

Leveraging AI in CX:

Transformative use cases



AI is rapidly reshaping the CX landscape.

It's now being deployed within solutions that helps to streamline operations, generate actionable insights, and improve the quality of human interactions.

As organisations strive to meet rising customer expectations, while managing increasing complexity within contact centres, AI presents practical opportunities to:

- Drive efficiency
- Improve responsiveness
- Empower agents

The following three use cases illustrate how AI can deliver measurable value across different CX scenarios, from reducing administrative burdens, to providing real-time intelligence and supporting front line agents.



Use case 1

Removing post-interaction admin at scale

One of the most immediate, and measurable, opportunities for AI in CX is post-interaction administration

In many contact centres, agents are required to complete detailed disposition forms after every interaction. Every email, every call, every chat – all logged. Individually, this might take **30–60 seconds**, but at scale, it becomes a major cost driver.

For large retail contact centres handling millions of interactions every year, removing that time can unlock six-figure savings. All this can be achieved without reducing service levels, or agent headcount.

Agents can spend 6-12% of their time on after-call work. Even small reductions can start to generate more interactions per month.

When applied correctly, AI can:

- Review customer interactions automatically.
- Extract key details and outcomes.
- Populate systems without agent input.

Suddenly, critical customer data is cleaner and more consistent. But most importantly, agents have more time to focus on customers rather than endless, tiresome forms.

Use case 2

Understanding spikes and anomalies in real-time insight

Another powerful application of AI in CX is real-time insight during unexpected events.

Demand can spike for multiple reasons, such as weather, system outages, pricing errors, or supply chain issues. Contact centres are often blamed for missed KPIs, even when the root cause sits elsewhere in the business. That's what happens when you're on the frontlines.

Without intelligent analysis, proving this can be difficult.

AI can continuously analyse conversations and interactions to:

- Detect emerging patterns.
- Identify new issues as they appear.
- Attribute contact volume to specific events or root causes.

Why does this matter? Because CX leaders increasingly need evidence. They shouldn't be relying on intuition when reporting to the wider business.

According to COPC, only 44% of contact centres say they meet their expected ROI from AI initiatives.

Often, it's because insight isn't connected back to operational decision making. **AI used as an intelligence layer helps CX teams:**

- Respond faster to emerging problems.
- Justify performance impacts caused by external issues.
- Shift CX from a cost centre to a source of business insight.

Use case 3

Supporting agents during interactions (human-in-the-loop AI)

Despite fears about automation, customers still want human support. When issues are complex or emotional, human intervention becomes a necessity.

Right now, agents are having to juggle multiple systems and complex processes, all while working from inconsistent knowledge bases. **The most effective AI strategies are the ones that support humans in real-time. If humans are being replaced, something's wrong.**

Examples of this kind of usage include:

- Listening to conversations as they happen.
- Surfacing next best actions.
- Bringing data from multiple systems into a single pane of glass.

This is especially valuable in complex environments where agents must navigate dozens of systems. **AI can be the one handling the investigation and the orchestration. Meanwhile, humans are dealing with empathy and judgement.**

This approach has been shown to:

- Reduce average handle time by 30–50%, as reported by Gitnux.
- Improve first contact resolution.
- Lower error rates caused by system complexity.

The AI/CX combination

These three use cases demonstrate the diverse ways AI is being integrated into the customer experience function.

By automating post-interaction admin tasks, contact centres can achieve significant cost savings, while freeing agents to focus on genuine customer engagement. Real-time AI analysis helps organisations quickly identify and respond to spikes and anomalies. **That way, operational decisions are driven by evidence rather than intuition.**

AI-supported live interactions amplify agent capabilities, leading to faster resolutions, improved customer satisfaction, and lower error rates. Embracing these AI-driven strategies allows businesses to transform their CX operations, delivering superior service while maintaining that precious human touch.

Want to deliver CX that stands out in the industry?

Click here to speak with a specialist and better understand what exceptional CX really means.