# Businesses harness AI automation to improve customer service



Businesses across various sectors are increasingly integrating AI automation into their operations, significantly reshaping client interactions and enhancing internal efficiencies. A notable example is the deployment of multi-level auto attendants, a sophisticated upgrade to traditional phone systems that streamlines customer service processes.

The TechRepublic reports that multi-level auto attendants provide callers with a more detailed menu of options compared to their basic counterparts, allowing them to navigate through a hierarchical structure to find precisely the service or department they need. This advancement results in more accurate call routing, reduced waiting times, and heightened customer satisfaction. With the growing call volumes and complexities of modern businesses, many firms are recognising instances where their simple auto attendants may limit operational efficiency. Common indicators for upgrading include frequent customer complaints about navigation difficulties, an increase in call abandonment rates, and employee feedback suggesting inefficiencies in handling incoming calls.

In the competitive landscape of customer service, the implementation of advanced Workforce Management (WFM) systems is also gaining traction. The UC Today highlights how effective WFM involves balancing the right number of staff with the appropriate skills available to meet operational demands. This process not only elevates service quality but also optimises costs, reduces employee turnover, and enhances overall customer satisfaction.

Advanced WFM relies on sophisticated software to automate several operational elements and integrates with technologies such as Customer Relationship Management (CRM) systems and quality monitoring tools. These solutions facilitate accurate forecasting of customer interaction volumes, intelligent scheduling of staff, and real-time performance monitoring, shaping a responsive and well-managed workforce.

Key benefits of WFM systems include improved service quality by ensuring agents are available when needed, enhanced employee experience through balanced and fair scheduling, and reduced operational costs by minimising idle time and optimising resource allocation. Additionally, the integration of AI algorithms enables more accurate forecasting and scheduling, making it possible to align staff availability precisely with the fluctuating demands of customer interactions.

Integrating multi-level auto attendants and effective WFM systems is part of a broader trend of businesses leveraging AI to improve their service capabilities. Companies that can transition to these advanced systems not only enhance their operational images but also create a more responsive environment for both employees and customers.

As organisations continue to explore these technologies, considerations such as initial costs, system integration, and long-term operational efficiencies will remain crucial in determining the feasibility of these upgrades. Whether through cloud-based or on-premise solutions, businesses are increasingly recognising the potential for improved customer interactions and operational efficacy in their strategic planning.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://explodingtopics.com/blog/ai-statistics> - Corroborates the widespread adoption of AI automation in businesses, including the use of AI in customer service and operational efficiencies.
* <https://explodingtopics.com/blog/ai-statistics> - Provides statistics on the integration of AI in various industries, including retail and customer service, highlighting the expected growth and adoption by 2025.
* <https://connect.comptia.org/blog/artificial-intelligence-statistics-facts> - Details the various ways businesses are using AI, including for customer relationship management, operational improvements, and workforce management.
* <https://connect.comptia.org/blog/artificial-intelligence-statistics-facts> - Discusses the phases of AI adoption in businesses, such as exploration, limited implementation, and aggressive integration, which aligns with the need for upgrading simple auto attendants and implementing advanced WFM systems.
* <https://www.synthesia.io/post/ai-statistics> - Highlights the impact of AI on customer interactions, including the projection that 19 in every 20 customer interactions will be AI-assisted by 2025.
* <https://www.synthesia.io/post/ai-statistics> - Mentions the significant role AI will play in business advantages across various industries, supporting the trend of leveraging AI for service improvements.
* <https://explodingtopics.com/blog/ai-statistics> - Explains how AI is used in providing personalized product recommendations and targeted advertising, which can be part of advanced customer service systems.
* <https://connect.comptia.org/blog/artificial-intelligence-statistics-facts> - Addresses the challenges in AI adoption, such as costs and infrastructure, which are crucial considerations for businesses planning to upgrade their systems.
* <https://explodingtopics.com/blog/ai-statistics> - Provides insights into the use of AI in various business operations, including the integration with CRM systems and quality monitoring tools, similar to advanced WFM systems.
* <https://www.synthesia.io/post/ai-statistics> - Corroborates the financial benefits of AI adoption, such as increased ROI and reduced operational costs, which align with the benefits of implementing advanced WFM and auto attendants.