AI That Matters

Navigating the Future of Contact Centers with AI that Matters

Introduction

AI Is Here to Stay

Artificial intelligence (AI) is no longer a concept from science fiction—it's part of our daily lives. From personalized streaming recommendations to smart assistants that answer questions on the spot, AI is changing how we interact with technology, businesses, and each other. It's not just about convenience; AI is becoming essential to how people connect, solve problems, and make decisions in an increasingly digital world.

Naturally, many leaders want to exploit the potential of AI in their organizations to increase efficiency, outpace their competitors, and enhance customer service. And nowhere is this appetite for AI more apparent than in the contact center. Long considered the heartbeat of customer support, contact centers are now at the forefront of AI-driven service. But many organizations struggle with how to incorporate AI into their operations and processes without displacing humans, risking data privacy, or disrupting business.

Some companies have simply tweaked off-the-shelf solutions like ChatGPT or other large language models, achieving minimal efficiencies and putting customer data at risk. First-generation chatbots introduced automation but lacked the personalization modern AI delivers. Today's conversational AI transforms the customer experience by simplifying tasks and providing context.

AI in Highly Regulated Industries

Highly regulated industries often approach AI with caution. In finance, healthcare, and social assistance, security and compliance are critical. But what if they could harness the power of secure, human-centric AI to assist workers instead of replacing them? What if AI-enabled frictionless, round-the-clock self-service and allowed organizations to connect with clients, customers, members, and patients in the channels of their choice—with a human in the loop when needed—and seamlessly transition from chat to voice to video?

LinkLive has taken the possibility of "what if" and turned it into reality with a secure, AI-enabled customer engagement platform. **Chatbot IVA** facilitates personalized self-service. **Agent CoPilot** supports your employees. And **Performance AI** empowers supervisors—all of these innovations deliver measurable, real-world results for the world's most highly regulated industries.

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CHAPTER 1

Happier Customers, Smarter and Secure Self-Service

Your customers expect immediate responses. They expect to be able to get answers or solve minor problems quickly. In fact, the demand for digital self-service has driven the proliferation of chatbots. You've seen them: early chatbots handling simple tasks.

While useful in their time, early chatbots were like the first electric vehicles—innovative but limited. Today's customers expect smarter, more responsive solutions. You can't afford to staff agents 24/7, especially to handle common, easy-to-resolve requests. And you can't risk tarnishing your brand with a frustrating, rule-based chatbot that can't meet modern expectations.

Enter Conversational AI from LinkLive. Building on early chatbots, our AI-enabled chatbots deliver intelligent, secure, contextual

experiences. When consumers are logged in to their accounts, the interactive virtual assistant accepts the authentication and can then access previous conversations and preferences to deliver personalized assistance that's much more helpful than what generic, rule-based chatbots provide. Your customers can get answers fast without being stuck in the hold queue. And your agents can focus on high-value or complex conversations that require a human touch.

Real-World Success   Conversational AI

A regional credit union uses LinkLive's chatbot to handle their routine queries like checking balances and password resets, achieving an 85% containment rate. This reduces their queue times, boosts member satisfaction, and ensures compliance with financial regulations, while allowing their agents to focus on complex issues.

Conversational AI isn't a replacement for human agents. Here's how it transforms your contact center:

Improve containment rates.
Customers can find the information they need on their own, resulting in fewer chats being routed to your busy agents.

Seamlessly transfer to a live agent.
Consumers want to solve their own problems—until they don't (or can't). Chatbot IVA smoothly transfers a self-serve user to a human agent with the entire chat history intact—so customers don't have to furnish information they've already provided.

Do more with the same staff.
When customers use digital self-service, they can often resolve issues themselves, which means fewer conversations are escalated to agents.

Elevate the agent experience.
Free your agents from the mind-numbingly repetitive inquiries that LinkLive's chatbots help consumers solve. When they don't have to answer the same questions every day, agents report higher job satisfaction.

Improve satisfaction.
When you enable personalized, conversational self-service, you eliminate the colossal frustration of waiting in the chat queue for the next available agent. If customers do have to transfer to a live agent, that agent is more engaged, so they provide better service.

Conversational AI goes beyond automation to deliver seamless, personalized experiences for customers and agents. It enables secure self-service, helping customers resolve issues quickly while freeing agents to handle more complex conversations.

The benefits are clear: reduced workload, higher satisfaction, and measurable results. Conversational AI enhances engagement, improves efficiency, and strengthens your brand.

SEE IT IN ACTION

What Users Are Saying

"The boost in our customer digital engagement has been noticeable, for sure. We see **10% more traffic** to our site, and customers are **engaging on more pages** as well."

"Customers are more inclined to reach out through digital channels, and the convenience of instant communication has made them **feel more connected to our brand**. We're thrilled with the results!"

CHAPTER 2
Empowered Agents, Elevated Efficiency and Engagement

High agent turnover continues to be a major obstacle for contact centers. According to a 2024–2025 benchmarking report by SQM, employee attrition rates in the contact center can reach 200% per year! In order to retain your best employees, it's important to understand their challenges.

Agents are always racing the clock to meet their SLAs: average handling time, wrap-up time, first-call resolution, and more. Pushing them harder to do more in less time—and with fewer colleagues—torpedoes employee engagement. At some point, even your top performers will eventually burn out and quit.

However, you can empower your staff to do more in less time, solve more challenging problems, and satisfy more customers with Agent CoPilot. Offering intelligent functions that support your employees, LinkLive's Agent CoPilot delivers tangible benefits in ways that really matter to your customers and operations.

Real-World Success **Agent CoPilot**

A healthcare call center deploys Agent CoPilot to suggest responses and generate automatic summaries for their patient records, cutting post-call documentation by 50%. With translation tools, their agents serve more patients efficiently, improving first-call resolution by 40% and reducing burnout.

Agent CoPilot equips your team to overcome challenges and transform your contact center in many ways:

Reach more consumers.
It's not always feasible to hire people for every language your customer base speaks. Agent CoPilot provides real-time translation to/from 75 of the world's most common languages, so you can serve more people.

Accelerate post-call processes.
Generate accurate, concise summaries of customer-agent conversations so agents don't have to manually type notes into the CRM system. This significantly reduces call wrap-up time.

Deliver informed responses instantly.
Agent CoPilot scans the context of the current conversation and pulls recommended answers from your knowledge base, FAQs, structured data, or unstructured documents (PDFs, Word docs, etc.). These next best responses are pre-filled on the screen. Agents can easily insert them in the chat or use them as a reference to further engage with the consumer.

Meet more KPIs.
Automating mundane tasks frees your agents to do more in less time and engages them more in serving customers (instead of data entry or administrative tasks). This enables them to handle calls faster, resolve more calls the first time, and reduce call wrap-up times.

Improve the agent experience and reduce attrition.
By offloading run-of-the-mill requests, your employees can focus on complex, nuanced issues that require a human touch.

Agents report higher job engagement and satisfaction—and happy employees create happy customers.

Agent CoPilot redefines what agents can achieve by tackling key contact center challenges. It empowers your team to deliver exceptional service, meet KPIs, and strengthen customer relationships—all while creating a more engaged workforce.

SEE IT IN ACTION

What Users Are Saying

"Since we integrated LinkLive, our customer service team has reported **their engagement is up 20%.** The platform's all-in-one nature and user-friendly interface have made it easier for agents to communicate, share information, and help customers solve important problems faster. This has **boosted morale and fostered a sense of teamwork!**"

Better Oversight, More Strategic and Consistent Results

scoring, reducing the number of calls a supervisor must manually score. Performance AI can pull historical data, combine it with ongoing events, and generate intelligent, data-backed schedules that optimize personnel levels without sacrificing service.

Contact center supervisors are the unsung heroes of customer service. And operations. And agent management. They must monitor performance metrics, analyze emerging patterns, address service escalations, step in when a conversation goes awry, schedule agents to ensure adequate coverage, and coach agents on performance.

That's a lot to manage! And you have a lot to lose if your supervisors succumb to burnout.

Performance AI is your secret to supervisor success. It alerts leaders about trending call topics and real-time customer sentiment so they can respond swiftly. It also automates QA

Real-World Success Performance AI

A state social assistance hotline uses Performance AI during a natural disaster to identify their trending issues, prioritize distressed callers, and optimize staffing. Automated QA scoring ensures their quality, reducing call abandonment rates by 25% and enhancing crisis response.

Performance AI helps supervisors handle their demanding roles with ease by streamlining key tasks and providing actionable insights. Here's how it enhances efficiency and effectiveness:

Elevate service quality.
Real-time sentiment analysis of customers and agent tone allows supervisors to intervene before the conversations derail. Managers can address escalations, soothe upset customers, and coach agents who are struggling.

React immediately as trends emerge.
Performance AI analyzes customer interaction data and generates reports so supervisors can act swiftly, preparing their staff to handle new, potentially delicate or complicated topics .

Automate QA scoring.
Having a supervisor sample agents' conversations and manually score them is a cumbersome, inaccurate process subject to bias and human error. Instead, Performance AI analyzes interactions based on specified quality metrics and automatically provides an average QA score for each agent.

Efficiently staff your contact center.
Performance AI digests actual conversation data, as well as external factors such as weather patterns and forecasts, marketing/ad campaigns or promotions, and major events. The AI then predicts, with a high degree of accuracy, scheduling demands down to 15-minute increments, so you always have the right number of agents at the right time.

By streamlining workflows and uncovering actionable insights, Performance AI allows supervisors to focus on supporting their teams and delivering exceptional service. With these tools, your contact center can operate at its best—no matter the challenges.

SEE IT IN ACTION

What Users Are Saying

"With the implementation of this multi-channel platform, our **abandonment rates have dropped by 80%**. Customers appreciate the flexibility to connect through their preferred channels, and our remote agents are always ready to assist promptly. This has **greatly improved our overall customer experience**!"

Trust and Results

Security and Governance

Despite its many benefits, AI can evoke fear and uncertainty—especially in security-focused industries. That's why it's crucial to choose an AI-enabled platform with robust protocols to protect sensitive information and ensure regulatory compliance.

From the start, LinkLive was built with security in mind. Our AI-enabled customer engagement platform is trusted by the world's most regulated industries. We've achieved HIPAA, GDPR, Sarbanes-Oxley, SOC 2, and PCI compliance, and earned the HITRUST r2 certification—covering over 50 frameworks for top-tier data protection.

How LinkLive keeps you secure:

- End-to-end encryption for data in transit and at rest
- Security hardening
- Strong access controls
- Real-time application performance and session border controls
- A complete audit trail

With these measures, LinkLive empowers you to embrace AI confidently while protecting your data.

Discover the LinkLive Advantage

Artificial intelligence is transforming customer service. But not all AI is the same. Generic, rule-based AI can't deliver personalized, contextual service—or empower supervisors to modernize contact center operations. LinkLive's AI-enabled solutions are different. Designed for security-focused organizations, they provide ethical, secure, and human-centric tools that elevate customer engagement and drive measurable results.

With Chatbot IVA, Agent CoPilot, and Performance AI, LinkLive empowers your team to:

- Create frictionless, elevated customer experiences.
- Ensure agents are more efficient, effective, and engaged.
- Support supervisors and help them do more, faster.
- Safeguard sensitive, private company and customer data.
- Make contact center operations much more efficient.

This is AI That Matters.
Secure, thoughtful, and built to transform your contact center while protecting what's most important.

Ready to see how LinkLive can help your team leverage AI to stay ahead of the competition?

CONTACT US TODAY