MaxContact

Kayleigh Tait
Marketing Director

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WEBINAR

AI vs Automation: How Contact Centres Can Get It Right.

Join MaxContact as we breakdown where AI makes the biggest impact, when automation makes more sense, and how to combine the two for real business results.

House-Keeping

Introductions

Kayleigh Tait
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Why AI & Why Now?

AI is as transformative as the internet or steam engine.

GenAI is already impacting **30%+** of work for many roles.

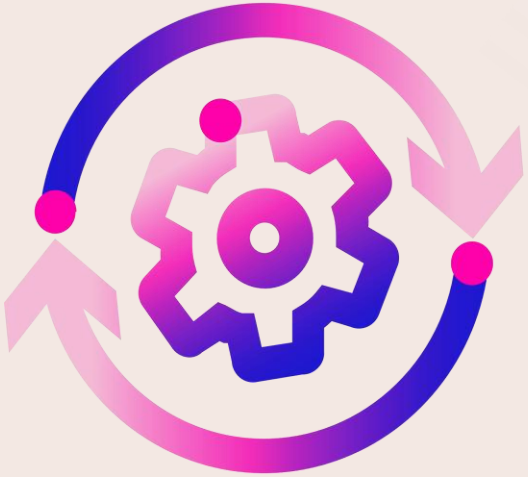
92% of companies plan to increase investment.

Why AI & Why Now?

When to use which and when to combine them.

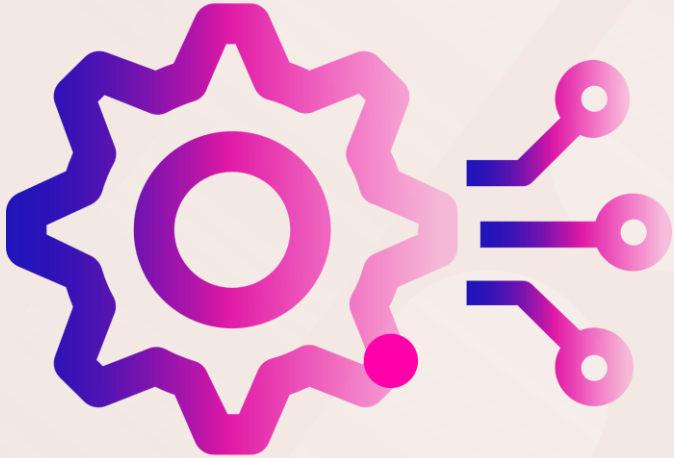
Automation

Rule-based, predictable, repetitive tasks



AI

Adaptive, complex, decision-making, unstructured data



Where to Start: Use Cases for AI and Automation

Automation

- IVR routing
- Call list management
- Status updates

AI

- Predictive analytics
- Customer sentiment
- Personalised recommendations

Combined

- Call summarisation
- Adding notes to CRM

From Pilot to Scale

Define value-generating use cases

Identify opportunities where AI can create measurable business impact

Start small, measure, and iterate

Begin with focused pilots that can demonstrate quick wins

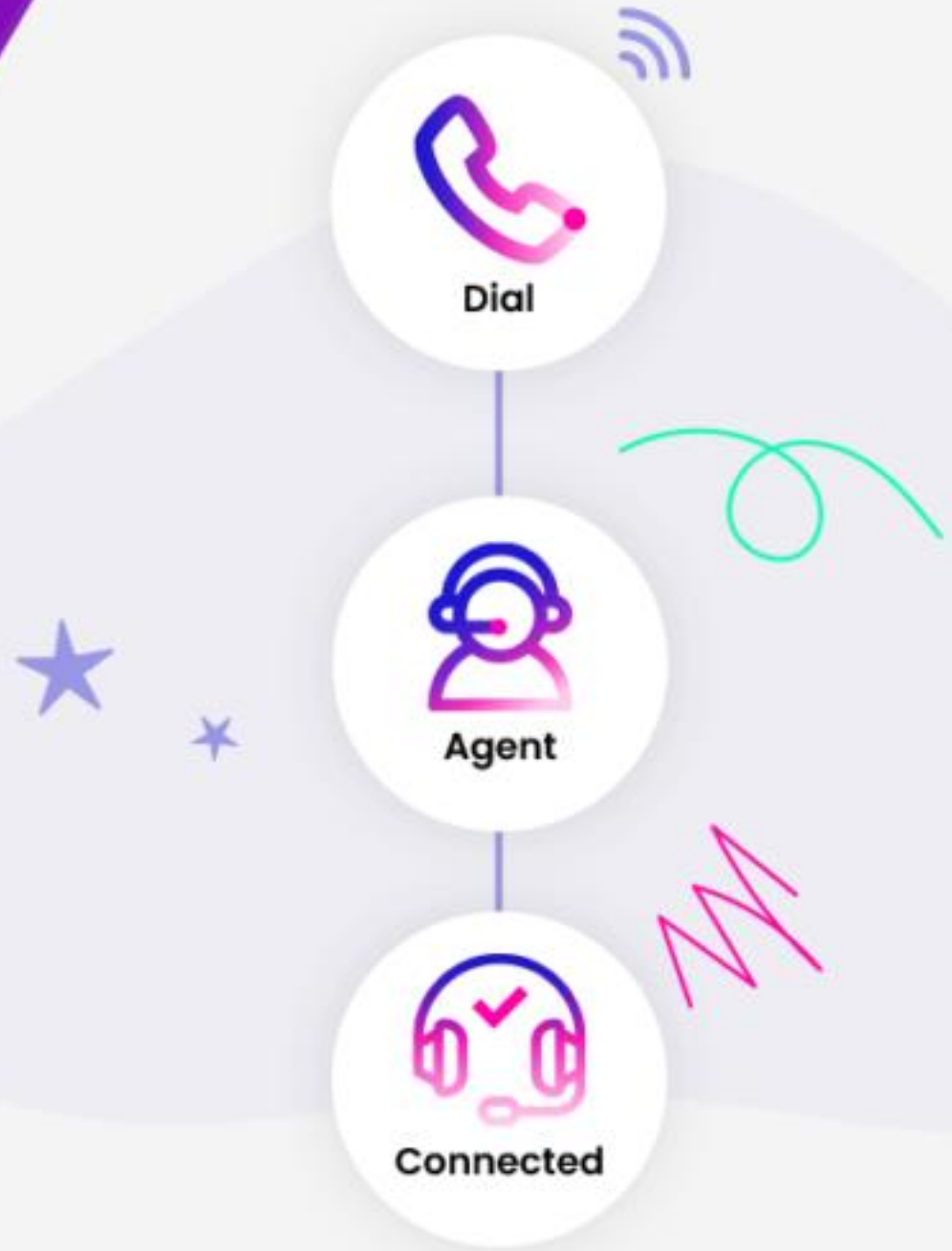
Build trust: AI safety, transparency, explainability

Ensure stakeholders understand and trust the AI systems

Invest in long-term transformation

Create sustainable infrastructure for ongoing AI innovation

Progressive dialler



Predictive dialler

Preview dialler

Skill

Please select a skill...

- Customer service
- DCA
- Debt collection
- Dispute management
- End of contract renewal
- Feature information

Proficiency

Data Table

- Account No
- Account Ref
- Contract End Date
- Address Line 1
- Address Line 2

Selected Fields

- First Name
- Last Name
- Post Code
- Phone Number
- Amount

Result Code

- Answer Machine
- No Answer
- In Contract
- Busy
- Not Interested
- Out of Criteria
- Hung Up
- Payment in Full
- Redial
- Sale

Result Codes

- Appointment
- Advice
- Cancel
- Do not call

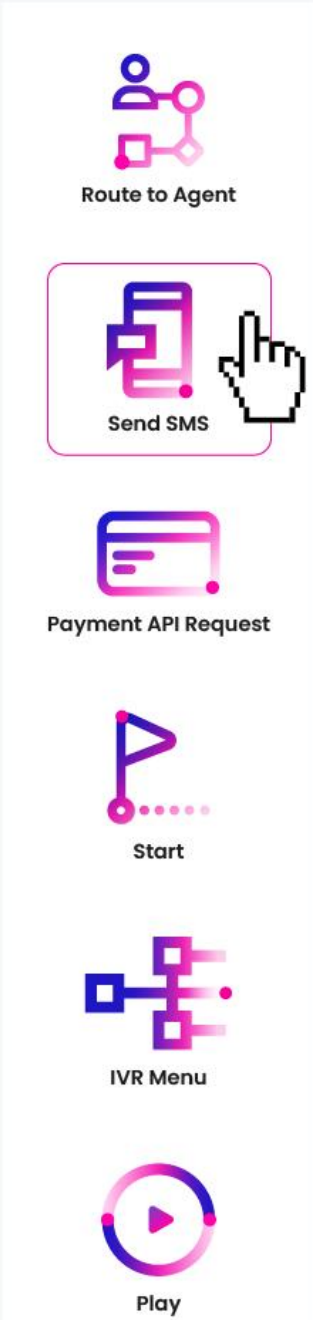
Appointment

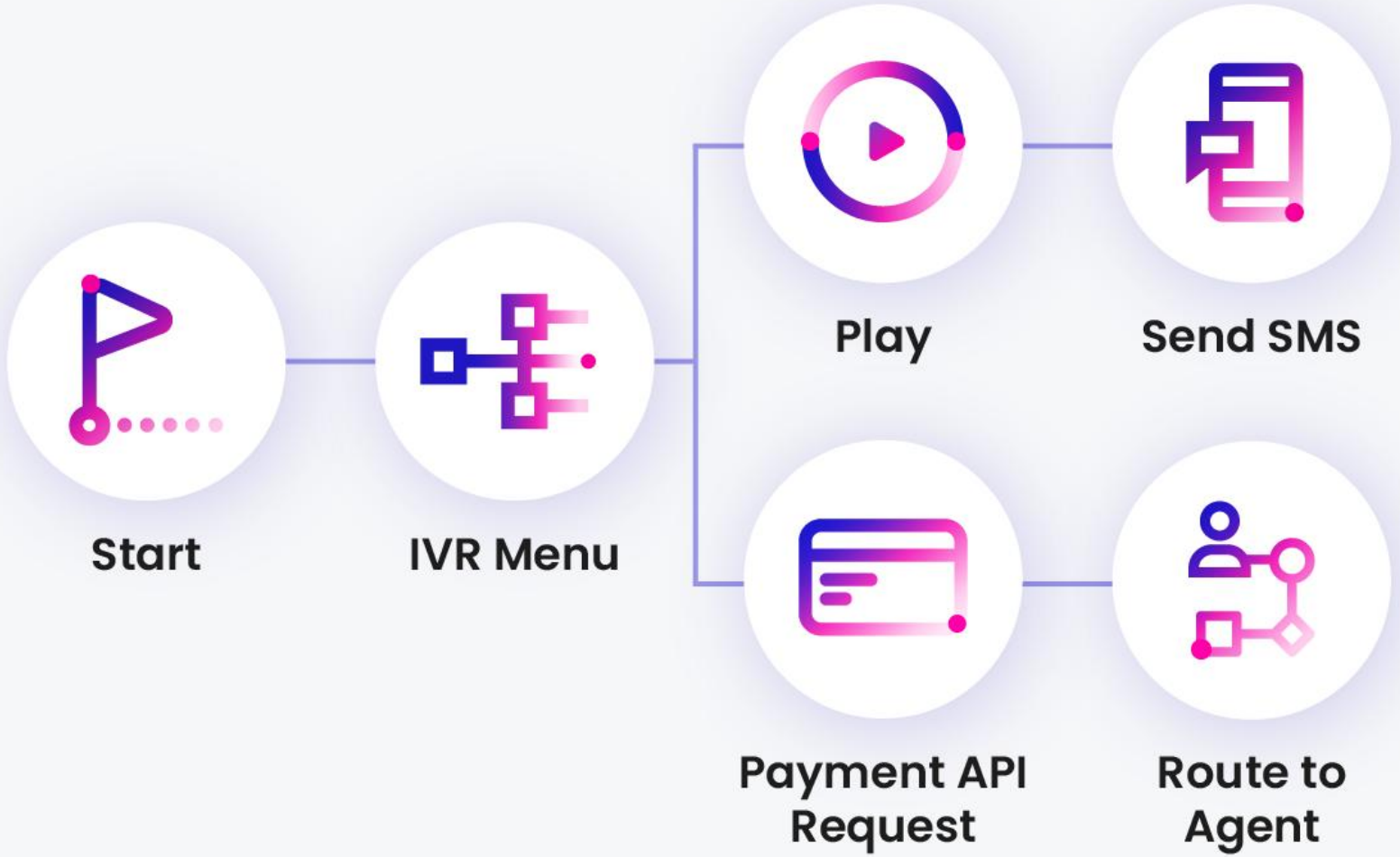
Skill group

Please select a skill...

- None
- Contract renewal
- DCA elite
- Product knowledge

IVR Editor


Route to Agent
Send SMS
Payment API Request
Start
IVR Menu
Play


Start
IVR Menu
Play
Send SMS
Payment API Request
Route to Agent

Contact details are added to HubSpot

John Smith

Last Contacted

Last Engagement

View lead

Call contact in MaxContact

John Smith

Call

Overview

Activities

Search activities

Call

Review recording

Outbound Call Completed

Call Outcome:

Call Duration:

0:00

0:07

Sends end of call details back to HubSpot

HubSpot sends the information to MaxContact

Interactions

Updates

Conversation recap

Recap | Transcript | History

Sentiment

Positive	50%
Neutral	35%
Negative	15%

Summary

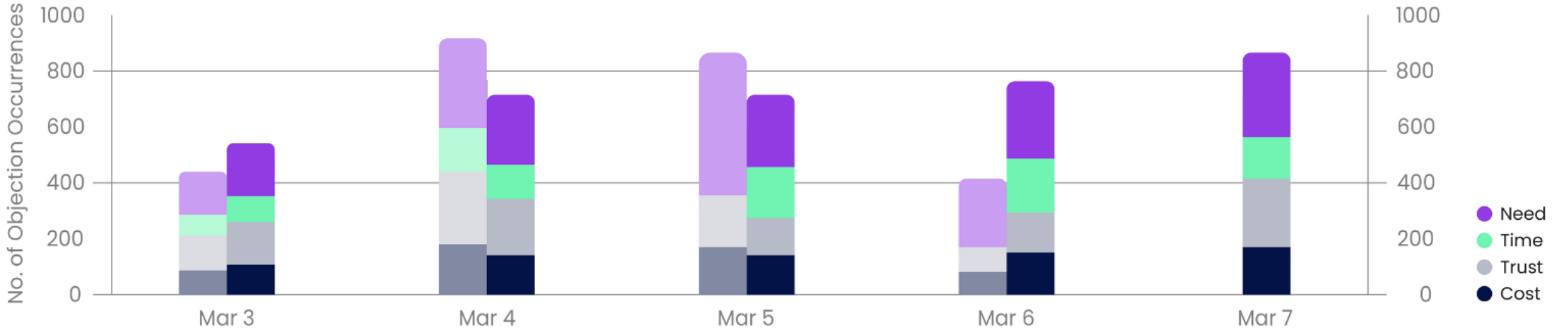
Customer expressed interest in exploring higher-tier subscription options due to increased usage of services. Agent provided detailed information about available upgrade options, highlighting additional benefits and pricing structures.

Success Intelligence

Conversion rate	Successes	Avg. Monologue	Avg. Silent Time	Silent Time %
12.11%	1,433	44.6s	14.1s	6.89%
+1.11% vs prior period	+10.5% vs prior period	+2.25% vs prior period	-5.12% vs prior period	-2% vs prior period

Objections | Performance

Campaigns (4) | Teams (5) | Users (50)



	Category	Occurrences	Interaction Results	Successes %	Unsuccessful %	Successes/h	Handling Effectiveness
Not interested ↓ -12 successes vs prior period	Need	1224 +122 ↑	+100 -1000	59% +22 ↑	41% -22 ↓	8.1 +67 ↑	29% +9 ↑
Cheaper competitor ↑ +12 successes vs prior period	Cost	829 -14 ↓	+100 -1000	51% +3 ↑	49% -22 ↓	4.3 +90 ↑	4% +8 ↑
Disputes amount ↑ +12 successes vs prior period	Cost	717 +17 ↑	+100 -1000	57% -19 ↓	43% +19 ↑	7 +5 ↑	62% +14 ↑

Key Takeaways

1. **Understand the difference:** Use automation for predictable tasks and AI for complex decision-making.

2. **Start smart:** Focus AI and automation where they deliver the quickest wins — like call handling, follow-ups, and coaching.

3. **Think big, start small:** Scaling AI and automation needs clear goals, trusted systems, and strong leadership commitment.

MaxContact

MaxContact is the best cloud contact centre platform for delivering conversation outcomes and customer insights to generate more revenue - compliantly.

www.maxcontact.com