# Revolutionizing CX:

The Synergy of AI and Agent for Next-Level Engagement

OP360
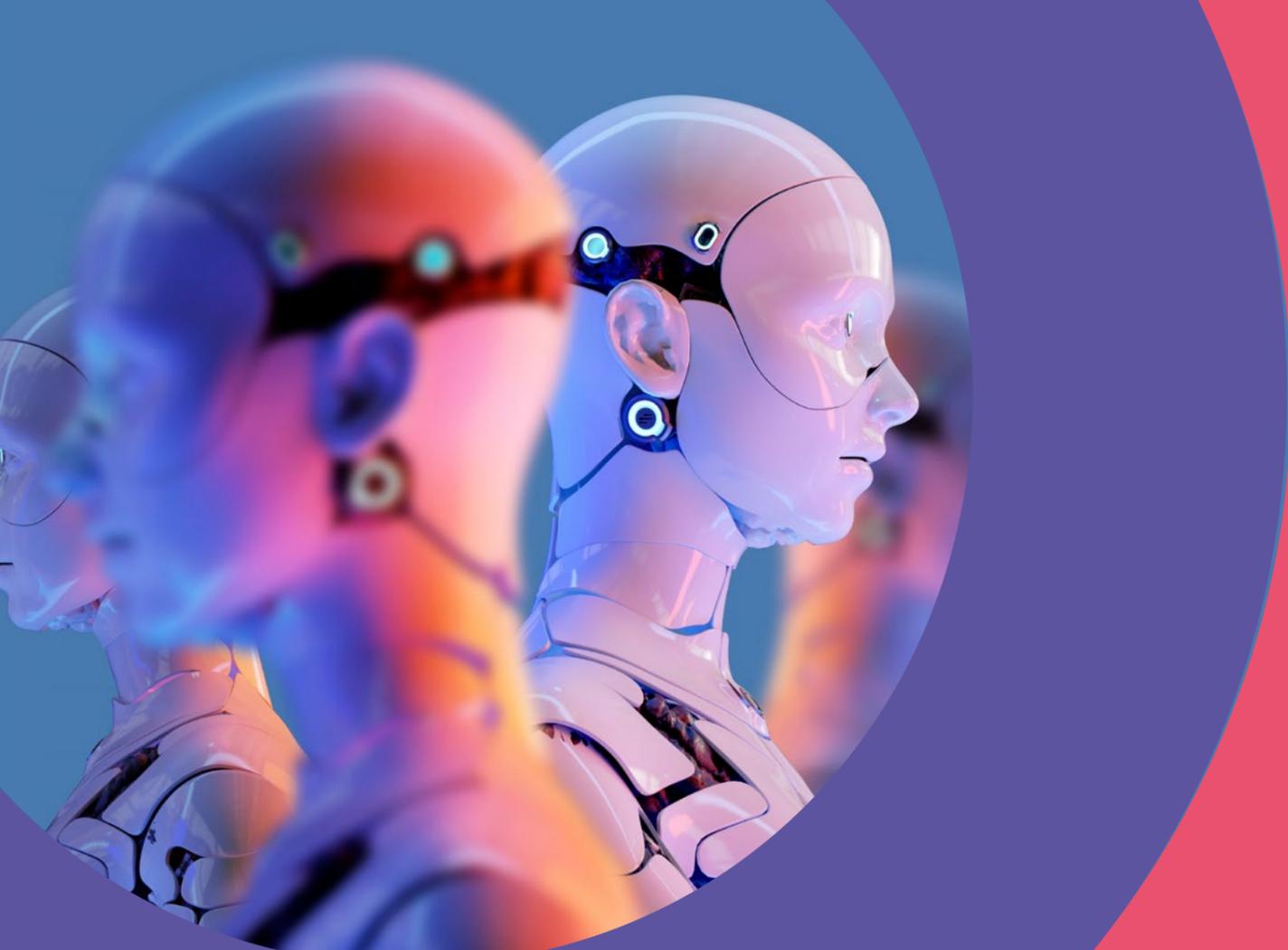
If you want the CX solution of the future today, then the blended approach of AI and agents delivers everything you'll need. This enhanced experience helps you retain and grow your customer base, boost your revenue, and remain competitive. It's low risk and high ROI.

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Game on: Unlock new heights with the powerful synergy of AI and Agents

The business world is at a pivotal juncture. Within five years, the entire framework of how we operate will be redefined. With the current velocity of change, predicting the future landscape becomes challenging. If your business is considering AI for next year, you're already behind the curve.

Consider this: A survey by The IBM Institute for Business Value and Oxford Economics revealed that while 75% of the 3,000 CEOs across 30 countries believe advanced generative AI offers a competitive edge, a mere 28% have evaluated its workforce impact, with only 36% intending to do so within a year.

Technological innovations, evolving regulatory parameters, and burgeoning investments are driving this transformation at breakneck speeds. The upshot? Enhanced productivity, competitive positioning, and superior customer satisfaction. PwC's Global Artificial Intelligence study projects AI's contribution to the global economy to reach an astonishing $15.7 trillion by 2030. Yet, amidst this innovation rush, missteps in AI investment are all too common.

Only a handful of companies truly harness the combined potential of AI and outsourced agents. Embracing this dual approach guarantees growth, safeguards against errors, and secures a competitive advantage. The pitfalls of homegrown solutions are numerous, from project failures and soaring costs to misguided vendor choices.

At OP360, our expertise and Strategic Partner Marketplace are already redefining efficiency metrics for our clients across agent assistance, quality assurance, workforce management, and customer sentiment analysis domains.

Our integrated model fuses AI prowess with the human touch of our 4,500+ agents, ensuring superior service delivery. The result? A smart blend of AI technology and human talent, where each complements the other, paving the way for unparalleled CX.

As the AI adoption race heats up, we aim to guide businesses away from costly missteps, showcasing how AI can fortify and streamline your operations.

In today's rapidly evolving, AI-centric business landscape, the choices you make as a leader can profoundly transform customer satisfaction, revenue streams, and operational processes. Neglecting AI's potential might spell the end for many companies. The pioneers of the future will be those who proactively weave AI into their strategic blueprint, staying ahead in responding to market shifts, economic challenges, and changing consumer demands.

"In the world of AI-driven solutions, the synergy of partnering with the right provider to merge AI capabilities with outsourced agent expertise is the key to exponential growth".

The AI train is leaving the station and there's no stopping it
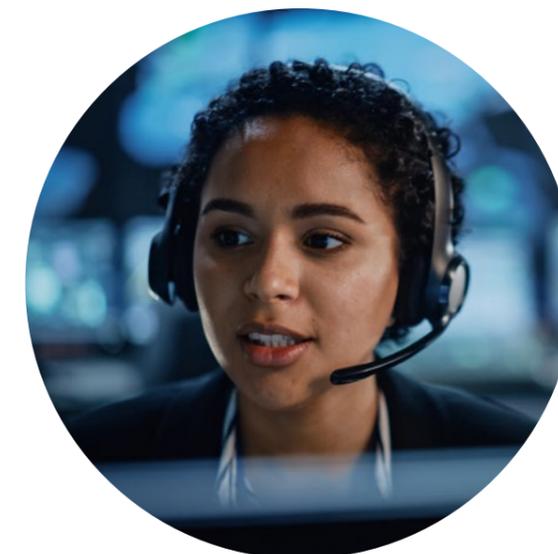
Across multiple sectors and industries, AI is transforming CX and operational efficiencies and becoming a crucial business differentiator.

Companies are recognizing that AI is the future – and the most successful ones are those who know how to leverage it. Those who are figuring out how to leverage both AI and partnerships are going to be really formidable. We understand that navigating a new technology is complex, and that's why we, as a BPO created a marketplace to cut through the complexity and ensure you find the right solutions to match your needs.

Well-sourced and selected AI integration drives cost savings, enhances operational efficiency, provides a competitive advantage, fosters innovation, improves ROI, elevates customer satisfaction, enables scalability, aids in risk management, delivers data-driven insights and allows for customization and flexibility.

Below is a summary of how some of the fastest-growing sectors use AI to deliver personalized experiences that drive customer loyalty.

Sector adoption of blended AI and Agent deployment

	Healthcare	Legal	Ecommerce	Travel	Fintech
Market share available	The global AI in healthcare market size is expected to surpass around $188 billion by 2030.	The global generative AI usage in the legal market is expected to reach $782 million by 2032.	The AI-enabled ecommerce market size is projected to reach $16.8 billion by 2030.	Generative AI usage in the travel market size is expected to grow to $3.5 billion by 2032.	The estimated market size of AI applications within the fintech sector is expected to grow to USD 49.4 billion by the year 2028.
Need to know	Researchers at Corewell Health found that predictive analytics reduced readmissions, resulting in a $5 million cost savings.	A study from Goldman Sachs reports that AI could handle nearly half of legal tasks, which could transform CX.	According to Forbes , 35% of Amazon's revenue comes from its recommendation engine.	A survey by Statista found that 75% of travelers trust AI for accommodation planning, potentially leading to increased bookings and revenue.	A study co-sponsored by EY found that 77% of business leaders in financial services feel that AI is expected to become an essential business driver.
Vertical AI deployment	24/7 assistance via AI-powered chatbots. Remote patient monitoring. Predictive analytics for proactive patient care. Chatbots for self-diagnosis and symptom assessment. Record management for improved decision-making. AI digital experiences like Conversa's triaging and aftercare follow-up. Accelerated new patient onboarding.	Sentiment analysis for improving client relationships. Optimized blend of AI and Agents for faster training and onboarding. AI augmenting legal fee earners' roles. Merging chatbots and Agents for seamless handling of complex issues. Using AI for the initial stages of document processing.	Personalized shopping experiences. Analyzing purchasing trends and forecasting demand. Voice-enabled shopping through AI integration. Chatbots for instant support and complex inquiries. Data analysis for better strategic decisions.	AI chatbots provide instant, personalized customer responses. Voice and facial recognition enhance security measures in the travel sector. Hilton's 'Connie' robot interacts with guests, enhancing their hotel experience. Expedia and Kayak are integrating Chat-GPT for booking. Carnival Corporation is personalizing cruise experiences with AI and wearable tech.	Improved fraud detection: AI-enhanced fraud detection and credit scoring. Monitoring customer behavior for a more interactive experience. HSBC and Danske Bank are leveraging AI for improved fraud detection rates.
Superior CX – AI + Agent deployment	AI analyzes customer behavior for personalized services + agents use these insights to enhance customer interactions AI chatbots handle routine inquiries + agents take over for more complex issues AI triages and segments customer messages for complexity + agents prioritize and respond based on the level of complexity AI categorizes real-time customer satisfaction analysis based on language, behavior, and tone of voice + agents tailor their responses and improve customer satisfaction AI optimizes workforce management based on AI prediction of uptake + agents can focus on critical tasks AI support for quality assurance breaches and guidance + agents can now rectify breaches with higher precision AI hyper-personalized conversational direction + agents create deeper connections with customers Audio data transcription and context interpretation + agents are better equipped to understand and respond to customer needs				
Risk of non-deployment	• Healthcare providers risk poorer patient outcomes without AI adoption. • Legacy healthcare companies can experience substantial operational inefficiencies and higher costs compared to tech-driven firms. • Threats include: – Delay in critical patient treatment. – An inability to provide 24-hour care. – Less efficient symptom assessment.	• Tech firms have AI embedded across their organizations. • Legal firms risk falling behind or even closing if they don't act fast. • Threats include: – Inability to use AI for sentiment analysis. – Potential delays in responding to issues. – Fewer new customers. – Lower client retention. – Dip in brand reputation.	• Hyper-personalized experiences and targeted discounts are now the norm. • Threats include: – A drop in customer sentiment. – Losing their competitive edge. – Experiencing a decline in revenue.	• Without AI, travel companies may face longer response times, less personalized experiences, and considerable risks to customer satisfaction and loyalty. • Threats include: – Vulnerability to cybersecurity threats. – Decrease in revenue. – Higher operational costs. – Difficulty in competitive differentiation.	Without AI-driven fraud detection, fintech companies risk increased fraud, financial losses, and a decline in consumer trust and retention. • Threats include: – Falling behind competitors. – Increased susceptibility to data breaches. – Failure to meet customer expectations. – Operational inefficiencies and rising costs.

Leveraging the right CX AI solution for your business

3 ways to board the CX AI train

	*Build proprietary CX AI for your unique business need	Select from a powerful suite of CX AI tech from a curated BPO platform	Independently select and engage AI companies offering potential solutions
The Factors			
Time	**Long deployment time:** Creating a bespoke AI product is not a quick solution. Scoping, custom development, testing, and deployment process is a lengthy process. **Project complexity:** The process involves complex project management and coordination and in particular QA management.	**Quick deployment time:** BPO providers can often rapidly deploy AI solutions through their established partner networks, which already have pre-built AI models and platforms. **Streamlined process:** The process is usually streamlined with established workflows, reducing the time spent on project management.	**Quick deployment time:** Selecting an AI vendor that can provide the solution you need in a short timeframe could work but this would depend on a few factors: · Are you clear on your vision and objectives · Does the vendor have the right track record to match your needs? · Do they truly understand your market?
Cost	**High cost:** Bespoke solutions generally require high levels of investment due to custom development and testing. **Unpredictable costs:** Costs might overrun due to the custom nature of the project and unforeseen challenges. **Current development costs:** · **Basic AI solution**: The cost could range from $50,000 to $200,000 or more for basic solutions. · **Complex AI solution:** For more complex solutions, the cost could easily escalate to $500,000 to $2 million or more. · **Ongoing maintenance and support costs:** These are roughly 15-20% of the initial development cost annually.	**Cost-effective:** More cost-effective due to economies of scale and pre-built solutions. **Predictable costs:** Pricing can be more predictable with predefined packages and service agreements.	**Cost-effective:** Dependant on whether the AI vendor solution is aligned with your business needs. **Unpredictable costs:** An ill-informed selection can lead to redundant software amid an ever-growing list of solutions that may not always work.
Quality	**High risk:** You will be responsible for any issues related to customer satisfaction, performance or functionality.	**Low risk**: Partnering with a BPO provider grants you access to their CX expertise, agent operational insights, and marketplace understanding, enriching your own strategies and operations.	**Medium/high risk:** All dependant on the selection and alignment of performance expectations and quality standards.

*Opting for bespoke builds may initially seem like the ideal solution for creating a highly customized system or product tailored to your business. However, this approach comes with its own set of risks. Delays and cost overruns can often occur due to the complexity of custom development. There are also unforeseen technical challenges that may arise, requiring additional time and resources to resolve.

"We've noticed a recurring trend among ambitious companies seeking to weave AI into their CX workflow. They typically take one of two paths. Some aim to fully own their AI strategy, commissioning bespoke solutions crafted from scratch. This often leads to costs ballooning up to three times the initial estimate, and in extreme situations, projects stalling or shutting down. Conversely, others attempt to stitch together various AI tools across their operations without a clear evaluation blueprint, leading to either excessive feature overlap and expenses or critical gaps in functionality. Each method presents unique challenges, underscoring the complexities and risks of AI integration."

— Megan Bassler, OP360 Vice President, Strategic Partnerships

What we can learn from the $292 million project fail

On the launch day of the Healthcare.gov website in 2013, technical glitches, a lackluster operational plan, system integration failures, and a lack of foresight in addressing challenges allowed only six users to register out of 4 million unique visitors.

While this project took place in the government domain, it serves as a stark reminder of the complexities and potential pitfalls inherent in large-scale IT projects. No matter the sector or size of any company, the stakes are high and scrutiny is intense.

Key learnings:

· There will always be challenges
· The cost is rarely the actual cost
· Internal ineffectiveness is your greatest enemy
· Integration, integration, integration

It may be tempting to ideate a CX solution built with AI and ML capabilities to address customer experience and operational challenges. However, without substantial expertise in this field, the likelihood of success is slim.

Golden solution:

To align your business needs with a software selection that minimizes risks, and is easy to deploy and manage, a curated platform is your best bet. Not only do curated platforms offer a tailored fit, but they also significantly reduce the risk of costs spiralling out of control, lack of expertise, and ultimately your project ending in failure.

Introducing our Partner Marketplace

OP360 - Who We Are

OP360 is a global Business Process Outsourcer for hyper-growth scale-ups and Fortune 500 companies, supporting businesses to find a competitive edge through outsourcing. We specialize in seamlessly scaling operations for the market's leading fastest growing companies.

In a world of Big Box BPOs, we are proud of our challenger status. Our philosophy is built on:

1. Attracting and retaining world-class talent.
2. Partnering with proven tech providers.
3. Hands-on agile leadership who can pivot to drive results.
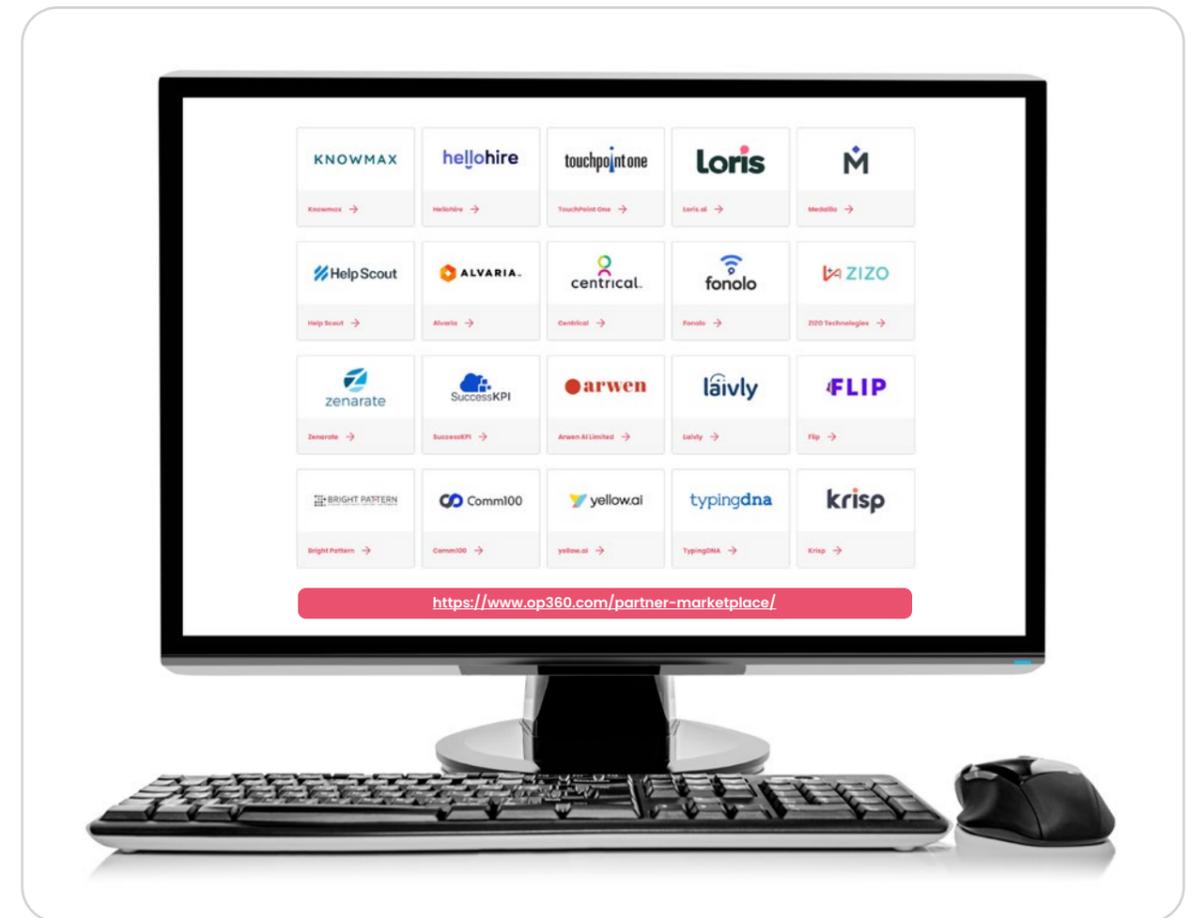
In numbers:

118
Of the most advanced solutions available in the market, built for growth

Our Partner Marketplace showcases curated, high-quality tech solutions that enhance agent support, boosting quality and ensuring high ROI. We provide seamless integration, simplified management, and heightened data privacy and security, offering the most advanced solutions available.

OP360's approach highlights the unique advantage of blending technology and human interaction to enhance customer support and empathy, setting us apart from the rest.

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Categories of meticulously pre-vetted solutions, ready to propel your business forward

The goal of the marketplace is to guide clients toward strategic solutions to unlock growth potential, improve business efficiency, and avoid costly mistakes.

Composed of vetted AI technologists, hardware/software providers, app developers, and advisory/consulting firms, our Partner Marketplace helps to provide enhanced solutions and capabilities for our shared clients.
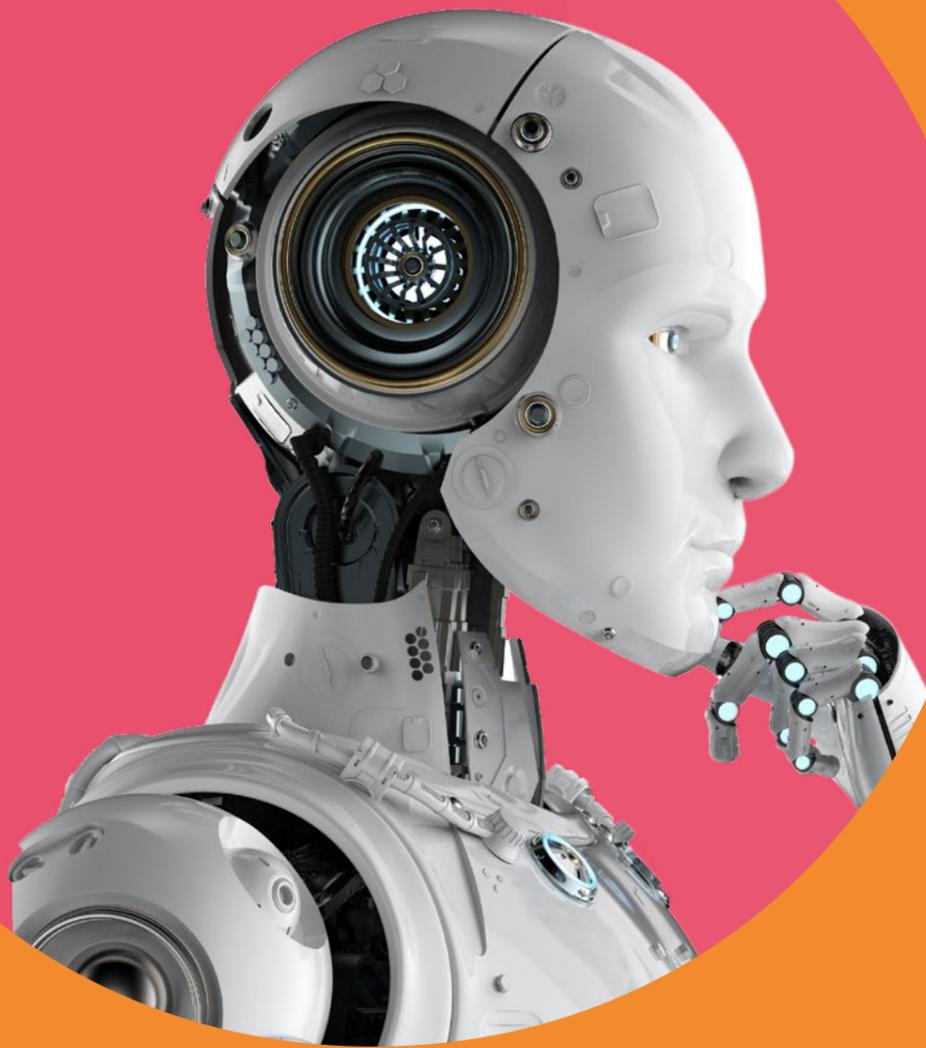
Supporting you to build the best AI CX solution

As soon as we partner with you, we undertake a technology and tools assessment to identify the best solutions for you. With over 50 categories of solutions and 800, solutions providers focused on 165 of the best ultra-modern and next-generation solutions, our Partner Marketplace enables us to focus on four primary areas:

- **AI Assist with a 10x – 20x ROI**
- **Performance Management Suites**
- **At-Home Agent Workspace Monitoring**
- **Digital Transformation and Automation**

Once we understand your challenges and business needs, we curate a custom network for introduction. We provide targeted information, tools, and technologies to help bridge gaps within your businesses, add value, and accelerate digital transformation. Our curated and expanding list of top-tier partners offers pre-configured integrations and productivity solutions, all aimed at empowering you to scale.

The benefits

Tailored AI offerings:
Utilizing the OP360 Partner Marketplace to tailor AI solutions to your specific needs, ensuring a precise fit for individual client requirements. The approach allows for customization to meet the unique needs of each client, ensuring a better alignment with client objectives and outcomes.

Navigating software complexity:
Acknowledging that software development is its own complex industry and not typically a core competency of BPOs, thereby avoiding potential missteps and costly mistakes.

No inorganic dependencies:
Evading challenges with custom software that creates inorganic dependencies, which might not deliver the appropriate outcome.

Tech-agnostic AI solution:
Offering a tech-agnostic AI solution that is not tied to a specific technology, provides flexibility and customization based on client needs.

Leveraging expertise:
Leveraging the specialized capabilities available through the OP360 Partner Marketplace, harnessing a broader spectrum of expertise and solutions.

Reduced dependency on in-house development:
Minimizing the need for in-house technology development, which may not align with BPOs' core competencies, and could lead to less than optimal outcomes.
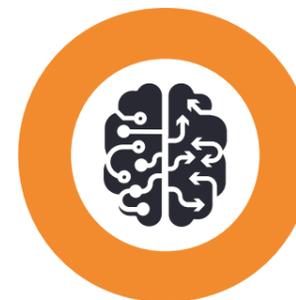
Companies that combine AI with human agents see a **61% in customer satisfaction** and a **69% increase in employee satisfaction**

Agents spend nearly **90% of their time repeating answers** to the same questions

Customers with positive experiences **spend 140% more** and businesses with **engaged employees outperform competitors by 147%**

How AI is transforming the Customer Experience

To deliver great CX, a best-in-class workforce, seamless customer journeys and advanced analytics are now table stakes. AI and automation need to be a key part of the CX arsenal also. At OP360 we use AI across multiple service lines, and this includes analysis of customer data, market trends, and operational metrics to enable data-driven decision-making.

However, our starting point is that AI is not a panacea for all problems and works best as part of a blended solution that retains the best human intelligence and insight at the heart of your business.

Research by H. James Wilson, Global Managing Director of IT and Business Research at Accenture, and Paul R. Daugherty, Chief Technology and Innovation Officer of Accenture, has shown that

organizations achieve the most significant performance improvements when humans and machines work together; when people and AI actively enhance one another's strengths through collaboration. This blended approach sees human characteristics such as leadership, teamwork, creativity, and social awareness complemented by AI's speed and scalability to deliver powerful and efficient outcomes both for the business and its customers.
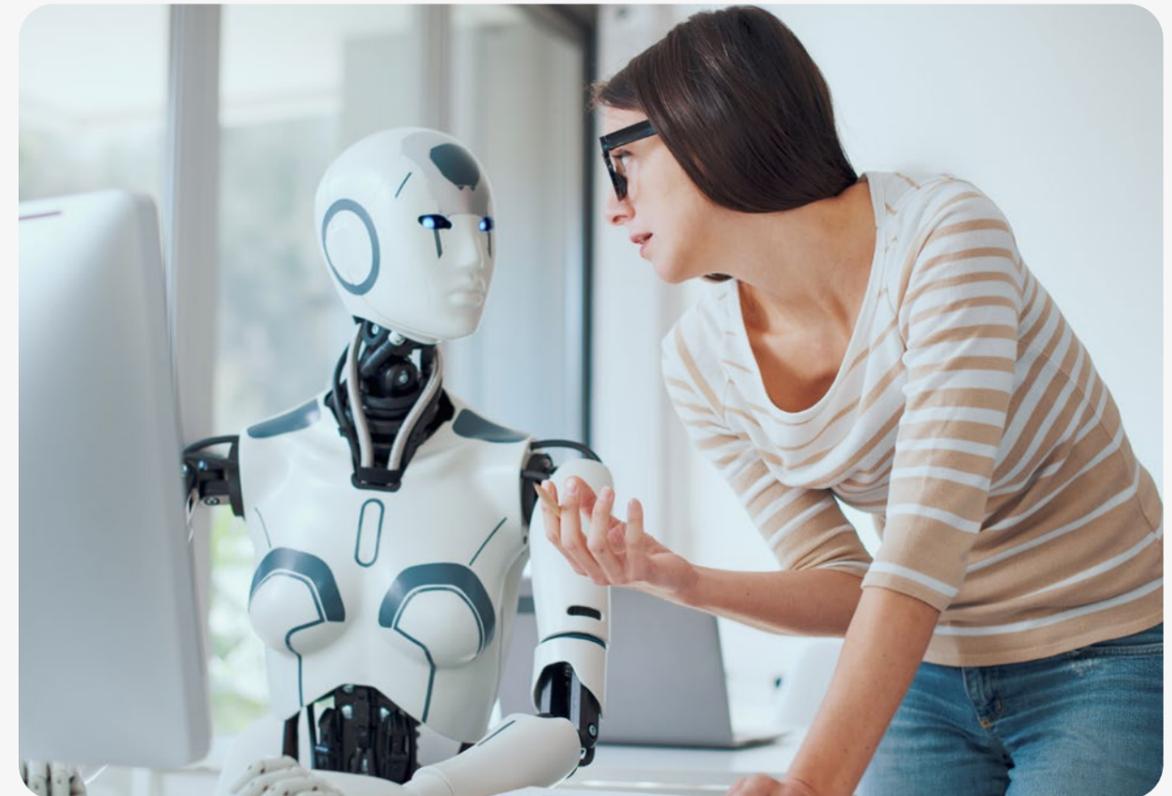
"While AI will radically alter how work gets done and who does it, the technology's larger impact will be in complementing and augmenting human capabilities, not replacing them."

James Wilson and Paul Daugherty

While some remain nervous about the current and future role AI might play in CX, the evidence shows that combining the strengths of AI with humans will enable you to offer your customers the best of both worlds. Additionally, you will benefit from a myriad of other processes and operational efficiencies.

Harnessing the combined power of people and AI can transform operations to deliver enhanced customer experiences.

Importantly, humans are still vitally important to positive customer experiences; AI is simply empowering us to be more effective in our own jobs.
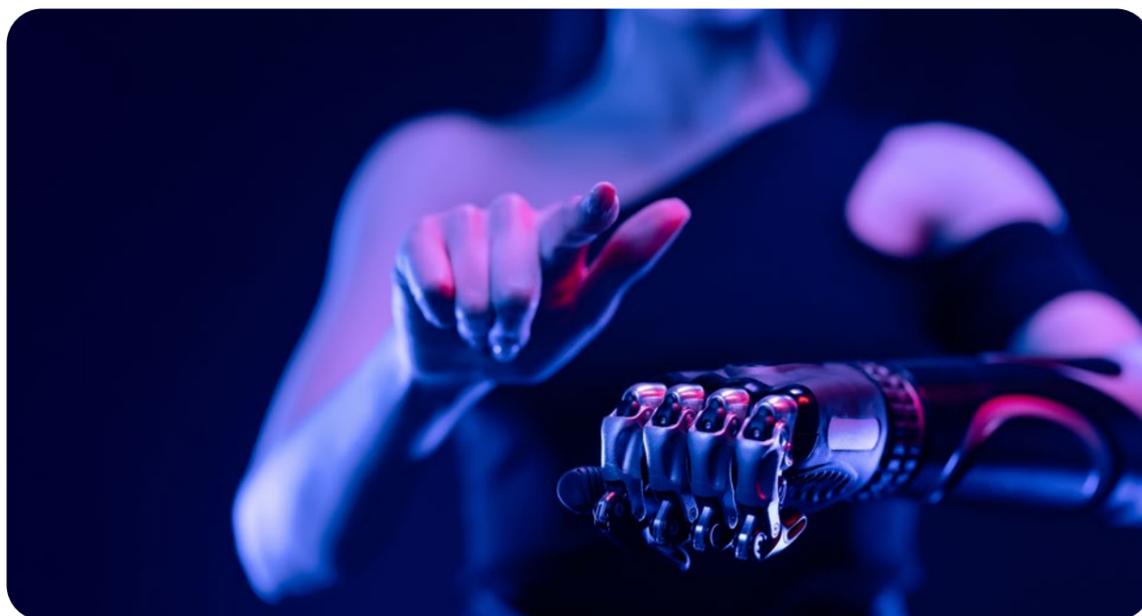
AI with the human touch

The real benefits of AI cannot be realized without human intervention. Our role is to train the algorithms to perform how we want them to, interpret the resulting outcomes and make improvements; and maintain the AI systems to ensure they're functioning correctly, safely, and ethically.

Furthermore, when AI systems do reach a roadblock, a human agent is vital to gather the relevant information and navigate that obstacle.

The outcome is AI systems that take control of the administrative and repetitive tasks, leaving agents to concentrate on the more complex areas of the customer journey or elements that deliver the most perceived value.

For customers, that means a more efficient and responsive experience; for businesses, that means increased loyalty, improved operational efficiencies and performance, and reduced costs.

Finding the right balance

Deploying the right blend of AI and humans offers a unique opportunity to improve both employee and customer engagement.

- For the workforce, the menial, repetitive, and generic tasks are automated.
- For customers, they can access near-human interactions around the clock.
- For you, less attrition with engaged staff, faster resolution for customer engagement.

Furthermore, for CX managers, AI can translate substantial amounts of data to provide crucial insights into customer needs, wants, and journeys, enabling them to focus on designing and delivering the very best experiences.

Meeting today's customer expectations

Since the pandemic accelerated digital transformation in CX, customer expectations have increased for fast and efficient customer service. More and more firms are now expected to provide convenient, customized, and rapid responses whenever a customer demands it. Only when working in tandem with AI, can people deliver this level of service – with technology providing a fast and accurate response while agents are able to focus on empathy and social judgment.

"When agents have the opportunity to leverage AI, it can lead to a more skilled and empathetic interaction. The agent is able to focus on diverse skills to focus more on the customer and the issue at hand, especially beyond tier one support issues, thereby providing us with more data to understand our client's consumer challenges and enhance our partnership with clients.

Right now, many companies aren't leveraging both just yet, but that won't be the case for much longer. However, when companies solely focus on AI, they begin to miss that human interaction, insight, and empathy. At the end of the day, AI is just technology, and customers aren't going to get the same level of interaction as they would with a human on the line. When we combine both, it really takes the experience to new heights."

Jacqueline Mistretta, OP360 Associate Director, Strategic Partnerships

Improved productivity and increased agent engagement

For CX teams, AI is delivering a wealth of enhancements and operational benefits, not least now that consumers are becoming increasingly comfortable interacting with AI-powered technology such as chatbots.

With AI automating repetitive and mundane tasks, agents can concentrate on the complex activities and jobs that deliver greater added value, whether that be to customers or to the business itself. While this automation reduces demand on agents, if AI does not fully deliver, human intervention can overcome that challenge. This role of supervisory oversight from agents will ensure that AI continues to

improve. When customers do need to speak with an agent, AI provides the entire journey background and context to the agent so they can quickly identify the problem and move to a fast resolution.

As a result, agents are more engaged in their work and more productive in their output. And there will always be customer queries or challenges that require a human touch.

In action: Amazon uses AI to analyze customer data to provide personalized recommendations, enhancing the overall shopping experience.

Operational savings

Automation and AI are substantially reducing the operational costs for large-scale CX delivery. With routine tasks automated, human resources can be reduced or redirected, resulting in cost savings to the bottom line. Furthermore, with AI's ability to spot opportunities for process improvements.

In action: Etsy, the global marketplace, employs AI to enhance its search and recommendation systems, enabling more precise and efficient matching of buyers with relevant products.

Deepening customer relationships

As AI can churn huge amounts of data, it can also identify trends and make predictions, enabling us to make more informed decisions about customer journeys. Furnished with those customer insights, we are able to create personalized and responsive customer interactions that enhance and deepen relationships while providing faster and more efficient customer service overall. Offering customers efficient self-service experiences eliminates wait times and improves customer engagement and retention.

In action: Personalized brand experiences can be taken even further. Starbucks is using AI to recognize mobile devices and retrieve order histories to help baristas make recommendations.

Informed decision-making

To succeed in a tech-driven world, embedding AI-driven CX within your organization will elevate you from merely meeting the needs of your customers to fostering long-lasting brand loyalty and, ultimately, driving sales growth. It's crucial to find a cost-effective approach that will help you scale your CX. When done right, the end result is heightened customer satisfaction and increased revenue growth. The right solution will deliver game-changing results, and will also allow you and your team to focus on deploying even greater strategies for your business.

In action: Law firms like Riverview Law use AI-powered virtual assistants to automate in-house workflows, reducing operational costs and improving client service.

Conclusion

In an era where the fusion of AI and human expertise is pivotal for delivering superior customer experience, the strategic approach of OP360 emerges as a beacon of balanced integration. The pace at which technological advancements are reshaping the business realm underscores an urgent call to action for CEOs and leaders to foster a culture of continuous innovation and foresight.

Here at OP360, we understand that you need a partner that can tailor specific AI solutions to your needs in the fastest and most cost-effective way. Our robust framework and Partner Marketplace are ready to help you navigate the delicate balance between technology and human expertise for heightened success.

"Just as electricity transformed almost everything 100 years ago, today I actually have a hard time thinking of an industry that I don't think AI will transform in the next several years."

– Andrew Ng, Co-founder of Google Brain and former Chief Scientist at Baidu.

Megan Bassler
OP360 Vice President, Strategic Partnerships

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