

# The pros and cons of tech in CX

**Tech can be controversial in customer service.** On one hand, we've all thought 'I just want to speak to a human!' when stuck in an endless loop of automated messages. But on the other, there's no denying the speed and efficiency of a customer service chatbot.

**So do the pros outweigh the cons?** And where should businesses strike the balance between innovative tech. and human interaction? In this infographic, we'll explore just that.



## Here are a few use cases . . .

## Pros

### ✓ Speed

- Faster resolutions and enhanced call management
- Common queries can get automated responses through chatbots and IVR
- Chat, voicebots and self-service tools offer 24/7 service - reducing wait times and providing cover when humans can't
- AI tools can identify trends quickly, either taking action or notifying people to investigate further

### ✓ Simplicity

- Auto-transcriptions make learning, performance reviews and reporting easier
- Omnichannel support offers a seamless experience across calls, email, chatbots and social platforms
- Online FAQs and self-service portals let customers resolve simple queries without agent assistance

### ✓ Sensitivity

- AI flags vulnerable customers and guides agents in real time
- The more time you can save by automating the basics, the more time your agents will have for complex and sensitive calls
- Customer history and preferences inform empathetic, context-aware interactions
- Real-time emotional tracking helps tailor responses to a customer's mood or stress levels

## Cons

### ✗ Over-automation

- Tech isn't great at empathy, nuance or emotional intelligence (yet!)
- Can lead to poor complaint handling and customer dissatisfaction
- Bots may struggle with unusual circumstances, leading to customer frustration and potential brand damage

### ✗ Skills gaps

- Agents need to be upskilled to use advanced tools, which costs time and money
- Improper use of tech can lead to dips in service quality and technical issues
- Too many platforms without integration can confuse agents and disrupt workflows

### ✗ Unpopularity

- Overuse of tech can signal cost-cutting rather than care, damaging customer sentiment

**80%** of customers still expect human interaction <sup>1</sup>

**99%** of customers feel more comfortable when assisted by a real person <sup>2</sup>

## So what do the experts do?



## Conclusion

**The ultimate benefit of tech? Putting time back in the agents' hands.** Technology might have completely reshaped customer service in the last few years. But particularly in areas such as complaints and complex interactions, it will never replace the feeling of a 1:1 conversation.

However, the beauty of automation is that it speeds up processes and simple case resolution, freeing up agents to do what they do best.

So when a customer really needs the human touch, they can reach the help they need, faster.

### MaxContact

**For an omnichannel customer experience**  
Connects all communication channels, so customers can reach us however they prefer without repeating themselves.

### Unified Agent Desktop

**A smarter system for agents**  
A single interface that brings together customer history from every channel, giving advisors the full picture.

### Sigma ServiceOne

**For greater efficiency**  
A system we developed ourselves, which automates workflows and uses AI to reduce manual tasks and improve efficiency.

### Mojo CX

**For real-time insights and compliance**  
Provides speech analytics to help us monitor quality and pick up on customer dissatisfaction.

### Orca Portal

**For self-service collections**  
Puts the control back in the customers' hands, and saves time for agents.

### AgentTrak

**For growth and learning**  
Supports remote teams with performance tracking.

**Need help getting the right balance between the human touch and tech?**

**Talk to the experts at Sigma Connected today.**



<sup>1</sup> <https://www.salesforce.com/in/resources/research-reports/state-of-the-connected-customer>  
<sup>2</sup> <https://www.copc.com/tp/global-benchmarking-series>