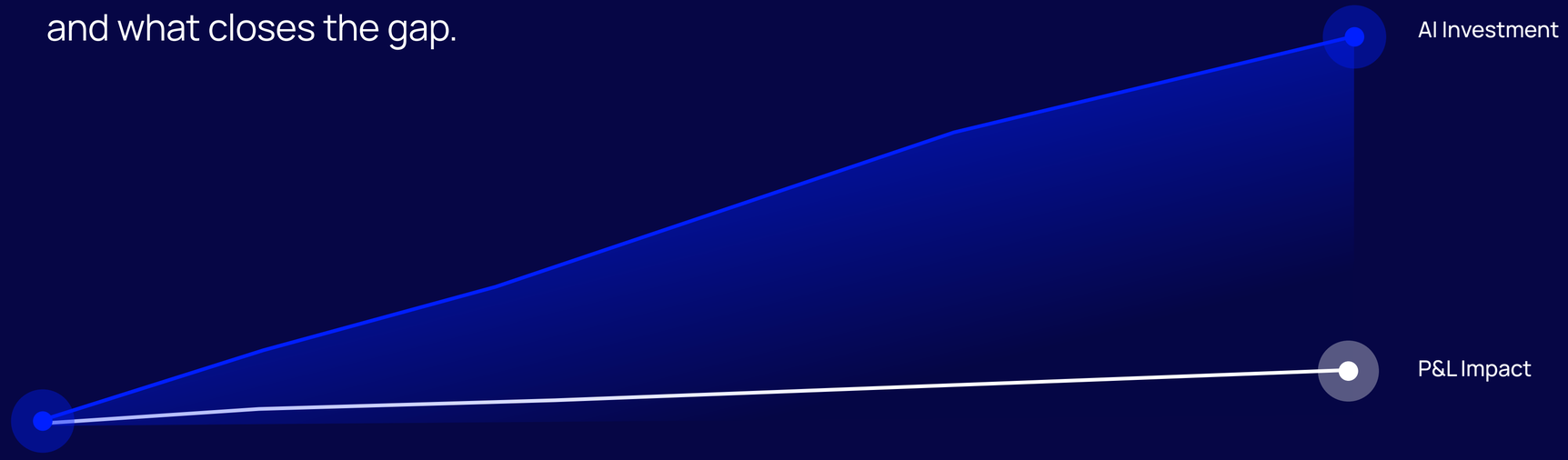
VERINT™

A GUIDE FOR CONTACT CENTER & CX LEADERS

The AI Reality Check

Why AI investment isn't showing up on the P&L —
and what closes the gap.



THE PROBLEM

AI Spend Is Up. Outcomes Aren't.

Executives are pushing contact center leaders to solve customer experience with AI — and budgets have followed. But across the industry, the same pattern keeps repeating: boards approve AI spend, teams launch pilots, vendors promise transformation, and months later the metrics that move the P&L — handle time, deflection, churn, agent capacity — are flat.

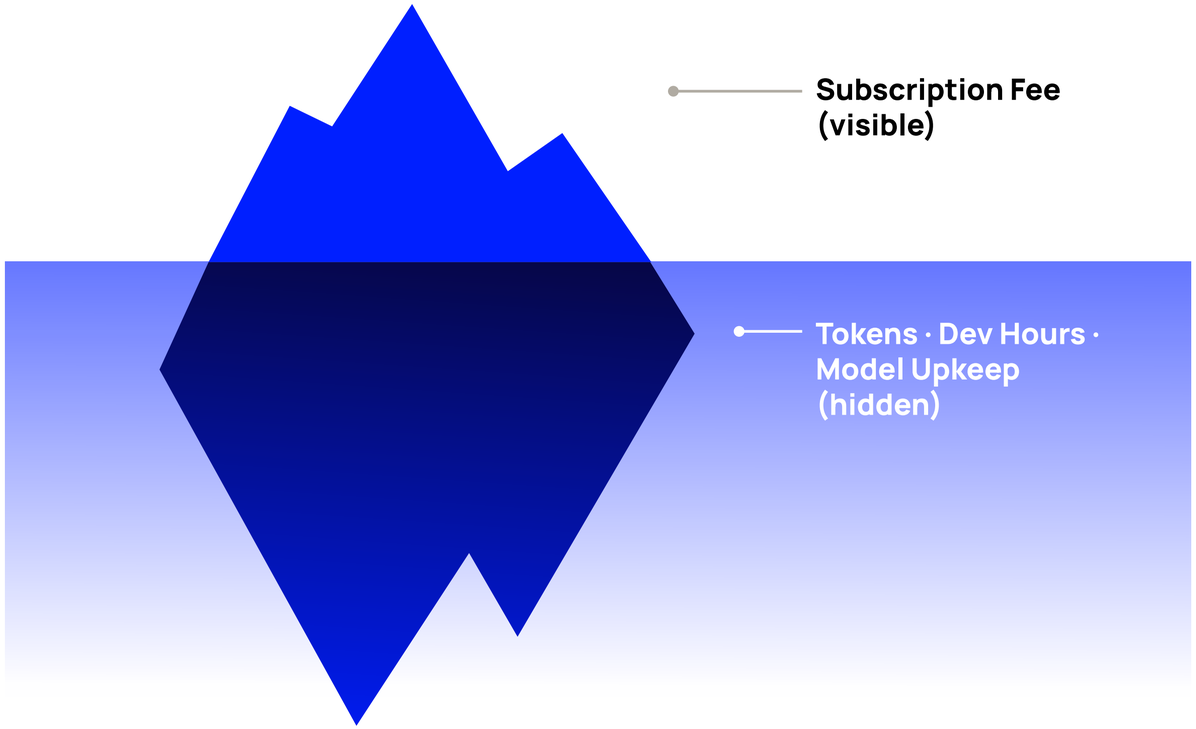
AI activity goes up. Outcomes don't. And the reason is almost never the technology itself — it's that other vendors haven't thought through how to operationalize AI at scale, inside a real production environment, with real cost constraints.

The cost of staying behind on CX automation isn't hypothetical — customers are already responding to it:

51%
of customers say businesses are already falling short of CX expectations

79%
of customers would switch providers after a single bad experience

Token costs, model maintenance, data feeding, and change management don't stop after go-live — they compound. The subscription fee is only the visible tip. Underneath it sits the real cost of running AI in production.



WHERE IT BREAKS DOWN

Three Places Enterprise AI Plans Derail

1

Paralyzed by Choice

Hundreds of AI tools, every vendor promising the world, and no clear path. With too many options and no way to tell them apart, nothing moves — teams stall rather than risk locking into the wrong platform.

2

Stuck in Pilots

Even when a choice is made, organizations struggle to get out of the pilot phase. The proof of concept looks great, then the deployment plan doesn't scale — guardrails, governance, and workflow integration turn out to be far more effort than anticipated, so the cycle just repeats with a new vendor.

3

Production Without Results

Getting from pilot to production doesn't necessarily mean success. Real-world performance often doesn't match the promise, because the AI wasn't built with the domain expertise to actually do the job. Activity is up. Handle time, CSAT, and churn aren't moving.

What staying stuck actually costs

Lost time. Delayed savings. Missed revenue moments. Customer loyalty risk. The issue for CX leaders is no longer whether to adopt AI — it's how to make it deliver business outcomes.

WHAT ACTUALLY WORKS

What Closes the Gap Between AI Activity and Outcomes

The Verint CX Automation Platform is different. Here are six reasons you can count on Verint Platform to deliver measurable AI outcomes:

No Rip and Replace

Deploys on top of what you already run — any CCaaS, CRM, telephony, or model. Outcomes in days, not after a 12-month migration.

Solutions, Not Toolkits

Finished, production-ready capabilities — not raw infrastructure you have to assemble, govern, and maintain yourself.

Decades of Domain Expertise

25+ years of contact center know-how built into the platform — knowing what's ready to automate, and what isn't yet.

Agentic AI

50+ specialized bots that complete work end-to-end — not just answer questions — and hand off the moment a person is needed.

Built for the Hybrid Workforce

Humans and AI as one team — AI owns the volume, people own the judgment calls that need them.

Trained on Your Data

A CX Data Hub built on 20+ years of interaction data — tuned for CX on day one, and smarter every day after.

THE RESULT

Tangible outcomes across the KPIs that matter to your business

Verint Platform delivers measurable business outcomes, significantly reducing costs and increasing revenue.

$37M
Additional annual revenue

80%
Of interactions resolved with AI

$10M
Agent capacity savings

19%
Absenteeism cut in 30 days

VERINT™

Turn AI Activity Into Outcomes

Verint is the CX Automation Platform built for the hybrid workforce — agentic AI, decades of domain expertise, and your own CX data, deployed without rip-and-replace. See what it looks like running in your environment.

Request a Demo →

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