response the top necessary component

SLA must-haves for Generative AI

Speed of response	74.2%
Response accuracy	70.9%
Uptime	49.1%
Reimbursement of business loss	45.5%
Latency	44.5%

Balancing Caution with Innovation is Key to Generative AI Success (cont.)

Concerns over generative AI's use range from the quality of the data set to market maturity.

What are your company's concerns about using generative AI?

Concern	Percentage
Quality of the data set	45.3%
Data privacy	44.2%
Malicious use of technology	38.1%
Using our data in pubic models	33.8%
Wrong answers/hallucinations	28.5%
Cost/ROI	26.7%
Internet bias	25.9%
Need more proof points	23.5%
Market maturity	21.8%
None	4.5%

7 Ways to Move Forward and Reap the Benefits of AI for Your Workspace

1 **Elevate CX to a top priority**
If your company hasn't already elevated CX to a top priority, do so now. Find and align advocates from across the business, including marketing and sales. Sell the C-suite on the power of AI in improving efficiencies and driving up customer satisfaction ratings.

2 **Don't be left behind on AI**
Evaluate AI use for customer interactions and employee interactions: 62.5% of the most successful companies already use AI for the former and 63.2% use it for the latter, to measured success.

3 **Close the hiring gap**
If your company faces a hiring gap in the contact center, put AI to use to augment your staff. Evaluate its applicability in your environment, whether that's in removing the need for live agent support for customer interactions, slashing the time chewed up by after call work, or other.

4 **Include supervisors**
Don't forget to include supervisors when you explore the use of AI assist tools. One big benefit is reduced time required for scheduling agents and planning capacity, but there are many others, as well.
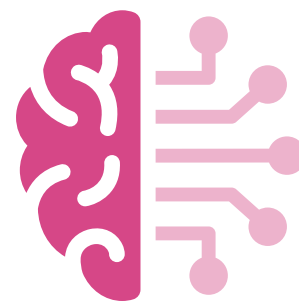
5 **Evaluate the bots**
When evaluating bots, look at both chat and voice variants. Each has a role to play in speeding resolution of customer queries.

6 **Explore how best to take advantage of AI-generated content**
An easy first use case for generative AI. Should you use it for customer self-service interactions, to help marketers with emails, for agents to use during customer engagements... or all of these and others?

7 **Don't stall on generative AI**
But don't rush headlong into its use, either. Consider best practices such as human oversight of generated content, clear data use policies, and solid service-level agreements with providers.

62.5%
of the most successful companies already use AI.