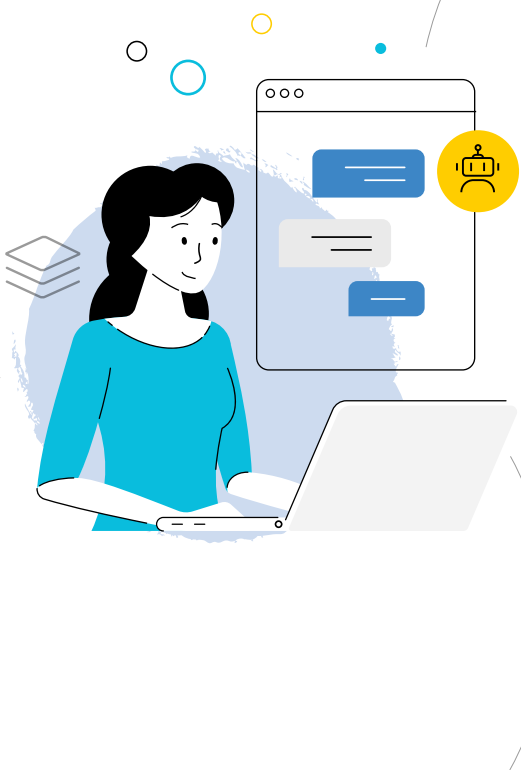


# 4 CONTACT CENTRE TRENDS FOR YOUR WATCHLIST

The global COVID-19 pandemic has presented contact centres with unprecedented challenges. Four key industry trends have since emerged – paving the way for customer service innovation.



## TREND 1

### AI is the future

Saving time, boosting efficiency and delivering consistency, Artificial Intelligence (AI) applications are streamlining the call centre experience for customer and operatives alike.

Post-pandemic, businesses are planning to increase their investments:

- +48%** on in-app chatbot technology
- +42%** on employee helpdesk technology
- +40%** on Interactive Voice Response technology

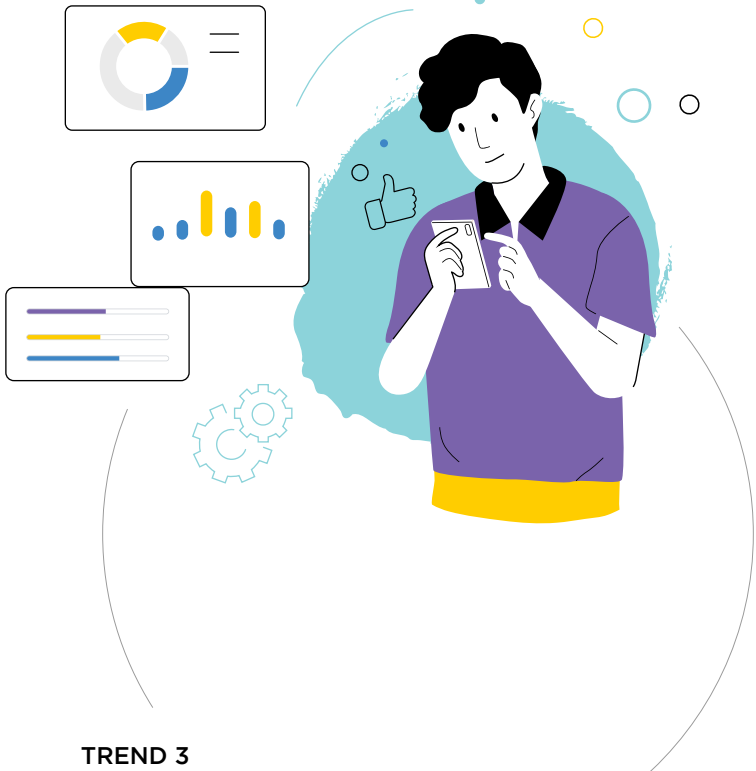
## TREND 2

### Big Data is becoming a driving force

Call centres are harnessing the power of data-driven insights to shape decision-making and boost performance.

Key benefits of data analytics:

- 59.0%** Reduction in operational costs
- +59.9%** Increase in productivity
- +36.2%** Better decision-making



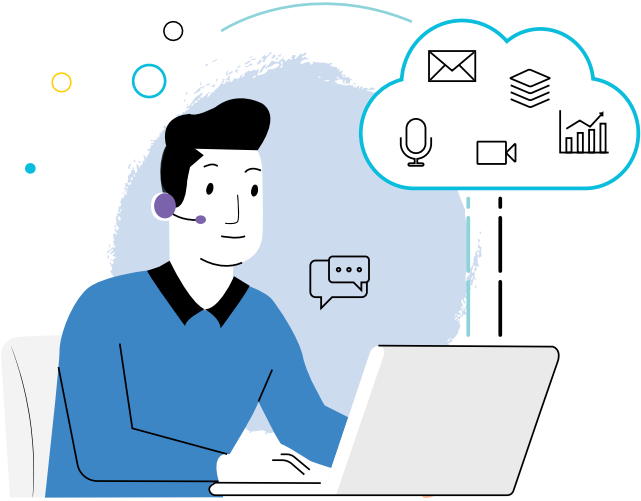
## TREND 3

### Greater migration to the cloud

More and more contact centres are moving from expensive legacy infrastructure to scalable, reliable and cost-effective cloud-based apps.

The rewards?

- 30%** annual CAGR acceleration
- ZERO** capex
- REDUCED** opex
- IMPROVED** agent productivity



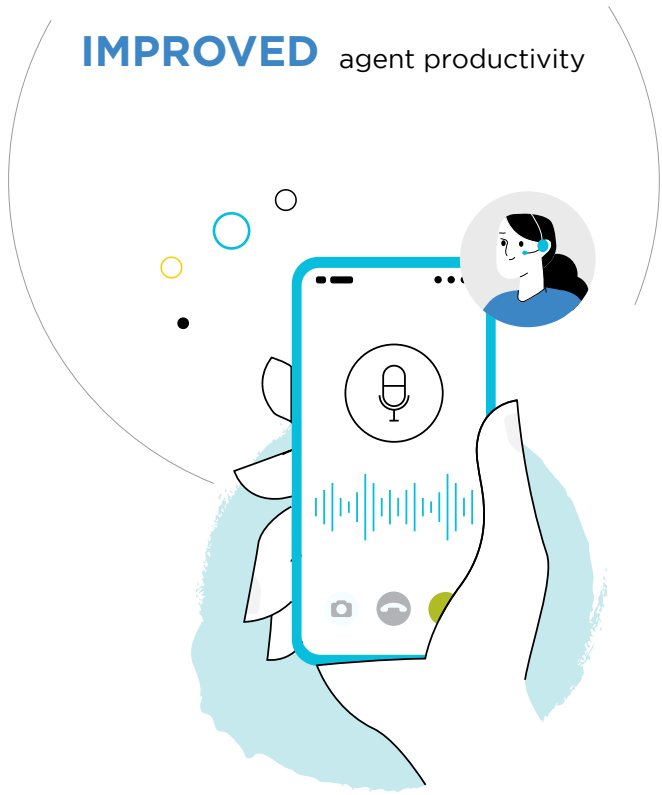
## TREND 4

### A surge in self-service tools

The COVID-19 pandemic presented contact centres with multiple challenges, including a 68% increase in escalations, a 50% increase in difficult calls, and a 34% increase in hold times.

The result has been a huge increase in the use of self-service technology like Interactive Voice Response (IVR) with:

- 33%** of companies adopting IVR for the first time
- 42%** of companies increasing their existing use of IVR



Find out how Tata Communications can help you leverage key trends now re-defining the contact centre industry to secure your place post-pandemic.

**Get in touch** with one of our CCaaS representatives today.

Source: <https://financesonline.com/call-center-trends/>

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

Contact us



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