**AI Trends**

**Genesys – Enterprise AI**

**H1 2018 Enterprise AI Campaign Assets & Abstracts**

**Target Audience**

Enterprise AI: NA, Contact Center Agent Seat Size: Enterprise 1001+, Co Size 10,000+, Job Title/Function: Enterprise: Director+ (Primary: IT, CC Operations, Customer Service, Customer Experience, C-level and VP; Secondary: CFO (Finance), CCO (Customer) or CDO (Digital), C-level and VP

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Number of Agent Seats** |  | **Company Size** | **Tier 1** | **Tier 2** |
| 1-20  |   |   | 0 to 5  |   |   |   |
| 21-50  |   |   | 6 to 49  |   |   |   |
| 51-100  | **Velocity** |   | 50 to 99  |   |   |   |
| 101-300  | **Mid-Market** |   | 100 to 149  |   |   |   |
| 301-500  | **Commercial** |   | 150 to 199  |   |   |   |
| 501-1000  | **Commercial** |   | 200 to 249  | **Velocity** |   |   |
| >1000  | **Enterprise** |   | 250 to 499  | **Velocity** |   |   |
| No Contact Center  |   |   | 500 to 999  | **Mid-Market** | **Velocity** |   |
| Don't Know |   |   | 1000 to 2999  | **Mid-Market** | **Mid-Market** |   |
|   |   |   | 3000 to 4999  | **Commercial** | **Mid-Market** |   |
|   |   |   | 5000 to 9999  | **Commercial** | **Mid-Market** |   |
|   |   |   | over 10,000  | **Enterprise** | **Commercial** | **Enterprise** |
|   |   |   | Unknown  |   |   |   |

**Asset 1**

**Title:** Forrester Report: Artificial Intelligence with the Human Touch

**Sub-Title:** Blend AI with Human Agents to Improve Both Customer and Agent Satisfaction

**Type:** Analyst Report

**Landing page:** http://www.genesys.com/about/resources/artificial-intelligence-with-the-human-touch

**Asset Link:** http://www.genesys.com/resource-thank-you/artificial-intelligence-with-the-human-touch

**Campaign ID: 7010B000001SaeZ**

**Abstract:**

Artificial intelligence (AI) can’t replicate the human touch, but it can ease your agents’ burden by handling many simple, repetitive requests. A new Forrester Consulting paper offers a look at the strengths and weaknesses of both AI and humans independently, yet how blending them together can give your customers the seamless end-to-end experience they expect.

See how enterprises around the world use AI to improve customer service and uncover new revenue streams, the challenges they overcame, and why a blended solution with live agents makes sense.

Download the paper to learn three key recommendations on using AI to improve agent productivity, agent satisfaction, and customer satisfaction.