RYAN STRATEGIC ADVISORY

MORE THAN CHATBOTS:
4 INNOVATIVE WAYS TO USE AI IN CX OPERATIONS

inspiro

June
2025

INTRODUCTION

Gen-AI is arguably one of the most transformative technologies that the customer experience industry has ever seen. And while forward-thinking customer experience (CX) operators understand some of the potential for cost savings and service enhancements, many are struggling with developing a roadmap for how and where to invest in Gen-AI solutions.

Recent collaborative research conducted by **Ryan Strategic Advisory** and **digital CX and BPO provider Inspiro** delves deeply into the practical applications of Gen-AI within CX environments. This report sounded the views of 819 enterprise executives, each of whom has strategic decision-making authority over contact centers in their respective organizations. The study uncovered how businesses are leveraging Gen-AI to optimize operations, enhance service quality, and redefine the role of the human agent.

Interviews were conducted over the telephone during Q1 2025 in English, French, Spanish, Italian, Japanese, Korean, Dutch, and German. The revenue mix for respondents ranged from between $10 million to over $5 billion (USD).

The responses highlighted a central theme: Gen-AI is not just about automated chat bots handling routine inquiries. It's an immediate and impactful force that is reshaping every aspect of the contact center environment, from agent training to real-time customer engagement. Based on the results of the research, this report explores the key areas where Gen-AI is making the greatest impact, offers a deep dive into agent training and quality assurance enhancements, and outlines strategic implications for both captive and outsourced CX providers.

KEY AREA 1: *WORKFLOW IMPROVEMENTS*

The repetitive, time-consuming tasks and high volumes of the typical contact center can lead to a stressful work environment that makes agents prone to burnout and low job satisfaction. This stress is exacerbated when agents are forced to toggle among multiple systems, struggling to find the information they need. And when ineffective workflows impact the agent experience, high attrition is the inevitable result. This leads to higher contact center operating costs associated with extra recruiting and training efforts to replace agents. High attrition also negatively impacts the customer experience as tribal knowledge in the contact center is lost and morale in the contact center declines.

The research study showed that only 20% of captive CX operators globally were prioritizing the AI optimization of agent workflows as a way to address this challenge. Companies that are not automating routine tasks such as call summaries, knowledge base lookups, and case categorization are missing opportunities to allow agents to focus on higher-value interactions that make their day-to-day more interesting. **Real-time AI-driven guidance tools can now act as copilots, providing contextual prompts, recommended responses, and compliance checks during live interactions.**

When AI is used strategically in this area, the result is an improvement in both operational efficiency and interaction quality. Agents are able to focus on the thinking work associated with more complex enquiries improving time management and employee satisfaction.

KEY AREA 2: *AGENT TRAINING*

Training is a foundational pillar of CX performance, and Gen-AI is revolutionizing how agents are onboarded and upskilled. AI-powered training platforms are increasingly being used to deliver adaptive, personalized learning modules that evolve with each agent's performance and learning style. In fact, 33% of CX operators globally reported planning to deploy AI in agent training over the next 12 months.

Key training areas where Gen-AI has demonstrated strong impact include:

Digital Tool Adoption

Gen-AI provides interactive simulations and real-time assistance, enabling agents to become proficient in complex CX platforms faster.

Protection of CX Service and Sales Opportunities

Having inexperienced agents handle live contacts during on-the-job training has the potential to negatively impact the customer experience. Particularly for inbound sales programs, the risk of squandering good sales opportunities on agents-in-training is a possible revenue killer. But when Gen-AI is used in the context of agent training, this issue disappears. Enhanced contact simulations ensure that new agents can practice and learn on realistic contact scenarios without the risk of damaging brand reputation.

Ethical Awareness

Through scenario-based training, Gen-AI helps agents understand the ethical implications of AI use and reinforces best practices in data handling and customer transparency.

Organizations adopting these tools report significantly faster agent adaptation timelines and stronger long-term performance, especially in multilingual and technology-intensive environments.

KEY AREA 3: *AI FOR SENTIMENT ANALYSIS*

The research showed that 30% of captive CX operators view sentiment analysis as a Gen-AI priority. **Sentiment analysis, powered by large language models and contextual learning, allows businesses to capture nuanced feedback by automatically analyzing open-text responses from surveys, chats, and voice transcripts to identify trends and pain points.** It can also alert supervisors or trigger workflows when negative sentiment is detected, which enables issues to be resolved ahead of escalations. AI for sentiment analysis can also tailor recommendations and offers based on a customer's emotional tone and past interactions as well as identify opportunities for upselling or cross-selling based on positive engagement cues.

This level of sentiment analysis at scale was previously unthinkable, but Gen-AI now enables it across millions of interactions with minimal human intervention.

KEY AREA 4: *QUALITY ASSURANCE (QA)*

Quality Assurance is a traditionally labor-intensive process, often relying on random sampling of interactions. Gen-AI provides the opportunity for continuous monitoring and analysis of 100% of interactions across channels. QA was viewed as an AI deployment priority for 30% of those surveyed for this report. AI opportunities in QA include identifying trends in agent behavior, customer sentiment, and interaction outcomes as well as flagging areas for improvement in near real time. Automation can also ensure consistent adherence to regulatory and internal policy requirements. AI for quality assurance has the added advantage of removing human bias from the evaluation process. Agents can rest assured that with AI, their performance evaluations are solely based on objective criteria.

The result is enhanced service consistency, greater operational transparency, and more actionable insights for performance management.

PRIORITY AREAS FOR AGENT ENABLEMENT

To fully realize the benefits of Gen-AI, organizations must focus on empowering their agents with the right capabilities. The research highlights four key enablement areas that are central to successful Gen-AI integration:

Language Proficiency

AI tools simulate real customer interactions, helping agents improve vocabulary, fluency, and tone in multiple languages. Through real-time translation, accent neutralization, and contextual grammar corrections, AI enhances the clarity and professionalism of customer interactions. Companies that prioritize language enablement report improved customer satisfaction scores and reduced miscommunication incidents.

Automation Tools and Applications

Gen-AI is only effective when agents are proficient in using the tools that support it. Training agents on how to interact with AI copilots, automation dashboards, and CRM integrations accelerates service delivery, reduces errors, and improves cost efficiency. Agents equipped with automation knowledge can complete workflows with fewer touchpoints, directly benefiting customers through faster resolutions.

AI Ethics

Training agents in AI ethics ensures they understand the boundaries and responsibilities associated with its use. This includes transparency in automated decision-making, recognition of AI-generated content, and respect for customer privacy.

Cybersecurity Analysis

Gen-AI can analyze patterns in agent and customer behavior to detect anomalies, but agents must also be trained to recognize and respond to security threats.
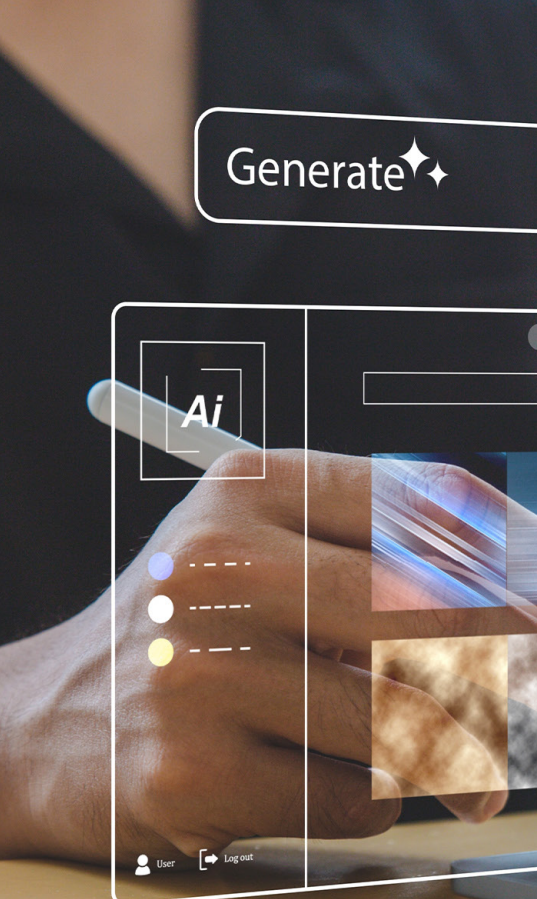
OUTCOMES OF GEN-AI ADOPTION

Early adopters of Gen-AI are already realizing significant business benefits, confirming the technology's value proposition. Key outcomes include faster and more effective agent onboarding as well as increased service levels including first contact resolution. Customer satisfaction scores have the potential to increase driven by more responsive, accurate, and emotionally intelligent interactions.

IMPLICATIONS FOR CAPTIVE AND OUTSOURCED CX CENTERS

The implications of Gen-AI are profound across both captive (in-house) and outsourced CX environments. For both models, Gen-AI brings value in process management, training, and QA, but the strategies for implementation differ.

For most enterprise CX leaders, there is not one single facet in which they see generative AI playing a role within their operations. Rather, it is a technology that appears to have a wide range of applications, including process management, training and quality assurance.

For outsourcers, making certain that they are able to supply the subject matter expertise needed to help navigate clients through the myriad of desired applications they may wish to explore with generative AI will be essential in cementing loyalty. To remain competitive, they must act as a trusted guide, developing deep subject matter expertise to assist clients in technology selection, roadmapping AI solutions, and providing ongoing management of AI tools once they are in place.

Enhancing agent performance through AI enablement will be a top priority in the years to come. Outsourcers are expected to align their offerings with measurable performance goals, combining AI technology with human talent to deliver superior customer experiences.

CONCLUSION

As demonstrated by the research from Ryan Strategic Advisory and Inspiro, **Gen-AI offers a transformative opportunity across every facet of customer engagement. From accelerating agent training and enhancing service quality to enabling predictive insights and real-time sentiment tracking, its impact is both broad and deep.**

The report found that CX operators are putting an emphasis on using AI in a number of areas when it comes to equipping their agents. The most popular appears to be around language skills, which was very popular in Australia, Singapore, Italy and the Netherlands. There was also interest in automating the applications used by agents and the ethical use of this technology. Applying AI to drive cybersecurity at the agent level was rated highly by survey participants, as well.

Adopting Gen-AI in critical CX touchpoints is a must-have that empowers companies to future-proof their operations, enhance agent performance, and deliver superior customer experiences.

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