IS YOUR CONTACT CENTER FUTURE-READY?

Updated for 2026: From siloed systems to connected experiences and how agentic AI sets the new standard.

## PUNK CX

AUTHOR: ADRIAN SWINSCOE

As a company dedicated to delivering happiness, we understand the importance of customer experience in today's evolving business environment. I often quote the words of world-renowned business expert Michael LeBoeuf to the Zoom team:

"A SATISFIED CUSTOMER IS THE BEST BUSINESS STRATEGY OF ALL."

Michael LeBoeuf

With this in mind, we always take a customer-led approach to innovation. This means always staying one step ahead, anticipating our customers' needs, and developing the technology required to deliver.
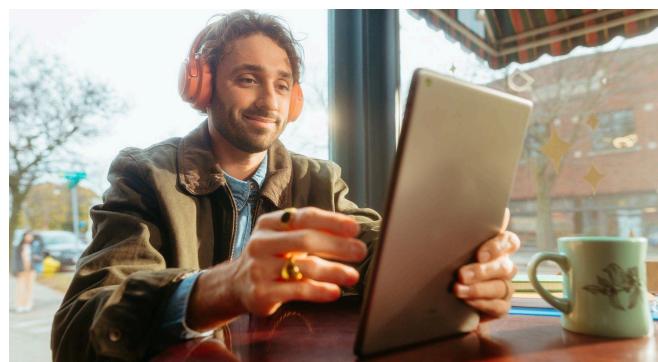
As Adrian outlines so well in this paper, the contact center industry is undergoing a much-needed transformation, spurred by the generative and agentic AI revolution. A forward-thinking strategy is vital to survive rising customer expectations, stand out from the competition, and build lasting loyalty.

At Zoom, we understand that the future of customer interactions hinges on combining the speed and precision of AI with the energy of real human interaction. But that's not all. Companies must prepare their contact centers for this new transformational wave by having a full 360-degree view of the customer. This means expanding customer experience beyond the walls of the contact center to encompass the entire organization and make every interaction consistent, effortless, and informed. This is what we call **"Connection-first CX"**.

Connection-first CX combines the power of a unified contact center and business communications solution, with native AI at its core, that brings together your customers and employees on one platform. It's a comprehensive approach that enables every interaction—whether it's a customer seeking support or an employee collaborating internally—to be efficient, personalized, and delightful.

Imagine the potential of exceeding customers' expectations through swift and seamless self-service that can answer even complex queries on its own. Consider the ability to retain and support agents with next-best action recommendations, interaction summaries, and real-time coaching. Envision the power of consolidated, predictive analytics that drive continuous improvements. These are just some of the capabilities that go into creating a connected experience for customers and agents and are built into Zoom CX. When deployed correctly, Connection-first CX will change the face of customer service and business strategy as we know it.

Once you've read Adrian's insightful paper, we hope you'll reach out for a chat. We'd love the opportunity to share how our innovative Zoom CX suite of products can help position your brand for future success.

EXECUTIVE SUMMARY

For more than a decade, customer experience has been central to many brands' strategies as a strategic and competitive differentiator. However, despite all of their efforts, most brands are not meeting customers' expectations, and even their most loyal customers are feeling undervalued and disconnected from them.

Much of this failure to meet expectations can be attributed to where many brands focus. Too many of them focus too much on the buying part of a customer's journey, and not enough attention is paid to what happens when something goes wrong and a customer needs help. As such, this lack of attention and investment has meant that many contact centers are struggling under the weight of a proliferation of channels, rising customer expectations, high agent turnover, and increasing demands for support.

Now, the contact center is no stranger to change, but the emergence of ChatGPT and generative AI in the last couple of years, as well as agentic AI, more recently, suggests that more transformational change is ahead.

It is unclear how things will play out over the longer term, but what is clear is that the application of generative and agentic AI, in the shorter term, will have a significant effect on a customer service agent's experience, particularly when it comes to live interactions and a customer's ability to self-serve.

Customer self-service solutions, built with conversational and generative AI, will improve and mature, ultimately eliminating the need for human involvement in the majority of simple and straightforward inquiries. The complexity of the inquiries that can be handled is already expanding as organizations learn to harness the potential of agentic AI, which can perform actions, make decisions, and autonomously complete tasks based on pre-set goals and real-time data.

This means that human agents will increasingly have to deal with more complex queries. These more complex queries will often require somebody in the middle office, back office, or another team to get involved to help solve a customer's problem or resolve an issue.

However, current contact center systems, cloud-based or otherwise, are not well equipped to handle an increased focus on more complex queries, given the level of connection, collaboration, and integration required.

That's why we're now seeing the emergence of a third wave of customer interaction and communications platforms. These are cloud-native, connected (combined CCaaS and UCaaS) platforms that not only deliver a seamless omnichannel experience but also leverage predictive, generative, and agentic AI to assist every interaction on both the employee and customer side.

Zoom is one such vendor that is responding to the changes outlined above and is leading the way in the one connected platform space.

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However, to succeed, the solution is not just to buy a future-ready piece of technology. Brands must combine that with an embrace of the contact center's importance as a key player in driving customer perceptions and outcomes and give it the attention and focus it deserves.

Only then will they be able to truly envision and execute an experience that covers the whole customer journey and delivers the engagement, loyalty, and business outcomes the brand desires.

INTRODUCTION

The contact center is no stranger to change and has seen some massive transformations over the last 10-15 years.

However, this paper will argue that it must change again if it is to adapt to a series of impending changes, become future-ready, and play an essential role in delivering a stand-out customer experience.

As a result, this paper is structured as follows:

01 Firstly, it will provide an overview of the state of customer experience as it currently stands.

02 Secondly, it will make the case that contact centers are suffering because they are not getting the attention they deserve from brands.

03 Thirdly, it will consider how technology is likely to evolve in the next couple of years and how that, in turn, will force contact centers to change again if they want to continue to serve their customers effectively.

04 Fourthly, it will consider the role that technology plays in this, that we are seeing the emergence of fully connected unified communications and contact center platforms, and why choosing Zoom as a technology partner can provide an appropriate foundation to promote innovation, growth, efficiency, and positive outcomes.

05 Finally, I will propose an approach that, in combination with Zoom's technology, will deliver the engagement, loyalty, and business outcomes brands require to stay ahead.

BRANDS ARE FAILING TO MEET CUSTOMER EXPECTATIONS

For more than a decade, customer experience has been central to many brands' strategies as a strategic and competitive differentiator.

However, research from Forrester and the UK's Institute of Customer Service suggests that customers are generally not happy with the experiences they have with brands.

For instance, in June 2025, Forrester released its **North American 2025 Customer Experience (CX) Index**, which showed that, in the eyes of US and Canada consumers, perceptions of CX quality have dropped for a fourth consecutive year and now sit at a new all-time low and at levels not seen since 2017.

Meanwhile, after a slump to its lowest level in 14 years, the UK's Institute of Customer Service released its latest **UK Customer Service Index (UKCSI)** in July 2025, showing that its index was marginally up by 1.5 points compared to July 2024 levels.

Other research from the **Customer Management Practice (CMP)**, released in May 2024, echoes these findings that customers are generally dissatisfied with their experiences with brands and suggests that only 7% of consumers feel their experiences have improved over the past year, with a concerning 55% believing they have worsened.

This worsening could be attributed to the fact that consumers don't feel valued by the brands they are loyal to. According to **SAP Emarsys' Customer Loyalty Index research**, 83% of consumers in the US and UK feel undervalued by the brands they remain loyal to, with many questioning their loyalty altogether.

Moreover, when you add in **recent research from Morning Consult, commissioned by Zoom**, which finds that:

- 3 in 4 adults say poor customer service would make them change their purchasing behavior
- 60% report they would switch away from a brand after one or two negative experiences

....then the stakes for brands are set to get even higher.

However, it's not all doom and gloom.

While there are bright spots out there, and some brands are really delivering engaging and delightful experiences, amongst the morass of underwhelming experiences sits a massive opportunity for ambitious brands that want to tackle this issue and differentiate themselves by creating a truly stand-out customer experience.

THE CONTACT CENTER IS STRUGGLING AND NOT GETTING THE ATTENTION THAT IT DESERVES

Much of this slip in standards can be explained by where many brands place their focus.

Consider the findings from **research by Clickfox**, which investigated where customer loyalty is generated. Their research found that the most critical times for generating loyalty were at the point of purchase AND when a customer had an issue that needed resolving.

Specifically, their research found that:

- 48% of people surveyed said that their loyalty was earned at the point of purchase/service; and
- 40% of the people surveyed said that their loyalty was also earned when they had a customer service issue that needed to be dealt with.

In total, that means that nearly 90% of all loyalty is generated by a customer's experience at two points on their journey: what happens around and during their buying experience and also what happens when something goes wrong.

Now, if you think about this from the customer's perspective, particularly from a psychological standpoint, these findings make complete sense.

For example:

1. When we are buying something, we want to feel good about our decision and feel assured that we are making the right choice, and
2. While we understand that things can go wrong from time to time, when they do, we want someone to help us solve our problem, and potentially, to come to our rescue.

88%

of all loyalty is generated by a customer's experience at two points on their journey: what happens around and during their buying experience and also what happens when something goes wrong.

The problem, however, is that many organizations spend way more of their time, attention, and investment focusing on the buying experience than they do on what happens when things go wrong, i.e. customer service and the contact center.

Meanwhile, the environment for customer service and the contact center has become more complex: customers now use, on average, **six channels** when purchasing a product, up from two 15 years ago. Customer expectations have increased, and customer service teams are using fragmented tools to deal with consistently high and, in many cases, increasing demand for support, often as a result of disconnected customer journeys.

This lack of investment has resulted in:

55% of contact center leaders reporting that they didn't meet their strategic goals in 2023

27% reporting that channel expansion has increased service inquiries

76% reporting that agents are overwhelmed by systems and information

52% average annual agent turnover rate

ONLY 7% **of global contact centers** reporting being able to offer a full omnichannel experience i.e., where they are offering service over multiple channels, they are able to seamlessly transition customers between channels, preserving interaction data, history, and context for the next agent or system.

If you take all of this into account, it's easy to conclude that many brands do not maintain a balanced focus on the buying experience and what happens when something goes wrong.

This is a mistake.

And, it's no wonder that standards are slipping.

As Greg Kihlstrom, MarTech Advisor at The Agile Brand, says in this **Financial Times article**,

"CONTACT CENTRES PLAY A KEY ROLE IN THE CUSTOMER EXPERIENCE BECAUSE THE INTERACTIONS THEY PARTICIPATE IN ARE OFTEN AT CRITICAL POINTS IN THE JOURNEY. BECAUSE OF THIS, THE INTERACTIONS CAN … HAVE AN OUTSIZED IMPACT ON THE CUSTOMER."

Greg Kihlstrom
MarTech Advisor at The Agile Brand

THE OPPORTUNITY REMAINS

Despite these challenges and the apparent lack of a balanced approach, **80% of customers** report that the experience a company provides is just as important as its products or services.

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Thus, the competitive importance of delivering great service and a stand-out customer experience will remain.

YET MORE CHANGE IS COMING

The backdrop to this is one of change, particularly in the contact center.

Now, the contact center is no stranger to change and has seen some massive transformations over the last 10-15 years, including the desire to move from a voice-centric, on-premise technological infrastructure to a more cloud-based approach that can more easily deal with and integrate multiple channels and systems and facilitate remote and distributed working.

The pandemic accelerated this shift as many brands were forced to use cloud-based infrastructure more extensively to continue serving their customers and to facilitate remote working, particularly during the global lockdowns in 2020 and 2021.

However, despite this acceleration, the shift isn't complete.

Some **research sources** suggest that as of 2024, only 11% of contact centers have fully embraced cloud-based solutions, with 46% still relying on on-premise systems, while others suggest that **44% of contact centers are now fully in the cloud**.

Whatever the truth of the matter, what is clear is that there is still a lot of work to be done.

More evidence of the lack of a balanced approach, anyone?

ChatGPT and generative AI exploded onto the scene in late 2022, and the contact center quickly emerged as an early use case with its abundance of data and operational and cost challenges.

44%

of contact centers are now fully in the cloud.

The application of artificial intelligence, particularly generative AI and now agentic AI, in the contact center has created a lot of excitement. It is widely thought to have the potential to fundamentally transform agent efficiency and effectiveness, reduce operational costs, and improve customer experience.

Others are less enthusiastic and believe the application of generative AI raises some concerns. **Some commentators** predict the end of contact centers as we know them, and others, workers included, **express concerns** that this new wave of technology will make many of them obsolete.

Despite these concerns, we have seen massive enthusiasm for the application of artificial intelligence within the contact center. Many contact center leaders are embracing the transformation possibilities and, according to **McKinsey's research,** are prioritizing the following areas for their AI investments:

Investment Area	Percentage
Customer self-service bots	23%
Customer intelligence from conversations	21%
Customer experience hyper-personalization	18%
Knowledge-based searchability	18%
Automated post-call summary	10%
Real-time agent assist or copilot	9%
Other	1%
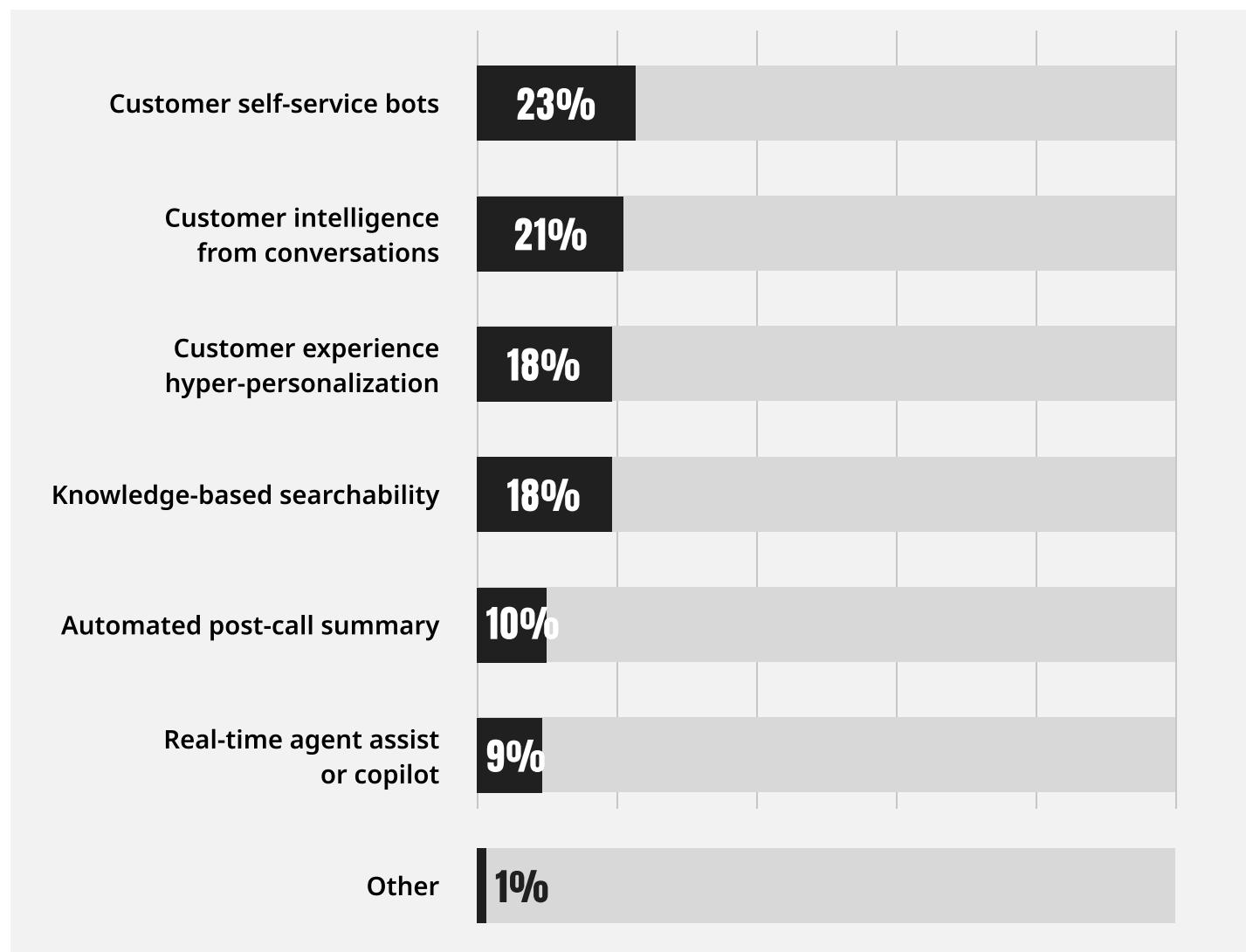
So far, however, progress in scaling enterprise AI initiatives and achieving a significant Return on Investment (RoI) has been patchy. Two recent studies by **Accenture** and **IBM** revealed that many enterprises are currently experiencing mixed results with their AI efforts and investments. For instance, Accenture examined over 2,000 generative AI projects and consulted more than 3,000 C-level executives, discovering that only 36% reported scaling their generative AI solutions, while just 13% of executives claimed to have generated 'significant enterprise-level value.' Meanwhile, IBM surveyed over 2,000 CEOs worldwide and found that only 16% have successfully scaled their AI initiatives across the enterprise, and only 25% report that their AI projects have delivered the expected | ROI in recent years.

The studies also indicate that there are several factors organizations must address to successfully harness AI's potential. These include alignment of leadership, clear enterprise strategies, data cleanliness and accessibility, the need for modern technological infrastructure, appropriate internal skills and capabilities, and the capacity to manage large-scale change.

The set of challenges facing organizations is not insignificant. That being said, we must keep in mind that the emergence of these new technologies is still relatively new. ChatGPT was only released in late November 2022, which, at the time of writing, is less than three years ago. As a result, it may take a little time for organizations to fully harness the potential of these new technologies.

As a result, we can expect to see increasing returns on effort and investment, along with growing sophistication in organizational ambition regarding artificial intelligence as they develop their capabilities and the technology evolves. **Gartner** predicts that agentic AI will "autonomously resolve 80% of common customer service issues without human intervention, leading to a 30% reduction in operational costs" by 2029.

80%
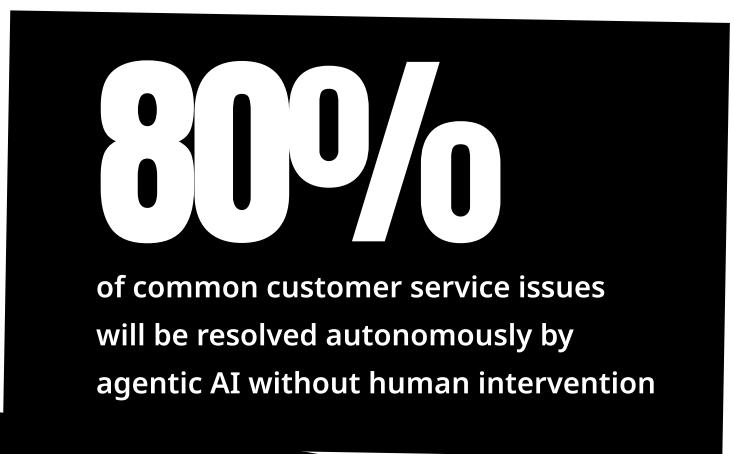
of common customer service issues will be resolved autonomously by agentic AI without human intervention

THREE THINGS THAT I ENVISION WILL HAPPEN

Now, there is no doubt that the emergence of generative AI, agentic AI and, future artificial intelligence techniques, will have a transformative impact on organizations, their work, their employees, and the experience and service that they deliver to their customers.

But, how that will play out over the longer term is unclear.

What is more apparent is how things will play out in the near term.

Here are the three things that I predict will happen:

1. SELF-SERVICE

Digital, automation, and self-service facilities for customers, built with conversational, generative and agentic AI, will improve and mature, removing much of the need for human involvement in the majority of simple and straightforward inquiries, and even some more complex engagements. These new solutions, available every hour of every day of the year, will allow customers to get much of the support that they need when they need it, without the need for a human agent. Agents will then be freed up to spend more time on issues that require human interactions, reducing business costs while also improving experience outcomes.

Over time, the complexity of the inquiries that can be handled will expand as organizations learn to harness the potential of agentic AI, which can perform actions, make decisions, and autonomously complete tasks based on pre-set goals and real-time data.

Here are a couple of examples of how that could manifest in practice:

1. Imagine a customer using a brand's self-service solution; an agentic AI virtual agent could monitor their interactions, recognize when they are becoming dissatisfied or frustrated, or failing to achieve their objective. It can then automatically escalate the issue to a supervisor or offer an alternative solution like a refund — all without human intervention.

2. Alternatively, imagine a customer experiences a problem with their device and submits a support request describing the situation and the issue they are facing. Based on what has been submitted, the AI agent may ask a series of follow-up questions to gain a clearer understanding of the problem. The AI agent will then search the company's database of customer service queries and device logs. It may also request real-time diagnostic data from the customer's device. Using the collected information, the AI agent then recommends troubleshooting steps or may automatically execute a solution, all without human intervention. All of which will be available 24 hours a day, 7 days a week.

2. AGENT EXPERIENCE

Now, despite the investment and expected improvements in self-service tools and technology, there will be times when a customer needs to reach out for live support from another human being, especially when their issue is urgent, concerning, or overly complex.

These interactions often carry heightened expectations of a swift and positive resolution, especially if a customer has tried and failed to self-serve or has had to wait for any length of time to speak to someone. Moreover, these interactions can make or break a customer's relationship with a brand if handled poorly.

Therefore, the second important area where we will see the application of these new technologies will be how they are used to improve both the agent's experience and performance as well as the customer's experience.

Developments in this area will likely focus largely on five areas:

Pre-interaction

The technology will provide context regarding the customer's query immediately prior to the agent taking the 'call', reducing the need for the agent to ask the customer to repeat themselves, a **key frustration** shared by both customers and agents alike.

During-interaction

The technology will provide real-time analysis and recommendations on topics such as knowledge-base articles and solution suggestions, scripts to be used, offers to be made, and the next best actions to take. Research from McKinsey suggests that applying generative AI to customer care functions **could increase productivity at a value ranging from 30-45% of current function costs**.

Post-interaction

The technology will be used to minimize call wrap-up time or after-call work (ACW) through the summarization of conversations and interactions, as well as highlighting and automating pertinent action items. This is a key area of frustration for contact center leaders, as it is not uncommon for post-call notes to be of poor quality or missing altogether when left to an agent to complete manually. Moreover, the savings that can be had here range from seconds to minutes, which can be shaved off the total time for each interaction. When you are managing a contact center that is dealing with thousands and thousands of customer queries per day, the time saved quickly adds up. One final thing: agents love applications like this, too, because it takes tiresome administrative tasks off their plate and allows them to spend more time solving problems for customers.

Performance management:

The technology will be used to transform the performance management of agents. Traditionally, contact center leaders and supervisors use a random sampling of calls to get a sense of how an agent is performing. This often creates an incomplete and inaccurate picture. Now, through the use of speech and outcome analytics, supervisors can get a true, data-driven picture of how their agents are performing on every interaction. By comparing their performance against KPIs and their best performers, they can quickly identify areas for improvement and identify what coaching is required to help their agents achieve a higher performance level.

Continuous improvement:

The technology will be used, by leveraging its advanced analytical capabilities, to analyze every customer interaction with both human and virtual agents to deliver insights, identify problems, make suggestions, and help pinpoint areas where the experience of all parties can be enhanced and improved. This might involve creating new knowledge base articles, suggesting process changes to boost efficiency, and providing insights into how a brand's products and services could be refined.

However, rather than delivering this capability via another set of dashboards (I mean, who needs another dashboard, right?), leaders and supervisors will be able to ask, using natural language, for answers. Imagine getting quick answers to simple questions like "why are escalations up this week?" or "why are agents spending more time on calls today?". Moreover, as the system learns, these sorts of insights will be provided proactively and in real-time. This will empower leaders and supervisors with the actionable insights they need to make the necessary changes to continuously improve the service experience, which, as we highlighted earlier in the paper, is a key to driving customer loyalty.

3. SERVICE COMPLEXITY

The third and final area will be that, over time, as AI handles a larger majority of simple Tier 1 interactions, agents will increasingly focus on longer, more complex queries. These Tier 2 and Tier 3 queries will often require somebody in the middle office, back office, or another team to get involved to help solve a customer's problem or resolve an issue. That can prove problematic due to a lack of intra-organizational connectedness and coordination. And, no matter how good the initial engagement is, if it can't be resolved quickly, the ultimate result is a poor customer experience.

Therefore, connecting these resources and expertise to the front lines will become increasingly essential if brands are to drive better customer, agent, and business outcomes.

HERE'S AN EXAMPLE OF HOW THAT MIGHT PLAY OUT IN PRACTICE:

Imagine a scenario where a customer, let's call him Joe, has a problem with a device he recently purchased. Joe has tried to self-serve but is unable to find an answer to a tricky problem.

The system realizes that Joe is struggling and proactively, via a chat interface, asks Joe if he can speak to someone who can help. He answers yes and is transferred to Ian without waiting.

Ian welcomes Joe to the call and says that he can see that Joe has been struggling to find a solution to his problem.

Ian asks Joe to describe the problem. Prompted by his system, Ian asks a couple of follow-up questions to help him better understand the situation.

Once Joe is finished answering Ian's questions, Ian, prompted by his system, suggests that Joe's problem is very similar to a problem that another customer faced a few days ago, which his colleague, Kira, helped resolve.

Ian loops Kira into the conversation with Joe's permission.

Ian explains the situation to Kira. This is more for Joe's benefit, as the system has already proactively briefed Kira before entering the call.

Ian says he'll leave the two of them to it, but will stay in the background to ensure all goes well.

Kira explains the steps and walks Joe through how to make those changes on his own device. Joe makes the changes, and 'Hey Presto!' the problem is resolved.

Ian re-enters the call and asks Joe if everything is OK. Joe says everything is great and is pleased that the problem has now been resolved. He thanks Kira for her expert help. Ian thanks Kira, too.

Kira says they are both welcome, bids them a good rest of the day, and leaves the call.

After Kira has left, Ian asks Joe if there is anything else that he can help with. Joe asks a question about a recent marketing campaign that he has seen.

Ian's system automatically finds and presents the relevant information.

Ian answers Joe's question and then offers to send more information. Joe accepts the offer. Ian replies that the information will be with him shortly.

He advises Joe that if he has any further questions, he can reply directly to the message and Ian or someone on his team will be more than happy to help.

Ian asks Joe if there is anything else that he can help him with. Joe replies, "No, that's great, and thank you so much for your help today."

Ian replies, "You are more than welcome, thank you for your call, and have a splendid day."

The call ends.

This is a glimpse into the future and the sort of service experience many leading brands aspire to deliver, with the help of artificial intelligence. Many of the building blocks to facilitate this are already in place. All that stands in the way of bringing this into reality is a brand's vision and commitment, as well as a connected platform from the right technology partner that can provide the shared intelligence, insight, assistance, automation, and connection to underpin such an experience.

THE IMPENDING CHALLENGE

The problem is that current contact center systems, cloud-based or otherwise, are not well equipped to handle an increased focus on more complex queries, given the level of connection, collaboration, and integration required.

Organizations tend to implement a contact center platform for their sales and support teams, which deal directly with customers, and then implement a different unified communications platform for internal communications, data sharing, and collaboration.

Organizations then work to integrate these platforms to achieve the required breadth of functionality and deliver a connected, timely, and seamless experience. However, stitching platforms together is fraught with problems, including disparate data sets that limit real-time functionality, lack of access, and siloed behavior.

That's why we're now seeing the emergence of a **third wave of connected enterprise-wide contact center and communication platforms.**

➡️ For context, the first wave featured on-premise systems that were largely voice-centric, with an IVR system offering a limited amount of self-service functionality.

➡️ The second wave was cloud-based and promised an omnichannel and integrated customer experience supplemented with an element of simple automation.

➡️ The third wave of customer interaction and communication platforms are cloud-native, connected (combined CCaaS and UCaaS) platforms that not only deliver a seamless omnichannel experience but also leverage predictive, generative AI, and now, agentic AI to assist with interactions on both the employee and customer side. In this way, businesses can leverage the shared intelligence that comes from such a platform and connect the contact center to the whole business, empowering every employee involved in the customer's experience.

Technology vendors that can deliver the functionality that the third wave promises will be best positioned to help ambitious brands succeed in meeting and exceeding customers' expectations in the future.

A GOOD PARTNER: ZOOM

Zoom is one such vendor that is responding to the changes outlined above and is not only leading the way in the connected platform space but is also primed for the third wave of transformation.

Here are a few reasons that Zoom's approach stands out:

1. Brand recognition and familiarity

Zoom became a household name during the pandemic and, according to data from **Trading Platforms**, experienced the highest growth in brand recognition (34%) of any brand in 2020. In the two years that followed, it was able to achieve a brand recognition rate of 83% in the U.S., according to **Statista**. That's no small feat, and it's particularly impressive for a technology firm outside the FAANG[1] usual suspects. Moreover, its relentless focus on user experience and innovation has cemented Zoom's place in the public's consciousness.

2. A unified platform for engagement, collaboration, and customer communication

Zoom has built its platform from the ground up in the cloud and connects to the systems you rely on — CRM, workforce tools, and even Microsoft Teams, giving it an advantage over smaller standalone vendors and legacy providers.

3. Native AI at its core

Zoom AI Companion for Contact Center is not bolted on. It's an intrinsic part of the platform, so it can deliver value for customers, agents, and brands across every touchpoint in the customer journey.

83%

Zoom's brand recognition rate in the U.S. according to Statista in 2022.

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4. Innovative

Zoom Contact Center was also acknowledged in the **2025 Gartner® Magic Quadrant™ for Contact Center as a Service (CCaaS)**, just three years post-launch, a remarkable achievement in the CCaaS space that demonstrates Zoom's speed of innovation and customer focus. Reinforcing this recognition is Zoom's inclusion in Fast Company's prestigious list of the <u>World's Most Innovative Companies of 2025</u> for the second year in a row.

5. Responsible and trusted

Zoom does not use customer content or data to train Zoom's or third-party AI models used to provide AI Companion features.

7. Cost-effective

Zoom includes AI Companion at no additional cost with its Zoom Contact Center plans, so customers don't have to pick and choose which users to give access to to avoid incurring additional fees. Whilst it's clear that many organizations have a clear vision of the operational benefits and the corollary improvement in employee and customer outcomes they could achieve with the deployment of AI technology, there is still a lot of flux in the industry around pricing and use models. Zoom's decision to include its AI Companion features with its Zoom Contact Center plans speaks to the cost pressures that many contact centers are under and the need to establish a clear ROI for any new investments.

6. Federated

Zoom experts assess and leverage the best Zoom and third-party models for performance and cost-effectiveness.

"ZOOM'S INNOVATION IS UNMATCHED. WHETHER IT'S TESTING NEW FEATURES LIKE AUTO-QUALITY MANAGEMENT OR INTEGRATING SEAMLESSLY WITH OUR TICKETING SYSTEM, THEY'VE PROVEN TO BE A PARTNER IN GROWTH. WE DON'T JUST SOLVE PROBLEMS WITH ZOOM – WE STAY AHEAD OF THEM. THEIR TOOLS EMPOWER US TO ADAPT, REFINE, AND REIMAGINE WHAT CUSTOMER CARE CAN BE."

Zoom customer

Cricut

THE NEXT STEPS

However, delivering better customer, agent, and business outcomes is not as simple as buying a piece of technology.

Yes, buying the right piece of technology will help. And, investing in an enterprise-wide and connected contact center and communication platform solution will undoubtedly set your business on the right track.

But first, brands should embrace the contact center's importance as a key player in driving customer perceptions and outcomes and give it the attention and focus it deserves.

Only then will they be able to truly envision an experience that covers the whole customer journey and delivers the engagement, loyalty, and business outcomes the brand needs to stay ahead.

Find out more about how **Zoom CX** can help your business deliver a connected experience for your customers and **request a demo here**.

Described as an experimental CX thought leader and visionary, Adrian Swinscoe is a best-selling author, Forbes contributor, speaker, investor, advisor, and aspirant CX Punk.

He has been growing and helping develop customer-focused large and small businesses for over 25 years.

His clients have included brands such as Adobe, Apple, Cancer Research UK, Costa Coffee, the UK Gov's Crown Commercial Service, ING, Intercontinental Hotel Group, KFC, KPMG, Kramp, Lloyds, Harper Collins, Médecins Sans Frontières, Megger, Microsoft, Nespresso, NowTV, Olympus, Pearson, Philips, Sky, Talk Talk, and Zoom.

Adrian published a best-selling book in 2016 called **How to Wow: 68 Effortless Ways to Make Every Customer Experience Amazing (Pearson),** published a genre busting book: **Punk CX** in 2019 and published an exciting follow up: **Punk XL** at the end of 2021.

Find out more and connect with Adrian:

LinkedIn	Instagram	Twitter	Forbes column	Podcast	Blog