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# The 2025 trends set to shake up the Australian service industry

Prepare to explore the Australian Service Landscape, where we'll guide you through the key trends shaping the industry's future.

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As customers demand immediate, personalised service and market pressures strain loyalty, organisations face the challenge of adapting to these shifting expectations.

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# Introduction

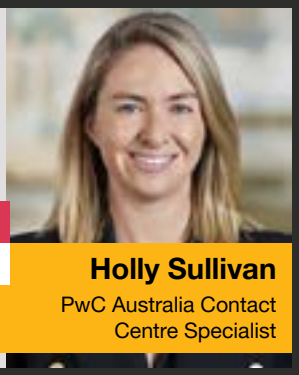
The service industry is rapidly evolving, with complex factors placing unprecedented pressure on leaders and teams. With the world on the precipice of dramatic change in how we interact with technology and the businesses that use it. The rapid growth of AI, once confined to science fiction, is revolutionising our world. However, traditional pillars of customer service - empathy, understanding, trust and connection - will become even more crucial as technology advances. Striking the right balance between new and old to meet customer expectations is tricky. Drawing from our extensive experience in this field, we have identified emerging trends and disruptions poised to transform the industry, along with the opportunities they present.

Our analysis focuses on four key macro factors—**customer expectations, technological advancements, a tough economic climate, and generational changes**. We have pinpointed tactical opportunities that leaders can utilise to improve operations, enhance customer experiences, and advance toward their vision of the future service centre.

## What do we mean by ‘Service Centre’?

A ‘Service Centre’ is broader than your typical contact centre. While it contains all of your traditional contact centre elements, it goes beyond that to provide a holistic approach to customer service, ensuring that all aspects of customer interaction and support are efficiently managed and integrated. This comprehensive approach aims to enhance customer satisfaction, streamline operations, and foster long-term customer loyalty.

> Everyone is talking about AI and you aren’t alone. With nearly 80% of AI business cases failing to deliver on their promises, organisations need to take a step back and get their foundations right before they venture into this new AI horizon



**Holly Sullivan**
PwC Australia Contact Centre Specialist

# What does the current Australian market look like?

2,500 – 3,000

**Contact centres operate** in Australia

86%

of all calls are answered

37%

of Australian Contact Centres **utilise AI** in some capacity

69%

of Australian Contact Centres are in house

42%

of Australian Contact Centres offer **self-service support**

55%

of the contact centre workforce **work from home**

43%

**annual attrition** for contact centres with over 500 seats

32%

of staff feel they don't receive enough training

SMAART Recruitment | 2024 Contact Centre Best Practice Report, 2024 Australian Customer Experience Professionals Association

# The new landscape

## Factor 1

### Changing customer expectations

It should come as no surprise that the modern customer demands immediate and personalised services. With 80% of customers considering their experience as important as a company's products and services[1], organisations can't afford to be getting it wrong. The rising cost of living, market conditions and technological advancements are further shifting customer priorities and expectations, straining customer loyalty and retention.

As organisations struggle to keep pace with the customer of today, how can they prepare to service the customer of tomorrow?

1 Salesforce | State of the Connected Customer, 6th Edition, 2023

## 1 Deliver personalisation at scale

The interactions customers have in their daily lives will continue to drive their service delivery expectations. Hyper-personalisation in everyday life ensures customers will continue to crave intimacy and personalisation at every touch point. **For businesses that do it right, the financial return is substantial, with 44% of businesses successfully increasing their revenues over 2 years by enhancing personalisation efforts**[2]. When done right, personalisation can deliver exceptional service experiences that drive customer loyalty – as 88% of customers[3] saying a good service experience makes them more likely to buy with the same brand again. With market conditions showing no signs of improvement, even simple personalisation enhancements could be key to unlocking business growth in this challenging climate.

**Effective and sustainable personalisation at scale** can only be achieved with integrated solutions that allow businesses to rapidly test, deploy and analyse customer interactions across all touchpoints and channels; enabling them to be agile and responsive as customer behaviours continue along this fluid trajectory.

We see leaders leveraging cloud, social and AI technologies to deliver personalised and engaging experiences (and reaping the benefits).

> Customer personalisation is crucial for loyalty because it transforms transactions into relationships, making customers feel valued and understood, which drives repeat business.



**Laurence Dell**
PwC Australia Head of Customer Transformation

2 Harvard Business Review Analytic Services, Mastercard | The Age of Personalisation, 2018
3 Salesforce | State of the Connected Customer, 6th Edition, 2023

## Common AI use cases include:

### Predictive Analytics for Customer Insights

AI and Machine Learning can predict customer behaviours, preferences, and needs - even before they have engaged with you. Not only does this inform targeted marketing strategies, product offerings and communications, but enables your agents to tailor their customer responses and proactively fix issues. The outcome? Higher conversion rates and increased customer satisfaction.

### Intelligent Call Routing

AI can analyse customer data in real-time to route calls to the most appropriate agent based on customer history, preferences, complexity - even behaviours and personality can be taken into consideration to optimise routing. This ensures that customers are connected to the right person who can address their needs more effectively, leading to higher satisfaction and faster resolution times.

### Personalised Content Recommendations

Companies like streaming services and e-commerce platforms are using AI to recommend content or products based on individual customer preferences. These recommendations are powered by algorithms that learn from customer interactions, ensuring that each customer receives a personalised and relevant experience.

### Enhanced Customer Support with AI-Powered Chatbots

AI-powered chatbots and virtual assistants can provide personalised, 24/7 support to customers. These tools can answer questions, solve problems, and even anticipate needs based on previous interactions, leading to faster resolutions and improved customer experiences.

**Of the 37% of contact centres currently utilising AI in some manner**, a staggering 50% are unsure whether AI has helped improve their customer satisfaction scores[4]. Linking customer satisfaction and effort metrics at the interaction, episodic and strategic levels allows you to assess your AI effectiveness and respond to issues in real time. However, with 46% of organisations stating their customer experience KPIs do not drive change[5], it's crucial to define the desired outcomes of your AI before designing KPIs to measure success.

Not ready for AI? Invest in your knowledge management and analytics to enhance efficiency and innovation. Improving your knowledge management will streamline processes reducing customer contact and resolution time while fostering continuous improvement. Leveraging disparate data sets across all of your touchpoints will yeild clear, actionable insights for personalisation opportunities.

4 SMAART Recruitment | 2024 Contact Centre Best Practice Report, 2024
5 SMAART Recruitment | 2024 Contact Centre Best Practice Report, 2024

## 2 Next level convenience: the future of self-service is here

**Historically, self-service and digital have had negative connotations**, especially for companies who predominantly serve older generations and those less digitally literate. However, in an age where self-service is tightly woven into the fabric of consumerism - such as airport check-ins, supermarket checkouts, and QR codes at pubs - the self sufficient customer will only continue to grow. This shift is further driven by advancements in technology and the rise of Gen Z.

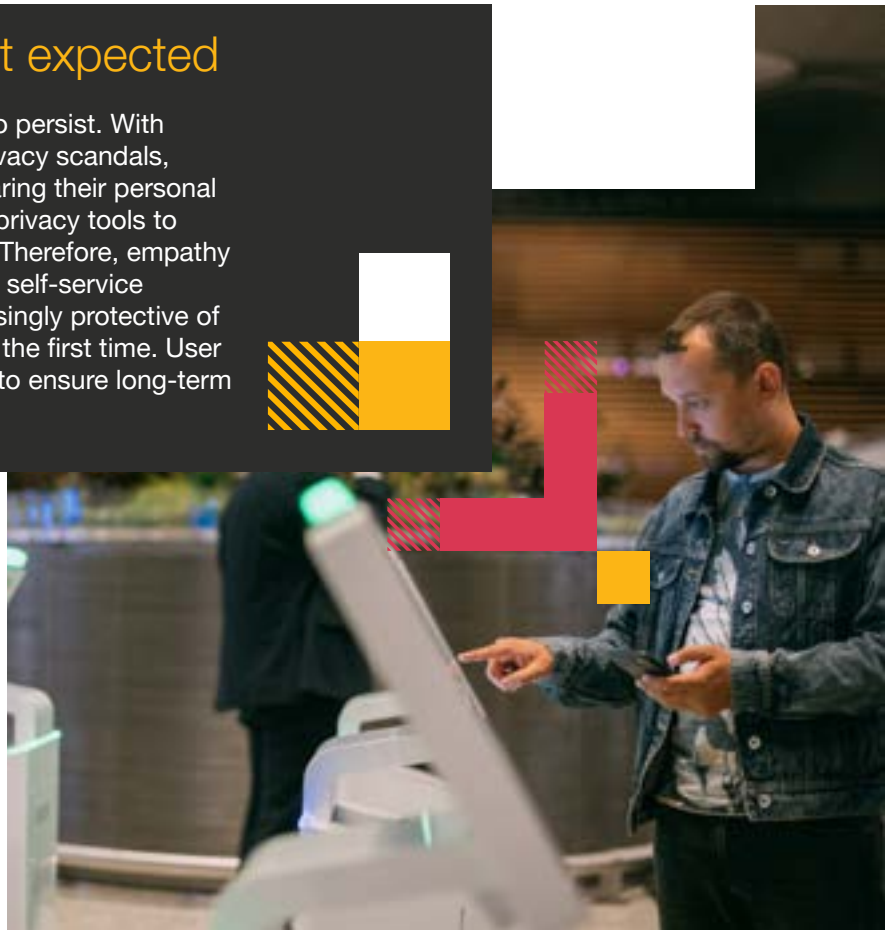
**Digital advancements have allowed customers to interact with, and compare more brands, channels and products** raising customer expectations. This trend is likely to continue, with 63% of Millennials and Gen Z preferring to engage with organisations digitally[6]. Furthermore, a staggering 38% of Gen Z and Millennial customers say they wouldn't make a purchase from the same company again if their issue couldn't be resolved via self-service[7].

**Digital natives have minimal patience for long wait times** with chatbots, mobile applications, messaging and social media their preferred channels, while Gen X and Boomers still favour email, phone and in person interactions. A natural language IVR can cater to these preferences allowing self-service in preferred channels and reducing agent demand.

**As Gen Z becomes the largest consumer segment,** their preference for self-service will significantly impact customer loyalty and brand reputation, with serious financial repercussions for organisations that fail to adapt.

### Trust needs to be earned, not expected

Unfortunately, security and trust issues are likely to persist. With the increasing frequency of data breaches and privacy scandals, customers are becoming more cautious about sharing their personal information, with 25% of global consumers using privacy tools to prevent organisations from tracking their activity[8]. Therefore, empathy and data security must be the cornerstone of your self-service offerings. Given that 79% of customers are increasingly protective of their data[9], businesses can't afford to get it wrong the first time. User experience should drive all design considerations to ensure long-term customer adoption.



6 Salesforce | State of the Connected Customer, 6th Edition, 2023
7 Gartner | Adapting to the Customer Service Preferences of Gen Z and Millennials, 2023
8 Forrester & CX Network | Personalise CX with data driven self-service, 2023
9 Salesforce | State of the Connected Customer, 6th Edition, 2023

**The 'always on' customer continues to drive the evolution of service delivery and growth of self-service offerings.** In a increasingly connected 24/7 society, coupled with expanding global markets and rising customer demands, service centres are being pushed to extend their availability. To ensure continuous support, organisations are turning to self-service, outsourcing, automation and distributed teams.

**Self-service presents a significant opportunity** to boost productivity, lower costs, and focus on higher-value interactions. With live interactions costing 24 to 48 times more than self service[11], organisations are rapidly adopting self-service portals, smart IVRs, comprehensive FAQs and AI driven virtual assistants to guide customers without human support. Those that embrace self-service, often see more than double the year-on-year revenue growth, with self-service solving an estimated 54% of customer issues for those organisations who adopt it[12].

**Interestingly, a number of self-service offerings still lack the foundational capabilities** needed for effective resolution, leading to poor customer experiences and increased reliance on assisted channels. With 74% of customers more likely to choose self-service after experiencing seamless channel transitions, organisations can't afford to get this wrong[10].

10 Gartner | Gartner Survey Finds 62% of Customer Service Channel Transitions are "High-Effort", 2023
11 Frost & Sullivan | How to Meet High Expectations as Customers Rapidly Shift to Self-Service, 2022
12 Salesforce | State of the Connected Customer, 6th Edition, 2023

## 3 Connected experiences - customers see a brand, not a branch

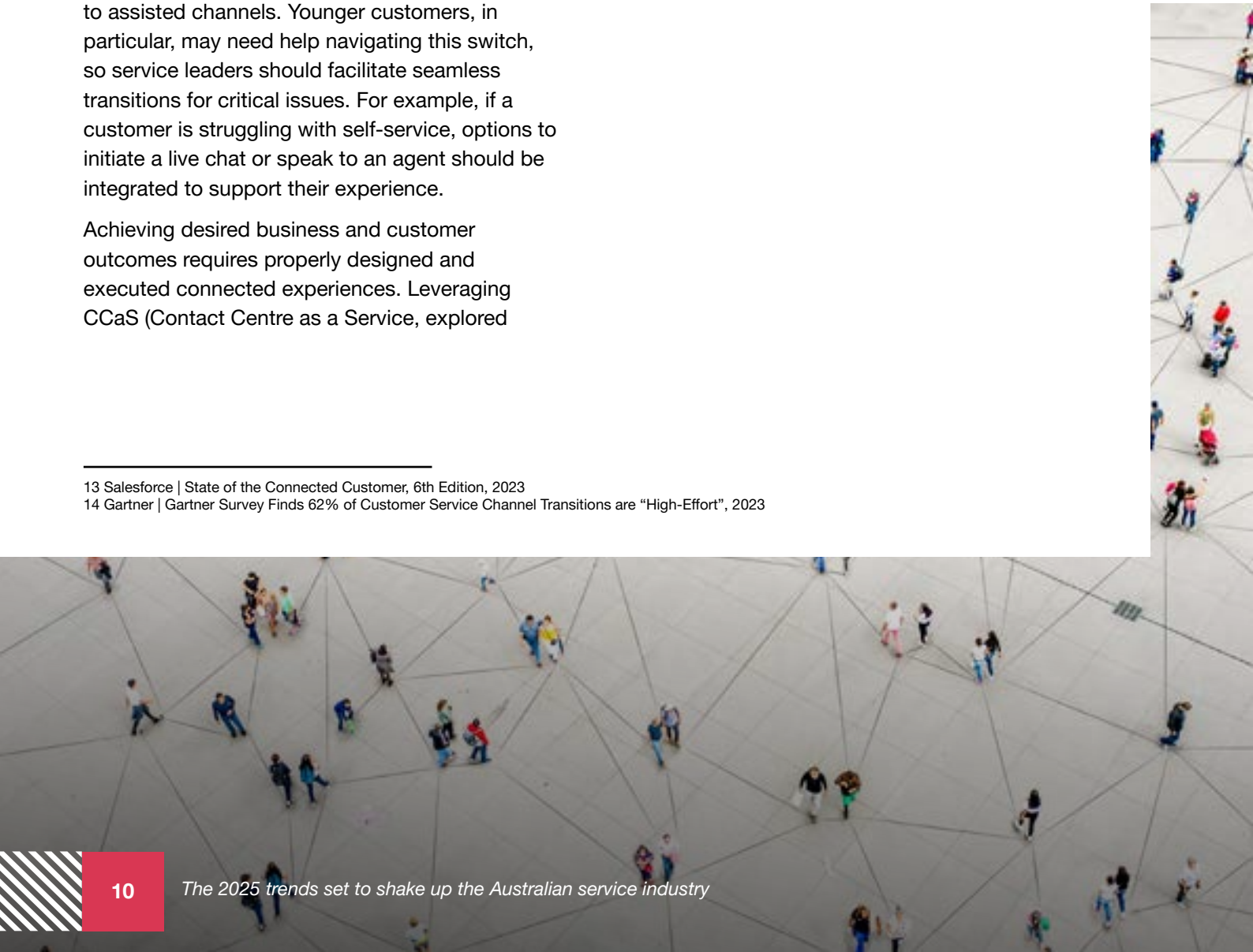
Research shows that a customers' top frustration is a disconnected experience[13], making seamless and connected channels essential. Leading organisations are increasingly embracing integrated channels with a tiered service delivery approach, enabling customers to engage through their preferred methods.

Customers expect 'always on' omnichannel support, with experiences on par with competitors. This is known as 'expectation transfer' - where positive experiences with one brand set expectations for others.

Gartner estimates that around 88% of customer service journeys starting with self-service will touch multiple channels[14], like phone, live chat, and email. To support these journeys effectively, self-service options must allow easy transition to assisted channels. Younger customers, in particular, may need help navigating this switch, so service leaders should facilitate seamless transitions for critical issues. For example, if a customer is struggling with self-service, options to initiate a live chat or speak to an agent should be integrated to support their experience.

Achieving desired business and customer outcomes requires properly designed and executed connected experiences. Leveraging CCaS (Contact Centre as a Service, explored more below) solutions is one effective approach. These platforms can seamlessly integrate across all channels, ensuring a consistent and unified experience. By consolidating customer data across touchpoints, your team gains a comprehensive view of customer history and preferences, enabling tailored services.

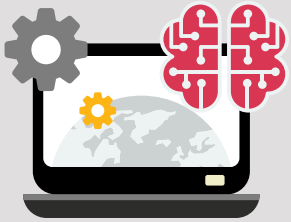
Most importantly, connected channels need a well-equipped workforce. Enabling agents to switch rapidly between channels, products and services ensures continuous service. Providing agents with comprehensive customer data from self-service interactions prevents customers from having to repeat information, reducing unnecessary friction. This proactive approach helps prevent issue abandonment and enhances overall satisfaction by avoiding forced channel transitions.



13 Salesforce | State of the Connected Customer, 6th Edition, 2023
14 Gartner | Gartner Survey Finds 62% of Customer Service Channel Transitions are "High-Effort", 2023

Factor 2

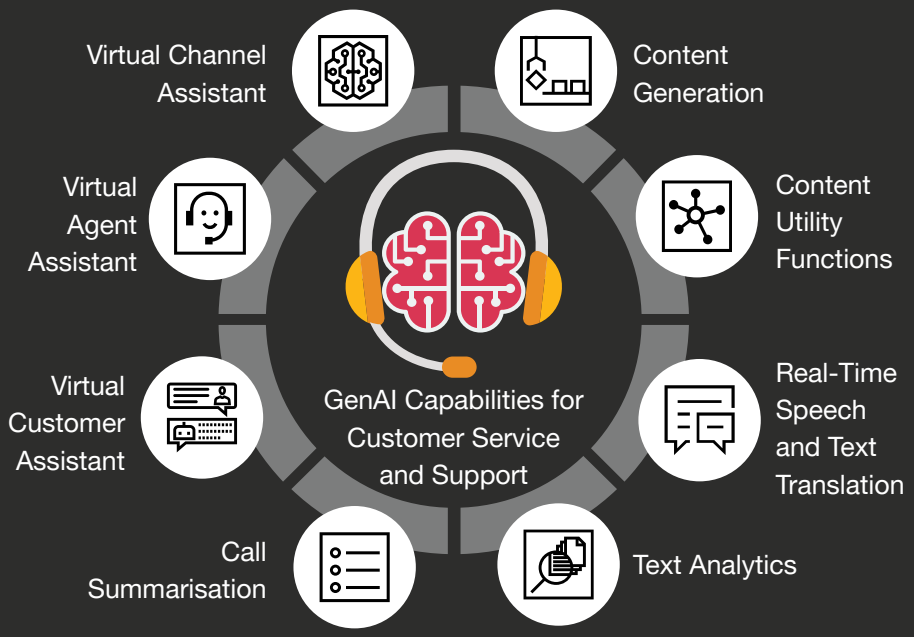
# The next generation of technology

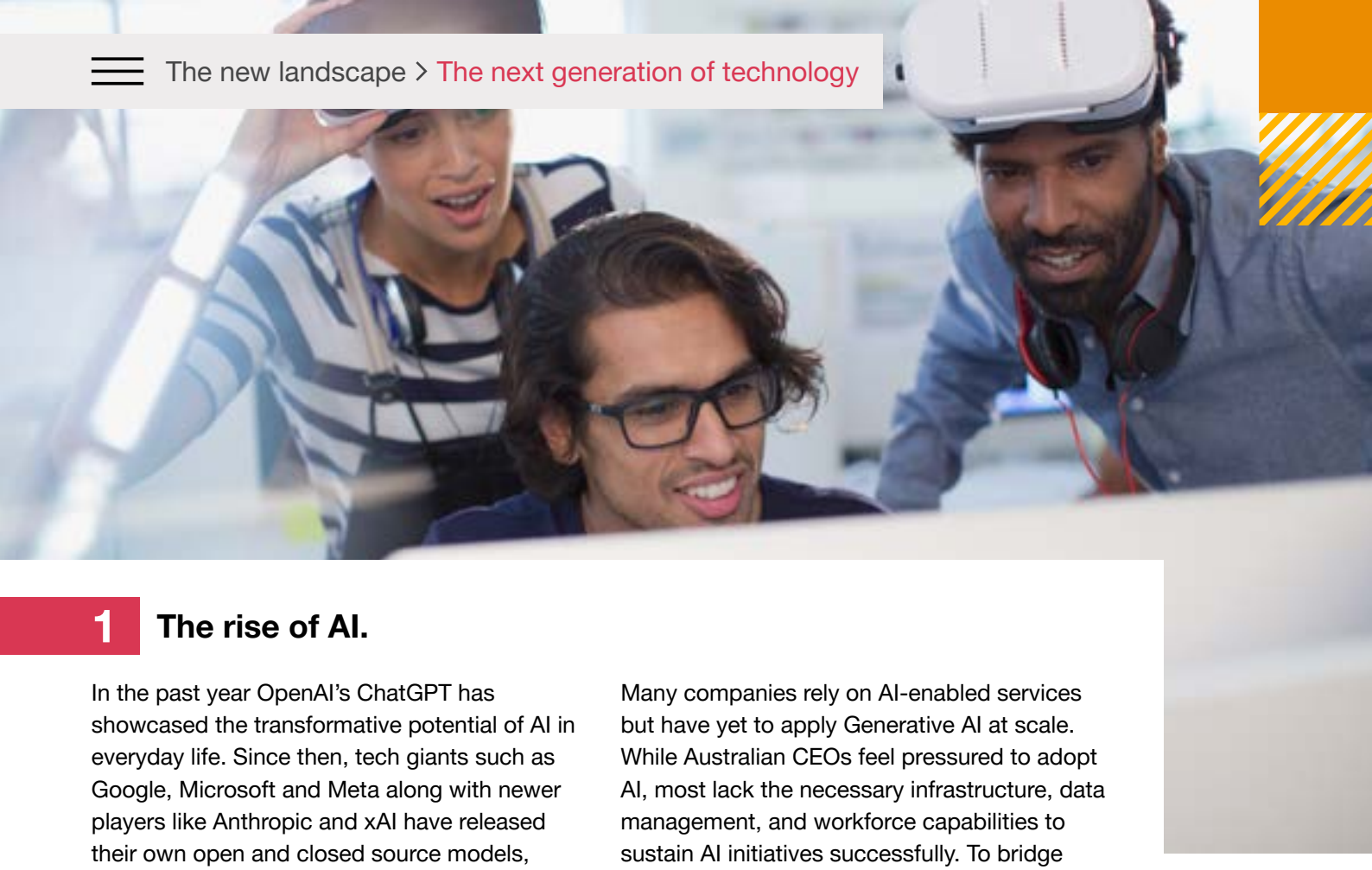


The ever widening gap between leaders and laggards in customer service is evident in the stark differences in how companies approach their data and technology. In a world where customers expect seamless experiences and faster solutions than ever before, how can the next generation of technology deliver the exceptional service they demand?

## GenAI Capabilities

There are many different GenAI capabilities that are designed for customer service and support. This wheel shows a range of capabilities, which you will see referenced throughout this document.





## 1 The rise of AI.

In the past year OpenAI's ChatGPT has showcased the transformative potential of AI in everyday life. Since then, tech giants such as Google, Microsoft and Meta along with newer players like Anthropic and xAI have released their own open and closed source models, further expanding this landscape. As these technologies advance, organisations face job threats, workforce uncertainty, and increased cybersecurity risks. While it's tough for leaders to discern what is the 'best' strategy for their organisation's future, one fact is undeniable: customer expectations for AI are rapidly evolving. **To thrive, organisations must not only keep pace but anticipate and lead these changes.**

According to the 2024 PwC CEO survey, 70% of CEOs anticipate AI will increase competition and drive changes to business models and workforce skills[15]. Generative AI, including advanced IVRs, call monitoring, and AI-powered chatbots, has demonstrated it can enhance customer service by handling routine tasks, thereby freeing agents for complex issues and deeper customer engagement. In the current economic climate, leaders are focused on AI for efficiencies and cost savings, however, we see real top line growth opportunities through differentiated products and services; uplifting experience and quality.

Many companies rely on AI-enabled services but have yet to apply Generative AI at scale. While Australian CEOs feel pressured to adopt AI, most lack the necessary infrastructure, data management, and workforce capabilities to sustain AI initiatives successfully. To bridge the gap between ambition and execution, businesses must focus on creating a solid digital foundation, including comprehensive data strategies, scalable cloud solutions, and a culture of continuous learning.

Remember, AI learns from data. If your data is incorrect, incomplete, or inconsistent, your AI predictions and insights will be flawed or biased, leading to poor decision-making and lost customer trust.

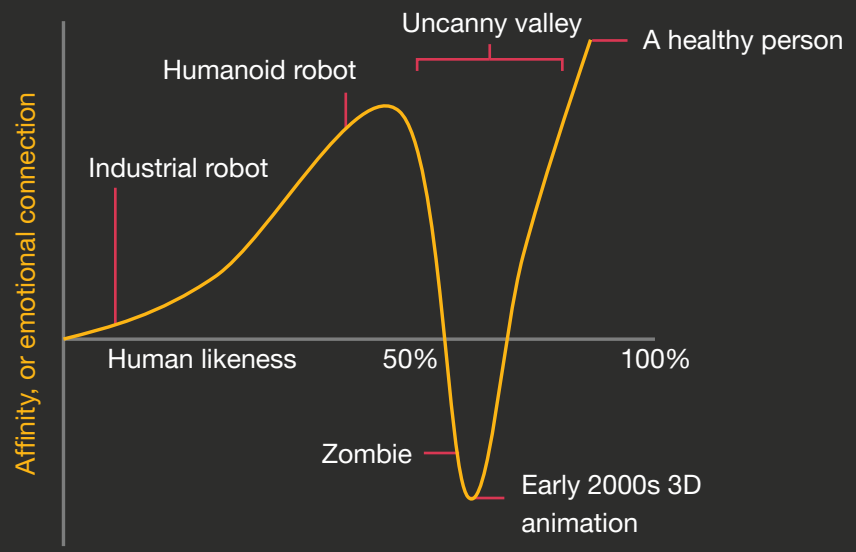
However, businesses must heed a warning: many are not equipped to handle the moral and ethical concerns associated with AI. With one in five (20%) of Australians not trusting AI to perform any activities in place of human interactions (about double the global average)[16], building trust 'is crucial for widespread adoption'. Transparency about AI's role in products, services and communications is essential, as 34% of organisations had not informed their customers about AI usage in their offerings[17]. The Federal Government's plans for mandatory AI guardrails underscore the need for transparency and ethical practices to foster consumer confidence.

15 PwC | PwC's 27th Annual Global CEO Survey - Australian Insights, 2024
16 PwC | Voice of the Consumer Survey 2024, 2024
17 Fifth Quadrant | Australian Responsible AI Index 2024, 2024

The AI revolution has brought about artificial empathy (AE[18]), which not only mimics intelligence, but can also respond to people's emotional needs. This trend might soon create an uncanny valley effect[19] for customers, making interactions difficult to navigate and potentially eroding trust in businesses. As AI rises alongside a worldwide spike in loneliness, the prophetic nature of Spike Jonze's 'Her' becomes even more relevant a decade after its release. We may be approaching a point where bots weaponise AE, enabling companies to push unnecessary products and services onto customers. If these warnings are taken seriously, AE bots could enhance human connection rather than replace it, as we are starting to observe with Conversational AI.

While these applications of generative AI mark an important step toward becoming a new-age enterprise, it is crucial to remember that generative AI is likely to be quickly surpassed by newer and more complex models, including multi-models. The development of advanced systems like Artificial General Intelligence is progressing rapidly, potentially enabling companies to access technology capable of not just understanding the patterns within text-based information, but truly thinking as humans do. The best decisions will depend on the trajectory of AI development, but as with any emerging field, most expert predictions have been wrong. This uncertainty makes it challenging for leaders to plan effectively.

The uncanny valley effect is a phenomenon where humanoid objects that closely resemble real humans cause feelings of unease or discomfort. This effect occurs because the object is almost, but not quite, lifelike, creating a sense of eeriness. In the case of AI, if the intelligence is not quite able to fully replicate human empathy, then a greater sense of eeriness could be instilled in the customer.



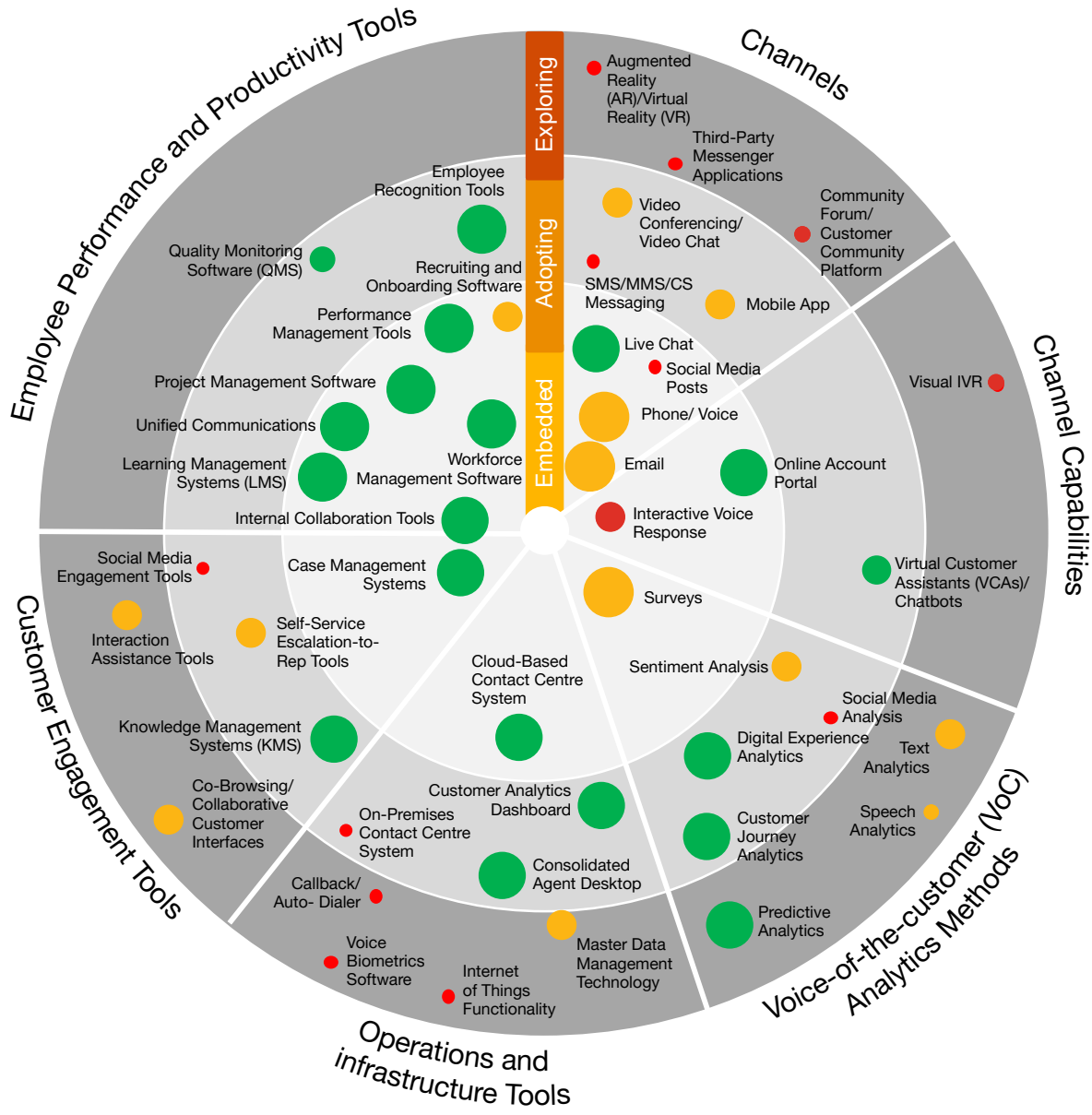

18 Fast Company | How artificial empathy will change work and life, according to a Stanford professor, 2023

19 Wikipedia | Uncanny Valley

## What else is in the tool box?

The advancing world of AI and technology is incredibly vast. Some technologies are still in their infancy, while others are mature and well-integrated. Gartner's 'Technologies in Service Bullseye'[21] provides a snapshot of the current and future value of each technology and the broader category it falls into.

Below, we have explored various trending technologies, highlighting those with particularly interesting or game-changing attributes.




**Current Value**

Low Medium High

**Future Value**

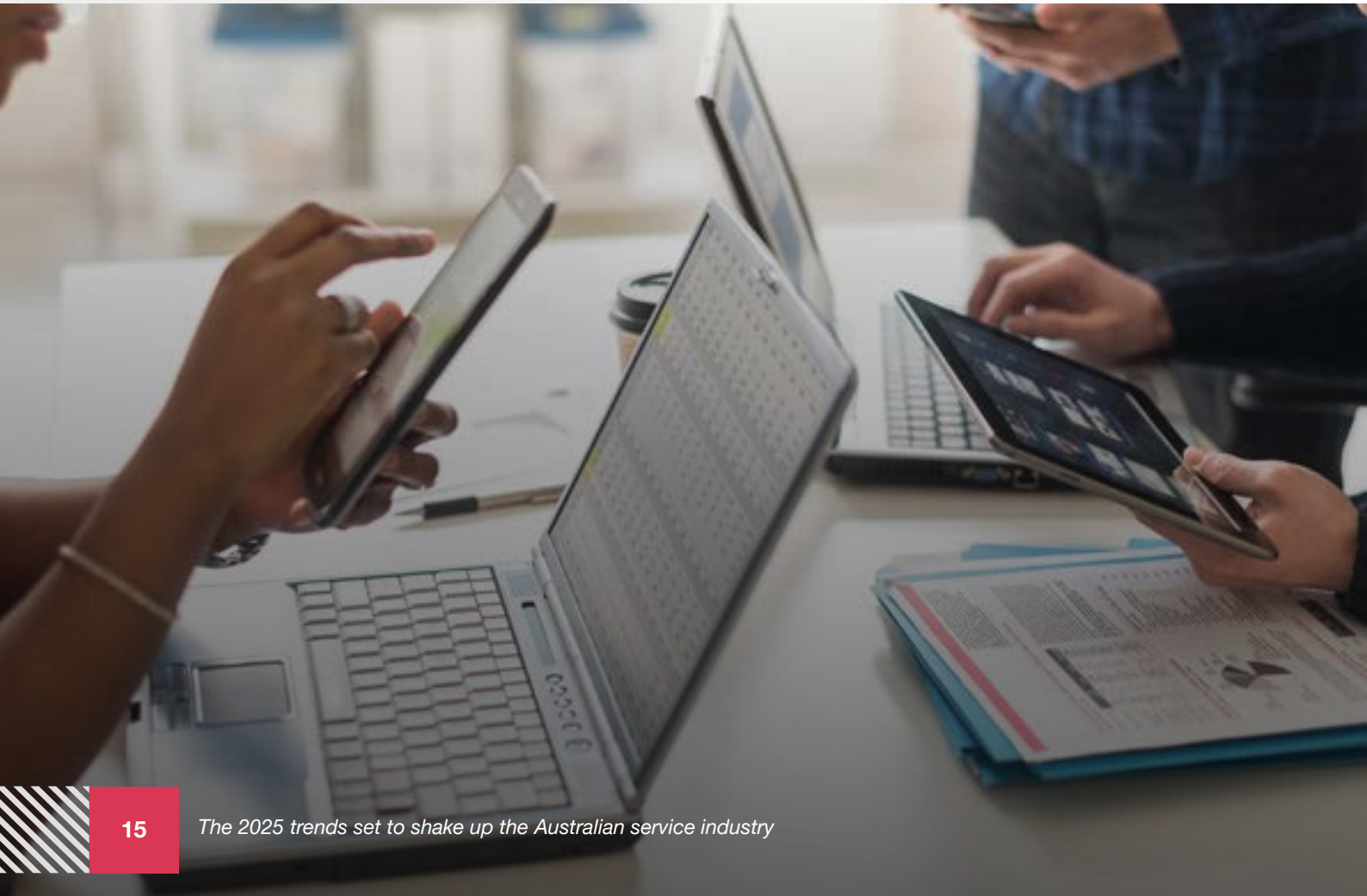
Low Medium High

20 Gartner | Technologies in Service Bullseye 2023, 2023

## 2 The XCaaS Revolution

Another familiar concept is CCaaS (Contact Centre as a Service), which integrates multiple communication channels—voice, email, chat, social media, and SMS—into a single interface. This ensures a seamless customer experience by providing agents with a unified view of a customer's history and preferences, enabling personalized interactions. CCaaS platforms also maintain consistent branding and messaging across all channels, reinforcing the organization's identity and building trust.

The constant evolution in technology has led to the emergence of Experience Communications as a Service (XCaaS). While CCaaS has been pivotal in replacing legacy cloud technologies, developers are now integrating CCaaS and Unified Communications as a Service (UCaaS) into a single solution to manage both internal and external communications. Looking to the future, CCaaS will only continue to grow, able to incorporate advanced capabilities fueled by emerging technologies - with AI and ML playing significant roles in enhancing customer interactions through intelligent chatbots, predictive analytics and personalised service delivery. Integration with IoT devices will enable CCaaS platforms to offer more contextual and timely support, revolutionising the healthcare and insurance industries.



## 3 Chatbots and Conversational AI

Chatbots have been a growing trend for many years, streamlining business operations and enhancing both customer and agent experience. For instance, 90% of businesses report faster resolution of customer complaints after implementing a chatbot[21]. Gartner estimates that AI enabled chatbots will save the contact centre industry $80 billion in labour costs by 2026[22]. From ordering pizza to getting the latest news, chatbot usage is set to increase.

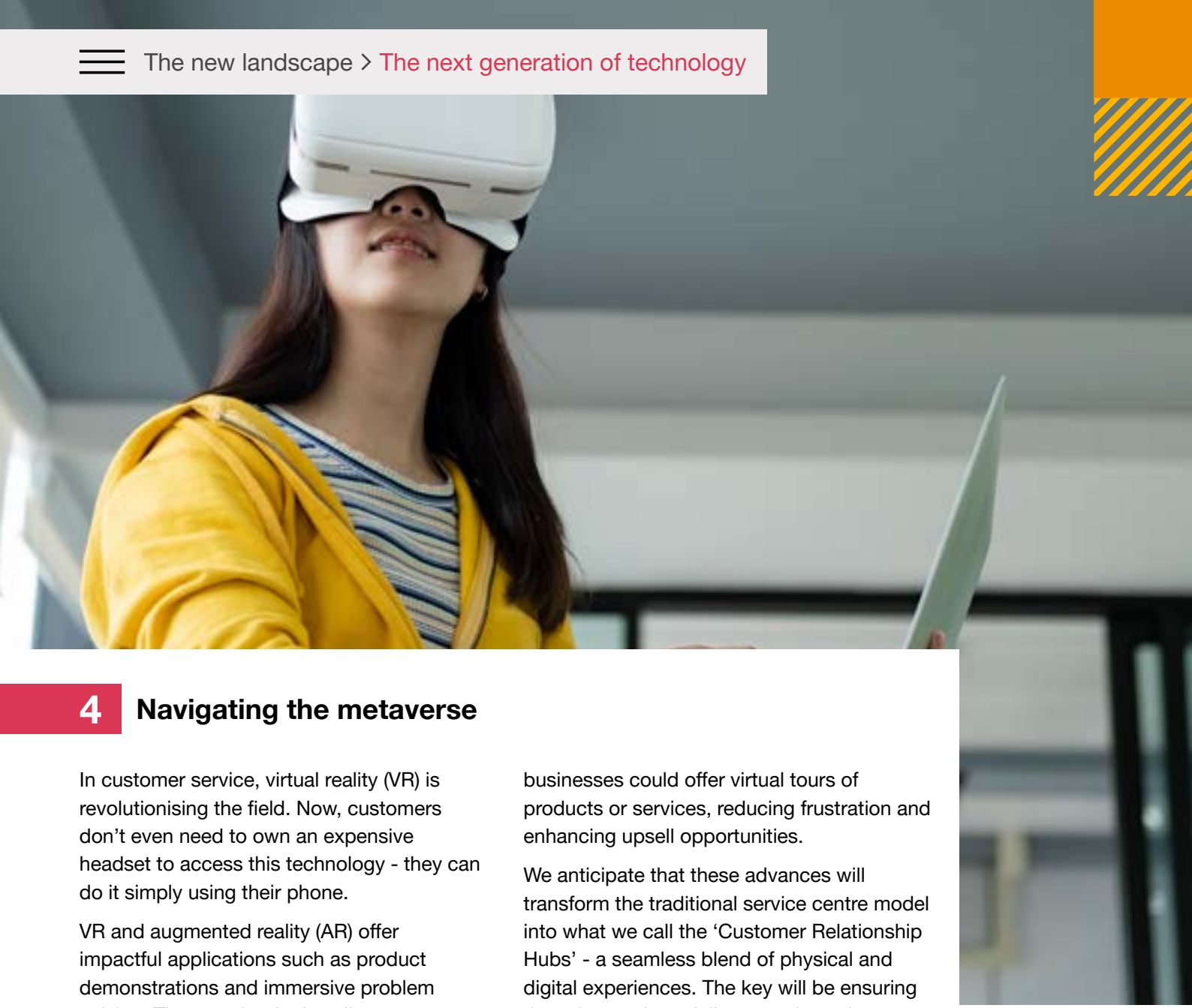
### So what does the next iteration of the friendly chatbot look like?

Meet Conversational AI - a Virtual Customer Assistant designed to mimic human conversation using automatic speech recognition and contextual understanding. It achieves this by using automatic speech recognition and contextual understanding to interpret human language. Conversational AI remembers customer interactions, purchase history, and preferences. It offers substantial benefits, such as training bots for specialist roles and managing large volumes of simultaneous inquiries, reducing the needs for human intervention in routine tasks. The best of all - this technology can handle numerous mundane questions without fatigue! We anticipate a significant rise in multi-bot experiences, where organisations deploy a variety of chatbots, each dedicated to specific business functions. This approach ensures that customers receive highly specialised support and advice tailored to their needs.

As this technology integrates further into daily life, businesses must ensure AI systems are transparent, secure and unbiased. Protecting customer data and building trust will be crucial.

21 Master of Code | Chatbot Statistics: What Businesses Need to Know About Digital Assistants, 2024

22 Gartner | Market Trend: Conversational AI fro Agent Automation Delivers an Efficient Customer Contact Center Experience, 2022



## 4 Navigating the metaverse

In customer service, virtual reality (VR) is revolutionising the field. Now, customers don't even need to own an expensive headset to access this technology - they can do it simply using their phone.

VR and augmented reality (AR) offer impactful applications such as product demonstrations and immersive problem solving. These technologies allow customers to test products and experience their functionality before making a purchase, providing reassurance and a significant competitive edge. Immersive experiences enable customers to showcase their issues in real time, allowing agents to offer visualised solutions. The 'try before you buy' model helps customers make informed decisions and fosters loyalty.

Some applications are basic, but effective. For example, Singapore Airlines uses AR to virtually measure their bags against permitted dimensions. On the more advanced side, digital twins can try on clothing, showing how items fit. Instead of leaving customers on hold listening to monotonous music, businesses could offer virtual tours of products or services, reducing frustration and enhancing upsell opportunities.

We anticipate that these advances will transform the traditional service centre model into what we call the 'Customer Relationship Hubs' - a seamless blend of physical and digital experiences. The key will be ensuring these innovations deliver genuine value, keeping customers engaged and driving loyalty.

While current metaverse usage is around 10%, awareness and interaction have grown to 32% and is only likely to continue with the advancement and accessibility of technology[23].

23 PwC | June 2023 Global Consumer Insights Pulse Survey, 2023

## 5 Intonation analytics - watch your tone

Our tone and pace convey nuances that are difficult to replicate in written communication. Over the phone, agents can infer emotions, behaviours, and cultural context through verbal cues - insights that are difficult to capture through chat alone, even with sentiment analysis tools.

What if we could capture the richness of verbal information for our most valued interactions? Intonation analytics offers a promising solution. This language-agnostic tool relies on tonal features such as energy and pitch to detect a customer's emotional volatility. As a result, intonation analytics will become increasingly important in contact centres, helping to understand the nuances of customer interactions.

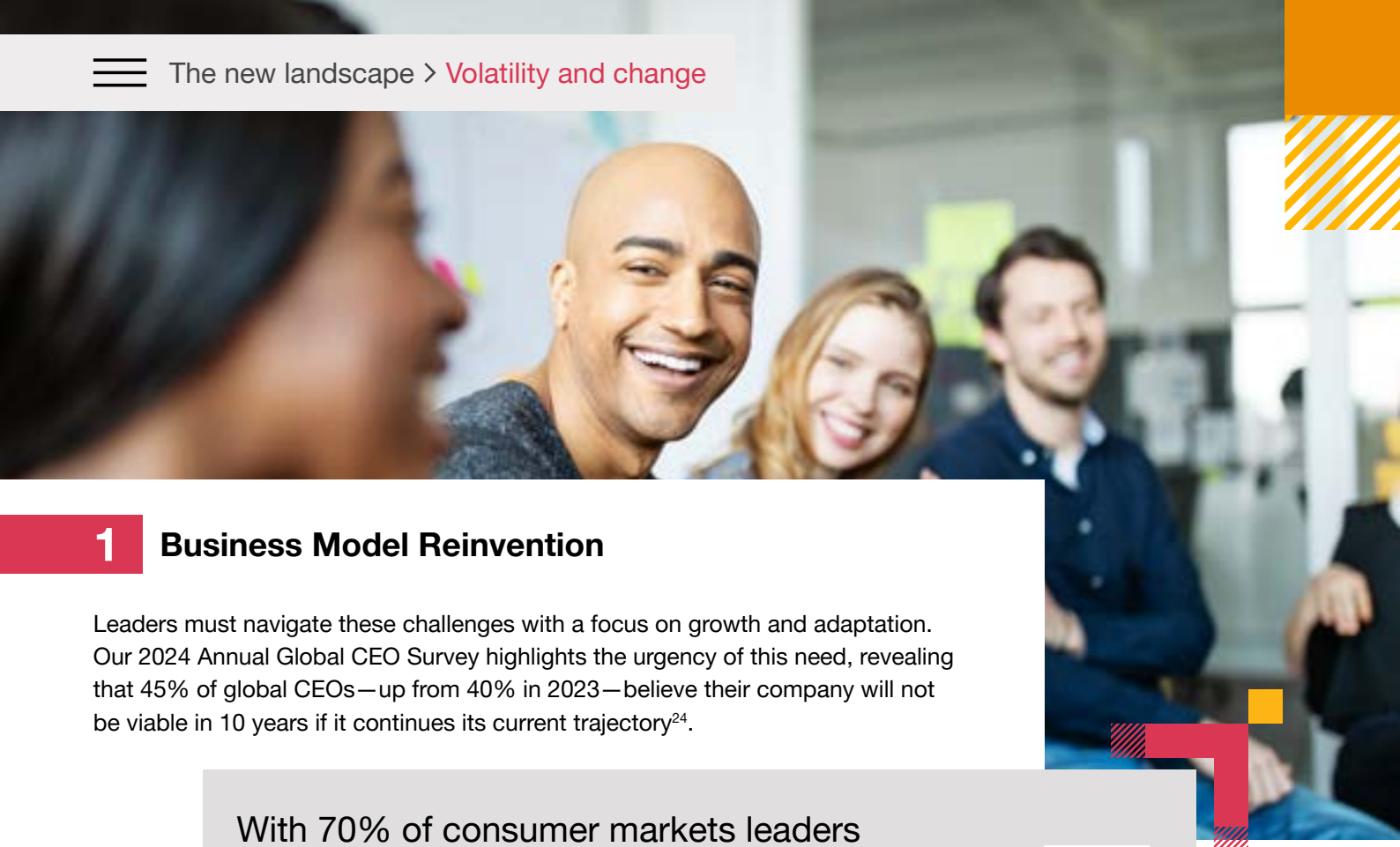
Instead of relying on customers to self-report their NPS score, a business could capture their emotional state throughout each interaction. For example, if a customer is exhibiting subtle signs of frustration, they are generally less likely to recommend your business. This approach provides a more nuanced understanding of customer sentiment and offers more accurate insights into their likelihood of recommending your company. These insights would not be limited to self-reporting customers, but be available for every single customer that contacts your business.

Combining intonation with sentiment analytics - which determines if the emotional tone of a message is positive, negative, or neutral - could create a powerful set of tools that can monitor the whole end-to-end customer journey.

Factor 3

## Volatility and change

Businesses face ongoing volatility due to weakening economic conditions, high living costs, low wage growth, and rising unemployment. Geopolitical tensions exacerbate this instability, affecting global economies, stock markets, and supply chains. Although the impact of Russia's invasion of Ukraine on supply chains is easing, vulnerabilities persist. The "two-speed economy" further complicates matters, with advanced economies slowing down while emerging markets gain prominence. How can you lead your organisation through these unprecedented times and emerge ahead of your competitors?



## 1 Business Model Reinvention

Leaders must navigate these challenges with a focus on growth and adaptation. Our 2024 Annual Global CEO Survey highlights the urgency of this need, revealing that 45% of global CEOs—up from 40% in 2023—believe their company will not be viable in 10 years if it continues its current trajectory[24].

> With 70% of consumer markets leaders agreeing their current business model needs to change and a staggering 84% of executives finding execution at pace to win in market challenging – something has to give[25].

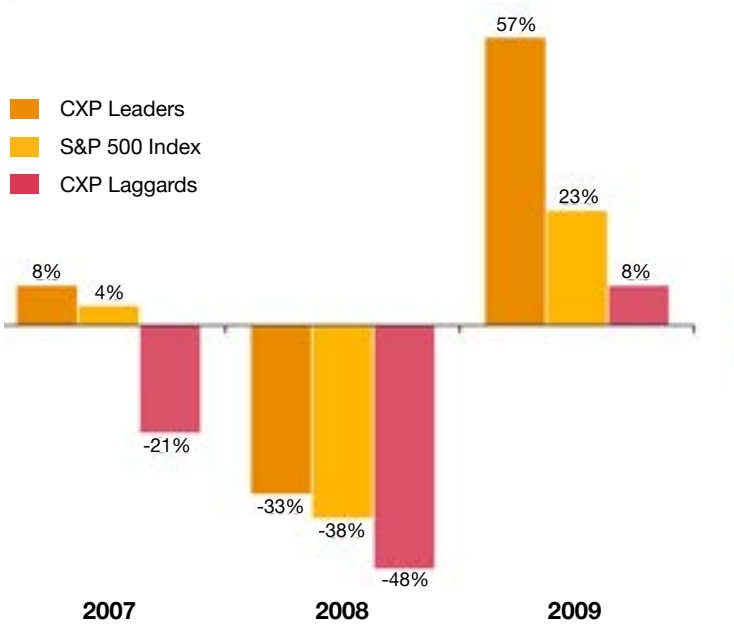
To address these challenges, a fundamental reconfiguration of business models is essential to enhance efficiency, competitive differentiation, customer engagement, and productivity. Leading competitors are radically changing the way they create, deliver and capture value to identify new growth opportunities. This includes rapidly deploying new offerings and products that can be iterated in line with changing customer expectations.

Although Generative AI has yet to be adopted by leaders at an enterprise scale in Australia, its potential is widely recognised. CEOs indicate their main use case for adopting AI is to drive greater efficiency and create top line growth opportunities through differentiated products and services; enhancing experience and quality. While the benefits are well known, so are the challenges. Balancing competing priorities and reducing costs before implementing large-scale technology is no small feat. Why not tackle both simultaneously?

24 PwC | PwC's 27th Annual Global CEO Survey - Australian insights, 2024
25 PwC | Annual Global CEO Survey 2024, 2024

## 2 Don't overlook your CX

When financial pressures hit, businesses attempt to rapidly cut costs and often overlook critical considerations that compromise service quality, the customer and staff experience. On the other side of the coin, persistent inflation will continue to impact consumer spending, leading customers to seek greater value. Maintaining a strong focus on customer experience is vital for retention, especially during economic downturns. During the 2007-2009 recession, CX leaders significantly outperformed the S&P 500, demonstrating the long-term benefits of investing in customer experience[26].




**Customer Experience Leaders Outperform the market**

13-year stock performance of customer experience CX Leaders vs Laggards (2007 - 2019)

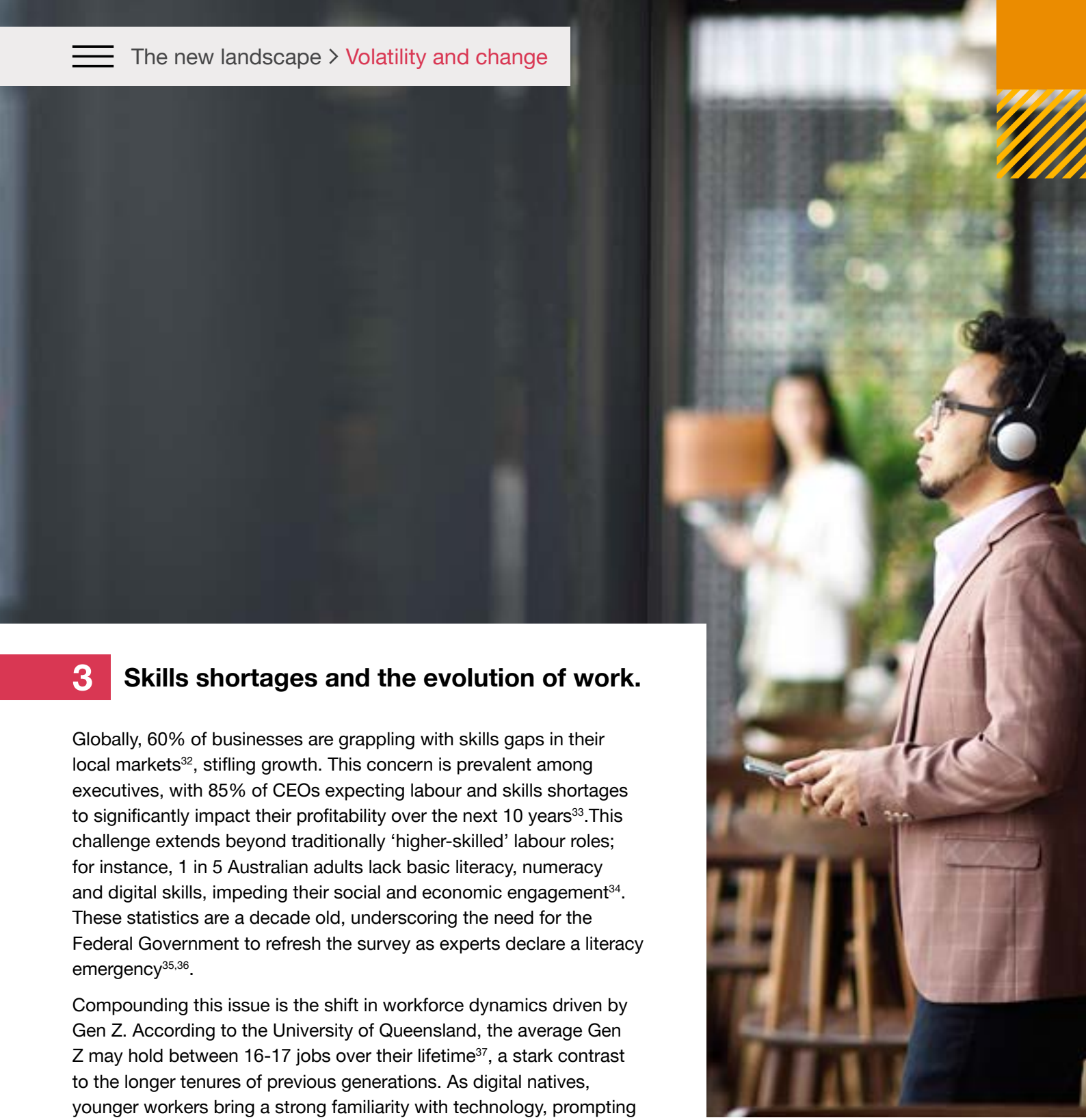
The hypothesis that CX leaders outperform laggards holds true over the past 13 years. From 2007-2019, CX leaders generated returns 3.4 times greater than laggards[27].

Executives often blame customer loss to price, but the primary reason is poor experience. An estimated[28] AUD$5.6 trillion in global sales and AUD$74 billion in Australian sales are at risk in 2024 due to bad customer experiences.

A single poor experience drives away 32% of customers[29], with this figure rising to 73% after multiple bad experiences[30], especially among younger generations.

Regaining customer trust can be challenging and costly. Studies show that 73% of consumers are willing to switch to competitors after multiple bad experiences, making it more expensive to acquire new customers. A 2% increase in retention has the same profit effect as a 10%[31] cost reduction. Organisations must maintain a relentless focus on customer experience and use automatic tools and feedback loops to quickly address service quality declines and prevent customer attrition.

26 Watermark | The Customer Experience ROI Study, 2024
27 Watermark | The Customer Experience ROI Study, 2024
28 Qualtrics | $3.7 Trillion of 2024 Global Sales are at Risk Due to Bad Customer Experiences, 2024
29 PwC | Experience is everything: Here's how to get it right, 2018
30 Zendesk | Customer experience: A comprehensive guide for 2024, 2024
31 SuperOffice | Customer retention: 7 ways to keep existing customers and increase profits!, 2024

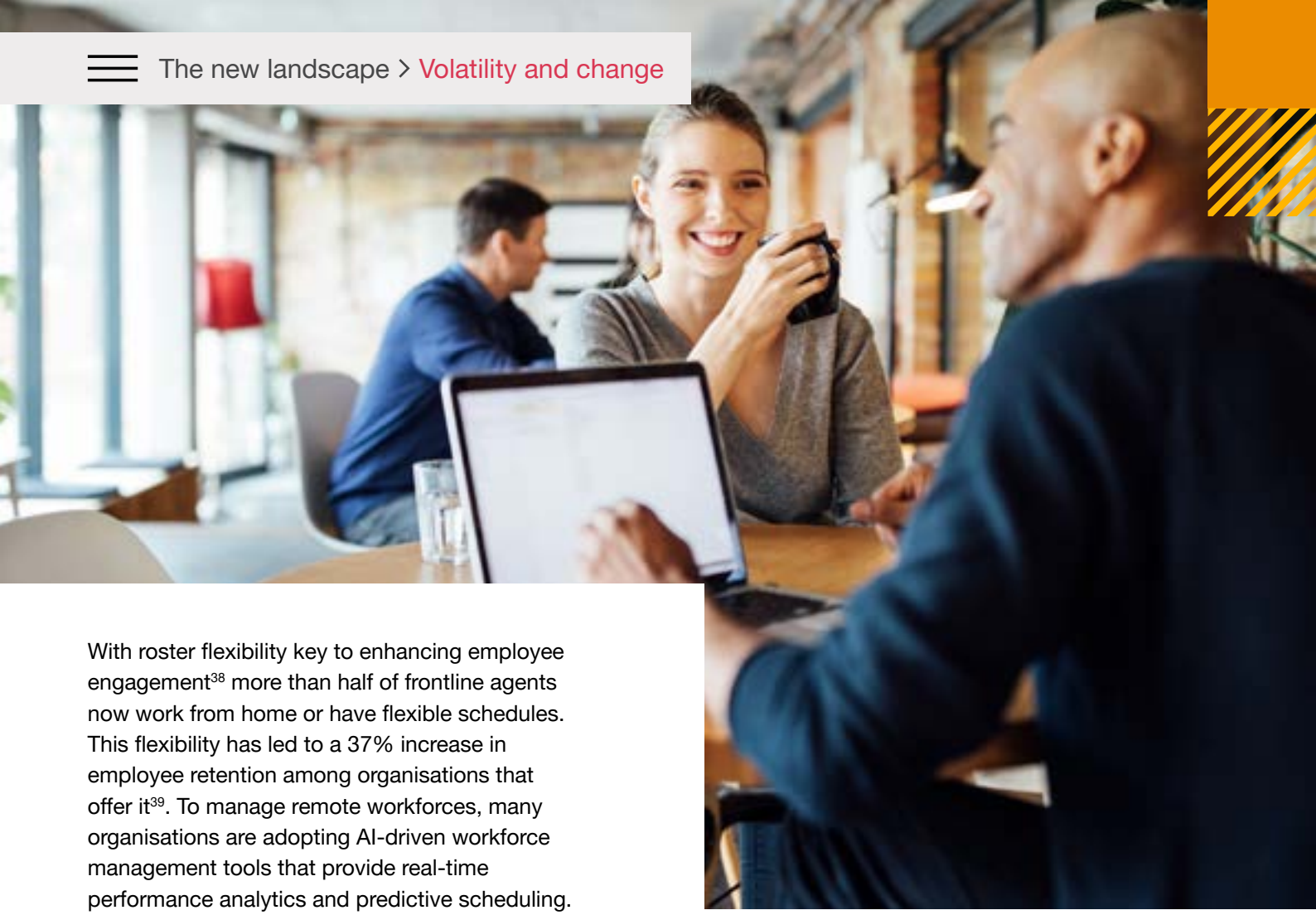


## 3 Skills shortages and the evolution of work.

Globally, 60% of businesses are grappling with skills gaps in their local markets[32], stifling growth. This concern is prevalent among executives, with 85% of CEOs expecting labour and skills shortages to significantly impact their profitability over the next 10 years[33].This challenge extends beyond traditionally 'higher-skilled' labour roles; for instance, 1 in 5 Australian adults lack basic literacy, numeracy and digital skills, impeding their social and economic engagement[34]. These statistics are a decade old, underscoring the need for the Federal Government to refresh the survey as experts declare a literacy emergency[35,36].

Compounding this issue is the shift in workforce dynamics driven by Gen Z. According to the University of Queensland, the average Gen Z may hold between 16-17 jobs over their lifetime[37], a stark contrast to the longer tenures of previous generations. As digital natives, younger workers bring a strong familiarity with technology, prompting companies to accelerate their technology adoption and adapt work models. Their emphasis on employee well-being and engagement is crucial for businesses competing in a tight labour market.

32 PwC & World Economic Forum | Putting Skills First, 2023
33 PwC | PwC's 27th Annual Global CEO Survey - Australian insights, 2024
34 PwC & Salesforce | Generative AI is here, is your Service Centre ready?, 2024
35 Dr Jordana Hunter, Grattan Institute | Australia needs a reading revolution, 2024
36 Reading Writing Hotline | Declaration statement in support of literacy and numeracy for all adult Australians, 2021
37 The University of Queensland | How many career changes in a lifetime?, 2023



With roster flexibility key to enhancing employee engagement[38] more than half of frontline agents now work from home or have flexible schedules. This flexibility has led to a 37% increase in employee retention among organisations that offer it[39]. To manage remote workforces, many organisations are adopting AI-driven workforce management tools that provide real-time performance analytics and predictive scheduling. These tools optimise staffing and align shifts with agent preferences, boosting satisfaction.

Virtual agent assistants are on the rise, able to handle mundane (e.g. simple processing) to highly complex tasks such as multi-step scheduling and managing project workflows. These systems prompt agents to complete required steps during and after calls, ensuring real-time quality assurance. As AI assistants evolve, they will take on more complex assignments, further improving job satisfaction, engagement and wellbeing. When augmenting lower-value activities with AI, consider restructuring your frontline teams from demand-based roles to multi-skilled agents or those specialised in complex queries.

38 SMAART Recruitment | 2024 Contact Centre Best Practice Report, 2024
39 SMAART Recruitment | 2024 Contact Centre Best Practice Report, 2024

# Where to start?

## How we can help you:

### I don't know where to start but I need to transform

Feeling pressured to adopt AI and the latest technology but unsure where to start? Businesses often misdirect efforts or incorrectly prioritise initiatives, leading to significant rework, costly outcomes, and customer and staff frustration.

**How we can help**

**PwC's Customer Service Capability Framework** allows you to rapidly assess your operations, drive immediate uplift and receive pragmatic recommendations to go from 'good to great'.

### I need to reduce costs

Your revenue isn't where you want it or you need to cut costs, fast. However, you don't want to worsen the experience for your employees and customers.

There's a smarter way to address this problem: optimise what you have. This will help you retain talent, customer loyalty, and advocacy.

**How we can help**

**PwC's Optimisation Framework** allows us to utilise existing levers to optimise your operations, and depending on your maturity can achieve a 30-50% reduction.

A significant number of levers are within your control – speak to us today about a range of quick wins we can help you with!

### I can't handle my demand

Customer demand is unprecedented, with high call volumes and Average Handle Time (AHT), leading to poor customer and staff experiences.

You may not even know what is driving this volume, and obtaining actionable call driver insights remains a challenge.

**How we can help**

**PwC's Demand Analysis Tools** help organisations move beyond the first level reason for a call and understand the granular drivers behind call demands.

Even better, we help organisations reduce call volumes and drive better digital containment.

### I don't know how to move forward with AI

Leaders are feeling an increasing pressure to adopt AI to stay competitive and drive innovation.

The transformative potential of AI is widely recognised, however, the journey towards AI adoption can be daunting, particularly for leaders who lack a clear roadmap or the necessary technical expertise.

**How we can help**

**PwC's AI Readiness Diagnostic** evaluates your preparedness for adopting and implementing AI technologies. Our diagnostic helps leaders understand their current state and identify gaps to be addressed to ensure a successful AI transformation.

# Key contacts

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