



DIGITAL WORKSPACE SOLUTIONS

Welcome to the Contact Center of Tomorrow



The cloud and artificial intelligence (AI) are transforming nearly every aspect of business, and contact centers are no exception. Already, there are:

- AI-powered chatbots delivering personalized service;
- AI technology providing behind-the-scenes recommendations and sentiment analysis to agents; and
- AI analysis of conversations to cultivate new insights.



But even with these technological advancements, human beings remain at the heart of customer engagement. The real value of cloud and AI technology isn't about replacing human agents but supporting them to be more productive and effective.

The New World of Customer Service by the Numbers

>80%

of organizations expect to compete mainly based on customer experience (CX).¹ With CX as the new KPI for success, contact centers are under even more pressure to perform.

3/5

of contact center agent licenses will be cloud-based via a Contact Center as a Service (CCaaS) platform by 2027,² providing a consistent user experience to all contact center agents.

81%

of contact center leaders are investing in AI to help their contact center agents,³ prompting many agents to add AI prompt engineering to their skill set.

86%

of business leaders plan to invest over half of their total AI budget in generative AI.⁴ AI can answer customer questions and solve problems through intelligent virtual agents, quickly summarize calls, deliver real-time intelligence to agents, auto-generate emails, and more.

70%

of businesses plan to use AI-driven natural language processing to analyze customer sentiment.⁵ Sentiment analysis provides contact center agents with deeper insights to serve customers better.

81%

of contact center agents prefer to work from home/remotely.⁶ Remote work is attractive to workers looking for flexible options while giving employers a wider pool of talent.



Cloud and AI promise to usher in a new era of customer service, but new things can sometimes be scary. Connection can take the fear out of the future by helping organizations move to the cloud and integrate AI into their call center operations for maximum return on investment.

How Connection Can Help

Explore our Solutions and Services
[Digital Workspace](#)

Contact an Expert
1.800.998.0067

Sources:

- ¹ Thompson, Ed, "Realizing the benefits of superior customer experience," Gartner.com, last accessed on 2/24/2025
² Rennyson, Dave, "Why (and how) move to the cloud," Contact Center Pipeline, January 2024
³ Deloitte, "2023 global contact center survey," deloitte.com, 2023
⁴ BigDataWire, "Google Cloud reports 86% of gen AI early adopters achieve revenue growth," August 8, 2024
⁵ The AI Journal, "70% of businesses will adopt NLP for customer sentiment analysis by 2025," November 22, 2024
⁶ SQM Group, "Call center attrition rate—is it now the most important KPI?," March 30, 2023

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