

5 Criteria BPOs Must Get Right When Selecting AI for the Contact Center

For business process outsourcing (BPO) organizations that provide customer experience services, the mass proliferation of AI is a watershed moment. BPOs have a limited window of time to develop their own AI strategies, enhance their current offerings, and preempt this existential threat. Here are the 5 key criteria to consider in your BPOs AI strategy:

KEY CRITERIA



1 Don't buy AI, buy a solution to a business problem

2 Select an AI solution based on the skills you have/skills you want

3 Measure how scale of success applies to your business (and your customers)

4 Understand how AI works with your existing channels and offerings

5 Quantify AI's value to you and your value to your customers

BPO Success with AI

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