

Reimagine your contact center: AI-powered, human-centric and future-ready



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Where loyalty, reputation and reality collide

The modern contact center is far more than a place where calls are taken, emails are answered and direct messages are addressed. It's your brand's human face — where expectations meet delivery, promises are kept and business reputations are built in the moment.

Contact centers were once seen as cost centers; now, they are recognized as strategic growth enablers and competitive differentiators.

But the reality? It's a tough environment.

While customers want fast answers and personal engagement across every channel, contact center agents are dealing with fragmented tools, repetitive tasks and burnout. And business leaders struggle to get the right information in time to adapt quickly and keep contact center operations on track.

As digital disruption intensifies and customer expectations rise, the contact center is being reimaged. A new operating model that combines scale, intelligence and a human touch is making it easier to earn customer loyalty.

The technology shift reshaping customer service

Customer service is undergoing a massive transformation. Contact centers are moving away from the old, human-first model and stepping into a much more autonomous world where AI takes the lead.

Imagine this: instead of a customer waiting in line for an agent, an AI agent is now the first point of contact, handling routine questions instantly and at scale. When things get

complex, that's when human agents step in — equipped with smarter tools, deeper insights and agentic AI support that makes their jobs easier and more impactful.

This shift doesn't only change who answers first. It redefines customer experience (CX) entirely, blending automation with human empathy in a way that feels seamless and natural.

“ Agentic AI does more than just make your contact center more efficient. It creates something entirely new: a contact center that is scalable, adaptive and far more customer-centric.”

Agentic AI in action

What does this mean in practice? Let's consider an example from the insurance industry, where a provider was dealing with high call volumes that led to delays in claims and policy servicing, rising costs and compliance risks. Policyholders were often left frustrated after waiting in interactive voice response queues for a human agent to piece together information from multiple systems.

To solve this challenge, NTT DATA deployed a **multiagent AI system** across omnichannel touchpoints including SMS, WhatsApp and mobile apps. Now, policyholders receive claim updates or policy information instantly through self-service. And when escalation is required, human agents have access to our **One Agent desktop** that proactively finds relevant claim data, while **real-time voice mining** suggests helpful actions and empathetic prompts.

Here's how our specialized AI agents work together:

- **Validation agent:** Authenticates policyholders
- **Insurance advisor:** Provides policy guidance and support for standard operating procedures
- **Document-retrieval agent:** Fetches policy packages instantly
- **Correspondence agent:** Automates sending policy documents
- **Policy-administration agent:** Updates or edits policyholder details
- **New-quote agent:** Assists with new policy quotes
- **Summary agent:** Auto-summarizes interactions and hands off when needed
- **Digital assistant:** Supports brokers and agents and handles claims inquiries

This integrated approach ensures frictionless service and proactive customer engagement through our **SmartCX analytics** (which can predict potential escalations) and continuous AI improvement through **retrieval-augmented generation (RAG)** to refine communication templates based on settlement cycles.

Outcomes achieved:

- A 20%–25% improvement in first-contact resolution
- A 15%–20% uplift in customer satisfaction because of faster, more consistent interactions
- 30%–35% containment of claims and policy queries (resolution within the initial interaction or channel, without the need for further escalation or transfer to another channel or agent)
- A 20% reduction in average handle time (the average duration of customer interactions, including the time spent handling the customer's issue and any additional work required after the interaction)
- A 50%–60% reduction in total cost of ownership through automation and balanced shoring (a strategic approach to outsourcing or offshoring, with operations distributed across different locations to achieve an optimal balance among cost, quality and risk)

By combining AI-first automation with human empathy, the insurer not only reduced churn but also elevated CX, making claims and policy servicing faster, smarter and more reliable.

High stakes, high impact and ready for change

This case study shows how agentic AI is delivering real transformation in a high-pressure environment where every second matters. Customers are demanding streamlined, consistent experiences across touchpoints, fragmented tools, but siloed data and rigid workflows often stand in the way behind the scenes, introducing inefficiencies and leaving customers and employees frustrated.

Agentic AI goes beyond traditional automation by unifying tools and data into an intelligent, adaptive system that learns, makes decisions and orchestrates customer interactions autonomously — from AI-driven routing of customer interactions to real-time voice mining and intelligent analytics, as we set out in the following section.

The result? An efficient, empathetic and connected contact center that has a measurable impact across sales, marketing and operations, elevating customer engagement across the organization.

The NTT DATA approach to contact center transformation

To transform your contact center in the era of agentic AI from human-first to AI-first, we have introduced an AI-powered solution that delivers measurable impact on six levels to create a truly connected and adaptive system.

By putting agentic AI on the front line in this way, we turn human agents into efficient CX enhancers who deliver superior experiences at a 50%–60% lower total cost of ownership.

6 features of our AI-powered contact center solution

1. Omnichannel service with AI-driven routing

Agentic AI integrates previously siloed tools and data to intelligently orchestrate your customer interactions across voice, chat, email, social, and web channels. By anticipating their needs and accelerating outcomes, it delivers a 5%–10% gain in efficiency. Fluid, consistent customer engagement reduces friction and average handle time while improving containment rates.

2. AI agents as the first line of defense

Autonomous AI agents resolve 25%–30% of customer interactions on their own. They proactively handle routine queries and escalate appropriately when human empathy is needed. This improves efficiency and frees human employees to focus on more complex tasks.

3. One Agent: An AI-powered agent desktop

Human agents use an integrated desktop that provides real-time insights, AI-driven guidance and streamlined workflows. Tools like AI Desk and KnowledgeAI boost productivity and employee satisfaction by accelerating decision-making, reducing the volume of after-call activities and reducing handle times.

4. Real-time voice-mining for agent assistance

AI acts as a virtual coach during live customer interactions. It analyzes conversations in real time to provide prompts, supporting data and next best actions. This improves resolution speed and accuracy while helping human agents deliver more empathetic CX.

5. SmartCX analytics suite for CX-centric intelligence

Every customer interaction becomes a source of intelligence. SmartCX analytics transforms data into predictive insights, enabling CX-centric decisions and leading to a 15%–20% uplift in CX metrics like customer satisfaction, containment and first-contact resolution.

6. Continuous improvement through RAG

Every With GenAI-led feedback loops and RAG, agentic AI is always evolving in real time to improve and reinforce your organizational knowledge. The system adapts as the needs of your customers change, with a 10%–15% improvement in operational key performance indicators (KPIs) as the contact center delivers smarter, faster and more personalized services.



A roadmap that turns vision into reality

Agentic AI transformation does, however, require more than just advanced technology. You also need a clear, structured roadmap that balances innovation with operational readiness. This is how we get you there:

Assess and align

- Evaluate customer-experience maturity
- Identify operational gaps
- Map the most appropriate AI integration points

Pilot and prove

- Launch-focused, AI-led use cases such as summarization, intelligent routing and proactive notifications
- Measure success against clear KPIs

Scale and integrate

- Expand AI capabilities across channels and customer journeys
- Use application programming interfaces, data fabrics and orchestration layers for seamless integration

Optimize and evolve

- Enable continued improvement through closed-loop measurement and refinement
- Adapt to changing demands
- Sustain your ROI

The journey is progressive, with each step building on the one before. To accelerate every step of this roadmap, we use Sierra AI — a conversational AI platform that helps organizations create personalized AI agents for customer service to enable natural interactions and integration with enterprise systems.

“ Together, we can move adaptive agents into production environments quickly and securely.”



Experience, scale and innovation in one partner

When done right, agentic AI delivers measurable results that go far beyond incremental improvements. For NTT DATA clients, the results have been transformative, both from an operational perspective and in redefining their contact centers as strategic value drivers.

With more than 600,000 contact center seats deployed around the world and more than 45 years of transformational experience, we bring proven expertise to reimagining customer engagement at scale.

Our capabilities span the full spectrum, from CX advisory and contact center as a service (CCaaS) to complete operational delivery, making us your single partner for every stage of your transformation journey.

This unique combination of scale, experience and innovation positions NTT DATA to help you design and deploy the contact center of the future, right now.

Make the right call for the future

The shift is happening, and it's happening fast

Contact centers are where the vision for agentic AI becomes a reality — where speed, intelligence and empathy combine to create measurable business value.

Organizations that embrace this shift will go beyond reducing costs and improving efficiency. They will transform their contact centers into engines of strategic growth, competitive differentiation and customer loyalty.

“ Make the right call now to set the tone for every customer interaction the future may bring.”



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