

# 3 CCaaS tools that accelerate ROI

One of the big advantages of CCaaS – contact center as a service – is that companies only need to purchase the technology they need. But which CCaaS technology do you really need? Beyond the basics, you want the tech that – when coupled with strong CX strategy – will accelerate your ROI. Here are three CCaaS tools that can do that.

Accelerating ROI

## 1

### AGENT ASSIST

To do their jobs effectively, your contact center agents need to be empowered and engaged. Agent assist tools can help. Knowledge management and recommendation engines give agents the information they need without having to dig through multiple documents.

Conversation transcription and summarization automate mundane and repetitive tasks to free agents up for higher value work. Investing in agent assist tools creates more productive and engaged agents – a winning formula for ROI.



## 2

### AI-POWERED IVR

The IVR (interactive voice response) process has often been a source of frustration for customers.

Today, AI-powered IVRs are light years ahead of their counterparts. This new breed can reduce friction and help customers get the answers they need effortlessly because they're built with three big AI advantages – speech recognition, understanding and generation.

These three benefits combine to produce more intuitive interactions that feel more like a conversation than a frustration.



## 3

### CONVERSATIONAL AI CHATBOTS

Anything that helps customers self-serve effortlessly is a win for ROI. Conversely, any self-service tool that makes customers repeat information or doesn't understand simple requests is doomed. Conversational AI chatbots use data, machine learning and natural language understanding to recognize speech and text inputs.

That means they're less likely to frustrate customers and more likely to either answer the question correctly or route the customer to a human who can.



#### Take the next step

Realizing CCaaS ROI by leveraging specific technologies is just one piece of the puzzle. To learn more about optimizing contact center costs while delivering effortless customer experiences, check out our eBook, [The guide to accelerating ROI with CX transformation.](#)