

**UNLOCKING  
ROI  
THROUGH  
CALL  
SUMMARIZATION  
IN CONTACT  
CENTERS**

# INTRODUCTION

Manual after call work is a time-consuming process that diverts agents' focus from their core task—serving customers.

Automated call summarization has emerged as a transformative solution, leveraging AI to generate concise, consistent, and actionable summaries from lengthy customer interactions.

By streamlining post-call workflows, improving decision-making, and reducing operational costs, call summarization offers a measurable return on investment (ROI) for contact centers of all sizes.

# Key ROI Drivers

## 1. Efficiency Gains

- **Time Savings:** Automated call summarization reduces the time agents spend on documentation by up to 70%, allowing them to handle more calls and focus on customer engagement.
- **Consistency and Accuracy:** AI-generated summaries ensure that key details—such as issue resolution status, customer sentiment, and follow-up actions—are captured uniformly across interactions.

## 2. Improved Customer Experience (CX)

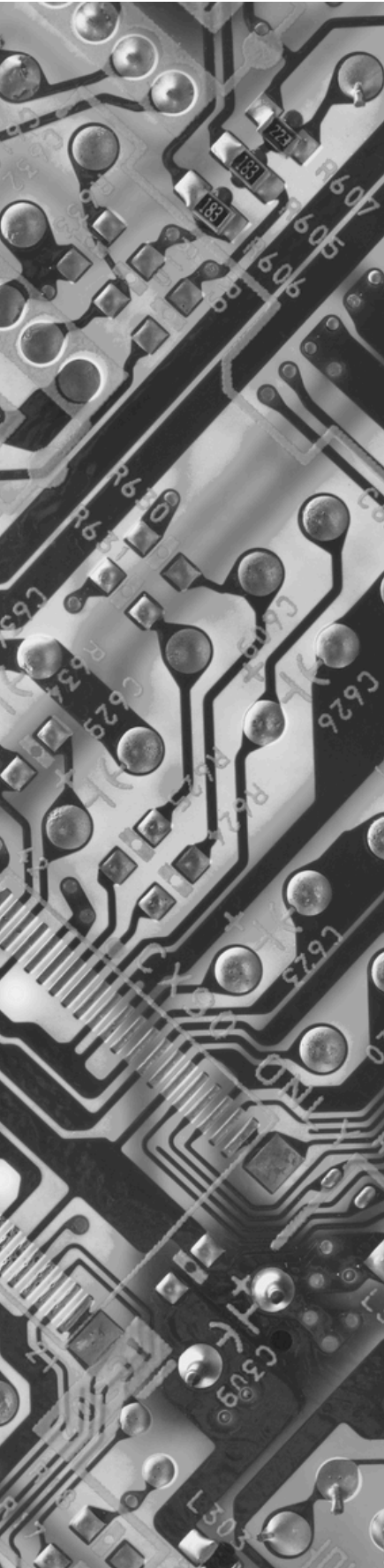
- **Faster Resolutions:** Summaries provide agents with instant access to previous interaction details, enabling seamless continuity in multi-touchpoint customer journeys.
- **Enhanced NPS and CSAT Scores:** Consistent and accurate documentation improves service quality, leading to higher customer satisfaction and loyalty.

## 3. Operational Cost Reduction

- **Reduced Agent Workload:** By eliminating manual tasks, organizations can achieve workforce optimization, potentially reducing staffing needs without compromising service quality.
- **Streamlined Quality Assurance (QA):** Automated summaries provide QA teams with structured data, reducing the time required for call reviews and compliance checks.

## 4. Data-Driven Decision Making

- **Actionable Insights:** Call summaries include critical information such as call drivers, issue trends, and customer sentiment, providing valuable data for decision-making.
- **Scalable Analytics:** Summarization enables organizations to analyze 100% of calls, uncovering patterns that drive strategic improvements.



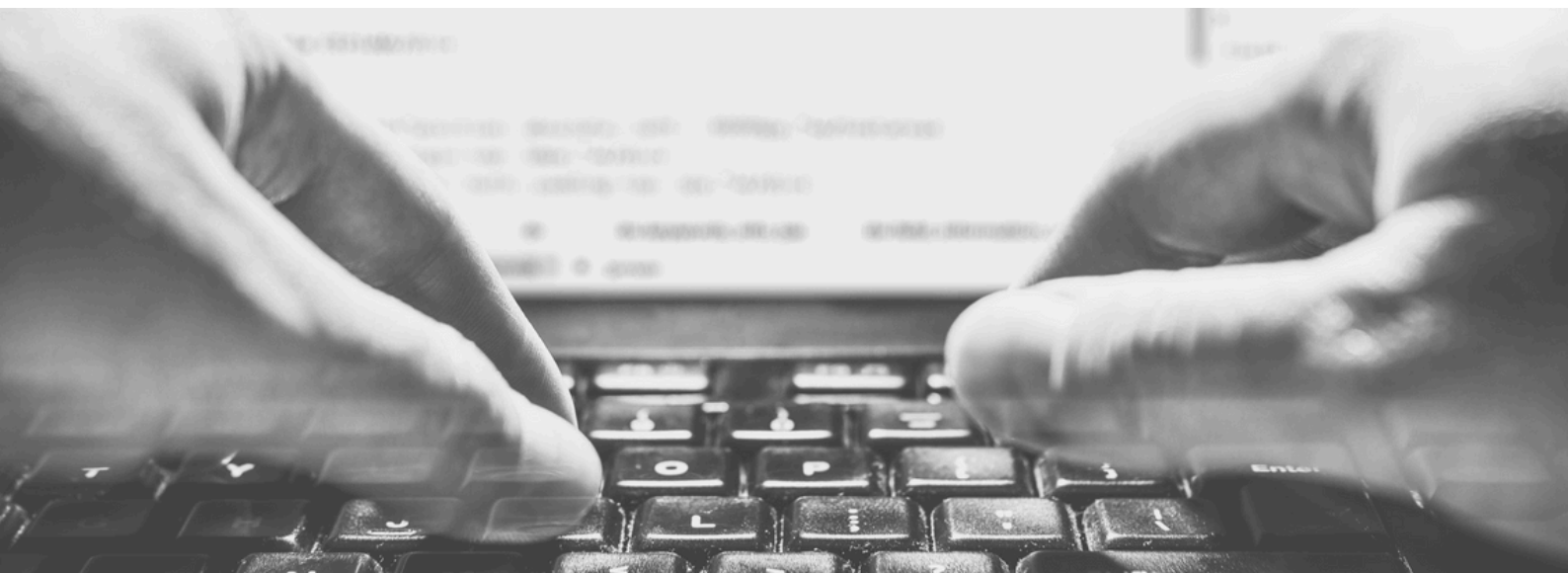
## *Measurable Financial Impact*

### Cost Savings

- **Documentation Time Reduction:** By automating call summaries, organizations can save an estimated \$1,200 per agent annually, based on reduced documentation time and increased productivity.
- **Lower QA Costs:** Structured summaries reduce the need for time-intensive manual reviews, cutting QA expenses by up to 90%.

### Revenue Growth

- **Improved Upsell Opportunities:** With clear summaries, agents can identify and act on upsell or cross-sell opportunities more effectively.
- **Fewer Missed Follow-Ups:** Automated follow-up tracking reduces customer churn and drives higher conversion rates.



# CXEX'S AUTOINSIGHTS: A LEADER IN CALL SUMMARIZATION

- **Seamless Integration:** AutoInsights integrates with existing contact center systems to deliver instant, AI-powered summaries.
- **Root Cause Insights:** Summaries include sentiment analysis, compliance tracking, and next-step recommendations, empowering agents and managers to act decisively.
- **Scalable and Secure:** Process thousands of calls daily while maintaining stringent data security standards (ISO 27001, SOC 2).
- **Customizable Outputs:** Tailor summaries to include the specific data points most relevant to your business goals.
- **CRM integration:** Easy ingestion into your CRMs for seamless workflow.

## CONCLUSION

Automated call summarization is not just a productivity tool; it is a strategic enabler that drives measurable ROI by enhancing efficiency, improving CX, and optimizing operational costs.

With CXEX's AutoInsights, contact centers can harness the power of AI to deliver consistent, actionable call summaries that transform operations and create lasting customer value.

Partner with CXEX to unlock the full potential of call summarization and drive success in your contact center operations.



**CXEX analytics captures customer, employee, transaction and interaction data from different channels and systems and consolidates it for enhanced business intelligence.**