



5 ways AI transforms the customer experience

Satisfy customers with a smarter, more efficient contact center.

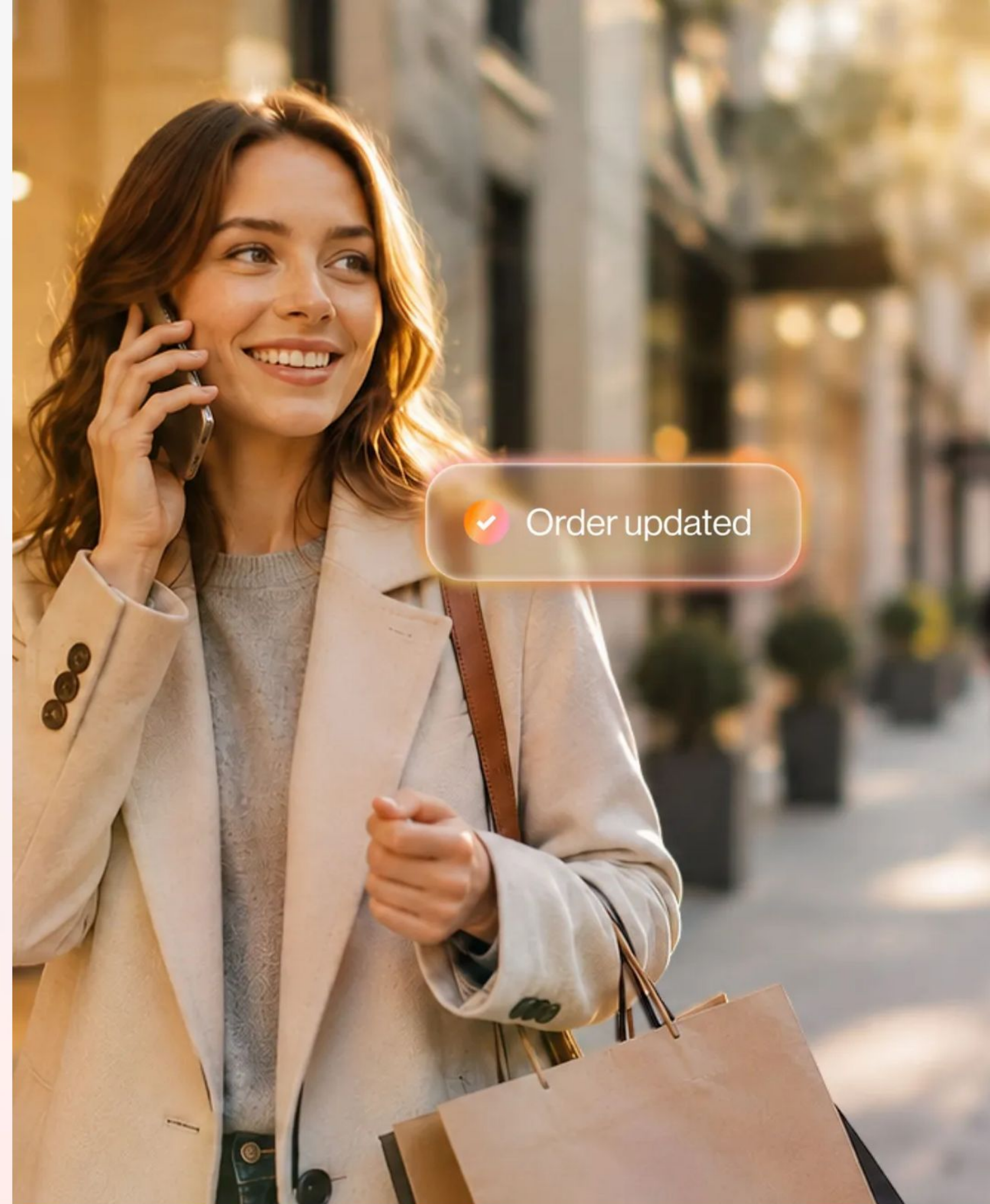


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How agentic AI works in customer service



Customers have high expectations that legacy service tools can't meet

Customers look for self-service options when contacting a business, but early chatbots and automated phone menus often made resolving issues more difficult due to rigid flows, limited context, and an inability to handle more complex requests.

Agentic Voice AI addresses this pain point by combining conversational AI with backend system access, allowing it to complete tasks for customers within a single interaction without requiring them to wait for a team member.

As digital first responders, AI agents handle workflows such as identity verification and appointment scheduling while maintaining a natural conversation flow. They bridge the gap between basic automation and human expertise, so more interactions reach a closed-loop resolution without unnecessary escalation.

Outcome

How to measure impact

Eliminating missed opportunities: AI agents can answer up to 100% of calls and respond to inbound chats, reducing wait times and capturing demand that might otherwise be lost.

- Decreased wait times
- Lower abandonment rates
- Fewer calls or messages in the queue

Decreased labor costs: AI agents can reduce the cost per interaction to less than \$1, compared to approximately \$4 to \$6 for traditional interactions led by a human agent.

- Reduced cost per interaction overall

Full or semi-autonomous containment: AI agents are capable of resolving many interactions end-to-end, freeing agents to focus on higher-priority conversations. In other cases, they complete initial steps such as authentication or account lookup before handing off to a human agent.

- Increased containment rate
- Reduced average handle time
- Fewer repeated requests for customer information during interactions

Improving agent performance and first contact resolution with AI



AI improves how human agents handle interactions by analyzing conversations as they happen and surfacing live guidance and suggested responses.

It also assists supervisors by identifying higher-risk conversations and equipping them with full context before they join the call. These insights help teams offer more effective support while providing the human connection customers expect.

Outcome	How to measure impact
Faster problem-solving: AI recommends responses and provides contextual guidance during interactions, so agents get the information they need without needing to search across systems mid-call.	• Reduced average handle time • Decreased agent stress and turnover
Greater accuracy: Pressure to resolve issues quickly can lead to incomplete or incorrect answers. AI assistance ensures agents resolve issues correctly during the first interaction.	• Increased first contact resolution
Increased first-touch resolution: With guidance available throughout the conversation, agents can resolve more inquiries independently without involving a supervisor or transferring the call.	• Reduced transfer rate • Reduced escalation rate
Accelerated onboarding: AI also shortens onboarding timelines from months to days, helping new agents build confidence and capability more quickly.	• Reduced time to proficiency
Improved agent retention: Equipping agents with the right tools reduces workload pressure and supports a more manageable day-to-day experience, lowering the risk of burnout over time.	• Decreased agent attrition • Higher employee satisfaction scores

Building full visibility into customer interactions for quality assurance



Simplifying quality assurance processes

Traditional quality assurance was built around reviewing a small fraction of calls, often just 1-2%, and manually completing scorecards. This approach creates blind spots while also requiring substantial time investment with limited visibility beyond individual evaluations.

AI simplifies the QA process by enabling analysis of every conversation at scale. It highlights performance gaps across interactions and identifies where agents need additional support, giving leaders a better view of how service can be enhanced across the contact center.

Outcome

Stronger overall performance: With comprehensive visibility into interactions, leaders can develop targeted coaching and improvement plans based on actual trends rather than limited samples.

Improved soft skill metrics: Agents can use AI-driven feedback to refine their communication style and interaction quality over time.

How to measure impact

- Increased average call score
- Improved talk-to-listen ratio
- Reduced filler words and interruptions
- Higher agent retention

Understanding and acting on customer behavior and sentiment



Customer experience teams need the right insights to turn conversations into actionable insights

Every interaction reveals important cues about how customers perceive their experience with a business, such as tone or indicators of intent. Yet traditional methods of gathering customer feedback, like post-interaction surveys, capture input from only a small portion of the overall customer base and frequently miss what happens during a conversation itself.

AI-driven analytics make it possible for customer experience teams to identify these cues at scale and provide visibility into customer satisfaction, retention risks, and competitive threats across the business. In turn, leaders can act on this information to enhance customer engagement and reduce the risk of future churn.

Outcome

How to measure impact

Improved customer sentiment: As teams identify and address issues affecting the customer experience, overall satisfaction increases.

- Higher NPS
- Increased CSAT scores

Greater retention: Improvements in customer sentiment enable better retention over time.

- Reduction in the number of at-risk customers
- Lower customer churn
- Higher lifetime value

Running forecasting and staffing more efficiently



Managing a modern, hybrid contact center workforce that includes both AI and human agents demands better coordination than traditional spreadsheets and legacy tools can support.

AI-driven forecasting and scheduling use historical data to precisely project demand, align staffing, and track adherence. With the right mix of agents available, teams can control staffing costs while maintaining satisfactory service levels, even as the volume of inbound inquiries fluctuates.

Outcome

How to measure impact

Rapid, accurate forecasting: AI generates projections for contact volume and handle time based on historical data. As more data is processed over time, models and forecasting accuracy improve.

- Lower costs and less effort related to intraday staffing adjustments

More efficient staffing adjustments: Automated scheduling aligns staffing with demand, while AI-powered intraday recommendations help teams adjust coverage as conditions change. Mobile app integration enables teams to communicate updates and modify schedules quickly.

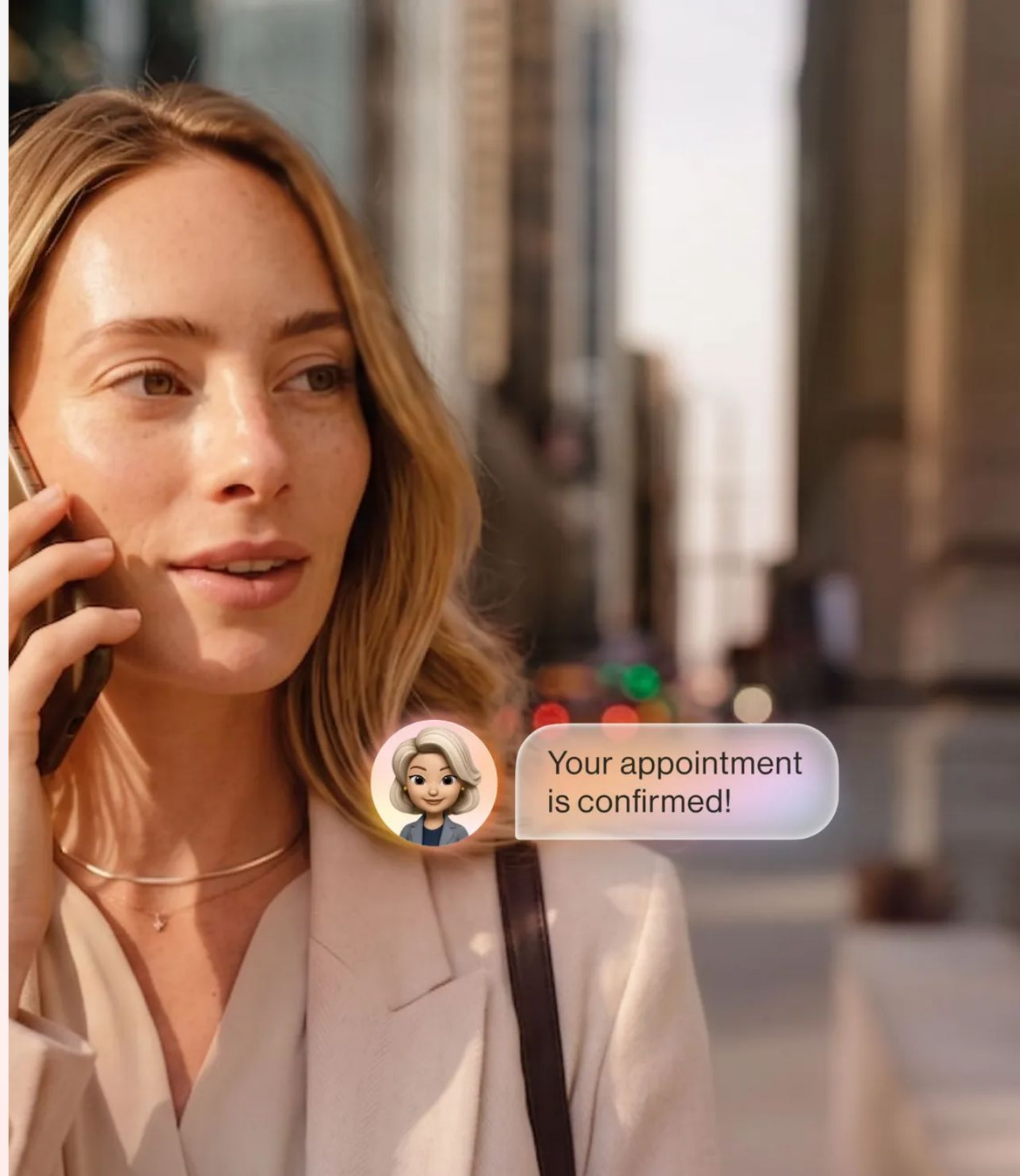
- Reduced overhead and overtime costs with intelligent scheduling
- Stability of service level performance

Improved attendance management: AI identifies anomalies in tardiness and absenteeism, helping teams address issues earlier and maintain appropriate staffing levels.

- Improved scheduling accuracy and fewer unexpected agent absences

Conclusion

Transforming customer service with AI while maintaining the human touch



An AI-powered platform that spans customer experience workflows and teams, like RingCentral, enables organizations to improve how they manage interactions throughout the entire customer journey.

Within individual conversations, agents can deliver fast, accurate support while maintaining the human touch customers expect. Over time, businesses can leverage intelligent insights to transform customer experiences at scale, improving long-term retention and satisfaction.

More than 600,000 organizations rely on RingCentral to support their customer communications, with a platform built to scale as needs evolve. Visit [RingCentral](#) to learn more.

Ready to transform your contact center with AI?

RingCX brings together AI agents, live coaching, QA, analytics, and workforce management.

Get a free demo



About RingCentral

RingCentral is a global leader in AI-powered customer engagement, delivering an integrated platform for business phone, SMS, contact center, workforce engagement management, video collaboration, and messaging. Powered by advanced AI capabilities, RingCentral delivers intelligence at every phase of the conversation journey — before, during, and after each human interaction.

With RingCentral, businesses can work smarter, respond faster, and connect more meaningfully with their customers.

For more information, please contact a sales representative. Visit [ringcentral.com](#) or call 855-774-2510.



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