AI: Myths and ethics

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Introduction

Artificial intelligence is a hot topic that is generating a lot of attention from all sectors, and the contact center is not an exception. However, it's crucial to know how AI truly impacts customer service before making any decisions about using it as a tool in the customer experience strategy.

The ethics of using AI in the contact center is also an essential topic to be mindful of. For example, conversational AI has the power to positively or negatively impact people's lives. Conversational architects must ensure that AI-powered technology is transparent, unbiased, and safe while interacting with customers.

Keep reading to know more about the common AI myths and misconceptions in the contact center.

I. Myths of artificial intelligence

AI is coming for our jobs

There's a widespread misunderstanding that robots and AI will replace human jobs.
The reality is that they will work with humans as there are tasks that are easy for humans to perform that are impossible for robots and tasks that are simple for robots can be challenging for humans.

AI is crucial to help transform how contact centers operate due to its many use cases and advantages.

1. **Myth:** Customers don't want to engage with chatbots.
   Fact: 88% of customers expect organizations to have an online self-service portal.

2. **Myth:** AI has a minimum impact on agent efficiency.
   Fact: By 2026, conversational AI will **automate 6 times more** agent interactions than it did in 2022. The adoption of **ChatGPT** in the contact center will dramatically increase this number.
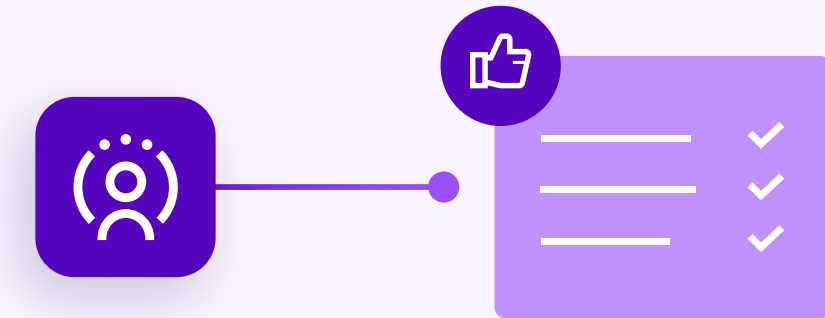
3. **Myth:** Value and price are the most important drivers of customer behavior.
   Fact: 49% of consumers stopped working with a company because of an instance of poor customer service.
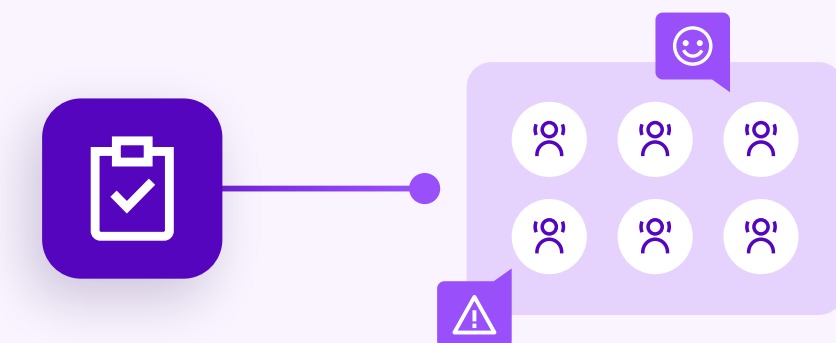
4. **Myth:** AI is complicated.
   Fact: 87% of CX professionals feel moderately to extremely familiar with AI in the contact center.

AI is all powerful

AI is a powerful and useful tool that is advancing rapidly and has many applications, but there are limits to what it can do because it lacks consciousness and the capacity to feel emotions.

While it can't replace human qualities, AI can certainly play a pivotal role advancing the contact center industry through the following:

Collecting data
Capture data faster, more comprehensively, and more accurately than a human, giving contact centers a thorough understanding of the business.

Predictive insights
Analyze information to identify patterns and trends to help make informed decisions that improve the customer journey.

Collaborating with human agents
Combine the efficiency of virtual agents with the empathy of human agents to improve customer satisfaction.
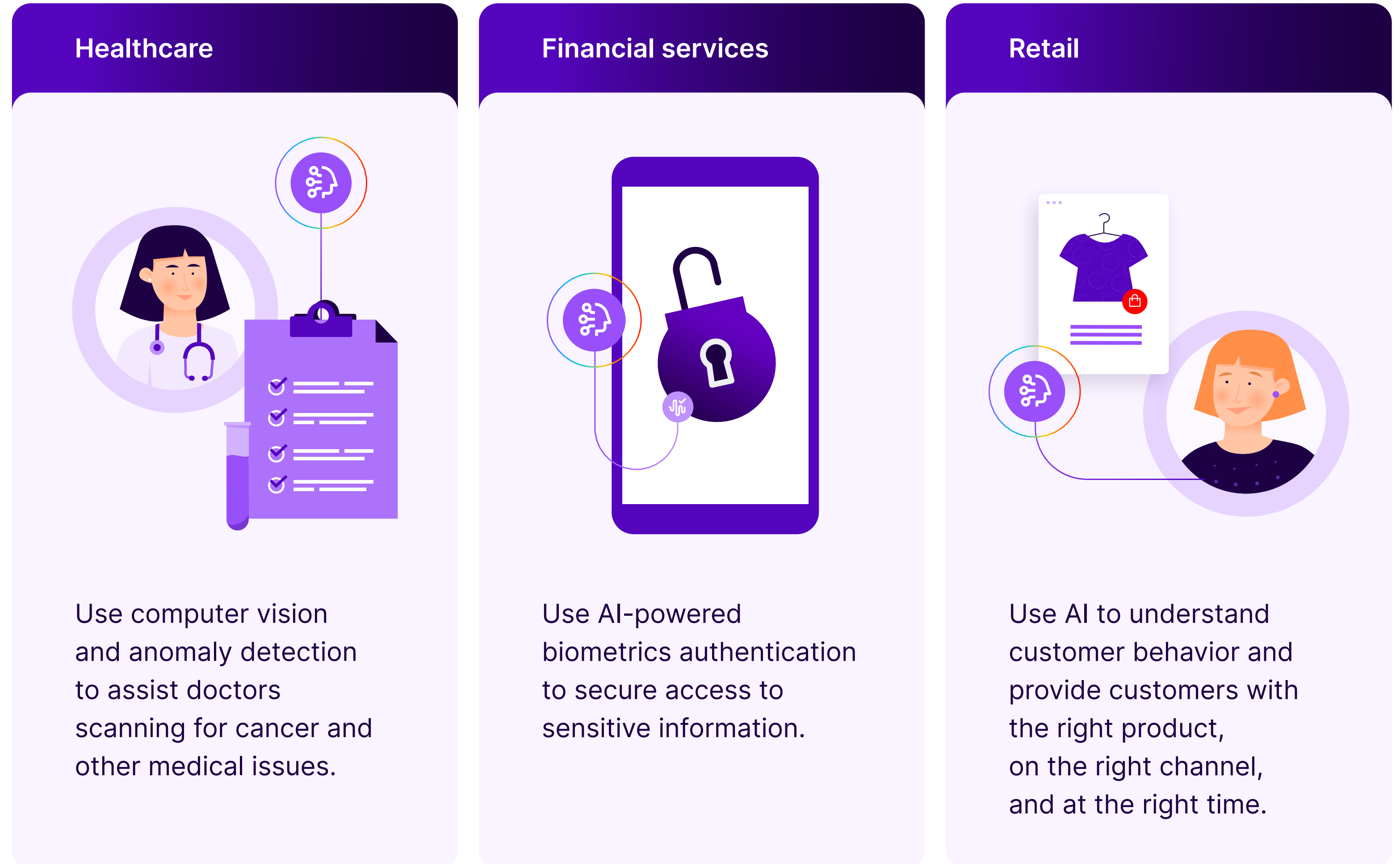
AI isn't real

The capabilities of AI are advancing by the day and there are numerous possibilities for its use even though it lacks the ability to:

- **Plan strategically**
- **Think creatively**
- **Apply common sense and empathy.**

AI may appear creative, especially with the emergence of generative AI tools like Dall-E and ChatGPT, but it is not the same as the type of creativity intrinsic to human intelligence.

However, there are countless industries that are reaping the benefits of AI today, despite its limitations. These are just a few:

Healthcare

Use computer vision and anomaly detection to assist doctors scanning for cancer and other medical issues.

Financial services

Use AI-powered biometrics authentication to secure access to sensitive information.

Retail

Use AI to understand customer behavior and provide customers with the right product, on the right channel, and at the right time.

II. AI ethics

While complex customer experience processes will always require human involvement, for simple and repetitive interactions, companies can use bots to help simplify them.

However, the technology must abide by ethical considerations.

Executives ranking AI ethics as important jumped from less than 50% in 2018 to nearly 75% in 2021. 3 out of 4 view AI ethics as a source of competitive differentiation.

Executives ranking AI ethics as important

75%

50%

2018   2021
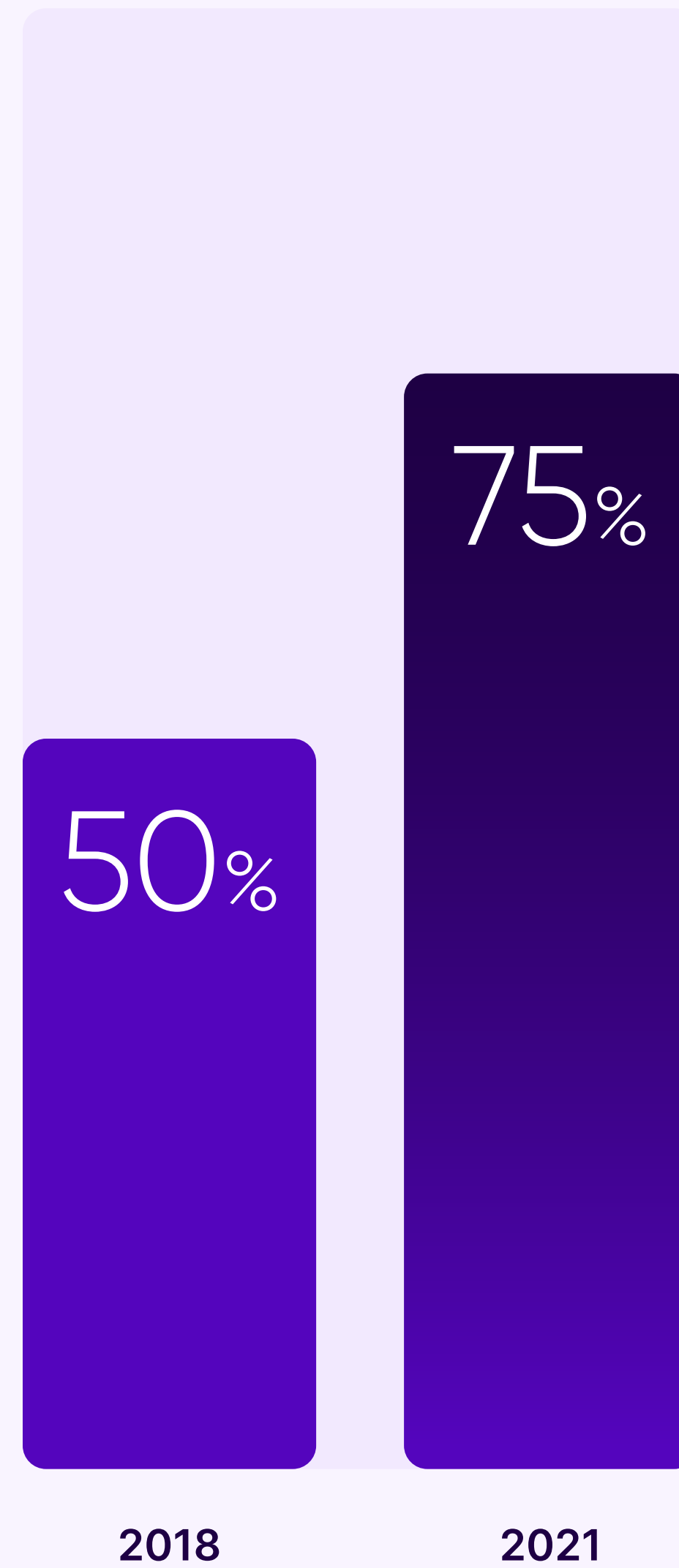
Ethical considerations for building bots

The benefits of AI in the contact center are set to continue, but we should be mindful that AI has the power to positively or negatively impact the world. There are ethical guidelines that contact centers should follow to avoid drawbacks and keep the use of bots exciting, positive, and safe.
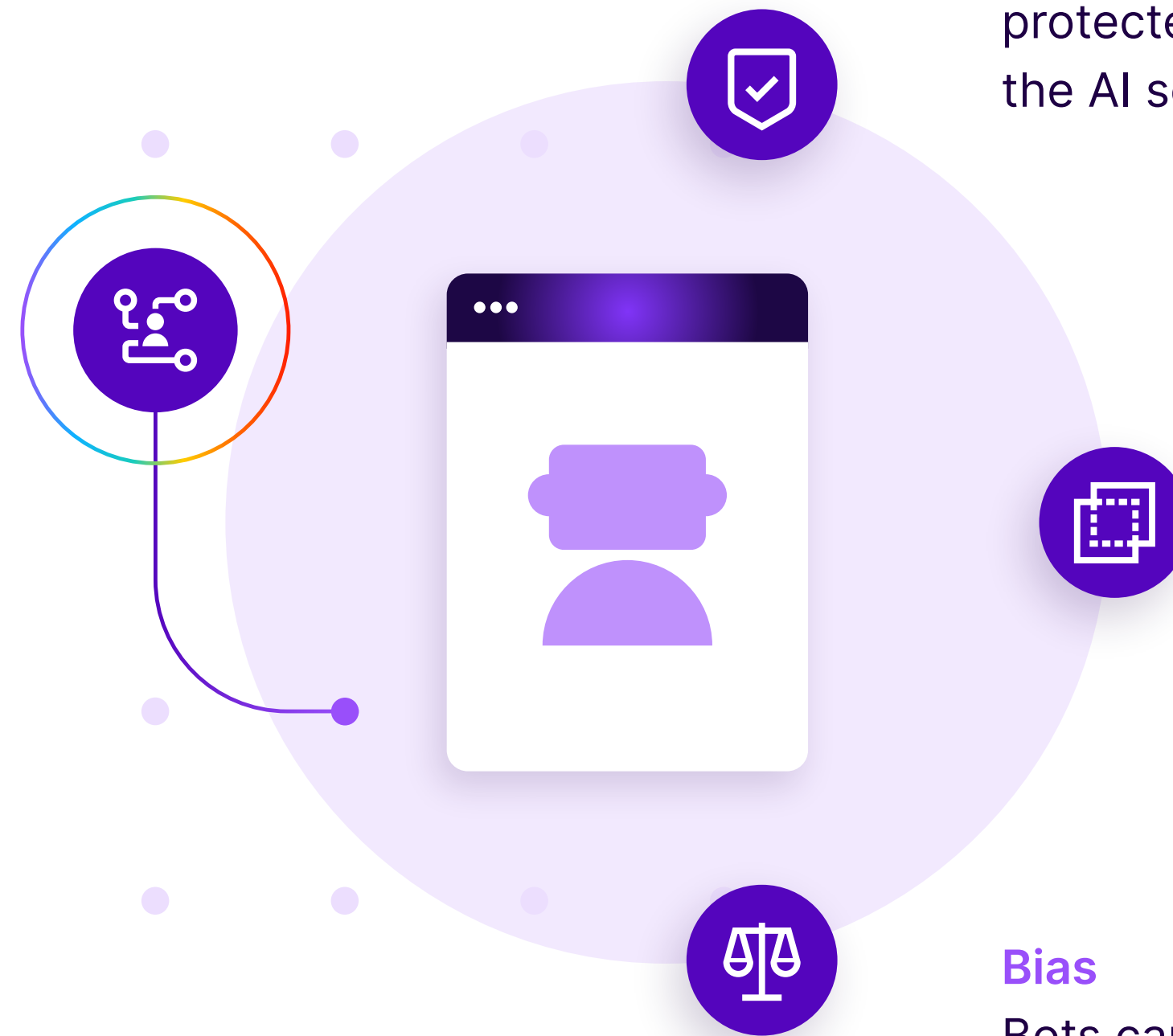
Security

AI learns and improves from customer data, and customers need to be able to trust that their data is used responsibly and protected. Collect only relevant information and ensure that the AI solution in place has built-in security.

Transparency

AI-powered bots should clearly inform customers that they're interacting with a bot, not a human, to establish trust. Avoid the uncanny valley situation by clearly indicating that a bot is being used.

Bias

Bots can't provide biased customer service, even if unconsciously. Ensure that the data sets and training models have as much diversity, patterns, and insights as possible. Then, heavily test on a wide range of issues to anticipate and prevent them.

Conclusion

The growing adoption of digital technologies is paving the way for the implementation of AI-powered bots in the contact center. Their business benefits and value in improving the customer experience are massive.

Ensure that you're cutting through the noise and using AI to make the world a better place, starting in your contact center.

SEE HOW

AI-powered customer experience solutions
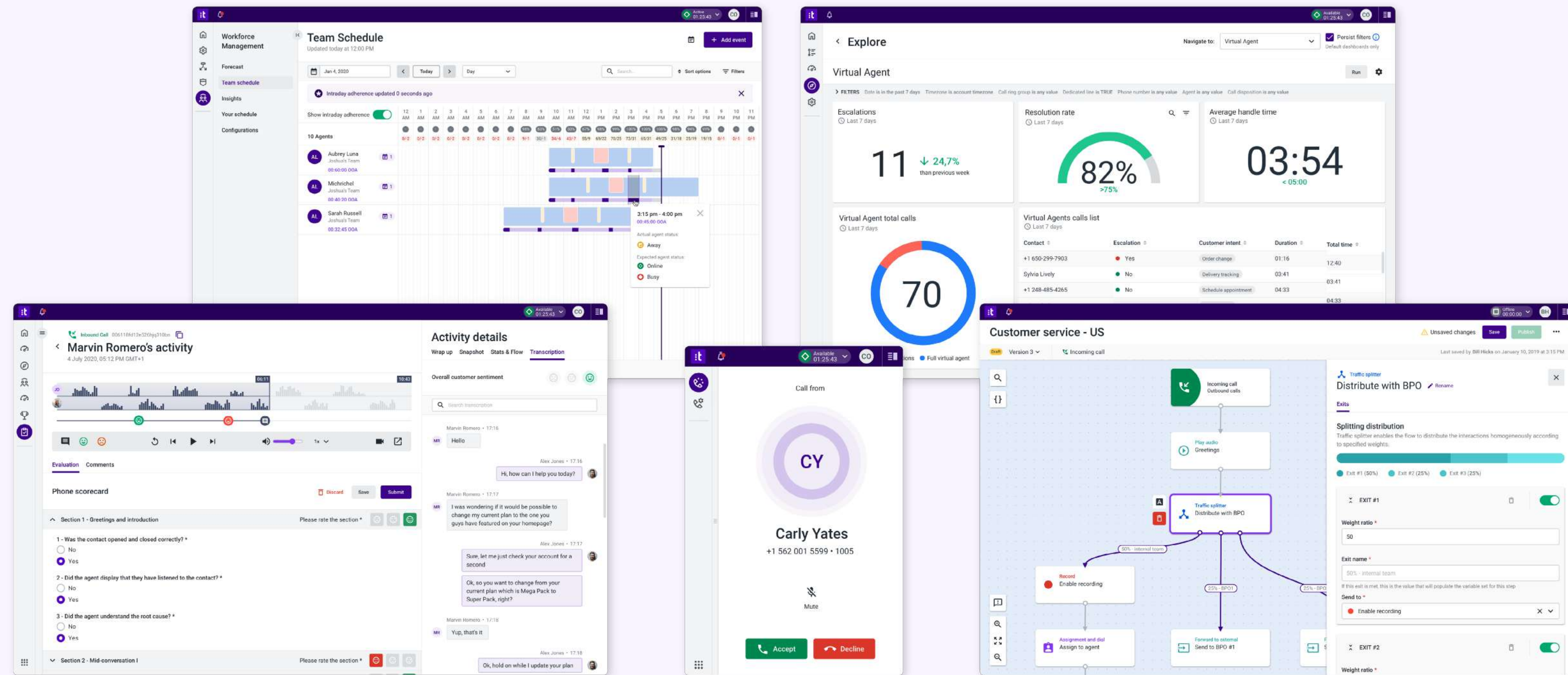
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