

# A Recipe For Resilience In The Contact Center

Merge generative AI (genAI) and CCaaS to drive improved customer experience (CX) and business growth.

## CONTACT-CENTER-AS-A-SERVICE (CCAAS) SOLUTIONS CURRENTLY FALL SHORT

Legacy systems and CCaaS complexities are impeding desired outcomes in contact centers.

**1 in 4**

respondents said their contact center solutions require too much effort or cost to maintain.

**1 in 3**

said their CCaaS solutions lack AI capabilities and advanced tools to support customer service reps.



## CCAAS LIMITATIONS HAVE CONSEQUENCES FOR THE BUSINESS

Ineffective and unwieldy CCaaS solutions lead to:

**1** Inferior CX

**2** Poor service rep productivity

**3** Increased costs

## ORGANIZATIONS MUST GET THEIR CCAAS FOUNDATION RIGHT

This is especially important to enable genAI transformation.

**65%**

are expanding or upgrading their existing CCaaS solutions.



Respondents expect contact center investments to:

- 1 Improve CX
- 2 Enhance efficiency
- 3 Strengthen security and privacy

## GENAI WILL ACCELERATE CONTACT CENTER AND CCAAS TRANSFORMATION

Firms are testing use cases in areas like summarization, analytics, and service rep assistance.



of respondents considered genAI as critical for CCaaS functionality today, yet ...



see genAI having a significant-to-transformational impact on their contact center capabilities over the next 3 to 5 years.

Base: 475 global call center decision-makers at enterprise organizations  
Source: A study conducted by Forrester Consulting on behalf of Microsoft, July 2024.

[Read the full study](#)