



BREAKOUT VIEWPOINT: Driving CX and UC In a Digital World

Did you know that 86 percent of consumers will leave a brand they trusted after only two poor customer experiences? This is why the 2027 TAM for UCaaS and CCaaS solutions is a combined \$22.8B.

Let's look at some of the topline sights from these breakout sessions.

CX AND CCAAS ROI

The room lit up for the conversation about qualifying and proving the ROI of these solutions.

The panelists also emphasized the need to consider how to craft unique ROI messaging for different personas within the organization. Participants noted they are beginning to see success by shifting the approach to traditional discovery sessions with more collaborative, hypothesis-led "value scoping" sessions.

While certainly important and still a priority, attendees were encouraged to diversify how they present ROI beyond the bottom line and convince their customers to embrace "the art of what's possible." Panelists discussed the three options below.

1. Operations.

What efficiencies are being gained? What's the monetary value of resources being more effectively deployed? Our panelists shared a case study in one of our sessions demonstrating a 90 percent reduction in after-call work for agents through generative AI automated call notes. The byproduct of this improvement was a significant reduction in hold times since these agents could get to the next call quickly. It also improved the onboarding process for new agents, allowing trainers to spend more time on new training sessions.

2. Upsell and Cross-Sell Motions.

This IT creates new opportunities for your customers. For example, we've been seeing examples of companies in the travel industry leveraging sentiment analysis from customer calls to identify opportunities for real-time upgrade sales opportunities. Leveraging the insights gained from these solutions can enable these companies to provide a richer experience by sending a text message with an offer for an upgrade during their current trip or even selling a future trip.

3. Agent Confidence.

Is there a value associated with bringing the sale to completion because your sales team could sell with confidence? The term for this is "Agent Assist," and it consists of using AI to sort through the data to support an omnichannel experience. One of our panelists in the AI session shared a case study example featuring the NFL's LA Chargers. Real-time AI sales coaching built up representative confidence by recommending actions and alerting them to methodology adherence. This led to a 20 percent increase in sales productivity.

DATA IS CURRENCY

To the point made above about ROI, leveraging data insights to understand why customers are calling and improving the true time to resolution will emerge as a competitive differentiator. This will usher in a new era of high-value agents—sophisticated Brand Ambassadors that can solve the most complex problems.

Our expert panelists noted that studies show AI can reduce contact center agent labor costs by \$80B in 2026. Gartner estimates that 85 percent of consumer interactions will occur without a human.

AI = HIGH BUSINESS AND TECHNICAL FEASIBILITY

Regarding CX and UCaaS, the AI generation is already here.

For example, generative AI tools are being deployed to help agents deliver the best possible customer experiences by automatically capturing key details of the interaction and assessing the best next steps in real-time.

But here's the deal. We know that leaders within organizations are being pressured to demonstrate how they can integrate AI into their operations. What they need to learn is how to do it with their systems. This is where you can provide significant value for what will quickly become one of your most lucrative customers. We have support programs created for you.

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