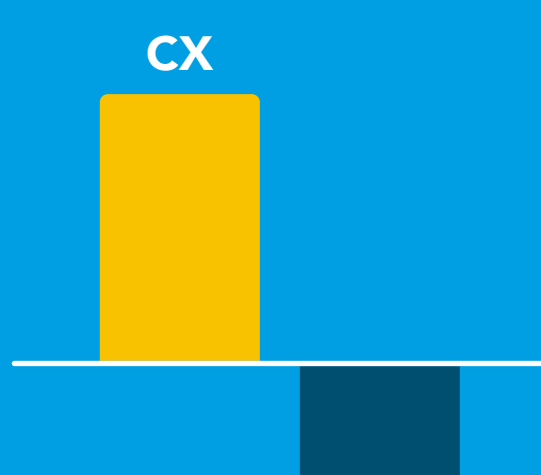


Transform CX with AI and Super Agents

For the full story, download the 2021 Frost & Sullivan white paper:

[\(Unleashing the Power of AI and Super Agents to Transform Customer Experience.\)](#)

Investing in Digital Transformation: Two to One



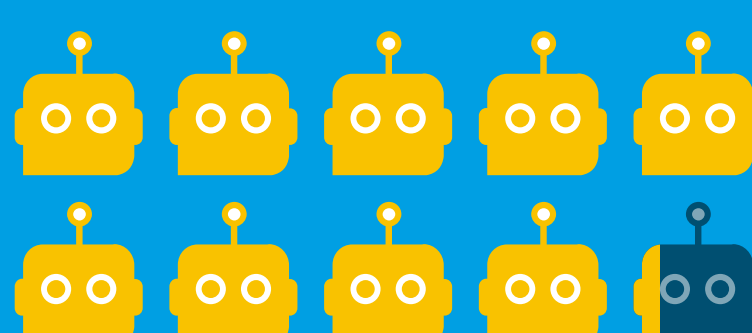
2:1

Twice as many companies are increasing digital transformation investment. Their top priority? **CX solutions.**

Virtual Agents: Reducing Cost

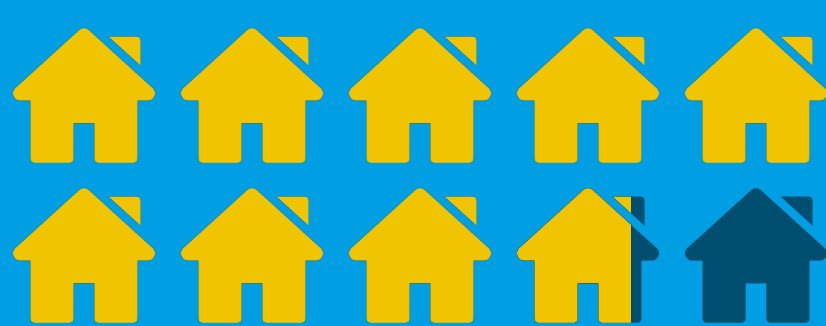
92%

of contact centers have invested in virtual agents to reduce costs



Implementing these solutions effectively, however, requires a carefully considered plan.

Work-from-Home (WFH) Agents: Boosting Productivity



That's nearly **9 out of 10** saying that WFH works!

88%

of businesses say agent productivity stayed the same or improved

Ensuring Security & Compliance: No. 1 WFH Challenge

38%

of IT leaders report that ensuring security and compliance is the most difficult task for supporting remote workers



Few IT organizations were prepared for the COVID-19 pandemic—but they are rapidly catching up.

Case Study: Conversational AI Boosts Agent and Customer Experience

A major hotel chain used virtual agents to engage 112,000+ guests, **increasing reservations** made on its own website vs. third-party travel sites.



Three times the former conversion rate



Containment rate improved to **18%**



Agents rated conversations **97% CSAT**



Customer **loyalty** and guest **experience** improved



Create a virtuous circle that engenders loyalty among both groups.

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