



WHITEPAPER

The customer command center.

A new era of agentic customer service.

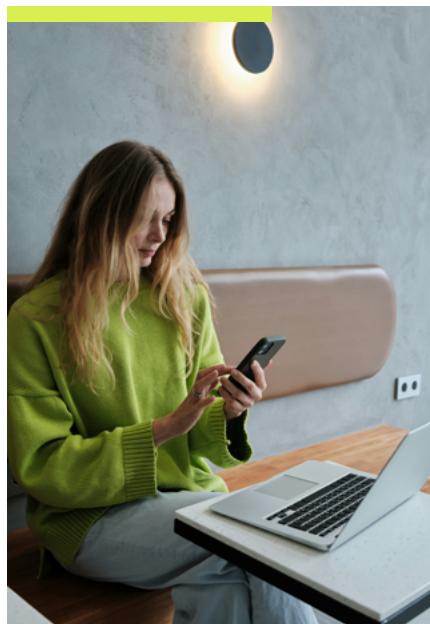


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• Introduction

Let's face it, customer experience is declining in the name of automation. Too often, customers are faced with chatbots or voice assistants that act as barriers to customer service representatives.



These solutions fail to understand customers' needs and reliably carry out transactions. They're often clunky and unnatural, making customers repeat themselves or try different word combinations to get their points across.

The current bar for customer service automation is *containment* and not *delight*.

Most organizations are thinking about automation as a means of loosening a white-knuckled reliance on outsourcing and offshoring, which are in themselves means for

combatting labor shortages and budget restrictions. It's all about deflecting customers away from customer service reps, by whatever means necessary.

As more sophisticated agentic AI systems become available as a means for organizations to communicate with customers, it's time to rethink what automation means for the enterprise.

Using AI agents to deflect calls from the contact center is a bit like using a Ferrari to ferry the kids to and from after-school clubs. Sure, it does the job, but it could do a lot more...

• Can customer support be more than a problem processor?

The contact center is still seen as a cost center. If it weren't, organizations would invest more in hiring and retaining customer service reps, and automation wouldn't be so popular.

Of course, there is nuance here. In a [recent survey of CX and contact center leaders](#), 36% said their organization views the contact center as both a cost center and a value driver.

Most organizations do see the value in customer service conversations, but this value is disproportionate

to the dwindling investments being made in customer service teams and technologies. Why is this happening?

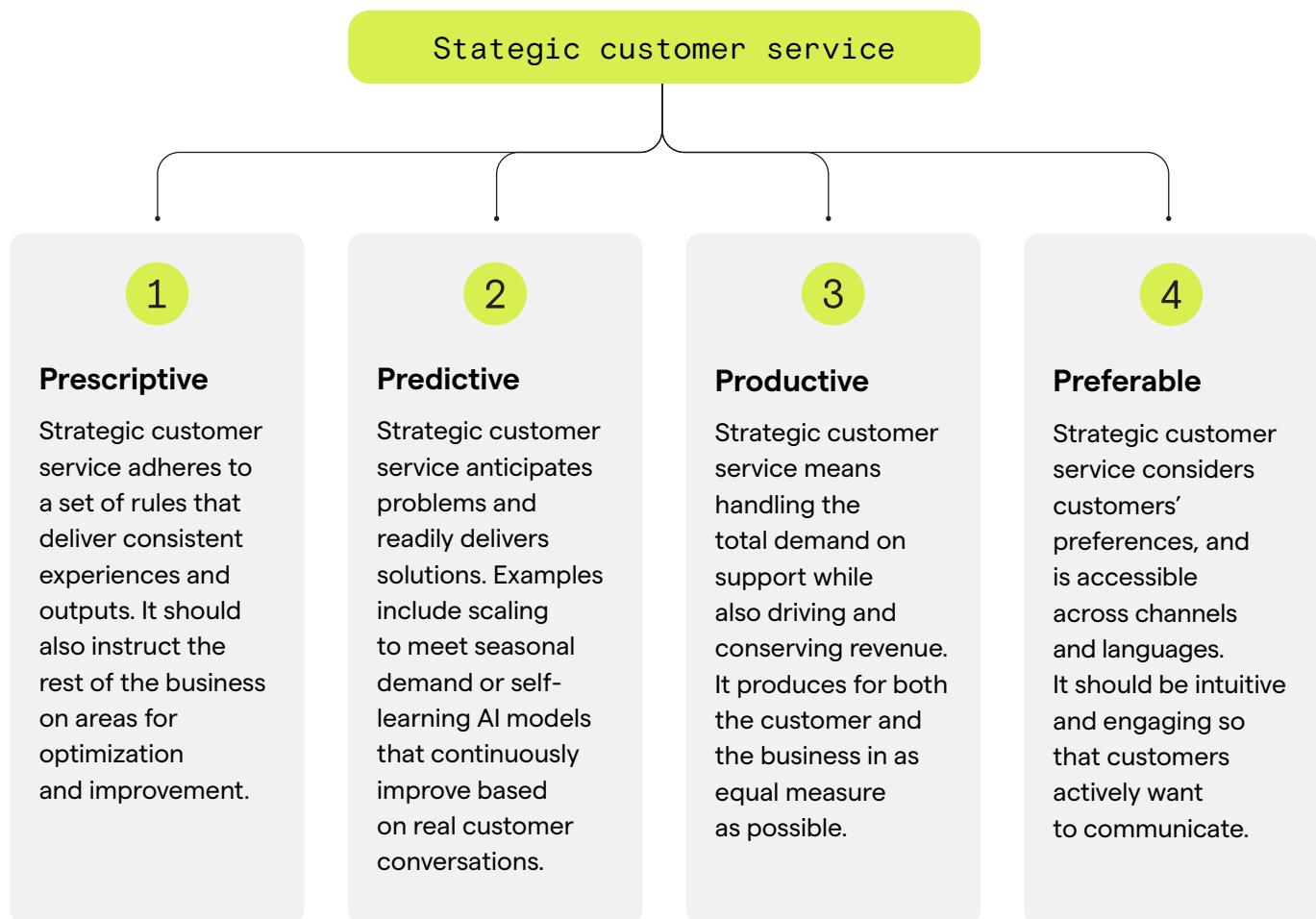
Because most companies still orient to support as a "problem processor" that pacifies customers and their immediate problems and not an origin point for solving

company problems. They are not set up culturally or operationally to hear concerns that come through support channels and respond with cross-functional, operational improvement plans.

• The 4 Ps: Pillars of strategic customer service.

Effective customer communication is about more than solving problems. It's about reimagining customer service as a strategic asset that informs data-driven decisions across the whole organization.

Strategic customer service follows the rule of the 4Ps. It is prescriptive, predictive, productive, and preferable.



- **Transforming the contact center into a strategic customer command center with agentic AI.**

When customer service is more closely aligned with the 4Ps (prescriptive, predictive, productive, and preferable), it starts to resemble something much more robust than a contact center: it becomes a command center for customer experience.

In a customer command center, customer inquiries are not merely solved—they are traced back to the root cause, enabling organizations to identify issues or friction points across the entire business. These insights lead to operational shifts and bidirectional, contextual updates that can change a business's trajectory.

Recent breakthroughs in agentic AI have made the customer command center a real possibility. In a world where customers can and will engage with automated systems and enterprises can safely and reliably connect sources of customer data, AI agents can transform the way businesses communicate with their customers.



• How to build a customer command center.

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1. Introduce strategic automation

Strategic automation is about more than deflecting customers away from the contact center. It's about developing a real-time view of customers' needs and effective processes for communicating these needs across the organization.

Meeting today's expectations for the contact center means implementing AI agents that can reduce the pressure on customer service representatives, but a truly strategic approach involves the following:

Building for engagement

To reap the rewards of automation, it is key to design and build systems that customers want to engage with. If customers prefer talking to a real person, they'll insist on speaking to one.

Customer context

If you want to offer a predictive and personalized experience, you will need a transfusion of customer data into your support system. That means giving AI agents access to customer context like past purchases, preferences, and enrichment data.

Access to the broader CX ecosystem

You will likely need read & write access to an ecosystem the contact center is not used to being a part of, including Customer Data Platforms (CDP), data warehouses, business intelligence tools, and customer intelligence platforms.





2. Develop a real-time event monitoring and response system

Once you're automating a significant portion of customer inquiries, you'll be able to monitor, report on, and proactively address issues as they arise.

Adapt customer journeys on the fly

With the right tools in place, you can implement quick changes to customer journeys that reduce friction. Whether it's adding emergency messaging, updating opening hours, or adding steps to transactions, the contact center can rapidly optimize experience, much like any digital channel. You can even adapt customer experience based on changes you can anticipate: weather, supply chain, market dynamics, etc.

Report on issues

95% of CX and contact center leaders agree that customer service departments would benefit from improvements made to other parts of the customer journey. With structured first-party data on what customers want, contact center leaders can offer valuable insights to other departments within the organization.

Real-time first-party data

As interactions are tagged and categorized by AI, you'll know the top issues that customers are having at any one time.



3. Build a culture of feedback

Most companies aren't set up culturally to hear concerns that come through support channels and respond with cross-functional plans for operational improvement.

Transforming the contact center into a customer command center buys the customer a seat at the table when it comes to designing company strategy.

Shared objectives

Enterprises need to rethink how they catalog and share objectives and how they measure success. In its crudest form, this could be a dashboard of 30-50 objectives the business has; from reducing operational costs in certain areas to increasing customer and brand loyalty through specific means, and then the key results associated with their progress.

Build a better picture of success

Improving efficiency and customer satisfaction are key goals for contact centers, but are they the most strategic goals and are they being measured in the most impactful way? Building a culture of feedback relies on contact center leaders having a voice in the meaning of success for customer service.

Executive access to customer dashboards

From an automated contact center, you should be able to build a strong composite understanding of your customer in their own voice. This information should be at the fingertips of executive teams when making decisions about all policies that impact customers.



- **How to know when you have a customer command center.**

When you're running a customer command center, you know which levers to pull, and how to pull them to meet your quarterly and annual goals. And you know what trade-offs you're making.

A contact center does what it can, as best it can, in response to a world that is outside of its control. A command center takes deliberate action and controls for its environment.

With a customer command center, your executive team has information about the customer at their fingertips and can understand customers and their sentiment as well as change the way their brand interacts with them

A customer command center will operate as a 2-way customer glass, where customer information is being saved to your back-end systems (CRM, CEM, CDP, etc) and later being used to personalize experiences based on what you know, and what you can predict from your understanding of your customers.

- **Are you ready to transform your contact center into a customer command center?**

PolyAI is the world's first and only customer command center platform.

Request a demo to find out more about how PolyAI can help you resolve up to 90% of calls, access first-party customer data, optimize phone support in an instant and deliver effortless CX at scale.

[Request a demo](#)