

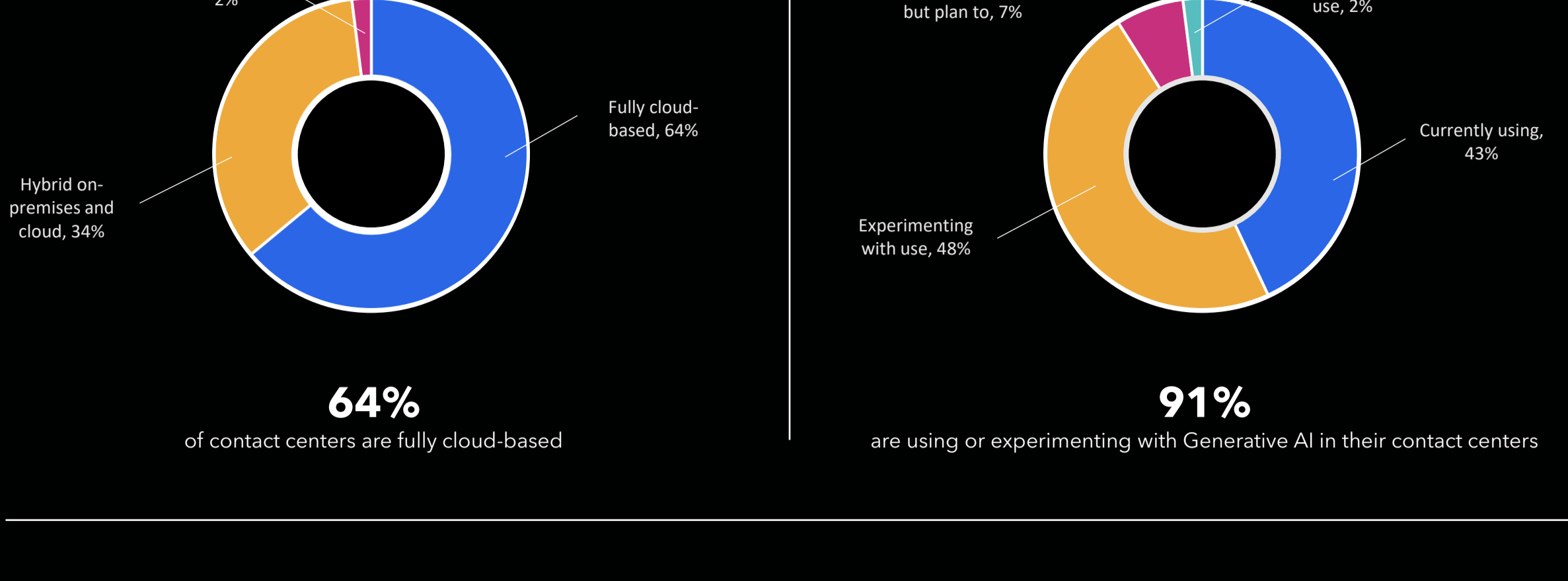
# The Rise of Cloud & GenAI in Contact Centers

We recently asked IT and business leaders about two aspects of modernizing their contact centers:

- Transitioning to the cloud
- Use of generative AI

Here's what they said:

## The move to cloud and use of GenAI is well underway

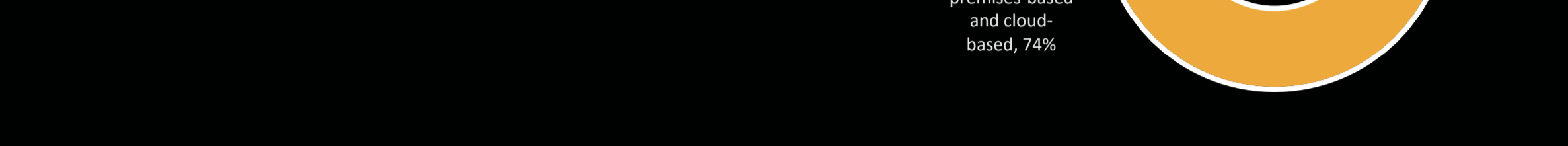


## Moving Contact Centers to the Cloud



### Hybrid environments are now 50/50.

For the 34% of organizations with hybrid environments, most are about equally distributed between on-premises and cloud environments.



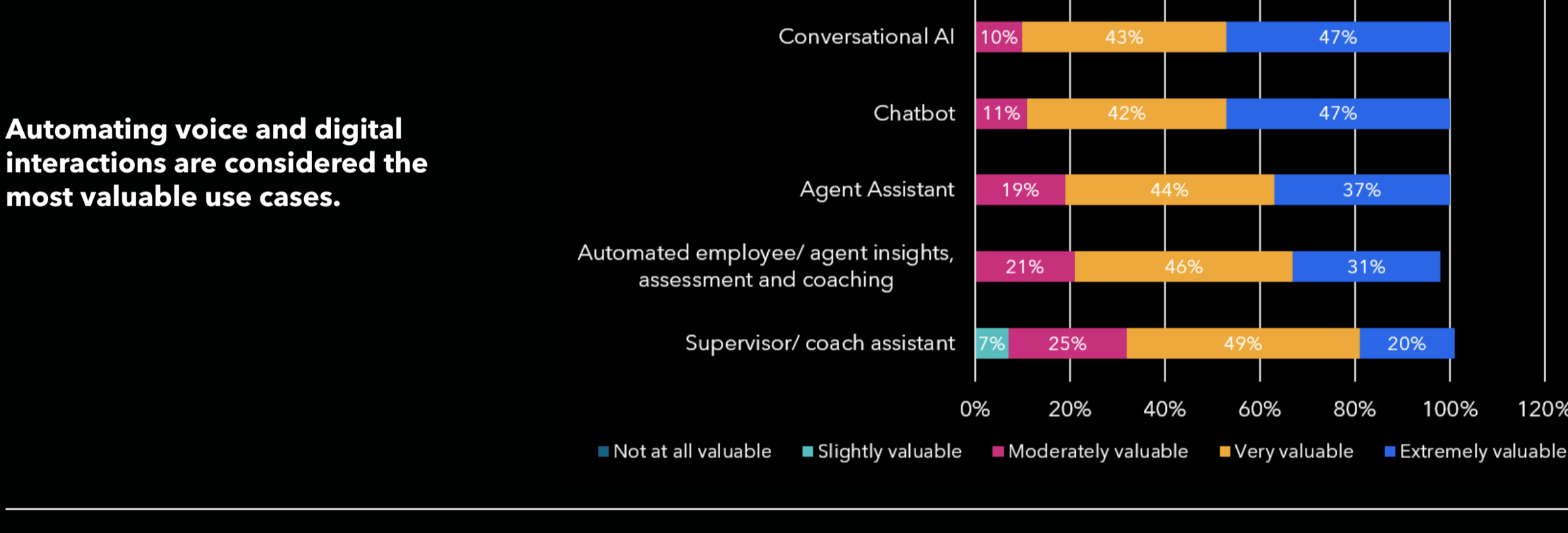
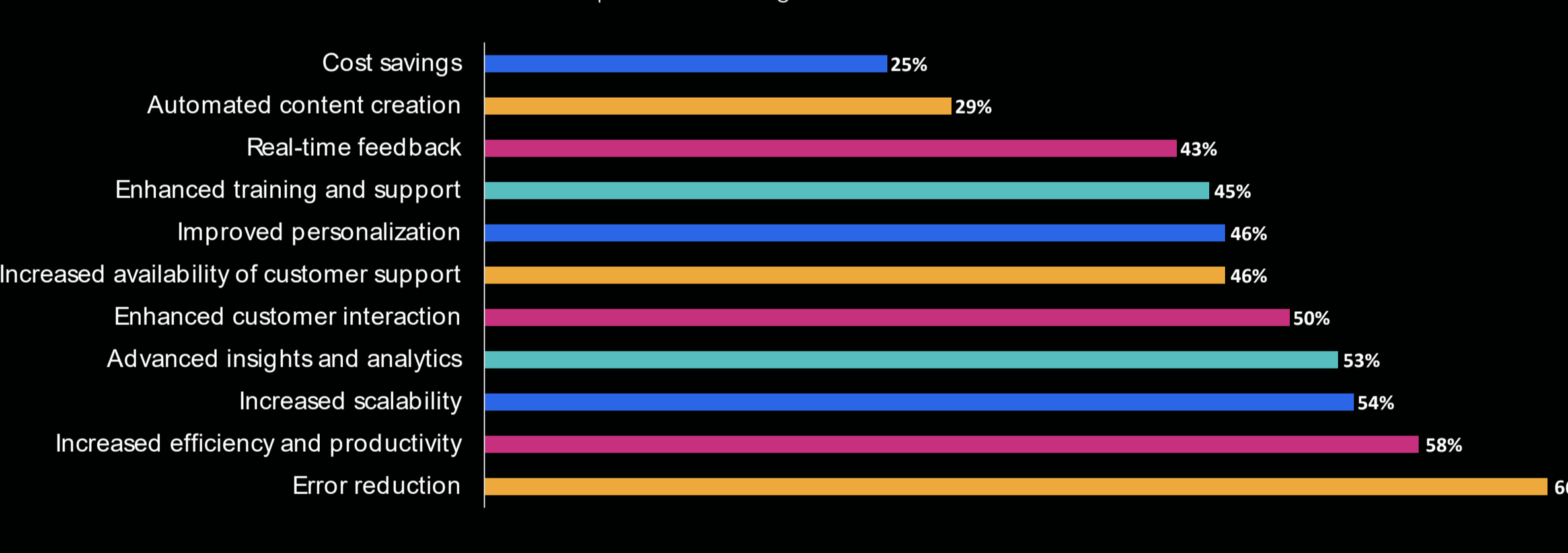
## Challenges When Transitioning Contact Centers to the Cloud

Those with experience, and the associated bruises, would like to share the challenges they encountered when moving their contact centers to the cloud - with the intent of helping you make new mistakes.

	Organizations that are fully cloud-based (n=172)	Organizations that are not fully cloud-based (n=98)
Integration with existing IT infrastructure	57%	55%
Training staff on new systems	59%	45%
Technical support and troubleshooting	59%	44%
Reliability and performance concerns	52%	51%
Adapting to new software updates and changes	47%	55%
Scalability issues	47%	53%
Data security and privacy concerns	52%	38%
Compliance with regulatory requirements	39%	43%
Data migration challenges	32%	31%
Customer experience disruptions	34%	17%
Downtime during transition	27%	24%
Cost of implementation and ongoing expenses	17%	28%
No challenges/concerns	0%	0%

## Adoption of Generative AI In Contact Centers

**The race to deliver operational efficiency is underway.** With 91% of organizations currently using (43%) or experimenting with (48%) Gen AI in their contact centers, the initial race is to gain an operational efficiency advantage.



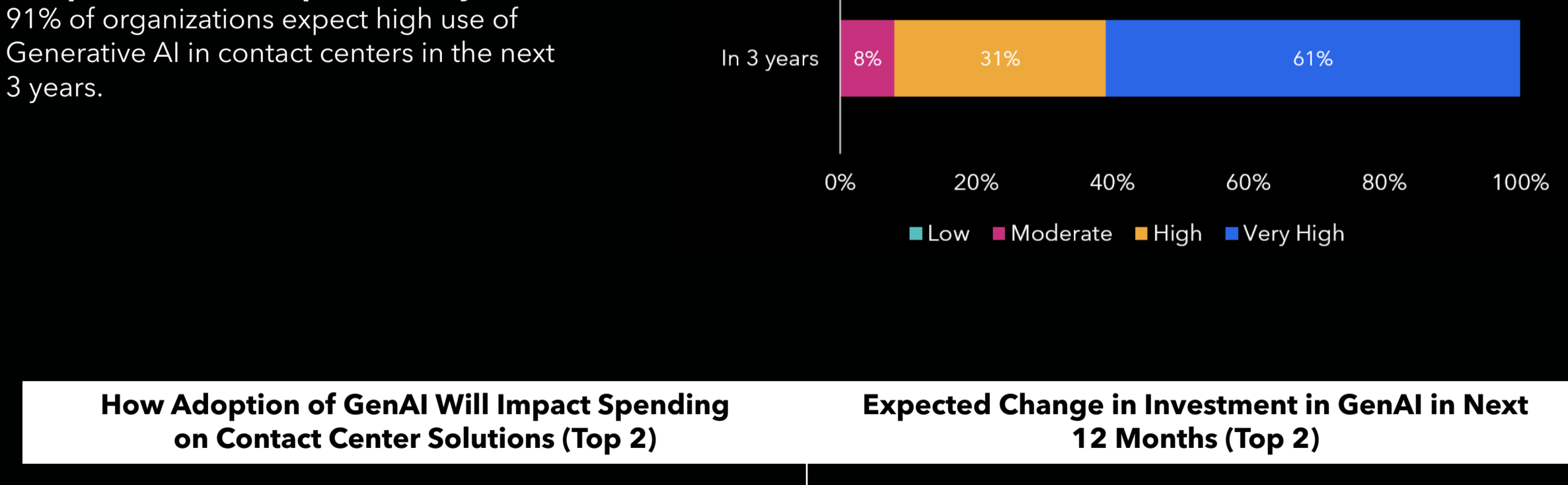
### Automating voice and digital interactions are considered the most valuable use cases.

## Future Plans

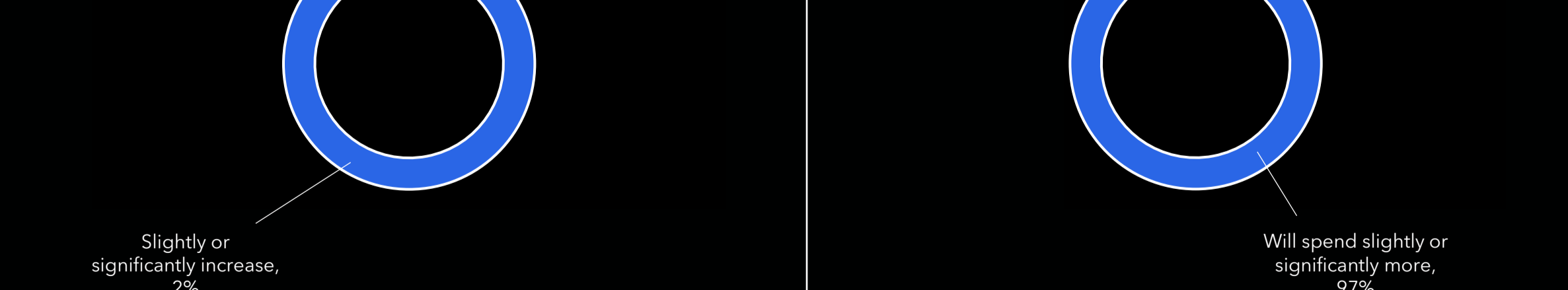
- Now**
- The top three areas where organizations are currently applying GenAI in their contact centers include:**
- Quality management/ interaction evaluation (73%)
  - Mobile applications (70%)
  - Workforce management (61%)
- Next**
- When asked about future uses of GenAI in their contact centers, respondents indicated:**
- Knowledge management/ knowledge base (47%)
  - Predictive/ other analytics (46%)
  - Speech/ interaction analytics (41%)

	Current use [Among those currently using generative AI]	Expected future use [Among those currently using or planning to use generative AI]
Quality management/ interaction evaluation	73%	21%
Mobile applications	70%	20%
Workforce management (WFM)	61%	27%
Predictive/other analytics	41%	46%
Performance management	48%	32%
Customer self-service automation (e.g., chatbot)	54%	22%
Knowledge management/ Knowledge base	22%	47%
Real-time agent assistance	41%	29%
Speech/interaction analytics	24%	41%
Customer journey analytics	34%	29%
Voice of Consumer (VoC)	22%	35%
Voice of Employee (VoE)	14%	35%
Recruiting/Onboarding	19%	24%
Out-of-the-box access to developer tools	7%	26%

## The Impact on Investment and Spending



## The Impact on the Future Existence of Contact Center Solutions



## Time to Modernize

Learn more about how C1 has worked with companies like yours to modernize contact center communications.

