

# AI at the Helm

## Reimagining the future of contact center interactions



## Gen AI in the contact centre outsourcing industry

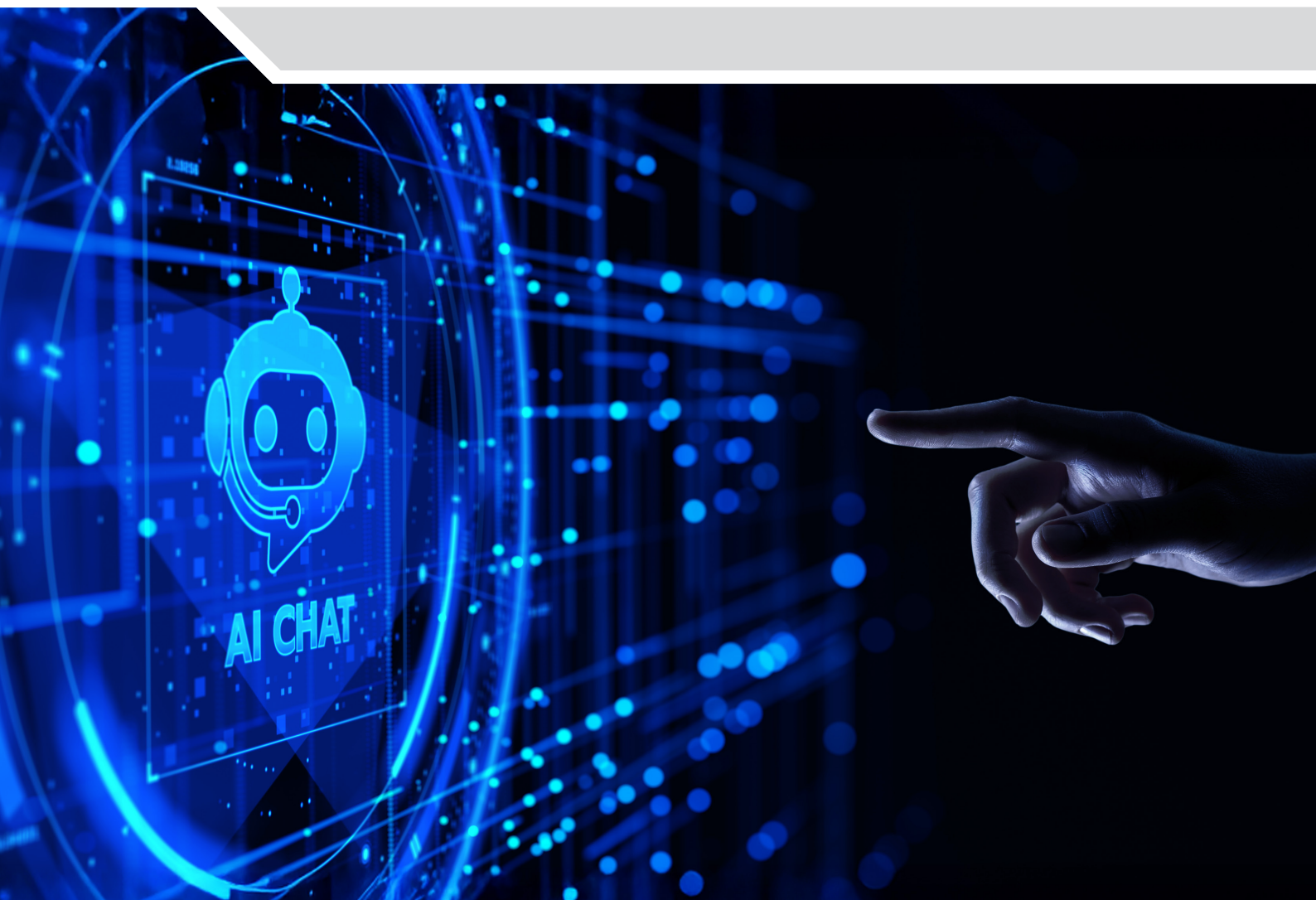
The contact centre outsourcing (CCO) industry faces increasing pressure to deliver exceptional customer experiences while managing costs, operational complexities and brand promise. Here is where Gen AI is changing the way contact centres operate making it easier for agents, operations and businesses to derive a right balance between costs, simplify operations and enhance Customer Experience. Gen AI helps hyper-personalise the entire journey that covers generating content, NLP, data synthesis, real-time agent assistance, automated summarisation, prescriptive next best actions, personalised real time coaching, optimised workflow and automation, persona-preferred customer interactions and the list goes on. In this paper, we will look at how contact centres will be re-imagined through appropriate adoption of Gen AI in the operations process.

## CCO landscape – A constant evolution

Traditional outsourcing model has pivoted around managing costs driven by labour arbitrage and high availability of skilled labour in known “outsourcing destinations”. However, the advent of multiple channels of communication that has empowered today’s consumers, have warranted this strategy to be re-pivoted towards value creation by accelerating interactions journey to be digital-led and escalating the interaction to a human agent base contact centre only for extremely complicated interactions. Gen AI emerges as a pivotal technology that can empower contact centre providers to transition from transactional to strategic partnerships with their clients. Infact, brands are moving beyond transactional problem solving to building digital relationships with customers. Business process outsourcing units are lagging in this regard. According to HubSpot’s 2024 annual state of customer service report, 82% of customers expect immediate problem resolution from customer service agents and 78% expect more personalisation than ever before. These mounting expectations, combined with stringent performance targets, contribute to high burnout rates among call centre agents.

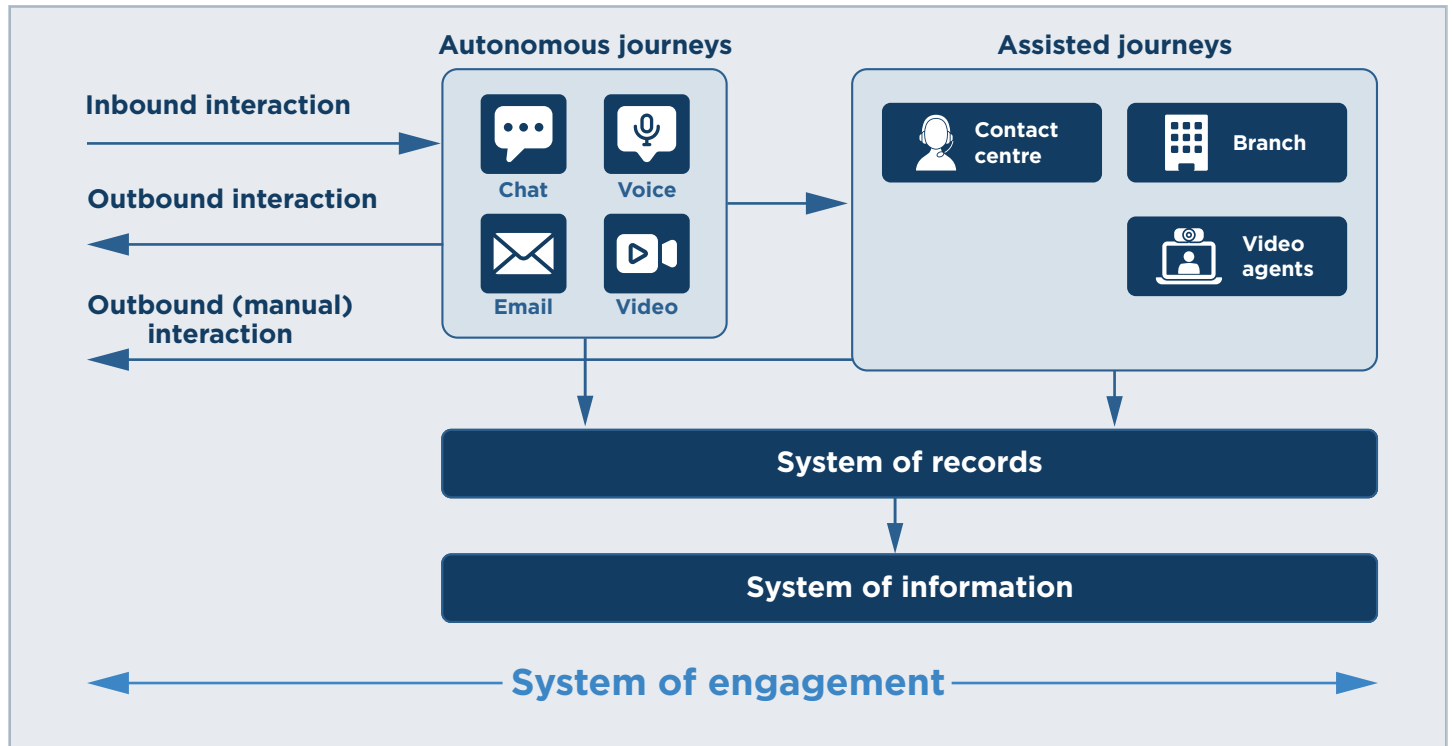
# Gen AI – Understanding its co-existence with contact centres of the future

An empowered consumer today expects instantaneous response and resolution to a problem or query that he/she may have. Most enterprises have deployed digital tools like conversational bots on digital channels that are able to answer questions that are asked, provided the responses are fed to it. These BOTs predominantly work based on defined rules, scripting a response to users based on a combination of keywords and phrases. Many of them also are programmed to understand the context of the questions from users and respond accordingly. They however lack the ability to retain information, continuously learn and adapt to situations and user behaviours there by frustrating users with irrelevant responses. This is when the interaction is escalated and routed to a contact centre agent. Can we imagine the contact centre agent having a complete “preview” of the customer with whom he/she will be engaging with for the next few minutes, their concerns, their state of mind, sentiments, etc? This will lead to an empowered contact centre agent having prior knowledge about the customer – both the context and intent, very similar to how we all have complete access to products or services that we wish to buy, their reviews, the feedback about the same which then influences our buying decision. Just that, as customers we have options, while as contact centre agents they don't!!



# Gen AI – Demystifying its deployment across the customer’s interaction journey

A customer’s interaction journey can be broadly visualised as below.



This journey can be broadly split into 2 parts – Autonomous and Assisted. Autonomous journeys are where interaction strategy is predominantly pivoted around a human interacting with a digital interactions assistant while Assisted journey is where a human interacts with another human – across channels. Contact centre agents, branch agents, relationship managers, video agents, can be examples of the later.

A significant trend and innovation are bringing in AI/humanoid agents that interact with customers exactly the way contact centre agents do, using voice AI assistant powered by LLMs that are able to mimic human-like conversations thereby giving contact centre outsourcing corporations and brands focus on hyper personalising interactions with their customers and yet help operate a hybrid strategy of traditional outsourcing and value creation with digital transformation. Thus, a future of interactions beholds where both autonomous and human-assisted journeys will create a new system of engagement which never existed before.

Identifying very clear objectives across the 2 parts are key to a successful Gen AI implementation and adoption in contact centres.

**For the Autonomous journeys, some of the key success metrics could be.**

- Contextual content generation and responses
- NLP, multimodal (images, video content) and multilingual support .
- Intelligent workflow across channels viz – chat, voice, etc that can perform several actions including search DB queries, update CRM and online transactions eliminating complexity and saving time.



**For Assisted journeys, the key success metrics could be**

- Agent assistance in reducing call wrap up time.
- Real time prescriptive next best action.
- Reduce time to onboard/skill up agents and employees.
- Frictionless transition of the journey from Autonomous to Assisted.

While there are quite a few areas to watch out for a successful implementation of Gen AI in contact centres like understanding integrations across a combination of legacy systems and cloud-based architecture, data privacy and concerns, ethical issues and bias, high initial investment, the most important is the quality of data and its accessibility. This data is not only needed to train the model initially but also to constantly learn to adapt to interaction responses.

## **Interactions re-imagined – Tata Communications Kaleyra.ai**

At Tata communications, we possess deep understanding of customer interactions across channels with experience and domain expertise over two decades. In addition, we are leading the AI-driven transformation to outcome-based interaction built on our own AI infrastructure (in partnership with NVIDIA). The next phase includes creating a hypersecure interactions and building the leading enterprise AI eco-system in the industry.



**For more information, visit us at [www.tatacommunications.com](http://www.tatacommunications.com)**

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