

Further 

The State of Contact Center AI in 2025

Cal AI-Dhubaib, Head of AI & Data Science



AI is no longer a raw
material

Companies are excited about AI, but struggle to scale pilots

Most C-suites have Gen AI roadmaps and have begun identifying use cases. In a 2025 report from McKinsey & Company, leaders share that over the next 3 years:

92%

of companies plan to
increase their AI
investments

>50%

of executives
expect more than a
5% boost in revenue



✈ San Francisco to Denver

Tue, Jul 22, 2025 | UA 1230



DETAILS

SEAT MAP

STANDBY

UPGRADES

i Current conditions are limiting the number of planes allowed to land each hour in Denver, affecting several flights. We're monitoring the situation closely to get you to your destination as soon as possible.

✦ Powered by GenAI

Estimated

7:25 PM



2h 29m



10:54 PM

Estimated

! Scheduled
7:03 PM

! Scheduled
10:39 PM

Jul 22

SFO · San Francisco

Jul 22

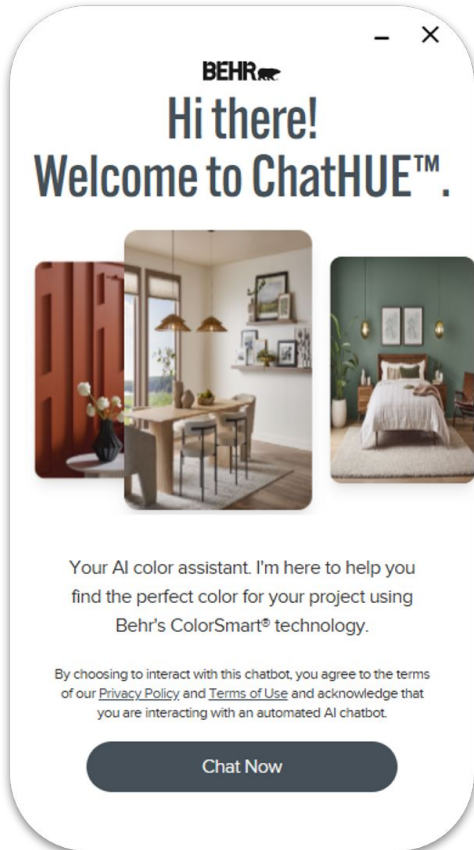
DEN · Denver

United Airlines customizes 50% of all travel updates with their AI-powered “Every Flight Has a Story” initiative



Dominos uses AI to take 80% of pizza orders by phone





>15K

Daily expected
ChatHUE
sessions

>3-4M

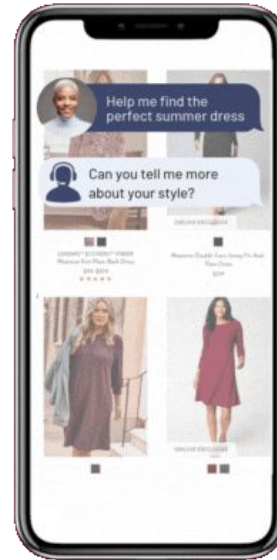
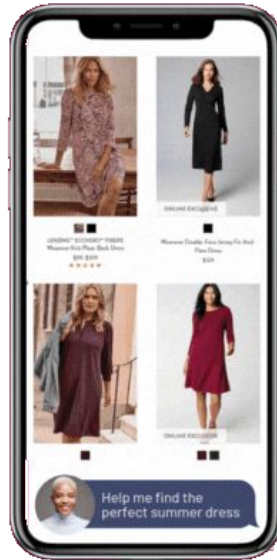
Estimated adoption
from [Behr.com](https://www.behr.com)
visitors in the first
12 months of full
commercial launch

6mo

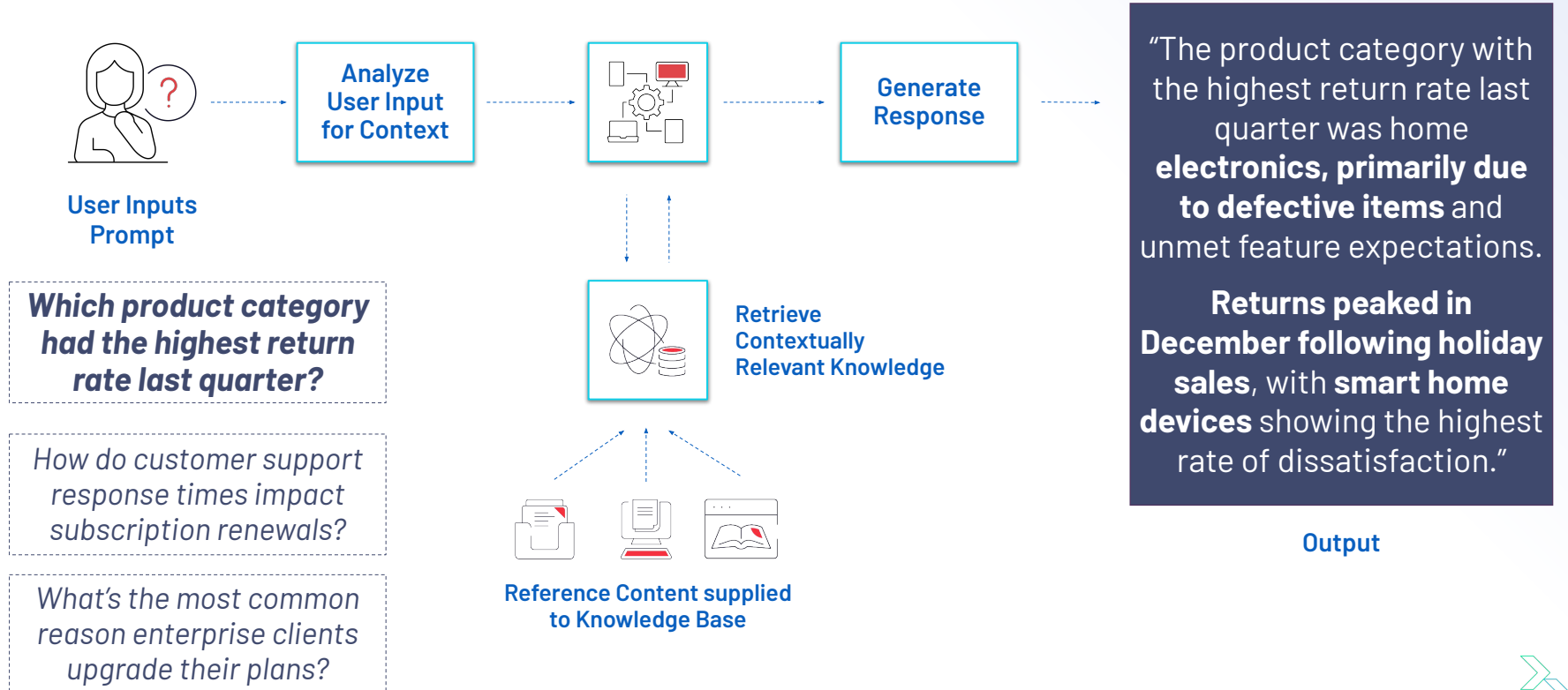
MVP → Commercial
Soft-Launch

“If early adoption metrics—like time saved per customer or repeat purchase rates—prove promising, the stock could see a re-rating as the market assigns higher multiples to its growth prospects.”
— *Eli Grant, Ainvest*

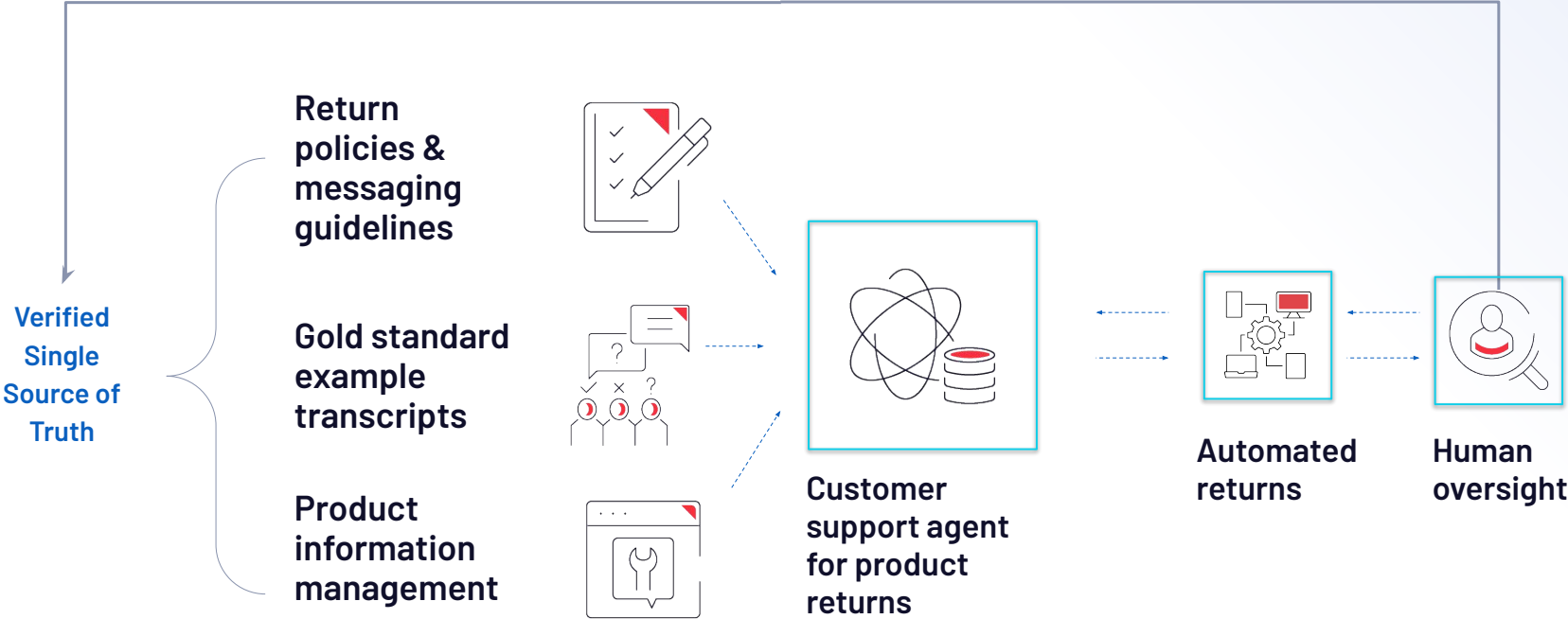
Trend 1.
Generative experiences are creating new **dialogue expectations** between existing tools and users



Generative models become more powerful with context + content



Making documentation your newest data asset

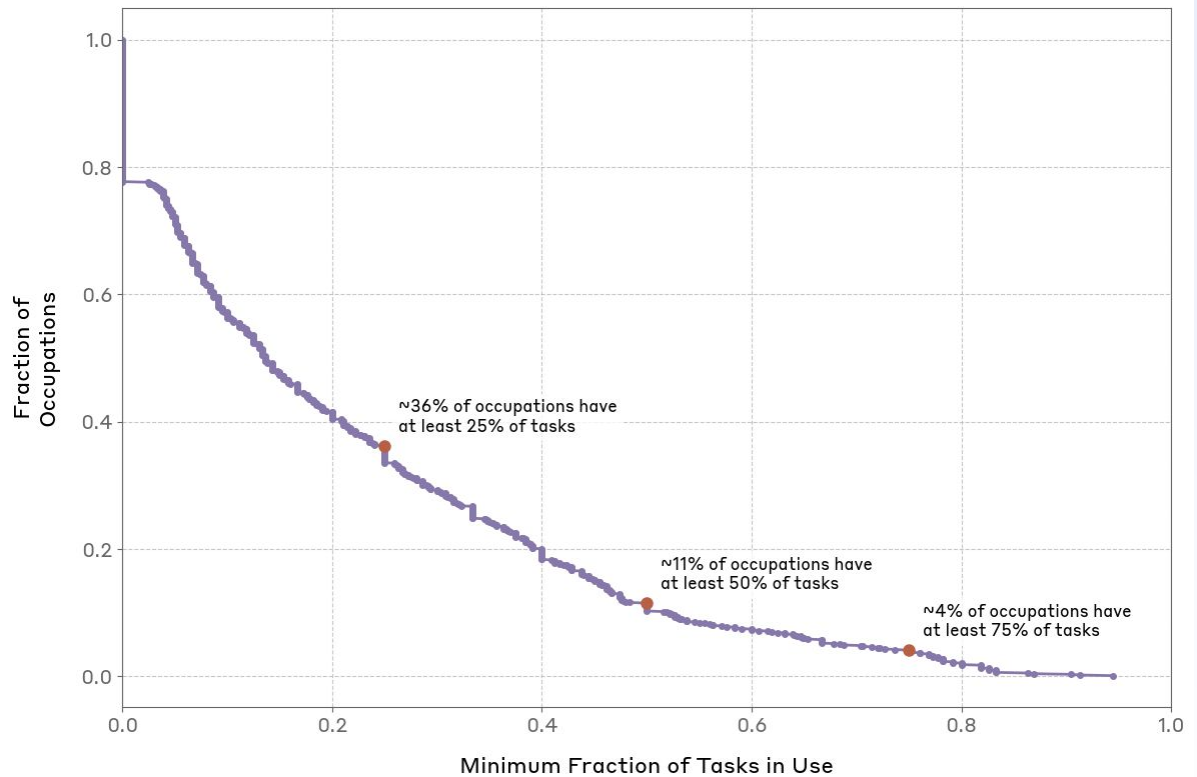


Trend 2: Humans are searching for information in new ways



Employees are **3X more likely** to use Gen AI than leaders expect

Source: Superagency in the Workplace Empowering people to unlock AI's full potential | McKinsey & Company, January 2025



“Which Economic Tasks are Performed with AI? Evidence from Millions of Claude Conversations” (2025)

The search marketplace is shifting, and is only getting started

ADWEEK Sign In [Subscribe](#)

NEWFRONTS

Leaked Deck Reveals How OpenAI Is Pitching Publisher Partnerships

OpenAI's Preferred Publisher Program offers media companies licensing deals



OpenAI has been courting publishers with select benefits through its Preferred Publisher Program. Hasan Mrad/UCG/Universal Images Group via Getty Images

Business | Schumpeter


Does Perplexity's "answer engine" threaten Google?

Taking aim at one of the best business models of all time



Google's AI Overviews: What It Is and Why It's Getting Things Wrong

Even an occasional mistake is a bad look for a tool that's supposed to be smarter and faster than you and me.

 **Lisa Lacy**
May 27, 2024 7:51 a.m. PT

6 min read




The New York Times


Artificial Intelligence > A New ChatGPT A.I. Data Race Apple to

THE SHIFT

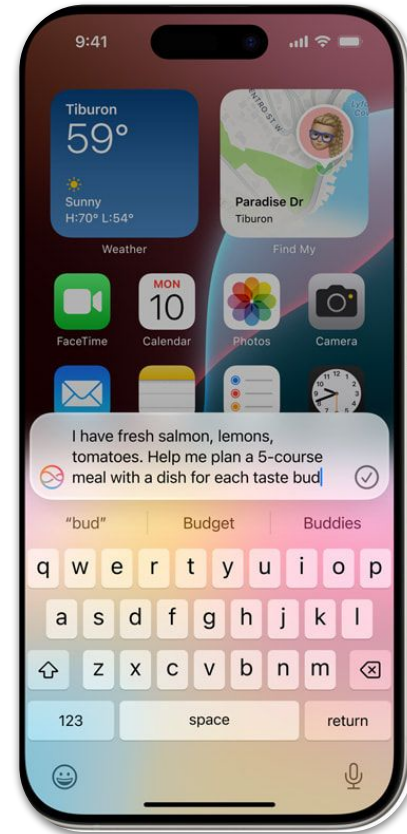
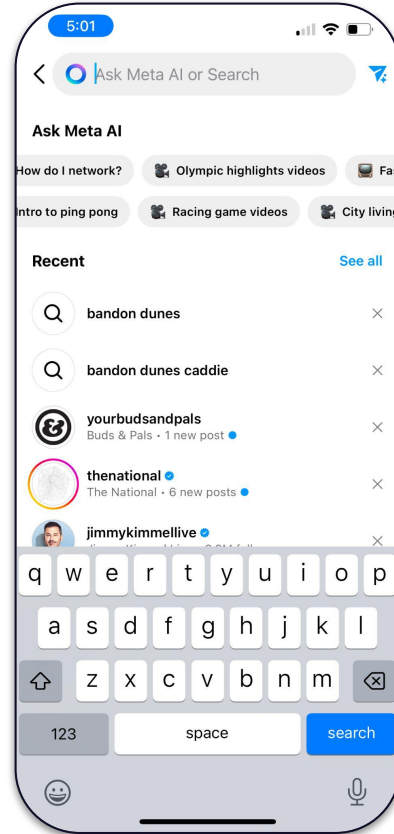
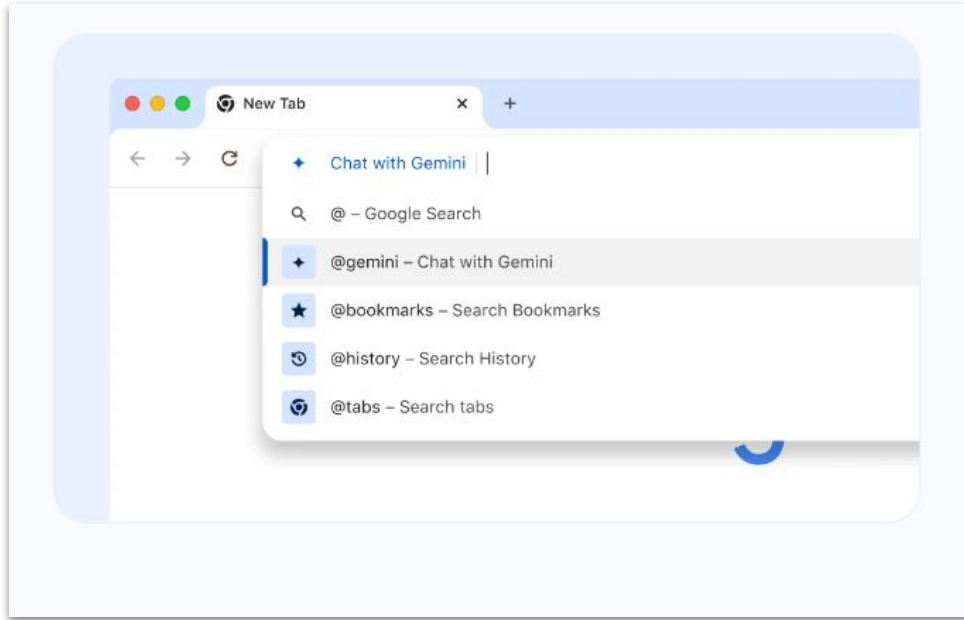
Can Google Give A.I. Answers Without Breaking the Web?

Publishers have long worried that artificial intelligence would drive readers away from their sites. They're about to find out if those fears are warranted.

 Share full article  



LLMs Are the new front door to the web



New tools are changing how we consume and generate information

NotebookLM

Sources

Select all sources

- Data Navigator Indust...
- Data Navigator Soluti...
- Data Navigator Soluti...
- Data Navigator Traini...
- GCP Advancing Data ...
- Google Pitch Deck 20...

Data Navigator

Add note Convert all notes to source Select all

Saved Response

Financial Services Use Cases

The sources do not contain any spe...
ples of financial services use cases...
they do state that financial services...
try with **“data regulated”** data. [1]
also describe some common busine...
lenges, such as data overload, siloe...
tion, legacy systems, and missed op...
that are relevant to all consumer-fa...
nesses, including those in the finan...
industry. [2, 3]

10 citations

Cursor

Pricing Features GitHub Discord Careers Blog

Sign in [Download](#)

Migrate in one-click

The AI-first Code Editor

Build software faster in an editor designed for pair-programming with AI

Download for Windows [Other](#)

```
onboarding.js renderOnboarding.jsx
```

CONTROL

- > issue
- > keybindings
- > languageDetection
- > languageStatus
- > limitIndicator
- > list
- > localHistory
- > localization
- > logs
- > markdown
- > markers
- > mergeEditor
- > notebook

```
11  type ButtonGroupProps = {
12    plans: any[];
13    onClick: (plan: any) => void;
14  };
15
16  const ButtonGroup = (props: ButtonGroupProps) => {
17    const {selected, setSelected} = createSignal(props.plans[0]);
18    return (
19      <div class="button-group">
20        {props.plans.map((plan, index) => (
21          <button
```

Ask the AI about Cursor



Trend 3. Agentic AI systems are the new building blocks for automation



Would you ever write a report
without stopping to edit?



We outline, draft in sections,
and refine as we go.



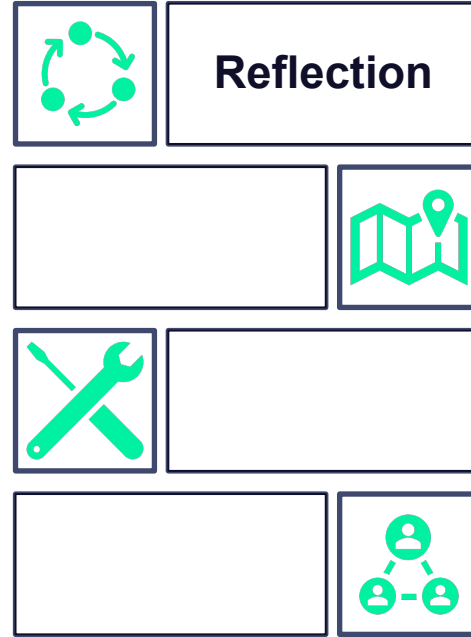


User Prompt

"I'd like to write a short LinkedIn post summarizing the key points from my recent article...".



Iteratively
refine draft



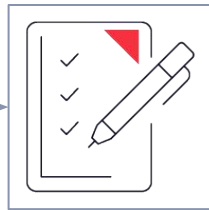


User Prompt

"I'd like to write a short LinkedIn post summarizing the key points from my recent article...".



Read & understand article



Outline key takeaways



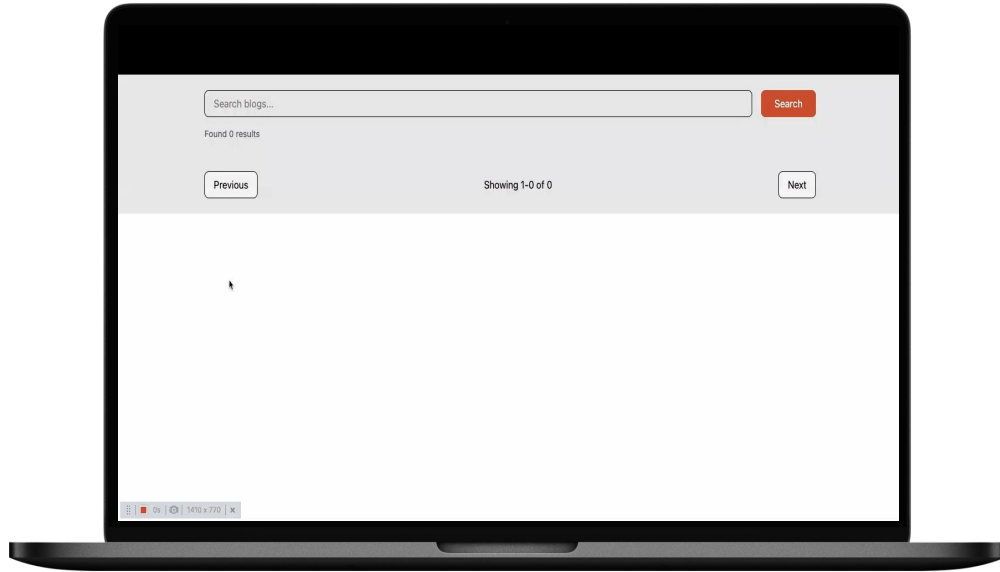
Draft & edit linkedin post



Reflection

Planning





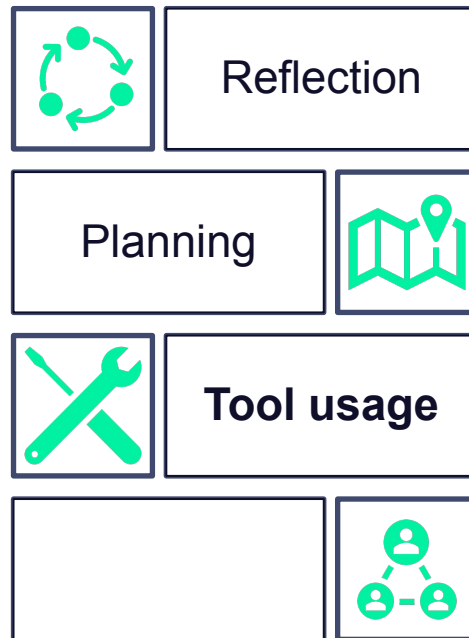
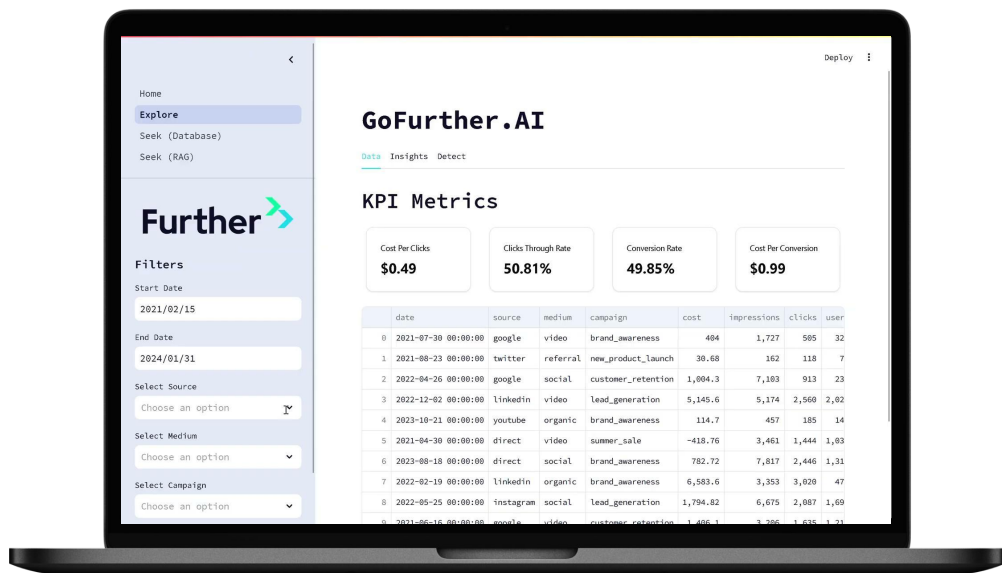
Reflection

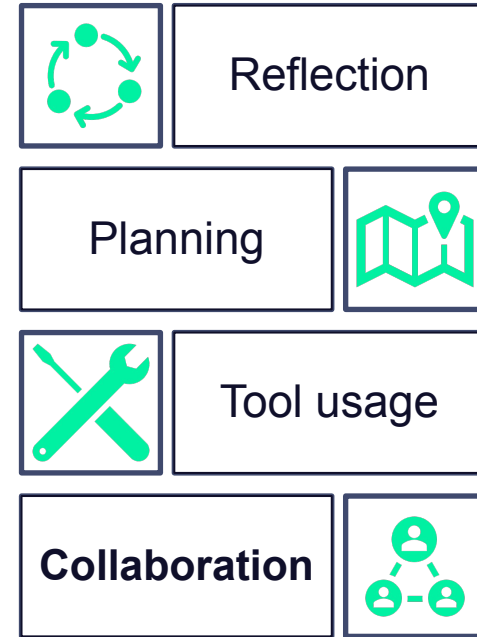
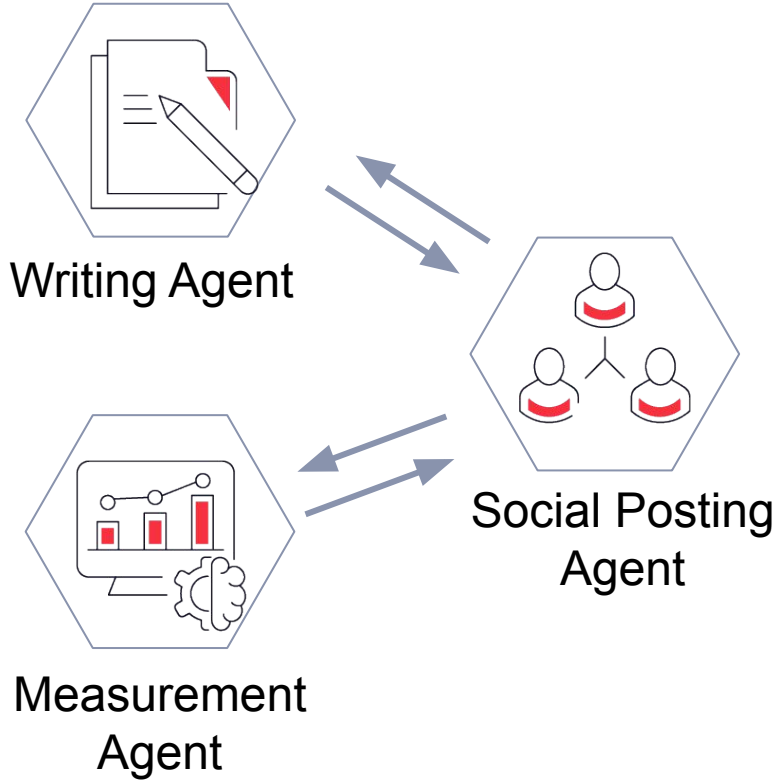
Planning



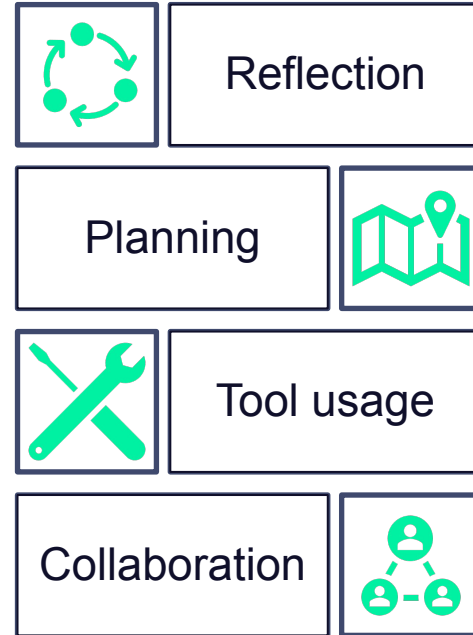
Tool usage



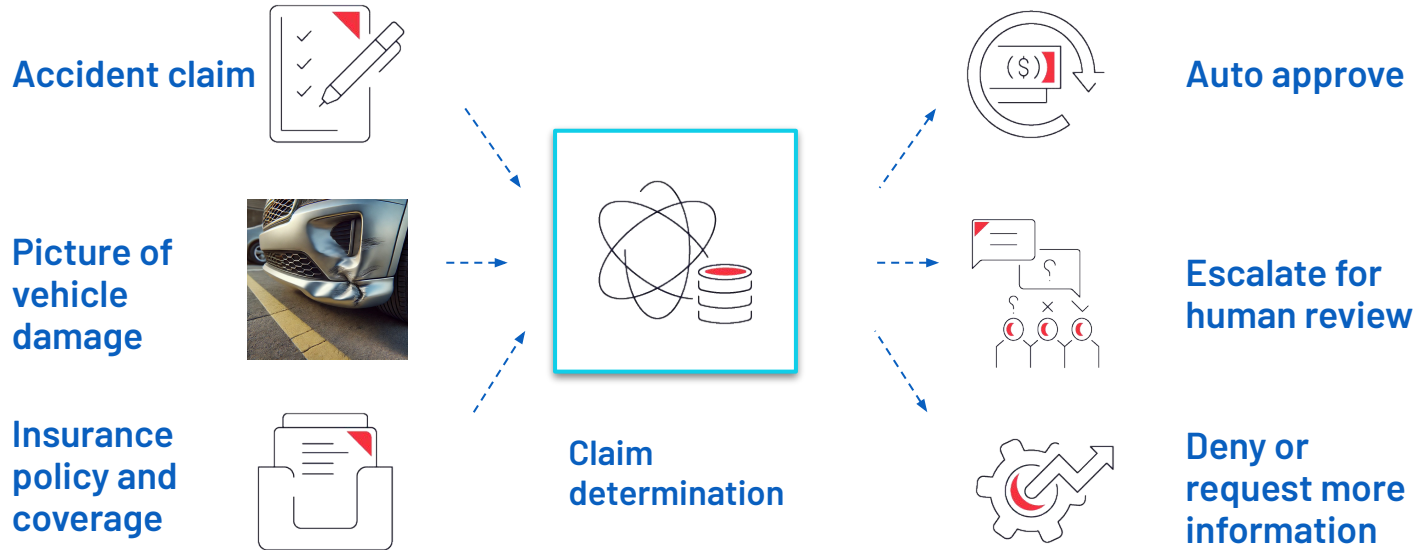




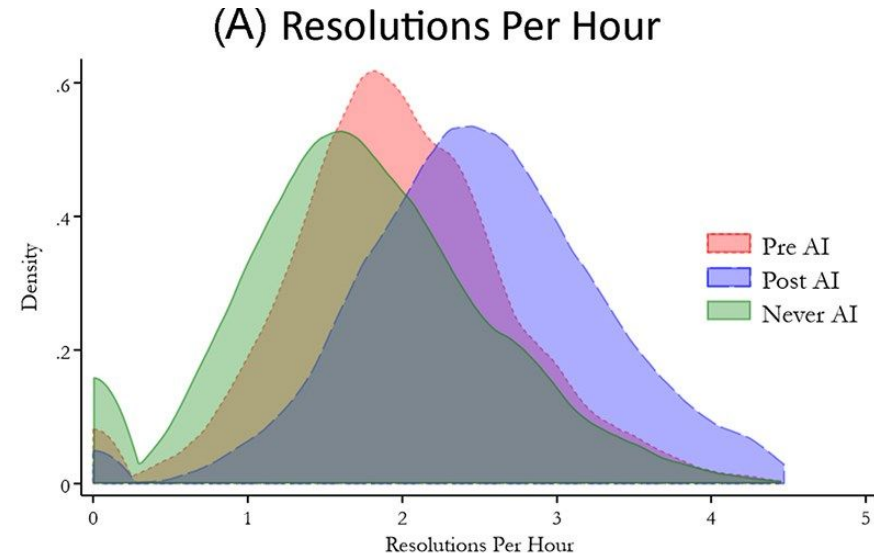
Agentic AI complements
and extends language
models with these
robust design patterns



Multimodal applications unlock new capabilities in the enterprise

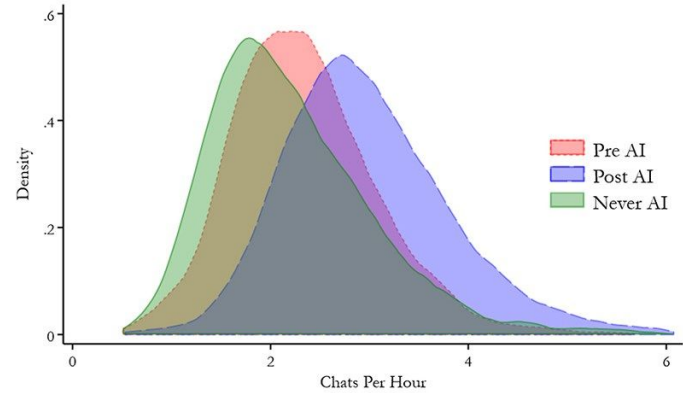


In a 2025 study covering **3 million+ chats** across **5,000+ customer service professionals**, the use of AI improved **productivity by 15% per hour**.

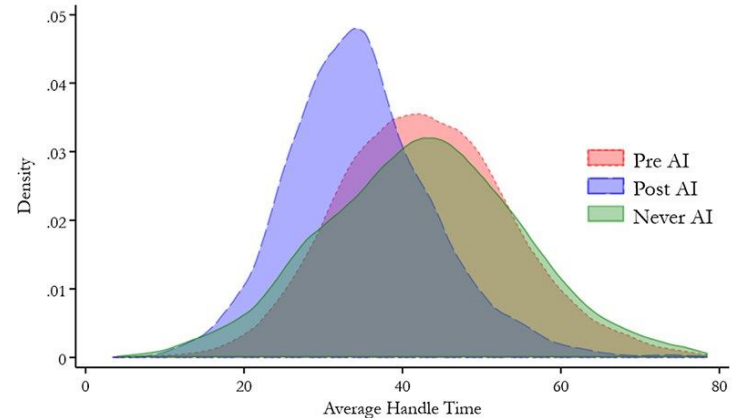


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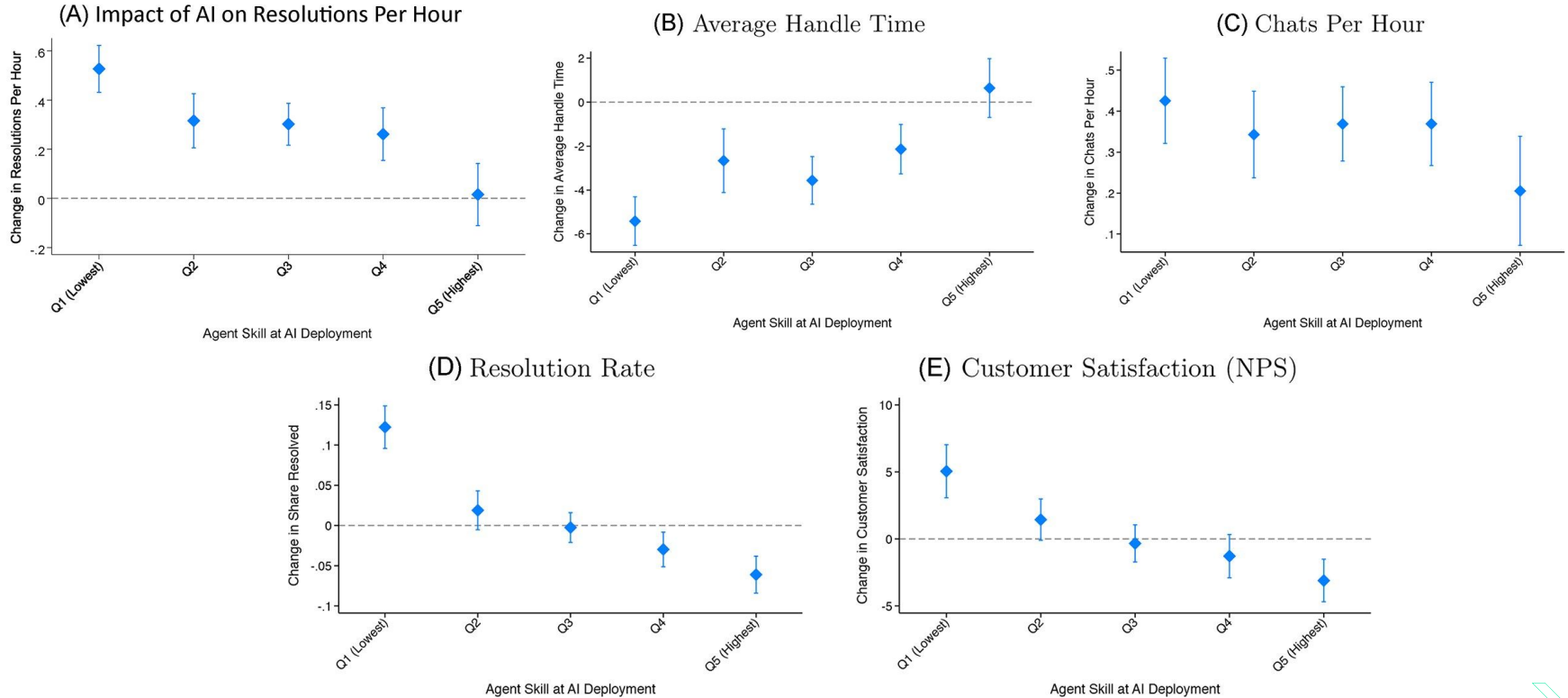
(C) Chats Per Hour



(B) Average Handle Time

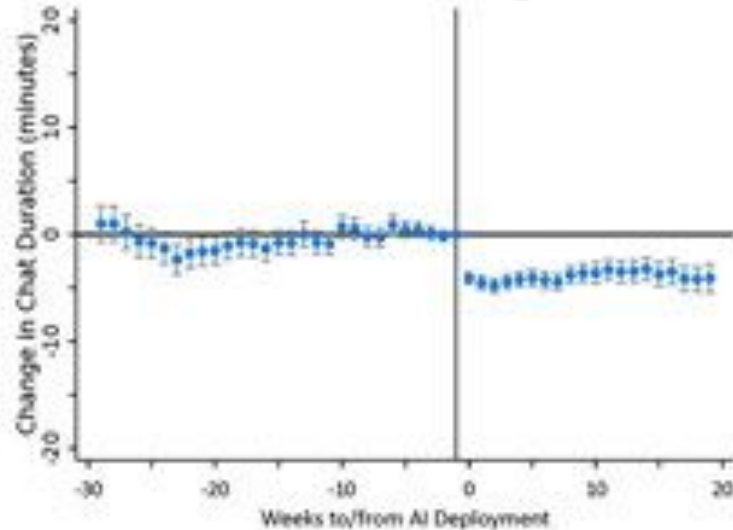


The impact was more significantly felt by less skilled agents

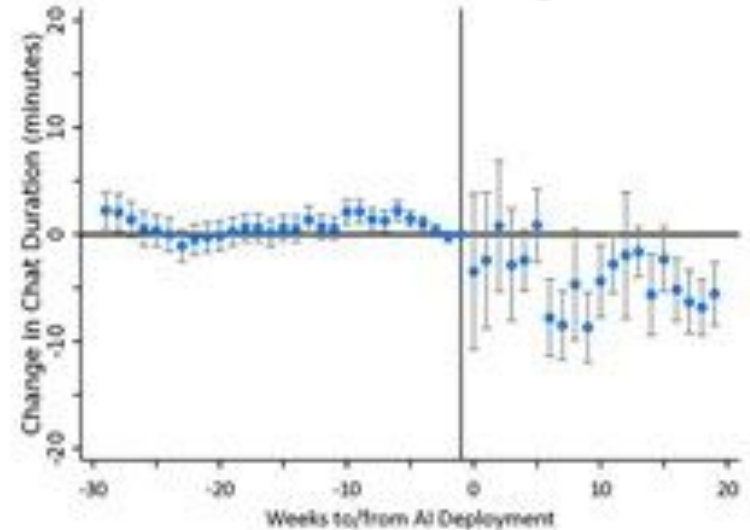


Sustained use of AI improved performance even when not available

(A) Post-Treatment Non-Outage Periods



(B) Post-Treatment Outage Periods



How it started....

Klarna is All in on AI, Plans to Slash Workforce in Half



Strong financial results for 2024 have emboldened CEO Sebastian Siemiatkowski's belief in the power of AI.

Published: August 30, 2024

Klarna has 1,800 employees it hopes AI will render obsolete



BY RYAN HOGG
EUROPE NEWS REPORTER

August 28, 2024 at 6:06 AM EDT

Klarna CEO says AI can do the job of 700 workers. But job replacement isn't the biggest issue.

MONEY
WATCH

By Megan Cerullo
Edited By Anne Marie D. Lee
Updated on: March 5, 2024 / 3:50 PM EST / CBS News



How it's going....

Company Replaces Customer Support With AI, Then Panics and Forces Engineers to Work the Phones as the AI Fails

Who in the world could have predicted this?



By [Joe Wilkins](#) / Published Sep 4, 2025 11:05 AM EDT

Klarna Is Hiring Customer Service Agents After AI Couldn't Cut It on Calls, According to the Company's CEO

Klarna released an AI chatbot and implemented an AI-induced hiring freeze last year.

By [SHERIN SHIBU](#) · EDITED BY [MELISSA MALAMUT](#) · MAY 09, 2025

SHARE

As Klarna flips from AI-first to hiring people again, a new landmark survey reveals most AI projects fail to deliver



BY IRINA IVANOVA
DEPUTY US NEWS EDITOR

May 9, 2025 at 7:07 AM EDT
Updated May 9, 2025 at 1:01 PM EDT



\$900K

Average investment in AI in 2024**

97%

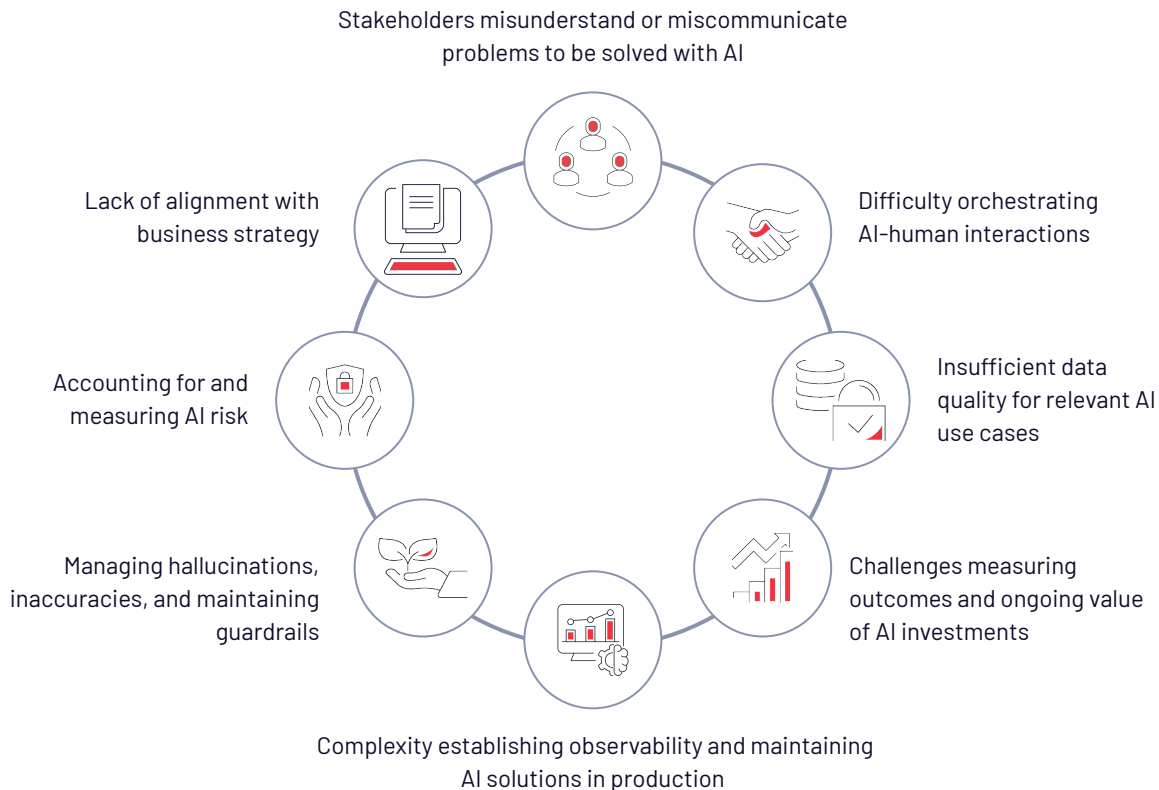
of data leaders have faced difficulty demonstrating the business value of GenAI*

67%

of enterprises have struggled to convert pilots to production*

** (ABBYY Survey, 2024)

* (CDO Insights 2025, Informatica)



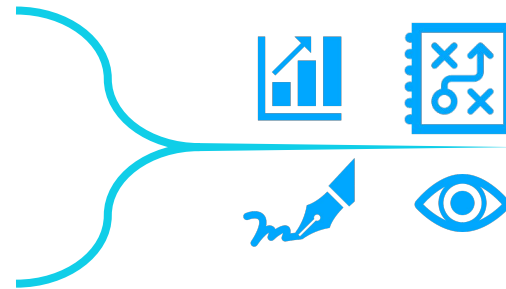


The nature of AI is also its biggest challenge

1. Recognizes patterns



2. Reacts to patterns



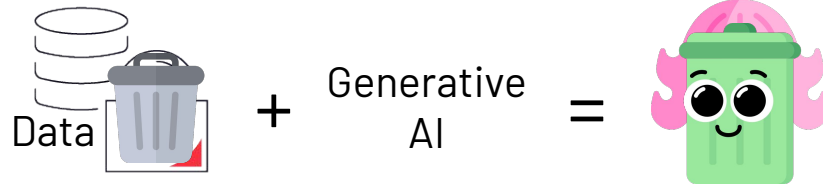
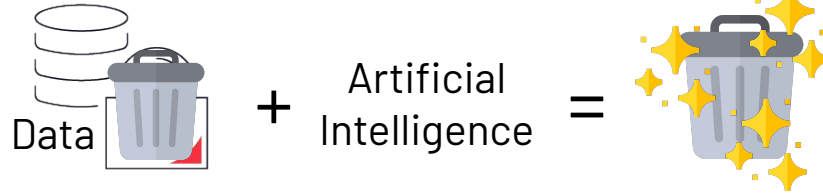
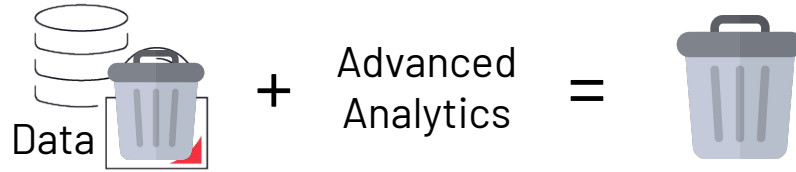
3. Creates new patterns



All models are wrong, some are useful



The more powerful the model, the more important the data



Hallucination
is a function of
information
availability

Draft a how-to guide introducing best practices for prompting GPT-4o

Common
knowledge

Proprietary
pockets of
knowledge

Specialized
knowledge

Create a content outline for an op-ed on how the EU AI Act could reshape global import/export standards.

Outline the messaging priorities based on OpenAI's annual strategic plan and financial model.



AI models break with unexpected situations



Granny Smith	85.6%
iPod	0.4%
library	0.0%
pizza	0.0%
toaster	0.0%
dough	0.1%



Granny Smith	0.1%
iPod	99.7%
library	0.0%
pizza	0.0%
toaster	0.0%
dough	0.0%



chainsaw	91.1%
lawn mower	7.0%
power drill	1.0%
vacuum cleaner	0.4%
wheelbarrow	0.1%
tractor	0.1%



piggy bank	70.1%
chainsaw	1.5%
slot machine	1.1%
wheelbarrow	0.9%
hammer	0.8%
mousetrap	0.6%



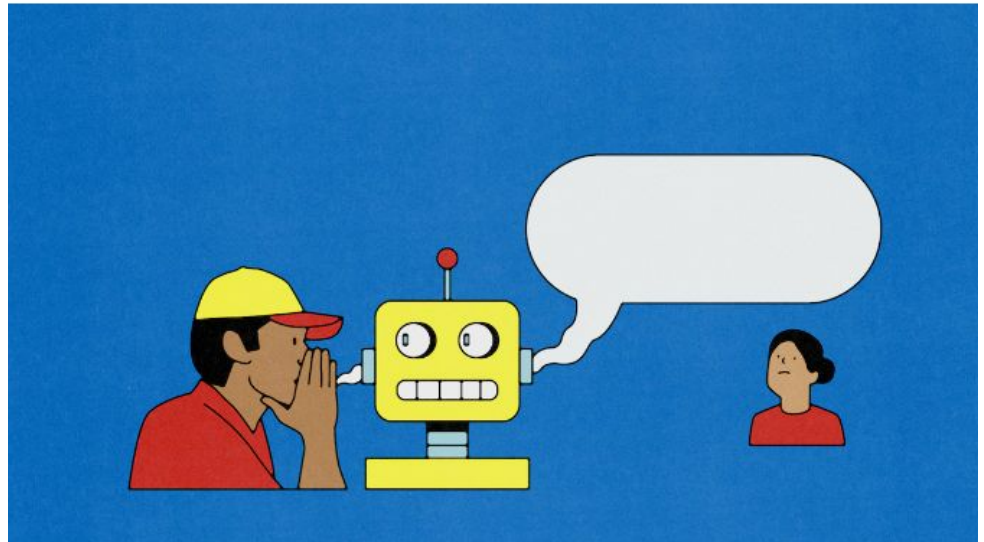
AI assistants are blabbing our embarrassing work secrets

Workplace AI tools can do tasks by themselves. Getting them to stop is the problem.

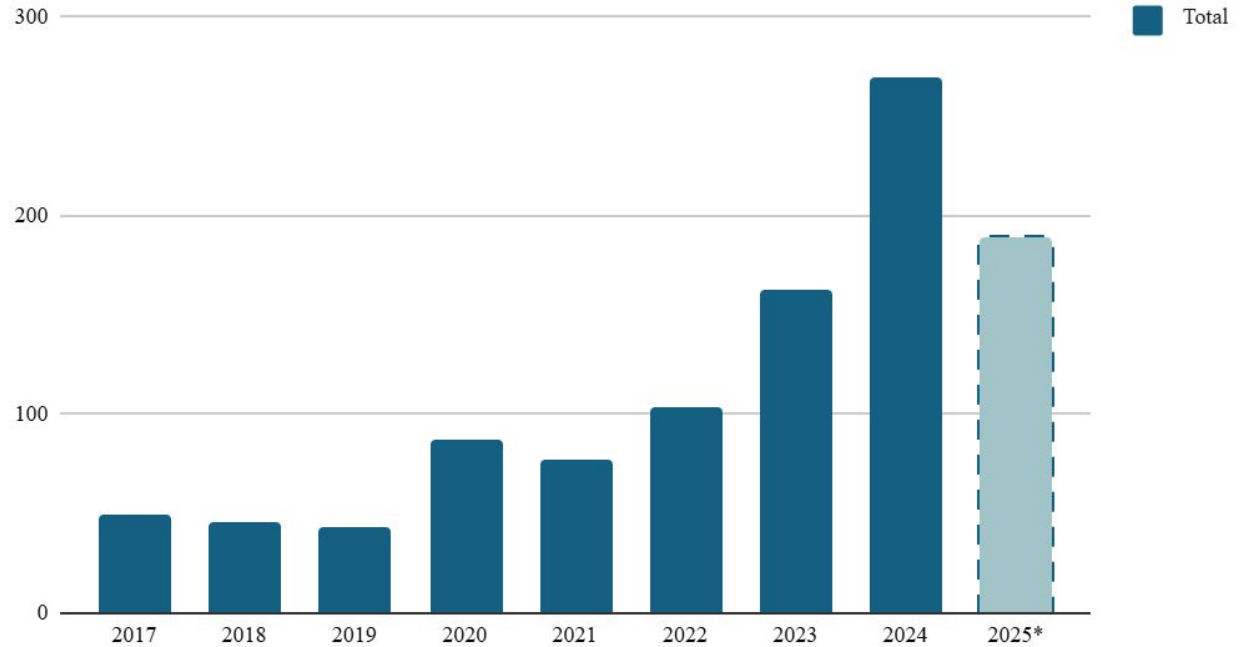
October 2, 2024

🔒 6 min ↻ 📌 🗨️ 92

And these tools come with new rules of engagement



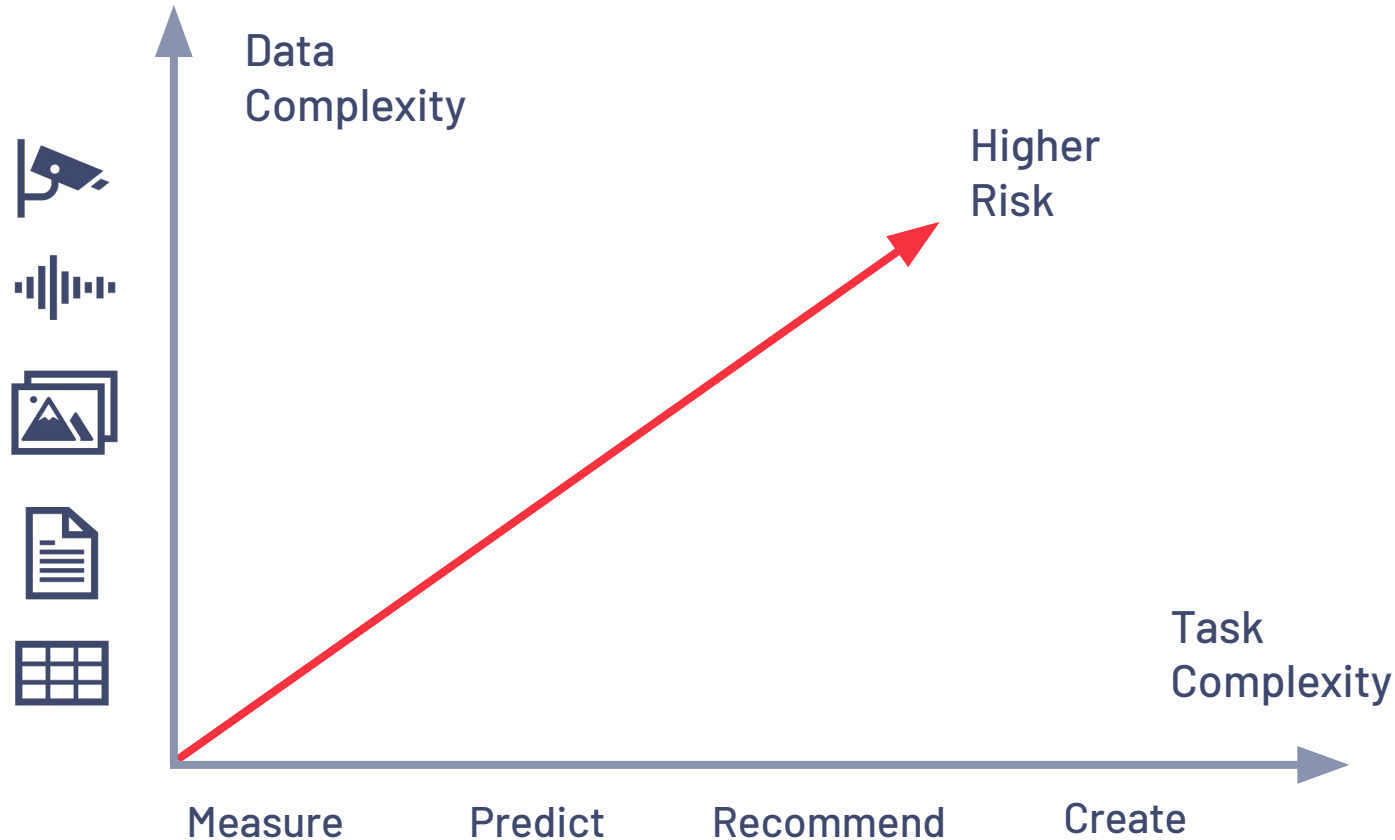
As a result,
AI incidents
continue to
rise



*Data is only for first half of 2025
Source: AI Incident Database (As of 6/30/2025)



With more complex tasks, comes greater risk



AI is given more autonomy, there will be **more** demand for quality control, oversight & governance



More than **60% of executives** cite concerns with accuracy, regulatory compliance, and cybersecurity

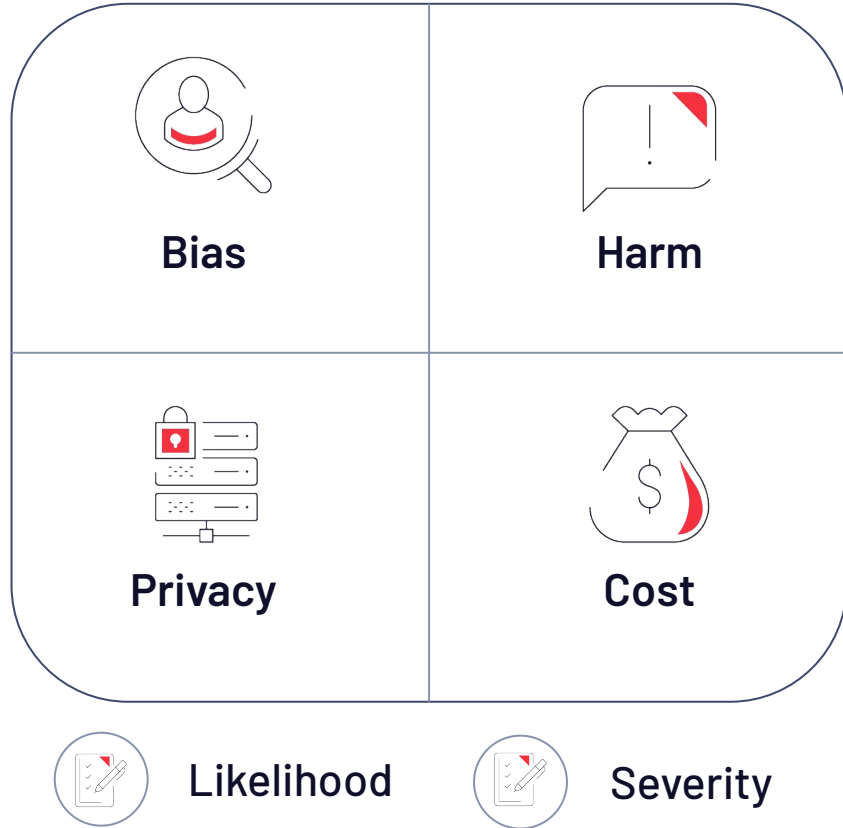
(Stanford AI Index 2025)

- 44%** **Of employees** used AI in ways that contravene organizational policies
- 66%** **Of employees** used AI output without evaluating it
- 56%** **Of employees** made work mistakes due to AI.

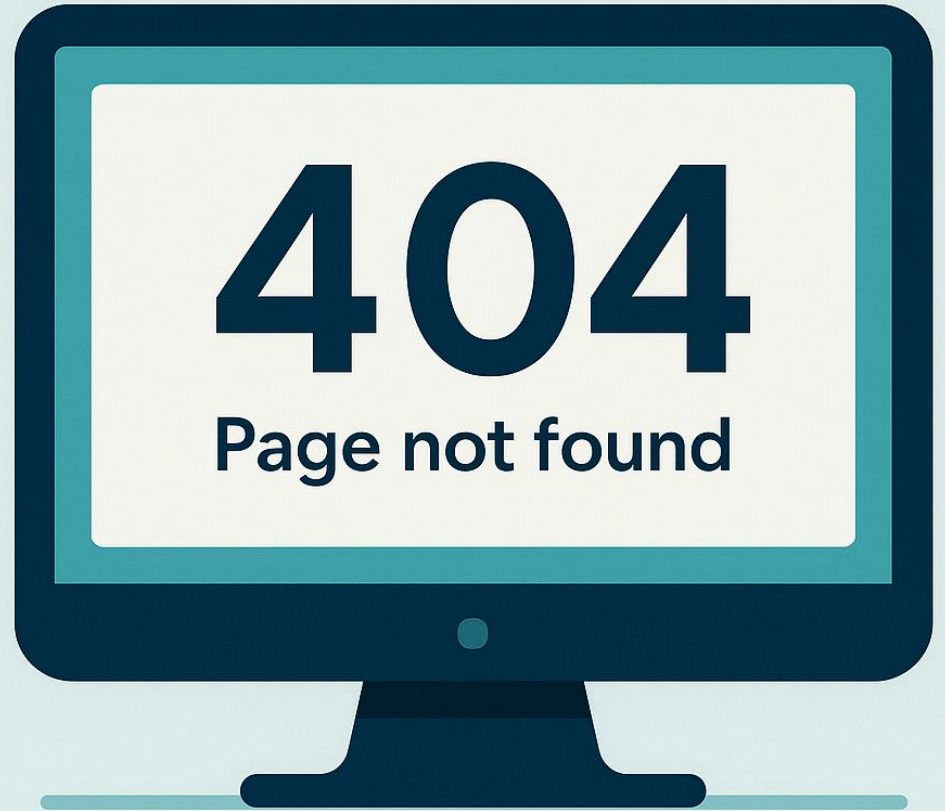
(Trust, attitudes and use of artificial intelligence: KPMG global study 2025)



Use a
risk-aware
approach to
manage AI
investments



Success with AI
depends on
catching
'invisible' errors



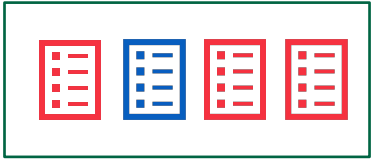
The art is identifying when models are more likely to be wrong



AI makes mistakes sometimes



What if we could recognize when it was more likely to make a mistake?



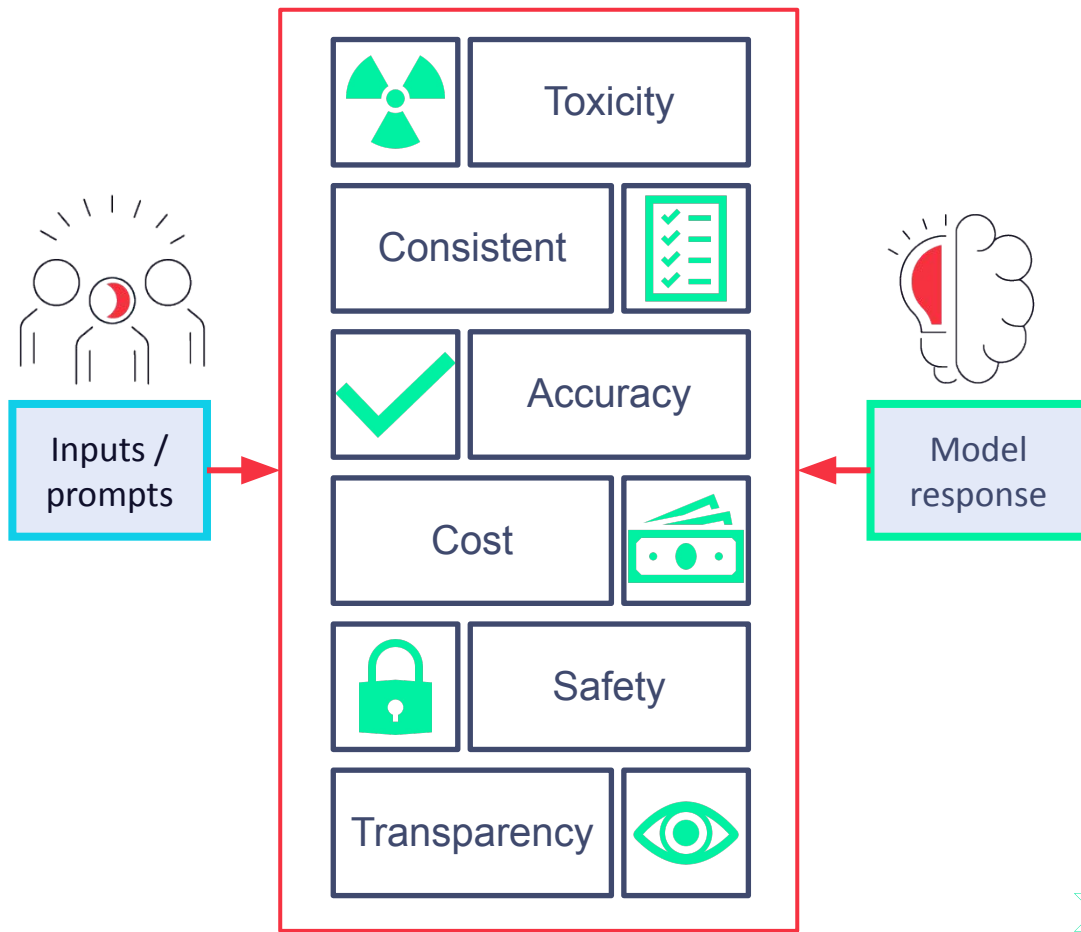
For human review



Use AI, audit for quality assurance



Reduce
inherent risk
with guardrails
& observability



Ask your vendors about systems and model cards!



AI Nutrition Facts

Your Product Name

Description

Describe your product

Privacy Ladder Level 1

Feature is Optional Yes

Model Type Generative

Base Model OpenAI - GPT-4

Trust Ingredients

Base Model Trained with Customer Data No

Customer Data is Shared with Model Vendor No

Training Data Anonymized N/A

Data Deletion Yes

Human in the Loop Yes

Data Retention 30 days

Compliance

Logging & Auditing N/A

Enter comment here...

Guardrails N/A

Enter comment here...

Input/Output Consistency Yes

Other Resources

Add any additional resources...

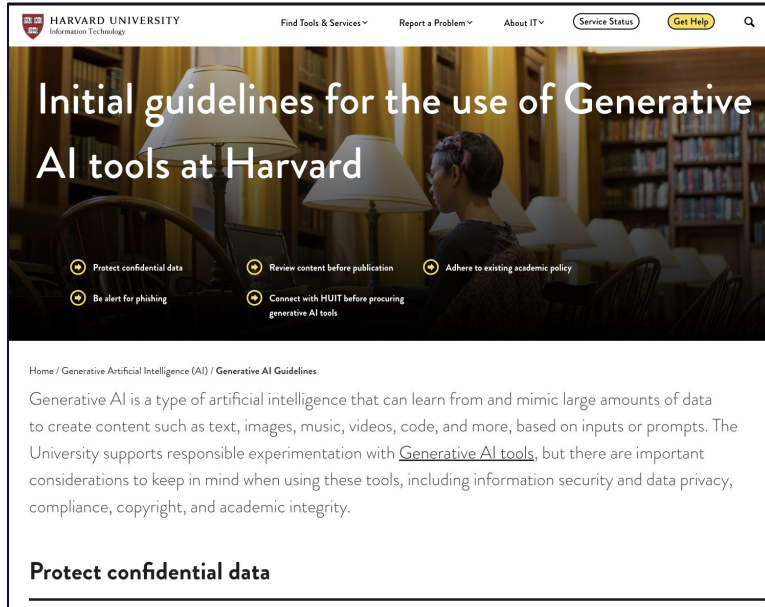
Learn more about this label at nutrition-facts.ai

(examples courtesy of Google & Twilio)



Clear guidelines & ground rules enable GenAI use

Generative AI Guidelines



The screenshot shows the Harvard University Information Technology website. The main heading is "Initial guidelines for the use of Generative AI tools at Harvard". Below the heading are five key points, each with a right-pointing arrow icon:

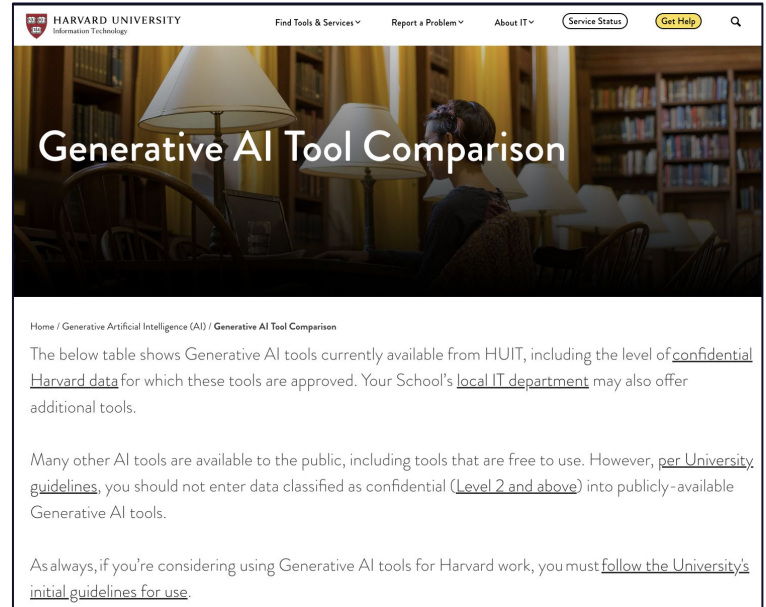
- Protect confidential data
- Review content before publication
- Adhere to existing academic policy
- Be alert for phishing
- Connect with HUIT before procuring generative AI tools

The breadcrumb trail reads: Home / Generative Artificial Intelligence (AI) / Generative AI Guidelines. The introductory text states: "Generative AI is a type of artificial intelligence that can learn from and mimic large amounts of data to create content such as text, images, music, videos, code, and more, based on inputs or prompts. The University supports responsible experimentation with Generative AI tools, but there are important considerations to keep in mind when using these tools, including information security and data privacy, compliance, copyright, and academic integrity."

A section titled "Protect confidential data" is highlighted with a horizontal line underneath.

<https://huit.harvard.edu/ai/guidelines>

Generative AI Tools



The screenshot shows the Harvard University Information Technology website. The main heading is "Generative AI Tool Comparison". The breadcrumb trail reads: Home / Generative Artificial Intelligence (AI) / Generative AI Tool Comparison. The introductory text states: "The below table shows Generative AI tools currently available from HUIT, including the level of confidential Harvard data for which these tools are approved. Your School's local IT department may also offer additional tools."

The text continues: "Many other AI tools are available to the public, including tools that are free to use. However, per University guidelines, you should not enter data classified as confidential (Level 2 and above) into publicly-available Generative AI tools."

The text concludes: "As always, if you're considering using Generative AI tools for Harvard work, you must follow the University's initial guidelines for use."

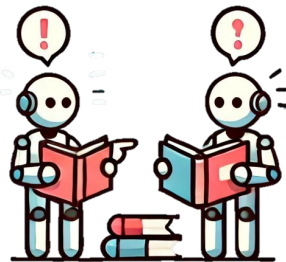
<https://huit.harvard.edu/ai/tools>



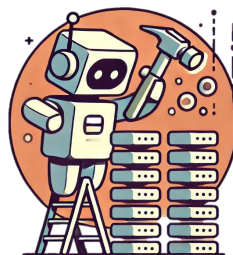
Three guarantees with AI



Models will be
wrong sometimes



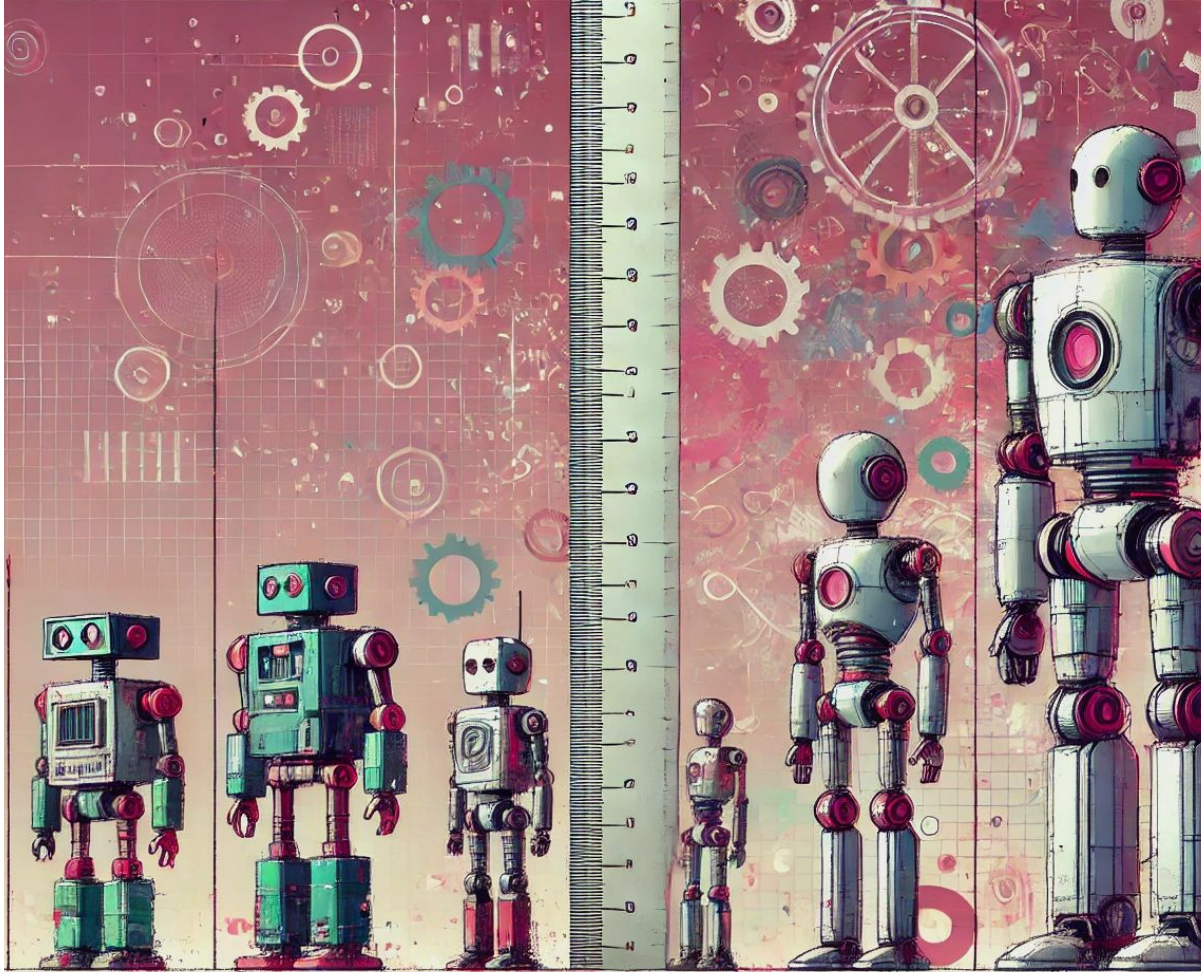
This is the worst
the models will
ever be



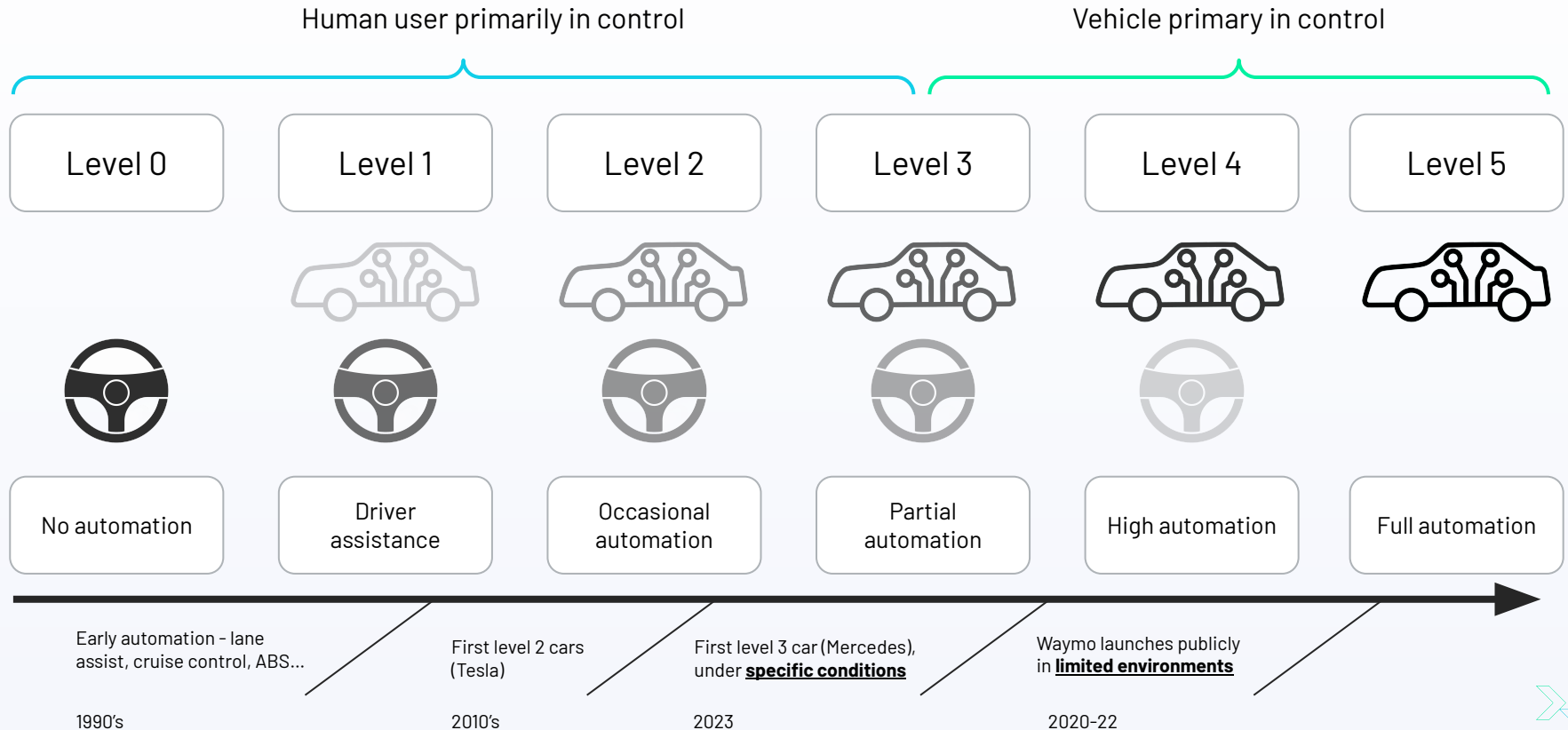
AI needs quality
data AND humans



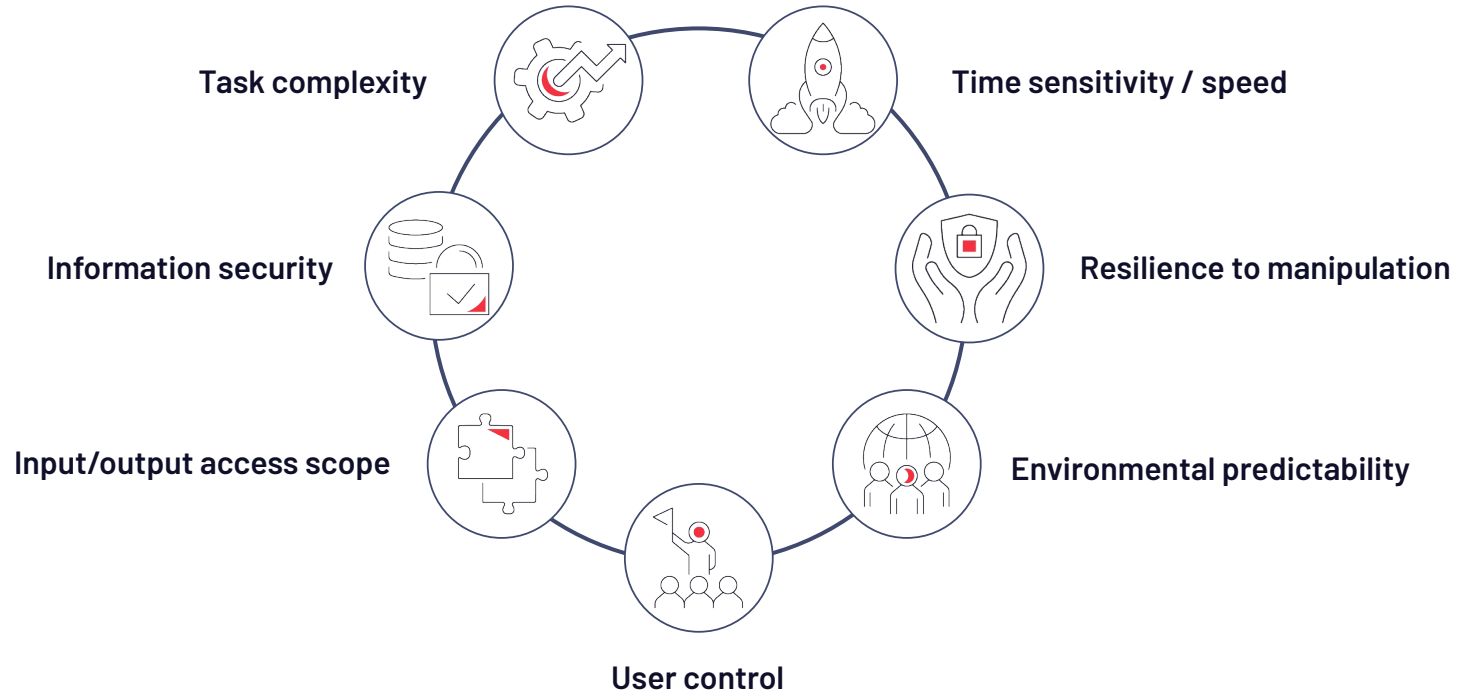
Don't get
stuck in the
'efficiency'
trap



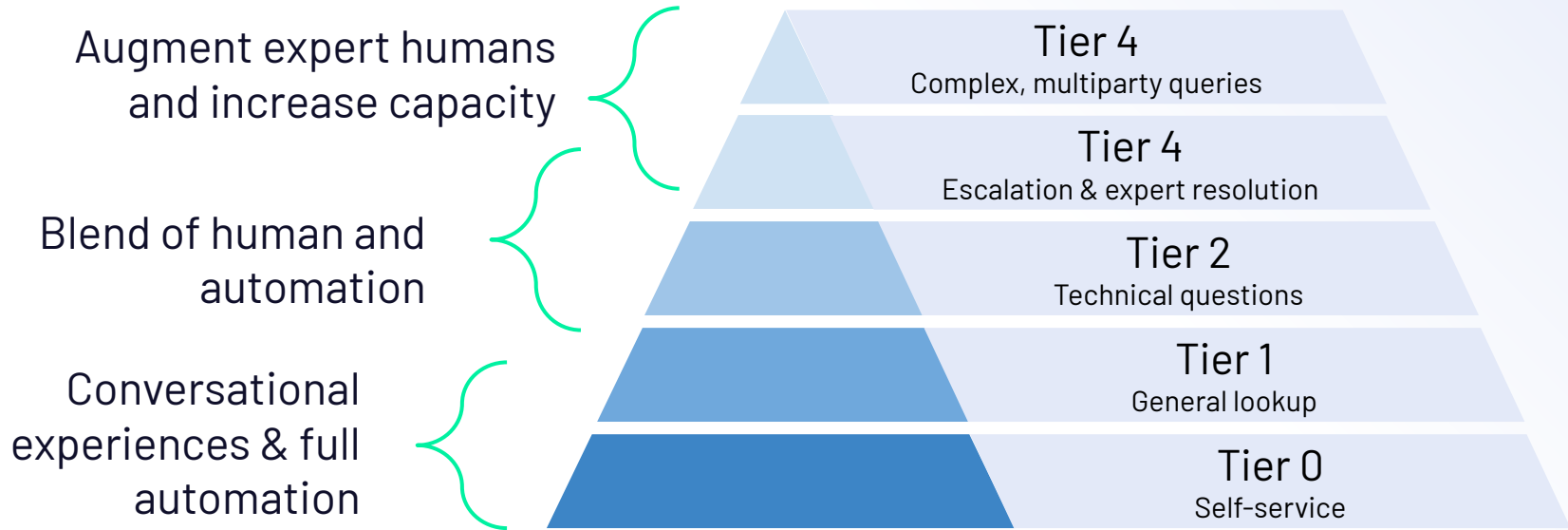
The automation gap



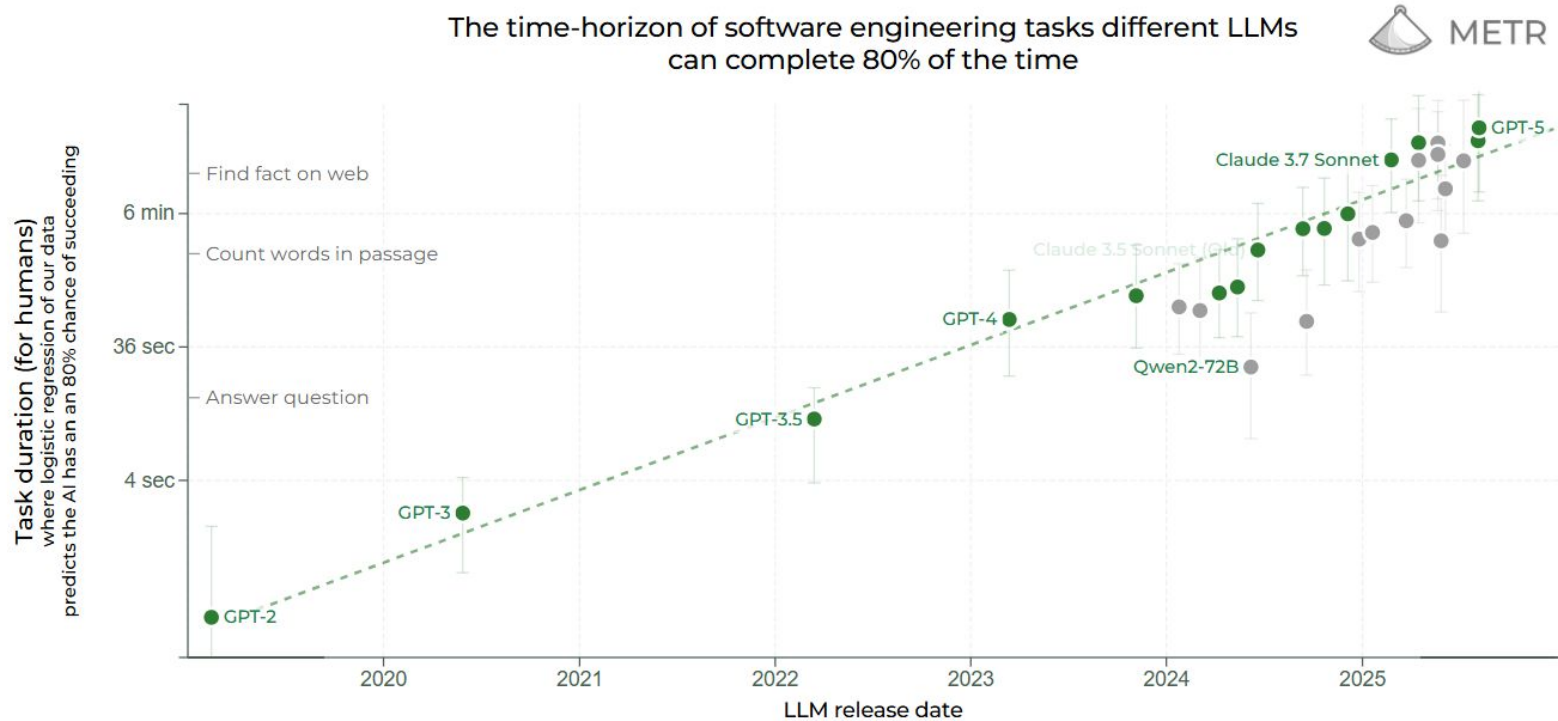
What is autonomy?



Reimagine the contact center as an AI-human partnership



AI systems have doubled the length of tasks they can successfully accomplish every 7 months



Recognize where AI excels



Summarize & synthesize

General topics, internal docs, meetings. Pair with domain criteria.



Retrieve knowledge

Retrieve answers from policies, product documents, procedures, and more



Vibe coding & analysis

15 minute horizon tasks - coding, unit tests, documentation, and analysis



Generate drafts

Emails, marketing copy, wireframes, concept graphics



See + read

Classify, extract fields, capture tables. Real-time translations.



Scale & repetition

Detect consistent patterns in large volumes of data. Repetitive tasks prone to human fatigue & error.



And where AI makes humans even more critical



Frame the problem

Set goals, metrics, and trade-offs
leaders agree on.



Exercise judgement

Resolve gray areas with values and
context, define boundaries and
sign-off.



Lead and align

Motivate change, broker trade-offs
across functions, land decisions.



Direct creativity

Set taste, pick the best from many
options.



Listen and empathize

Read intent, de-escalate, tailor
communication.

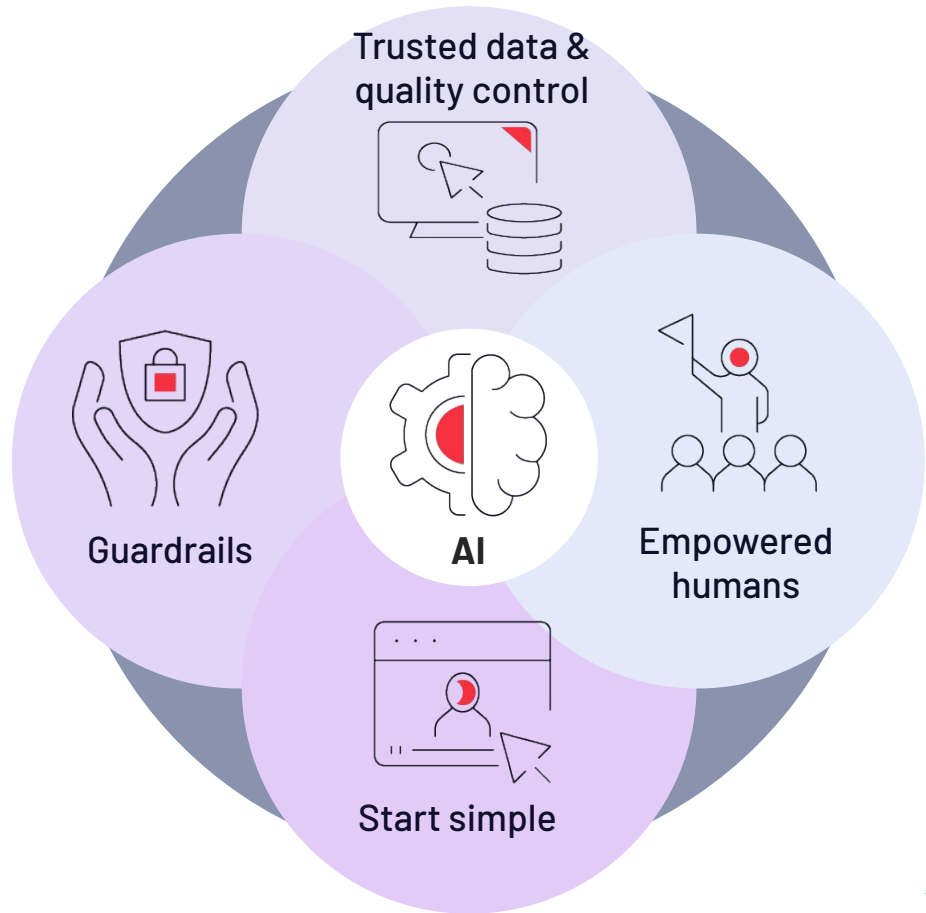


Physical presence

Field work, care, multi-party
logistics, real-world constraints.



Humans + AI =
superpowers



Further 

Let's make AI boring



Cal Al-Dhubaib

Data Scientist | Entrepreneur | AI Strategist



Cal Al-Dhubaib
Head of AI & Data Science
Cal@gofurther.com

Further

Contact:

Cal Al-Dhubaib

Head of AI & Data Science

cal@gofurther.com

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