

Measurable ROI For GenAI: Contact Center Case Study

As technology vendors race to incorporate and monetize GenAI, most have realized that measurable value varies by use case. Despite the plethora of solutions, many customers remain unconvinced of GenAI's true value given its nascency and required investment. However, products with clear efficiency metrics and tracking are better positioned to prove the value of GenAI. Contact center as a service (CCaaS), help desk solutions, IT service management, and ticketing platforms incorporate clear measures of productivity that are enabling these solutions to showcase the cost-savings and efficiency gains of GenAI additions.

CCaaS leaders can be used as cases studies of maturing, value-forward GenAI offerings, offering unique insights into the impacts of value measurements



Nice, Amazon Connect, and Genesys have each launched GenAI solutions for their existing CCaaS applications; GenAI solutions enhance both customer and agent experiences by offering a customizable tool that increases efficiency

Capabilities

Across competitors, GenAI solutions focus on adding measurable value through:

- Automating repetitive tasks, summarizing calls, and providing suggestions
- Proactive knowledge surfacing, predictive forecasting, and prioritized escalation

Differentiation

GenAI applications are differentiated through personalization and customization:

- Incorporating proprietary customer interaction data into underlying GenAI models creates customized offerings that help to upskill CX employees

Business Model

Approaches to monetization vary with some vendors offering access through higher-tier CCaaS bundles, while others are monetizing GenAI as an optional add-on to existing CCaaS products

Why it Matters

Given the clear value of GenAI for applications such as contact centers, leading players can be studied to highlight the impact of measurable ROI claims on customer adoption, willingness to pay, and overall satisfaction



In today's rapidly changing competitive GenAI landscape, producing ROI metrics is a strategic imperative. **Not only is measurable ROI necessary for many customers to consider purchasing AI solutions, but it will become increasingly important as early adopters consider expansion of GenAI use.**

For more than 40 years, Kaiser Associates has leveraged robust quantitative and qualitative methodologies to inform innovative go-to-market strategies. Each engagement blends targeted subject-matter expertise and bespoke insights to support client's top-line growth.

How Kaiser can help you navigate the GenAI market:

- ✓ Customer decision making and demand identification
- ✓ Customer ROI measurement & preferences due diligence
- ✓ Competitive benchmarking
- ✓ High impact use-case identification and prioritization
- ✓ Willingness to pay & monetization strategy support

Connect with Kaiser's Technology Practice experts learn more about how Kaiser can support your business.



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