

# VERINT®

## The Hybrid Workforce Owns the Future of Engagement

The future isn't in 2030 – it's already here. The contact center of tomorrow is a future of augmentation, enhancement and optimization of human potential, and we're just beginning to see the results. In this new era of engagement, advanced artificial intelligence (AI) and robotic process automation will drive the human experience, rather than the artificial one, to be the key factor to brand differentiation and trust. The age of digital transformation has ignited a massive shift in our collective world – how we do business, engage with customers, as well as how and why they chose to consume our products and services.

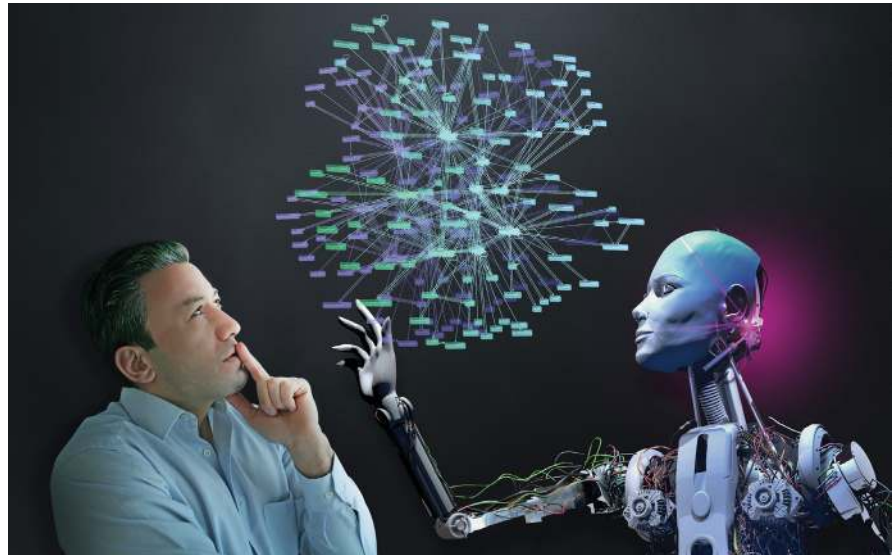
### Robots are your new best friend

Before you panic about your job being automated, consider this: Humans and bots will soon co-exist to create the hybrid workforce of the future. Robotic process automation will take over the mundane, tedious tasks and let agents focus on what matters: *the customer experience*. Data is the new currency, and AI will help contact center workers access and automatically process customer data across multiple channels simultaneously to deliver an unprecedented speed of service and customer experience (CX).

Robotic process automation will also enable agents to deliver the highly personalized service that customers will expect: contextual, intelligent, and most importantly for businesses—predictive. Automation and AI won't be the only tech changing the game in the future, however. Customers will routinely be utilizing advanced chatbots, biometric verification, and intelligent virtual assistants like Alexa to engage how and when they choose.

### Employee experience will be as critical as customer experience

It's a given that engaged, motivated and informed employees are critical to providing the best CX. For organizations to attract and keep talent as well as reduce attrition rates,



they'll have to give employees what they want. The agents of tomorrow will expect to work anywhere, anytime, and across devices, just like customers. As automation allows contact center employees to eliminate tedious, repetitive processes, they can focus on the more complex and rewarding tasks. These tools will enable agents to resolve customer issues rapidly, via self-service or first contact, providing them the satisfaction of working smarter, not harder.

### Preparing for the contact center of tomorrow

The nature of the contact center itself will completely change in the future. New contact channels will continue to emerge, and organizations will have to keep pace with consumer demands for omnichannel, digital engagement. As the enterprise goes all in with the cloud, the contact center will transform into a highly specialized, virtual machine where having agents in a physical location will be a thing of the past. As quality management solutions advance, contact center leaders can intelligently measure and coach teams of remote employees, providing instant feedback and automated quality management.

These advancements won't come without complexity, of course—organizations will remain increasingly under pressure to provide transparency in how they collect and use customer data. The customers of the future will be far savvier than previous generations about how their personal data is used. Earning their trust will be a balancing act shared by humans and bots alike to drive brand loyalty and deliver the optimal customer experience. As we march forward into the future with intelligent machines at our side and in our applications, the rise of the hybrid workforce has already begun. ■

### INTERESTED IN LEARNING MORE?

Contact Verint today to find out how our solutions can help simplify, modernize, and automate customer engagement.

#### Contact Us:

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