

9 Steps to Success for GenAI Adoption in Your Contact Center

Parloa recommends all enterprises consider the following when adopting a generative AI solution to set themselves up for short- and long-term success.



1. Identify and Prioritize Use Cases

Identify the use cases that deliver the greatest impact, optimizing customer experience and contact center operations. Then, prioritize them based on time to value and feasibility. Start with low-risk, high-reward use cases to build momentum. Examples could include customer identification or call routing.



2. Define GenAI Adoption Success Goals and Metrics

Align within your company on the goals of adopting genAI and the corresponding metrics you're going to use to measure the performance. This increases focus and removes ambiguity when deciding how genAI impacts your contact center.



3. Prepare Business Systems Integration and Data Readiness

Identify potential gaps and areas for improvement in data and business systems integrations prior to implementation. This ensures any genAI solution is using accurate and consistent data, increasing performance, while integration readiness can reduce development and deployment time. Keep in mind that the documentation of your current APIs will impact integration, and well-documented APIs will drastically reduce time to value – making the integration of different systems and workflows much easier.



4. Security and Compliance

Implement robust data privacy and security measures to protect customer data, ensuring these considerations remain at the forefront when safely implementing and using genAI.



5. Quality Assurance and Testing

Anticipate that you will need to establish an extensive testing program for AI agents. This means running automated, simulated conversations to ensure quality and identify any potential issues before deployment. On the flip side, you will need to continuously monitor and evaluate performance after deployment to fine-tune automation to increase satisfaction and efficiency.



6. Employee and Agent Training

Develop enablement programs for employees and agents to streamline the transition. Employees will need to adapt to using these new technologies, building and maintaining AI agents, while human agents will need training on interacting with AI agents and handling more complex use cases that can't yet be automated. Innovative vendors will provide best practices for enterprises to start using these technologies quickly and effectively.



7. Change Management and Communication

Document existing workflows to create a change management plan to remove any potential roadblocks that could impact the transition to a genAI solution in your contact center. Proactively communicate any changes internally, and to customers, to increase successful adoption.



8. Scalability for Growth and Continuous Improvement

Keep a growth mindset that includes scalability when laying a genAI foundation in the contact center, ensuring that your company can meet the demands of more customer conversations and more complex use cases. You must be able to build on top of what you implement initially.



9. Proper Mindset

As stated above, genAI is more than a new SaaS platform. It requires a shift in how your contact center views customer interaction and loyalty. Roles and personnel needs may change, but the end result is not only satisfied customers, but also better-utilized contact center staff who are able to provide more robust value.