



Customer service in the age of AI

How to futureproof your business
without compromising quality



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Executive summary

This report is designed to help businesses build a cast-iron CX strategy for the age of AI.

Using our own survey results, extensive research and interviews with thought leaders, we've uncovered some surprising insights about how customers really feel about AI in CX, and how customer service teams are using it to get ahead of the curve.

Based on this research, we've recommended five strategic pillars to help you futureproof your business, without compromising quality for your customers.

Key findings:


90%

of businesses believe they meet customer expectations, yet only **43%** of consumers reported being satisfied with online customer service over the past year.


18–89 Year olds

Surprisingly, these trends featured across all the age groups we surveyed, from **18–89**, debunking the common misconception that only older demographics want human-first service.



59%

of respondents to Sigma Connected's survey have negative feelings towards AI in customer service.


73%

However, **73%** are open to AI in customer service IF there's an option to escalate to a human.


2028

According to Gartner, the EU may mandate "the right to talk to a human" by **2028**.



Strategic recommendations:

Based on our findings, we recommend that businesses:

- 1** Operate a hybrid model in CX (automation for simple tasks and queries, humans for the complex stuff)
- 2** Deploy AI solutions ethically and transparently
- 3** Invest in internal skills and training
- 4** Prioritise customer satisfaction
- 5** Focus AI use on operational gains

Want in-depth data, details on upcoming AI regulations, and actionable insights that will help your business succeed?

**Read the full
report now**

Foreword

Customer management is changing quickly, but make no mistake about it – the fundamentals still remain the same.

To give some context, as a 2+ decade veteran of the CX space, I have never seen as big of a push for advanced technology deployment across all aspects of this sector as I have over the past few years. In many ways, this is a healthy development. Tech and customer management go hand-in-hand; they always have and always will.

But what has been lost in the mix since late 2022, has been the role of the agent in ensuring the best possible interactions with consumers. I am pleased to report that this important part of the discussion seems to be making a much-needed comeback. Live agents empowered with the right technology tools that help them do their job better is a winning combination for brands across the vertical spectrum. Certainly, there is room for automating some aspects of the frontline CX journey, but no one can dispute the need for empathy, warmth and the human touch as a means of ensuring customer loyalty.

These trends and many more are contained in the following pages of this report, which I consider to be a blueprint for CX management in 2025 and beyond. Smart customer management leaders, no matter the location or sector, should heed the research findings and act accordingly in how they develop their own strategies moving forward. The more informed the decision, the better it is likely to be. In the current CX environment, there is no room for error.

Sigma Connected has provided the insight, now is the time to act on it.

Peter Ryan, Principle Analyst at Ryan Strategic Advisory





Introduction

C-Suite executives have been getting excited about AI for a while now.

From forecasting demand for energy companies, to spotting fraudulent activity in financial transactions, the efficiency benefits and cost savings are uncontested.

But when it comes to customer service, there's a question mark. On one hand, using AI tools to deal with enquiries has benefits for everyone. You can streamline your customer service team, and the customer gets the answer they need, faster. On the other hand, we've all called a business and thought "can I just speak to a human please?!"

Over-rely on AI solutions like chatbots and even call routing, and you could risk under-serving your customers. As short-term failings in CX can quickly turn into long-term customer churn, it's essential for decision-makers to take a considered approach, and not be dazzled by futuristic technology and transformations in efficiency. Your brand and your business depend on it.

So how do you find the right balance between AI-enhanced CX, and customer satisfaction?

Well, in this report we'll explore just that. At Sigma Connected, we've taken on one of our biggest ever research projects – including interviews, YouGov surveys, and hours of research – to find out:

- What customers really think about AI
- How businesses like yours are using AI to enhance customer service
- Details of AI regulations, and
- The best strategies to futureproof your CX in the age of AI

It's all right here in this report. So settle in, put on some soothing hold music, and get ready to discover the insights you need to inform a cast-iron CX strategy.

Part 1:

The current climate



Consumer attitudes towards customer service

How do customers feel about customer service right now?

- **78%** of UK consumers report high frustration with customer service, spending around 28–41 minutes weekly dealing with issues.
- In 2024, **24%** rated their experience as poor, the lowest in a decade.
- **39%** highlight having to repeat their issue to multiple agents as their top frustration, while **43%** say it's long wait times.
- **87%** of customers say they act after a bad experience: **51%** stop spending with that brand, and **30%** switch to a competitor.
- Top attributes that increase customer happiness include stress-free service (**41%**), effortless interactions (**31%**) and personalisation (**28%**).

And finally, the killer statistic:

90%

of businesses believe they meet customer expectations, yet only **43%** of consumers reported being satisfied with online customer service over the past year.

Customers define quality service as:

- 1** Access to knowledgeable people (**56%**)
- 2** Quick problem-solving (**48%**)
- 3** 24/7 availability (**34%**)

Could AI offer a solution?

Let's find out how consumers feel about it first...

Source: Business Wire

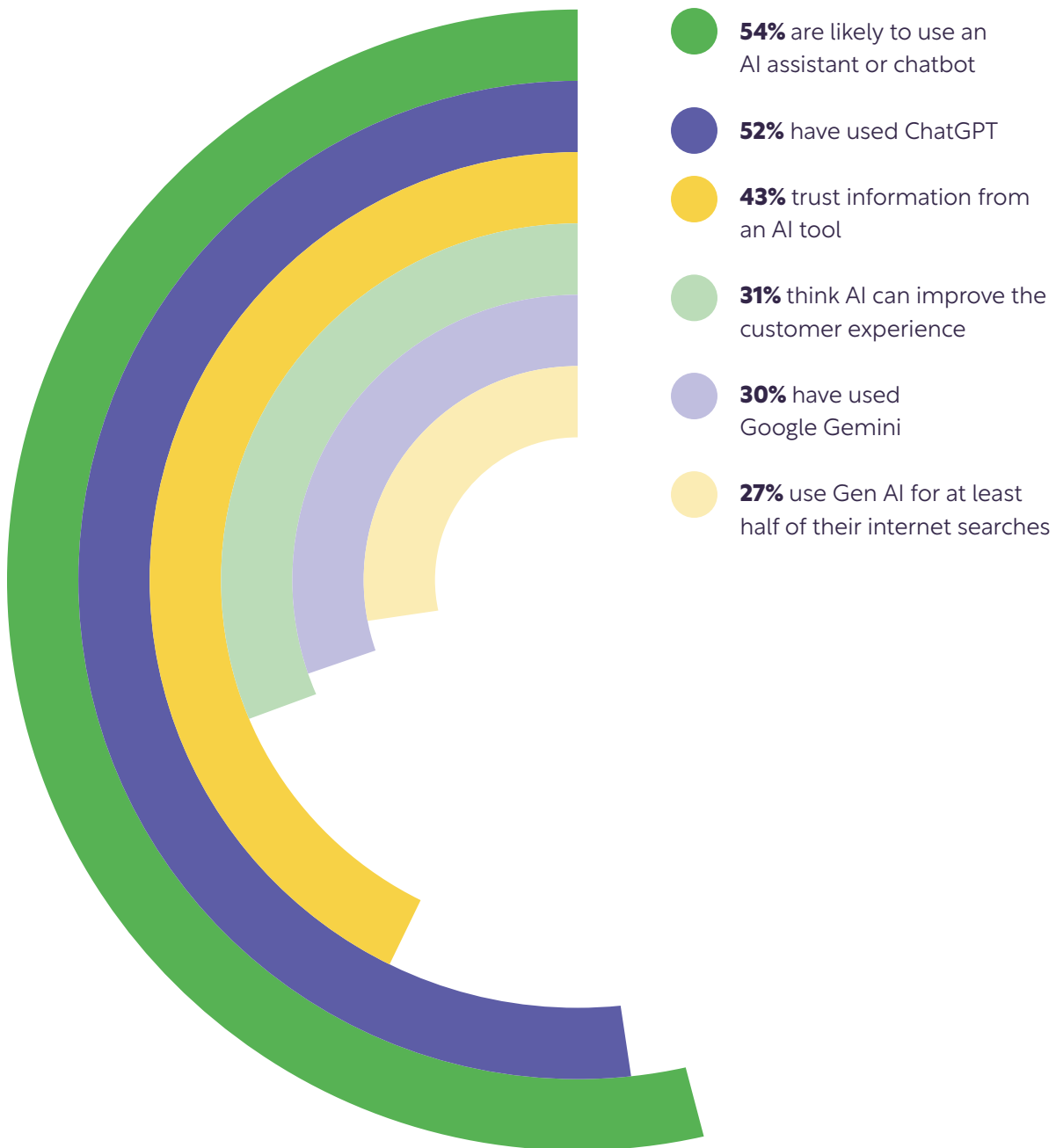
Other sources: YouGov, NICE, Business Wire, KPMG, The Guardian, Attest, Tech Radar, Times, GDPR Local, Xenoss, Digit, It Brief, Arxiv, Hausfeld, Kennedys Law, Clydeco

Consumer attitudes towards AI

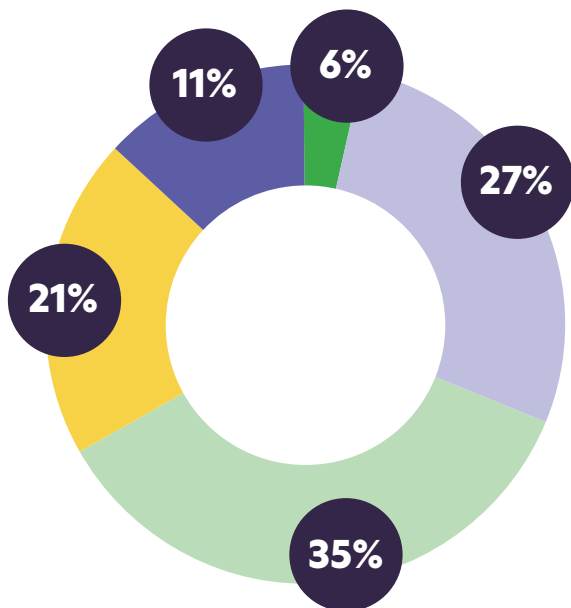
While businesses are very excited about the efficiency benefits of AI, what are perceptions like on the ground? Are customers ready for an AI revolution in CX?

To work that out, let's see how much they trust AI tools at home...

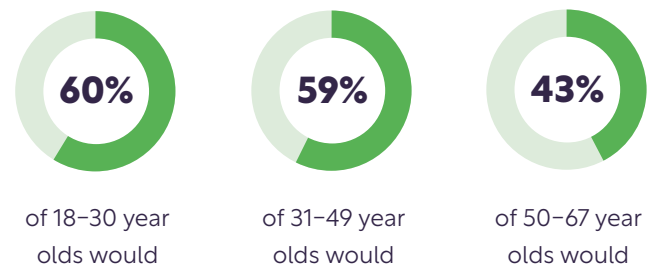
How are people using AI in general?



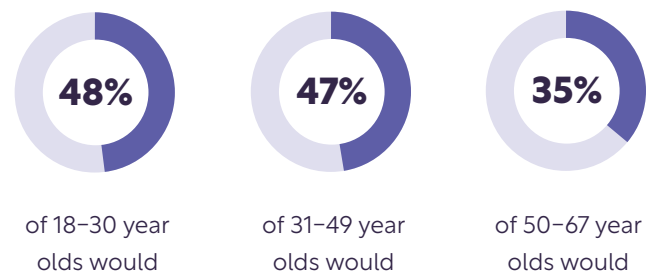
How do they feel about companies collecting their data through AI tools?



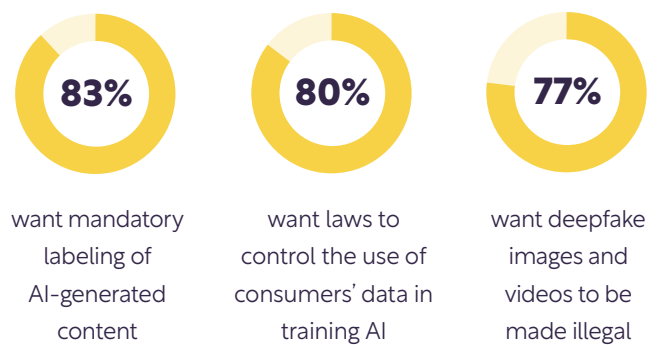
Would they use an AI assistant or chatbot on a company's website?



Would they trust information provided by AI tools?



Do they think there should be laws to control AI?





So how do people feel about AI in CX?

Survey 1: The general public

We know what customers think of customer service. And we know what they think of AI in general. So what about AI as part of the customer experience?

Do they trust it? Do they value it? And do these answers change depending on who you ask?

According to one survey, **80%** of consumers are open to AI in customer service, especially for speed of resolution (**39%**) and equipping agents with knowledge (**37%**).

But then Sigma Connected conducted its own research, and the picture painted was much more hesitant.

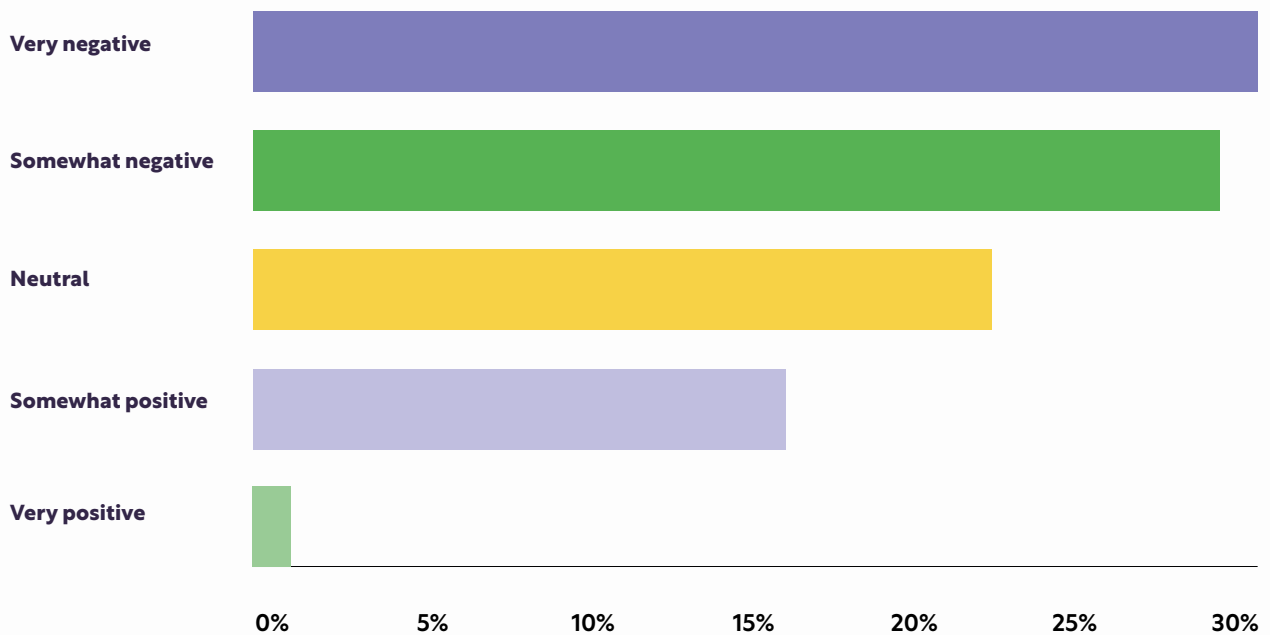
We surveyed a broad audience of UK-based respondents aged between 18 and 89, and found that overall, it's a complex landscape full of contradictions. For instance, while there's a general scepticism towards AI, we saw earlier that there's definitely a desire for faster, simpler customer service too.

So what can we take from this? Well, as businesses are placing a growing focus on automation in customer support environments, these results show that they need to work harder to bring the customer on that journey with them. Accelerate tech adoption too fast, and you could risk leaving your customers behind.

Scepticism towards AI

- The majority of respondents (**59%**) have negative feelings towards AI in customer service.
- This stems from negative experiences and uncertainty about AI's ability to provide them with support.
- Only **17%** felt positive about AI, so there's a significant trust deficit.
- **39%** see no benefit of AI in customer service at all.

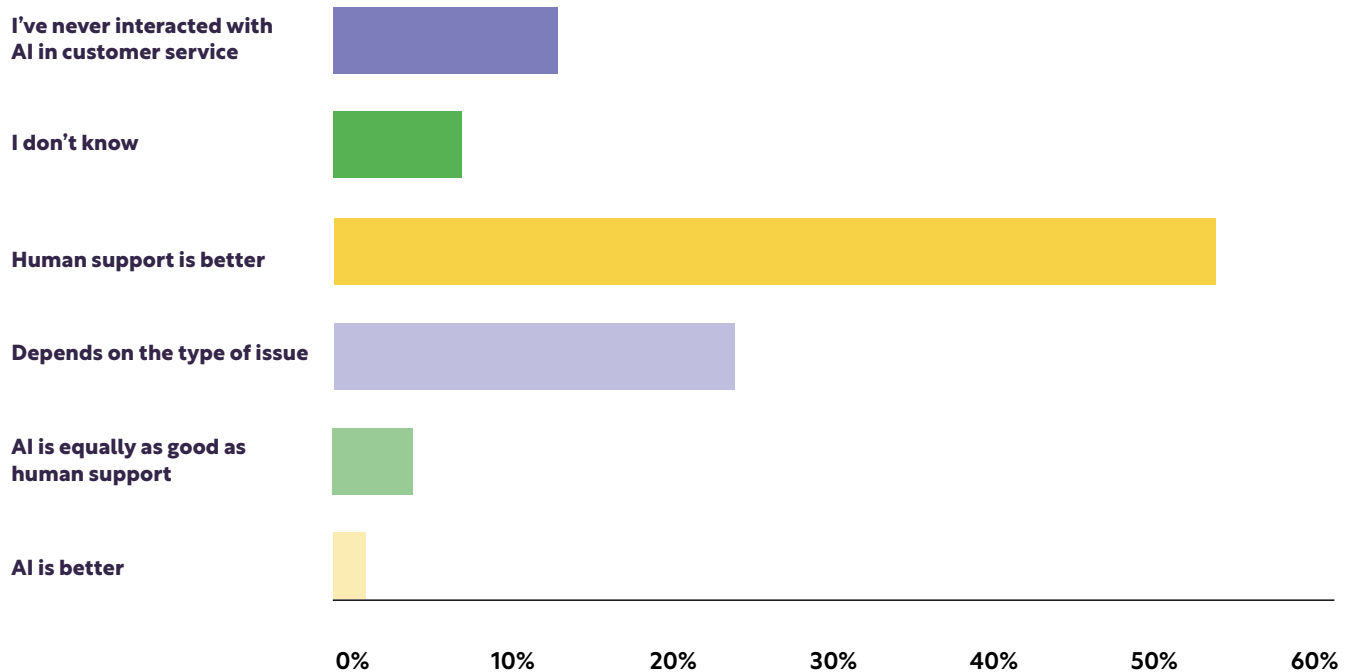
Overall, how do you feel about companies using AI for customer service?



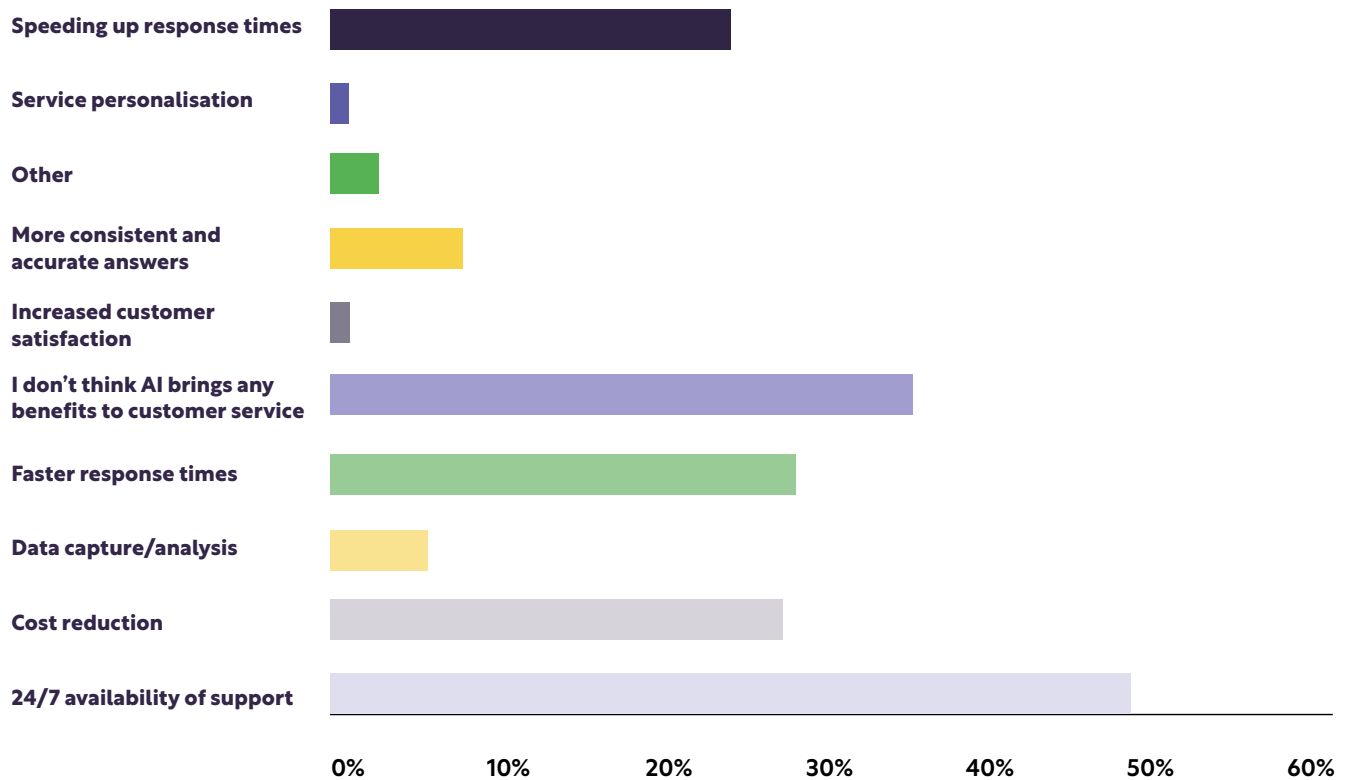
Preference towards humans

- **53%** said they preferred human interactions in customer service, due to emotional intelligence, contextual understanding, and personalised reassurance.
- However, **73%** are open to AI in customer service IF there's an option to escalate to a human.
- This suggests that hybrid service models would be best received. With AI for speed and routine, and humans for empathy and complexity.

In your experience, how does customer service provided by AI compare to service provided by a human agent?



**What do you see as the main benefit of AI in customer service?
Select up to three options**



Efficiency benefits

- Respondents see the value in AI when it comes to 24/7 support, cost-reduction and speed.
- 24/7 support was seen as the main benefit of AI in customer service **(49%)**.
- This was followed by faster response times **(29%)** and cost reduction **(27%)**.

Top issues when dealing with AI in CX:



Other issues included language barriers and cultural misalignment. Collectively, this shows there's a disconnect between service delivery and user expectations.

Myth, busted: It's not just older people who have reservations...

There's a general perception that older people prefer traditional phone service, while younger people prefer easy and impersonal tech – but our research found that to be a **red herring**.

It turns out everyone wants the option to speak to a human if they need to.

Bear this in mind when formulating your CX plan: and don't base your strategy on stereotypes



Survey 2: The industry

We also conducted a similar survey via Sigma Connected's social media channels.

Just under a third of respondents **(28%)** were customer service agents, and another **36%** were Sigma Connected employees, so they were probably more familiar with the idea of AI in CX than the general public. This idea was confirmed in the results, as this group had a cautiously optimistic outlook on the use of AI in CX overall.

However, while industry perceptions on AI were different to customers', their primary concerns were the same: ethics, transparency, and the importance of the human touch.

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AI awareness and understanding

- **70%** of respondents have a positive view of AI in customer service.
- **84%** feel at least somewhat informed about AI trends.
- Over half were aware of the use of AI in handling basic queries, for transcription / summarisation, speech analytics, routing messages and QA.
- However, one of the main challenges for adopting AI is still thought to be lack of internal expertise **(58%)**, which suggests a need for clearer communication and training.

Ethical concerns

- Top fears around the use of AI in customer service included job losses, poor customer satisfaction, and misuse of data.
- The risk of AI replacing customer service operatives was a common theme throughout responses, with particular concern around QA and compliance.
- Many respondents noted the need for transparency when it comes to AI usage.

The importance of the human touch

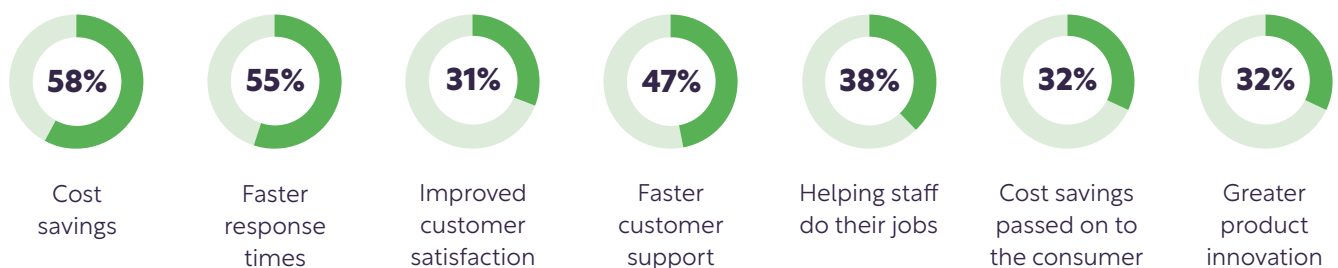
- Almost none of our respondents would support a fully AI-led customer service model, despite openness to AI in general.
- **37%** noted customer resistance when it comes to the adoption of AI.
- **87%** believe customers should always have the right to talk to a human.

Overall pros and cons

As with any new technology, most people accept that there are pros and cons to AI in CX. You can find a quick summary below.

Pros

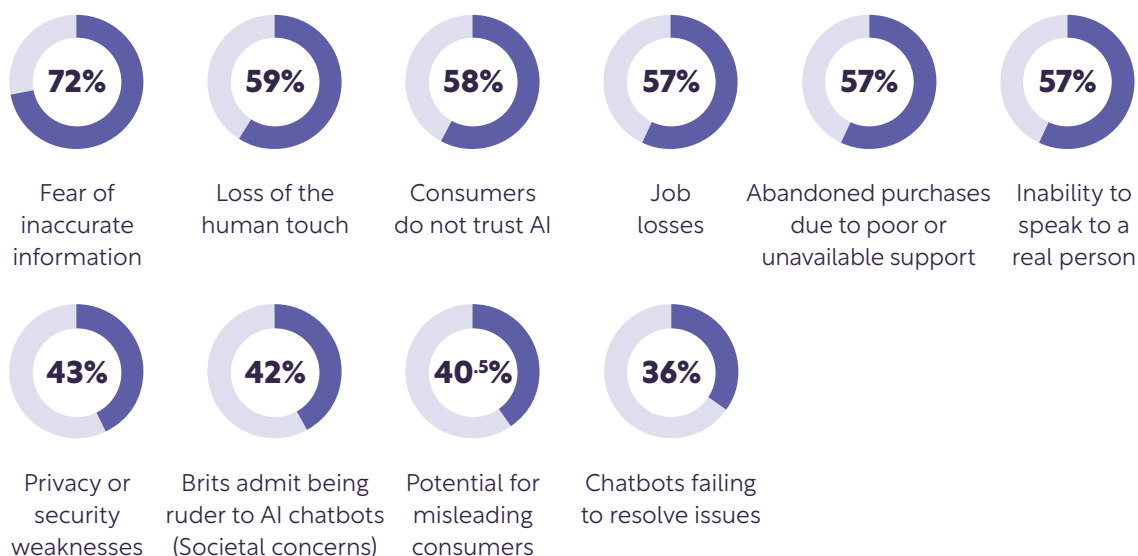
For professionals and businesses using AI:



For AI users in general:



Cons



Part 2:

Real-world applications of AI in CX



How are businesses using AI in CX today?

Now we've established perceptions of AI use in CX, it's time to look at the reality.

According to a Capterra report, **46%** of UK customer service teams are using AI tools today. Within 5 years, it's predicted that almost half (**48%**) of all enquiries could be handled by AI.

KPMG also recently conducted research in 23 countries, to find out where AI is making a difference for leading organisations. Here are some of the sectors and use cases they discovered:

Sector	Business examples	CX use cases
Airlines	Emirates Singapore Airlines	Customer check-in robots Online AI service bots
Banking and insurance	First Direct KBank Maybank FWD USAA	Next-best-action support Regulation implementation monitoring Customer query management Underwriting accuracy AI-driven repair quotation Personalised product design and financial insights Fraud detection
Retail	Adidas Nike Apple	Personalised product curation Easy return automation
Healthcare	Mayo Clinic Fielmann	Customer query management AI diagnostics Medical monitoring (e.g. for diabetes) Online pharmaceutical prescription delivery
Hospitality	Hilton Tokyo Disney Resort Universal Studio Japan	Reward scheme management Personalised experiences – adapting service delivery to each individual customer Front desk automation and personalisation
Public sector	Singapore General Hospital Employees Provident Fund (EPF)	Citizen query management AI-driven cost reduction Regtech
Telecoms	Spusu Viettel	Customer retention detection and engagement

What about Sigma Connected?

“For Sigma Connected, technology is an enabler,” says Ian Gerleman, Chief Technology Officer. “It makes what we do more efficient, in order to free up high quality human service for our clients and their customers.”

From recruitment and training to speech analytics and agent support, we carefully trial every AI tool to make sure it delivers true ROI. That might mean making processes faster and more efficient, or making customer and quality assurance insights more accessible.

Either way, we always make sure it benefits the end customer, not just our bottom line.

How does Sigma Connected use AI to enhance CX?



Speech analytics



Agent support tools



Quality assurance



Self-service customer comms (chatbots)



Training CS agents

What's the impact?

Since integrating generative AI into their CX systems, one telecoms firm reported **20%** fewer calls and **50%** higher customer satisfaction.

This tallies with some reports from the consumer side too. Among consumers who trusted AI-powered firms, **62%** felt happier with the service they received, and **72%** said it added to their overall wellbeing.

However this comes with a big caveat: for complex queries and conversations which demand empathy (e.g. collections), chatbots and automated systems are reported to increase customer dissatisfaction, not reduce it.

In fact, **54%** of consumers feel their problems are only settled when interacting with a human agent – and **40%** would even pay extra for human service over AI support.

What can we conclude from this?

Reports suggest that the ideal CX system favours a hybrid approach. Where AI is used to deal with simple queries, and human agents are easily accessible to deal with more complex enquiries.

We'll discuss this in more detail in
Part 3: Strategic recommendations



“For Sigma Connected, technology is an enabler. It makes what we do more efficient, in order to free up high quality human service for our clients and their customers.”

**Ian Gerleman, Chief Technology Officer
at Sigma Connected**

Taming the beast: AI regulations and what they mean for you

From our research, it seems that lots of customers are uncomfortable with the idea that, at some point in the future, we won't be able to tell whether we're talking to a real person or an AI.

But would you be uncomfortable enough to legislate against it?

In the UK, a YouGov poll found **86%** of adults want AI use to be disclosed, with **70%** feeling that current regulations are inadequate. In the King's Speech in July 2024, it was confirmed that our government has the intention, at least, to legislate on "the most powerful AI models." There has also been some funding, steering groups, and guidance set up to help regulators improve AI oversight.

Things are moving faster in the EU. In 2025, its AI Act came into force: the world's first comprehensive law on the use of artificial intelligence.



86%

of adults want AI use to be disclosed



With this act, parliament's priority was to make sure that AI systems used in the EU are:

- Safe
- Transparent
- Traceable
- Non-discriminatory
- And environmentally friendly.

Any UK companies exporting to Europe must also comply – and it's predicted that the UK will more or less match this legislation in the coming years, so it's good to get ahead of the game.

Is your AI solution high-risk?

The new EU legislation spans several key areas, and there are different rules for different risk levels. Lots of AI systems pose minimal risk, but some fall under 'high risk' and 'unacceptable risk' categories.

It's good to check if your CX innovations fall into the latter categories, as if you're exporting to the EU, they'll need to be assessed both before they go on the market and throughout their lifecycle.

AI systems falling into the following high-risk areas may have to be registered in an EU database:

- Managing and operating critical infrastructure
- Education and vocational training
- Employment, worker management and access to self-employment
- Accessing and enjoying essential private services and public services and benefits
- Law enforcement
- Migration, asylum and border control management
- Assisting in the legal interpretation and application of the law.

2028



According to Gartner, the EU may mandate “the right to talk to a human” in customer service by 2028.

Transparency with customers

Any generative AI (such as ChatGPT) isn't classed as high-risk currently, and the same may apply to customer service chatbots too.

However, there are some new transparency regulations that are worth considering, as well as EU copyright law:

- You must disclose any AI-generated content
- You must design the LLM to prevent it from generating illegal content
- You must publish summaries of any copyrighted data you've used to train the AI

The other important thing to note is a prediction by Gartner: by 2028, the EU may mandate “the right to talk to a human” in customer service.

Design your systems with this in mind, and you should have the right balance in CX.

Why you need to be mindful of data regulations

Even if you're just using ChatGPT on a casual basis at work, you also need to be careful with data regulations.

“By default, the big providers, like OpenAI or Anthropic, do not have the actual engine room of the AI based in the European Union or the UK,” says Ian Gerleman, CTO at Sigma Connected. “So if you need to have some information processed by that particular LLM, you may well be sending that data offshore.”

“At the moment that's a problem when you input any kind of customer data, as it risks violating GDPR.”

It's also worth mentioning proprietary AI here. If you're developing your own personalised tool for something like speech analytics, you need data to train it with.

However, if your customers haven't consented to their data being used for this purpose (especially if you're commissioning a third party to build your product), that could be a stumbling block in terms of ethics and data compliance.

Our take? Regulations or no regulations, it's always good to operate responsibly

In today's world, technology is moving at such a pace that it's difficult for legislators to keep up.

But those five core principles of safety, transparency, traceability, equality and sustainability should apply to everything businesses do with AI, whether the government mandates it or not.

Sure, it might be more costly in the short term. But in the long term, the evidence shows that it'll help you keep your customers happy, develop a reputation for trust and responsibility, and earn and retain more business as a result.

Part 3:

Strategic recommendations



How to futureproof your CX in the age of AI

Having key principles behind your CX strategy isn't just about morals, ethics, and values. It's about making sure your AI tools deliver real ROI. If they're treated as a magic bullet, or something that can completely replace humans, you may find that your tool fails to deliver on the reasons you invested in it in the first place. In other words, AI with core principles is more likely to deliver on its KPIs.

Based on our research above, and the EU's list of AI priorities, we've outlined the following five principles as key pillars for a successful CX strategy:



Over the next few pages, we'll go into a little more detail on how to turn each of these principles into strategic actions.

Principle

1

Operate a hybrid model

We've seen from our research that at this stage, AI cannot replace the need for human agents. Especially in cases where agents are dealing with vulnerable customers, or discussing complex, multi-layered issues that demand emotional sensitivity. However, there's also no denying the efficiency benefits of AI.

So where do you strike the balance?

"Everybody wants to get that right balance of hybrid," says Ben Jones, Chief Commercial Officer at Sigma Connected. "But it's hard trying to do that against the pressure from above to implement technology more quickly, save costs, and increase volume for the same amount of throughput."

"I would always encourage anybody who's looking at this to protect against going too fast or trying to save too much too quickly, or losing sight of what the endgame is," he adds.

"In the end, the aim is delivering a good quality service to the end customer."

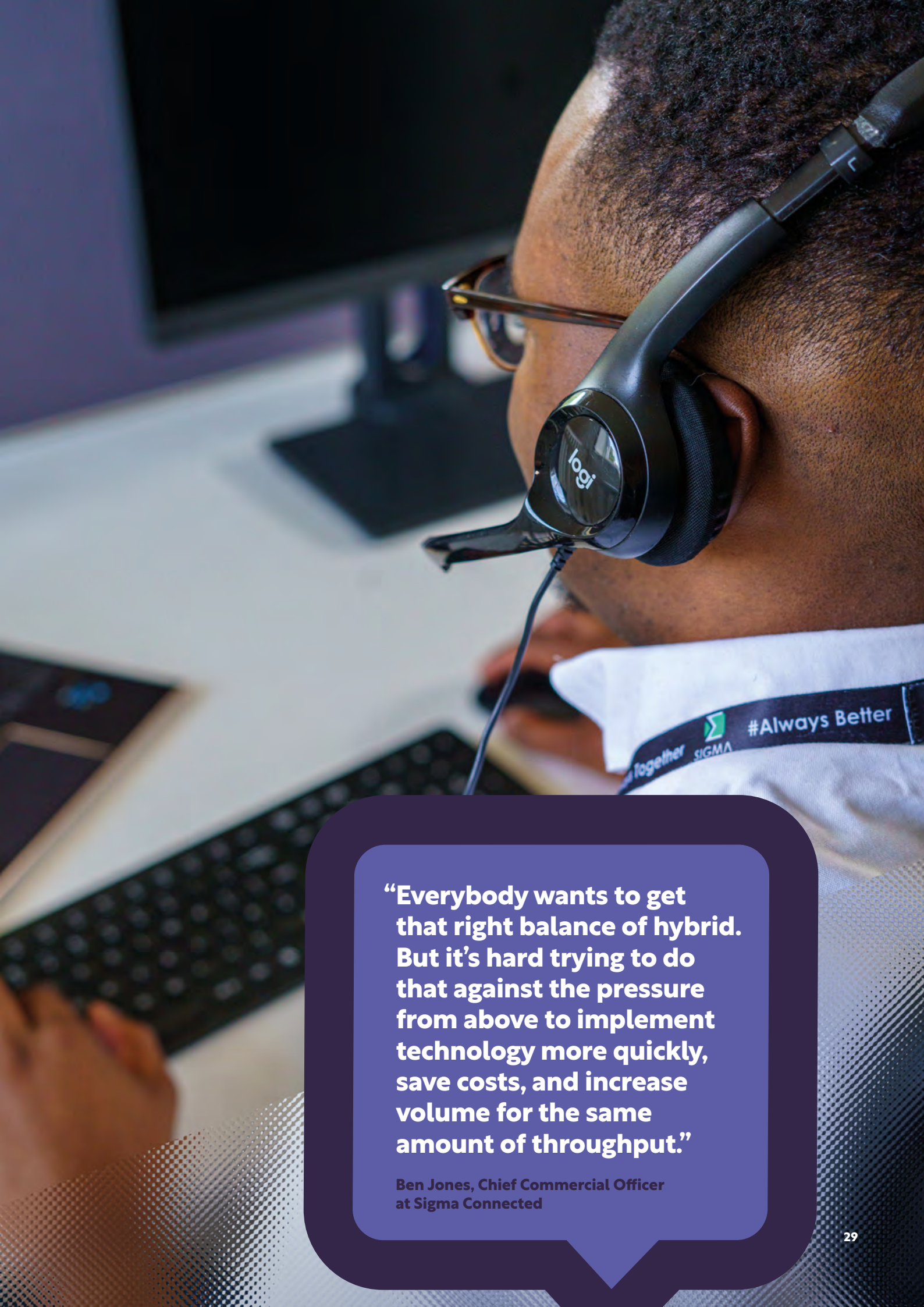
In order to achieve this, we recommend the following approach:

- Use AI for first-line customer support and repetitive, low-value tasks (e.g. the bulk of call listening)
- Invest in AI agent assist tools to augment (not replace) human performance
- Offer clearly marked escalation paths to human agents
- Personalise your service based on customer preference, with the option to opt in or out of AI support

When considering where to draw the line between human and AI support, it's also worth bearing in mind the limitations of current technology.

Yasmin Neal, Director of Learning and Development at Sigma Connected, offers a useful example: "If your quality assurance scorecard includes showing empathy to the customer, AI speech analytics can tell you if an agent used empathetic language, but not if their tone was empathetic."

"We will get to a place where that will happen, but we're not there right now. So the most effective strategies I've seen have been a combination of the two, where you use the technology to do the bulk of the work, and then use the human element to refine it."



“Everybody wants to get that right balance of hybrid. But it’s hard trying to do that against the pressure from above to implement technology more quickly, save costs, and increase volume for the same amount of throughput.”

**Ben Jones, Chief Commercial Officer
at Sigma Connected**



“It’s important to introduce any AI solution in a way that shows people that it’s supporting them.”

Yasmin Neal, Director of Learning and Development at Sigma Connected

Principle 2

Deploy ethically and transparently

Our research shows that transparency is a concern for both consumers and legislators when it comes to AI in CX. So, if you can be upfront about where you're using AI and where you're not, it may provide your business with a competitive edge in the future.

Here's how to take advantage:

- Clearly disclose when customers are interacting with AI
- Implement the 'Right to Talk to a Human' ahead of regulation introduction
- Implement robust data protection methods, and be clear about if / when customer data is used to train AI
- Position ethical AI use as a competitive differentiator in external comms

It's also good to be ethical and transparent with your internal teams.

"It's important to introduce any AI solution in a way that shows people that it's supporting them," says Yasmin Neal, Director of Learning and Development at Sigma Connected.

"The area I was most concerned about is quality assurance, because there are some companies that have implemented speech analytics and 'moved on' the people who do the manual QA elements."

"We've been able to show our team that actually, speech analytics complements their role," she says.

"We're using it to do the bulk volume of listening, which with the best will in the world, they physically cannot do on their own."

"Then it's actually making their jobs more meaningful, because they're looking at the stuff the AI has flagged as "complex" or "difficult" that really needs their time and attention, rather than spending their time checking things like script adherence – because that's already picked up by the AI."

Principle 3

Invest in internal skills and training

Bringing your team on the journey with you is essential to the successful implementation of any AI solution.

Here are the basics for getting that right:

- Communicate clearly and transparently about any AI trials to combat nervousness
- Provide ongoing AI education and training for agents
- Create cross-functional AI implementation teams across CX, compliance and IT
- Develop clear guidelines for AI use in CX

As well as coaching on AI usage, you can also use AI to enhance your training, skills, and employee support in other areas.

For instance, some speech analytics and agent support tools will flag certain keywords in real time. So if a customer becomes agitated or is likely to complain, a supervisor can either come to an agent's aid immediately, or flag the call for evaluation and discussion later on. This benefits both quality assurance and the agent's individual development.

Similarly, agent training tools such as Zenarate save time and resource by using large language models (LLMs) to role-play conversations. Speech analytics are then layered over the top for scoring and learning.

"Tools like Zenarate will help us to train so much more quickly and effectively," says Yasmin Neal. "They allow us to spend more time focusing on really challenging issues and complex scenarios during manual training."



**“Tools like Zenarate
will help us to train so
much more quickly and
effectively.”**

**Yasmin Neal, Director of Learning and
Development at Sigma Connected**

Principle 4

Prioritise customer satisfaction

Our own consumer surveys show that there are significant risks associated with AI in CX, primarily upsetting or inconveniencing customers so they choose to spend their money elsewhere.

Ben Jones, Chief Commercial Officer at Sigma Connected, says “I’ve certainly seen this go wrong both as a consumer myself, but also in the industry.”

“When there isn’t sufficient forethought about the end-to-end customer journey – and there’s just focus on increasing efficiency, decreasing cost and therefore pushing more volume through a model for less money – it can create unhappiness in the customer journey that you’ve then got to deal with. The last thing you want is for that to become a dispute or a complaint.”

“Some businesses don’t even have a call centre, or if they do they hide the phone number, because they don’t really want you to call it. That for me is where it goes wrong,” he adds.

Another thing to watch out for is your AI going off-script, and sharing factually inaccurate or outdated information. This could risk anything from dissatisfaction to litigation.

“If you use AI the right way, then you’re going to make the whole customer journey better.”

Colin McMahon, Director of Financial Services at Sigma Connected



So how can you make efficiency gains while retaining your competitive edge? We've covered a fair bit under 'Principle 1: Operating a hybrid model' but here are some other essentials:

- Address common AI frustrations from the get-go (e.g. by offering easy escalation to a human)
- Gather regular feedback
- Monitor AI performance through customer sentiment and adjust models accordingly
- Know your customer, and the nature of your product or service

That last point is really important. If your business is in financial services or insurance, will customers feel secure discussing money matters with a chatbot? If their home is flooded or they need to claim on travel insurance for an emergency abroad, do they want to waste time struggling to get AI call routing to understand them?

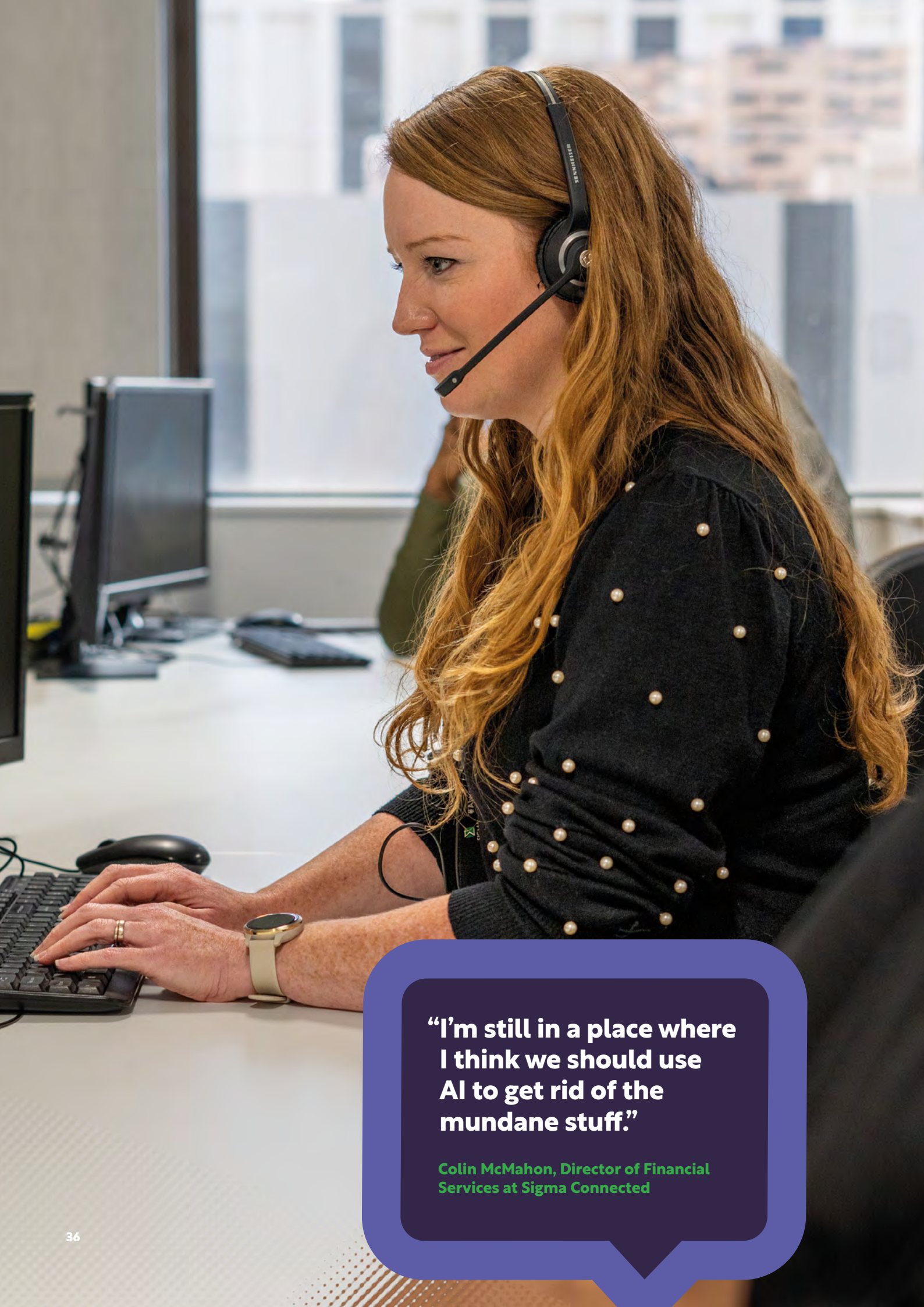
"You have to be really mindful and careful about the level of automation you put into that process," says Jamie O'Brien, Director of Telecoms at Sigma Connected. "Triaging with technology is one thing, but the moment you get that wrong, you're creating a really challenging situation for the individual."

Rob Sawle, Director of Utilities, agrees: "At the moment it's still quite challenging because it's difficult to find tech that can really handle the complex stuff."

"For some of our campaigns in energy and utilities, we know we'll be speaking to vulnerable customers, people in very difficult situations. If they opt to use digital channels, that's great, but for others, we might be one of the only people they speak to for a couple of days."

"They might owe a large balance on their energy bill, and be terrified their lights are going to be switched off. Sometimes they need the reassurance of a human voice to tell them it's going to be OK – and you just can't get that from AI at this point."

So, before you invest in any AI, consider whether it's appropriate for the customer, the sector, and the individual application. If it's a sensitive area like complaints handling or collections, tread carefully.



**“I’m still in a place where
I think we should use
AI to get rid of the
mundane stuff.”**

**Colin McMahon, Director of Financial
Services at Sigma Connected**

Principle 5

Focus AI on operational gains

We interviewed a number of business leaders about where AI is best utilised. While many of them caveated their thoughts with “it’s probably because I’m a dinosaur,” the truth is that the evidence from both the industry and consumer research backs up their conclusions: AI is best used for operational gains.

Colin McMahon, Director of Financial Services at Sigma Connected, sums it up: “I’m still in a place where I think we should use AI to get rid of the mundane stuff, to automate as much as we can, to give us the insights on calls that we might not have spotted ourselves. But ultimately when the customer needs to talk to somebody, we’re there.”

On that basis, here are our recommendations:

- Implement AI where it delivers operational value (e.g. the bulk listening and tick-box elements of QA, the basics of training, speech analytics, call summaries, straightforward / transactional customer support)
- Avoid over-automation in emotionally sensitive areas
- Use AI to help your people do a better job – not replace them

Once you’ve chosen a solution, our experts also recommended testing it in areas that deliver tangible – rather than subjective – results.

For example, if you test a speech analytics tool on a collections campaign, securing more payments than usual is a clear indicator that the tool is doing its job. Of course, whether that gain outweighs the cost of implementing the solution is a separate question.

Finally, don’t expect instant results. AI has to learn in order to perform, and just like a person, it takes time to experience every scenario it needs to. It’s worth trialling your tools for a couple of months until you analyse the results, and see if they’re worthy of investment for you.

Conclusion

So, when it comes to choosing the right solution for your business, where do you start?

“For me it’s about what type of value you want to add,” says Ben Jones, Chief Commercial Officer at Sigma Connected.

Think about the endgame you’re trying to achieve.

- **Is it to save costs?**
- **Improve customer satisfaction?**
- **Grow your business, using technology as an enabler?**
- **A mixture of all three?**

“We’re in the somewhat luxurious position of working with many different clients,” says Ben. “Typically we work with large blue-chip companies, so we see many different strategies, and all of them have slightly different outcomes that they’re driving towards. That can be quite fascinating to see unfold.”

Our advice?

Whether you decide to take your time or jump right in with AI, don’t forget to take your people on the journey with you. Utilise our five key principles. And most importantly: keep your customer at the heart of every decision you make.

Only then can you strike the right balance between technological advancement, and that essential human touch.

And your customers will thank you for it.

“If your strategic intent is low cost, high efficiency, that’s all well and good, but it cannot be to the detriment of the customer.”

**Ben Jones, Chief Commercial Officer
at Sigma Connected**



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