

Customer Experience Series

# Three Ways AI Improves Business Processes

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Every business must embrace AI to accelerate moving from data analysis to action, or it'll lose its competitive edge. The challenge most organizations face is moving from exploration to deployment. Overcoming inaction requires a business to match AI projects to its company's key business goals and look for projects that deliver immediate value in those areas. For example, if one of the company's key metrics is to improve customer satisfaction or net promoter score by 5 percent, which AI projects would support this? To solve this problem, a company could use AI with social media data to discover that customer sentiment has turned negative due to shipping delays. It could also analyze contact center data to find out that inaccurate billing was the issue that caused negative sentiment. Below are three examples of use cases where deploying AI-enabled solutions can drive immediate business value.

### **1. Upleveling your customer experience.**

Today's customer experience (CX) fails to deliver on the promises of personalization and simplicity. Customer interactions frequently lack the context of previous transactions and data shared within the existing interaction. Customers are often frustrated by the time the agent takes to find the correct information to troubleshoot a problem. Meanwhile, agents must support a wider variety of interactions, higher call volumes, and more channels. It's a recipe for employee dissatisfaction, with agent attrition ranging between 30-35 percent at most companies.

AI promises to make customer interactions more seamless, but only if we combine the power of today's open foundation models (generic AI) with CX-specific models and enterprise data to deliver predictive and prescriptive services. Purpose-built AI models

improve accuracy and minimize AI ills such as hallucinations or model biases by combining a company's data with CX AI models designed to support specific tasks.

For example, NICE delivers over 1000 CX-specific AI models as part of its Enlightened AI offerings in its Contact Center as a Service (CCaaS) portfolio called CXone. NICE leveraged large data sets of various customer service and support interactions to create AI models designed to support tasks such as matching the right agent to a caller, assisting the agent with knowledge gathering, guiding the agent through a support call, and automatically creating call transcripts.

By linking these CX-specific models with large foundation models and a company's data, a business can ensure its responses are built on trusted company knowledge while aligning each response with its brand and business goals. Republic Services provides an example of this in action. It achieved a 30 percent reduction in repeat calls and a decrease in average handle time and non-talk time by using NICE's AI-enabled omnichannel speech and chat analytics and AI-enabled agent soft-skill behavioral analysis.[\[1\]](#) It also increased the number of coached actions by over 120% in three months post-go-live.

### **Key Takeaway**

Purchase a modern CCaaS solution that offers a conversational AI assistant (often called a co-pilot) to improve self-service and agent-assisted transactions. Look for a CCaaS platform with purpose-specific AI models. Make sure the CCaaS enables integration with third-party applications. Evaluate how well each solution supports offloading repetitive tasks, guiding agent interactions, and delivering AI-driven personalized coaching.

## **2. Improve enterprise code creation and management**

Every company needs more software developers or their existing software team to work faster and smarter. Enter generative AI and the latest wave of code assistant models. The idea behind code-assist solutions is that generative AI will help developers write, edit, test, document, and understand the rules of how a company or group creates software.

For example, Microsoft's GitHub Co-pilot can generate code snippets and entire functions based on the context and comments provided by the developer, significantly speeding up the coding process. It offers real-time suggestions for code as the developer types, helping to quickly complete lines or blocks of code. It can also help write comments, document software, and test the code. For example, in Microsoft's Github co-pilot, you can highlight the code you want to fix, right-click, and select "Explain with Co-pilot." or "Fix using Co-pilot," and the model will provide you with a description of the error and a suggested fix.

What's the potential upside of using GenAI in coding? Microsoft surveyed more than 2,000 developers to learn about their experience using GitHub Co-pilot. The results revealed that 88% of developers said they were more productive, and 59% said they were less frustrated when coding. In some cases, Microsoft's GitHub Co-pilot reduced coding time by 55 percent.[\[1\]](#) Doulingo shared that it increased developer coding speed by 25 percent with GitHub Co-pilot.

### **Key takeaway**

Generative AI allows developers to focus on more complex and creative aspects of programming by automating the repetitive

elements of coding and helping developers overcome programming roadblocks. Many technology vendors say that generative AI will allow a proliferation of citizen developers. However, GenAI may not always be perfect or provide the most optimized solution. A person still needs to know how to construct a prompt to write code and validate that the program delivers correct answers and responds as expected. Of course, you can ask generative AI to run and test the code for you and even debug it. But if you don't understand coding principles, you still run the risk of failed outcomes.

### **3. Delivering better network performance and experiences**

Networking continues to grow in complexity. Like the earlier contact center example, most companies are short-staffed or have staff with limited networking expertise. AI-enhanced networks or AI Operations (AIOPs) for networking is an evolution of the self-healing, self-driving, and autonomous network concepts. It leverages AI to create networks to monitor, troubleshoot, recommend solutions, and remediate networking issues. AI-enhanced networking helps to improve performance, optimize resource allocation, and reduce downtime. Tasks, including configuration and incident management, software updating, and others, are also automated if the IT staff uses this feature. Technology companies like Juniper Networks use AI within their products and services to enhance network performance and reliability. Juniper's AI-native Networking platform uses AI and machine learning across Wi-Fi, wired, and SD-WAN (Software-Defined Wide Area Network) services to analyze data patterns, identify anomalies, and diagnose issues proactively, often before users are even aware of a problem. One of the key benefits of using a networking product with an AI-driven approach is the ability to resolve issues proactively. For example, ServiceNow said it

achieved a 90 percent reduction in wireless-related issues reported by employees once it had deployed Juniper's AI Ops solution.<sup>[iii]</sup>

### **Key takeaway**

IT and network managers should look for solutions that can automatically detect and resolve issues autonomously or provide detailed insights and recommendations to network administrators. By purchasing networking equipment backed by new AI-powered software, companies can lower operational costs by reducing the need for extensive IT staff intervention while improving network uptime and user satisfaction. AI-driven networks can quickly adapt to changing demands, making it easier for businesses to scale their operations or integrate new technologies.

<sup>[i]</sup> [https://www.nice.com/-/media/niceincontact/resources/customer-stories/2023/12/0180921\\_republic-services-case-study.ashx?rev=2f02ab6478ba4afdae8faacb46270eef](https://www.nice.com/-/media/niceincontact/resources/customer-stories/2023/12/0180921_republic-services-case-study.ashx?rev=2f02ab6478ba4afdae8faacb46270eef)

<sup>[ii]</sup> <https://github.blog/2022-09-07-research-quantifying-github-copilots-impact-on-developer-productivity-and-happiness/>

<sup>[iii]</sup> <https://www.juniper.net/us/en/customers/2023/servicenow-case-study.html>

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