# Artificial Intelligence AI Contact Centre

What is Artificial Intelligence (AI)?

AI gives the impression of intelligence by drawing meaningful insights from data, and they're already in use for:

- big data: finding the patterns in large amounts of varied, fast moving data
- natural language processing: allowing computers to parse language as spoken and written by humans (such as in Amazon's Alexa)
- machine learning: allowing computers to effectively program themselves by adapting to changing circumstance and data
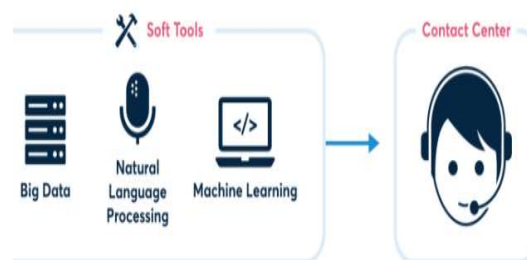
How it functions in our contact center?

AI will provide appropriate support throughout the interaction. It will anticipate a customer's inquiry and predict what they'll want to talk about. AI will help humans whether the customer or the contact center agent to get more done in less time. In short, these tools let us take resources that previously were of little value, such as hours of call recordings–and draw out knowledge that would otherwise be lost.

Benefits of practicing AI in call center:

- anticipating needs: big data will help to predict customer needs
- augmenting conversations: virtual assistants will provide instant help
- automating where possible: save valuable human agents for those interactions where they're most needed.

Contact Us :

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