

Reimagining CX for B2B industries

An AI-powered blueprint for contact
center modernization

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01

The strategic imperative: CX transformation



Shifting CX expectations in the AI era

Customer experience (CX) is undergoing a profound transformation. The traditional model of reactive feedback and basic personalization is giving way to a more dynamic approach — one that emphasizes proactive, predictive and even autonomous engagement.

With the integration of real-time sentiment tracking and predictive analytics, businesses can now anticipate customer needs and respond before issues arise. This shift empowers brands to deliver intuitive experiences that feel more personalized, redefining how customers interact with products and services.

This shift is driven largely by AI. By enabling predictive insights for timely and relevant interactions, autonomous customer journeys, and hyperpersonalization at scale, AI is helping organizations redefine the customer relationship.

Customer experience in the age of AI¹

- 76% of CX Leaders surveyed are using AI to personalize the customer experience
- 65% of CX Leaders surveyed are using AI to streamline the customer journey across channels

¹ Genesys: [Customer experience in the age of AI](#)



Human-centered experiences always matter

Amid the growing influence of AI in shaping CX, emotional engagement remains a vital differentiator for leading brands. Organizations that successfully blend technological innovation with empathy and purpose continue to stand out.

This holistic approach is embodied in the concept of total experience (TX), which integrates CX, employee experience (EX), user experience, and multi-experience to drive stronger ROI. TX is increasingly supported by integrated systems as businesses converge technologies like unified communication as a service, contact center as a service (CCaaS) and communications platform as a service to deliver seamless, connected experiences across all touchpoints.

The State of Customer Experience²

- 97% of consumers say it's important to move between channels without needing to reshare information

Emotional engagement remains
a vital differentiator for leading brands.

² Genesys: [The State of Customer Experience](#)



Customers increasingly value seamless journeys across digital and physical touchpoints

People, processes and technology are the key pillars of CX.
Organizations must align these pillars to deliver seamless, personalized customer journeys:

People:
The heart of CX

Processes:
Journey orchestration

Technology:
Modernization and integration

Generative AI solutions organizations plan to include: ³

Embracing a customer-centric approach

44%

Predictive analytics tools
(forecasting customer behavior and
personalization preferences)

**Improving customer experience
across touchpoints**

43%

Customer sentiment analysis tools
(for example, to identify trends and
areas for improvement)

Elevating customer engagement

42%

AI-powered chatbots and virtual assistants
39% customer-journey mapping software
(identifying pain points)

³ NTT DATA. [Global GenAI Report. November 2024](#)

02

The B2B contact center puzzle



Challenges in modernizing B2B contact centers

1. Technology debt with legacy inertia

Many B2B organizations continue to grapple with technology debt stemming from legacy CX and contact center platforms.

Legacy platforms complicate the ability to foster collaboration between human agents, AI systems and backend platforms, while the complexity of AI integration limits the effectiveness of automation initiatives. Challenges relating to data readiness and management utilization are impeding progress, while governance, security and compliance risks continue to pose serious concerns. Integration with CRM and backend systems is either limited or overly complex, further restricting operational agility and innovation.

Customer experience in the age of AI⁴

- 64% of CX leaders surveyed say they have data privacy and security concerns.

⁴ Genesys: [Customer experience in the age of AI](#)

2. Strategic blind spots caused by disjointed information flow

Slow troubleshooting and delayed response times hinder operational efficiency.

These limitations prevent teams from receiving real-time updates and delivering frictionless customer interactions. Siloed systems slow response times, leaving customers frustrated and support teams overwhelmed. A lack of timely information compounds the problem, as critical updates often fall behind customer expectations. This fragmented approach not only reduces operational efficiency but also erodes trust, making it increasingly difficult for organizations to maintain strong, lasting relationships.

The State of Customer Experience⁵

- 84% of CX leaders surveyed reported they don't offer multiple channels with completely integrated technology and seamlessly connected data.

⁵ Genesys: [The State of Customer Experience](#)

Challenges in modernizing B2B contact centers

3. Barriers to effective modernization due to inconsistencies in service quality

B2B organizations are struggling to transition to AI-driven operations.

Delivering consistent CX across multiple regions, diverse teams and varied communication channels has become increasingly challenging for B2B organizations. Different processes and tools often lead to fragmented interactions that undermine customer satisfaction and brand reliability. Moreover, the absence of standardized workflows creates inefficiencies, resulting in frequent errors, delays in service delivery and complexity in day-to-day operations. These issues slow down response times and make it difficult to maintain quality and predictability at scale.

The State of Customer Experience⁶

- 33% of CX leaders are challenged by siloed departments with separate customer engagement solutions.

4. Insufficient process transparency across the B2B value-chain

There is limited real-time visibility into critical processes such as supply chain tracking.

Without actionable insights into customer interactions and workflows, it's difficult to optimize experiences and streamline operations. CX platforms also fail to provide supply chain visibility — they are neither adaptive nor easily trackable, and they often fall short in terms of security and cost-efficiency. These gaps undermine the ability to deliver consistent, high-quality experiences and maintain a competitive advantage in a rapidly evolving business landscape.

The State of Customer Experience⁶

- 30% of consumers stopped doing business with a company in the last year because of a bad experience.

⁶ Genesys: [The State of Customer Experience](#)

03

Reimagine your CX
with an AI-powered
contact center



People, processes and technology

People remain at the heart of the contact center

Empowering agents with intuitive tools and real-time insights enhances productivity and job satisfaction. Training programs must evolve to include AI literacy and customer empathy so that human interactions remain impactful. AI brings it all together, powering analytics, intelligent self-service and sentiment analysis. It helps anticipate customer needs, reduce call volumes and personalize experiences at scale.

Processes need to be reimaged for agility and scalability

Legacy workflows often slow down resolution and frustrate customers. Streamlining operations with automation and intelligent routing improves efficiency and responsiveness.

Technology offers flexibility, scalability and seamless integration

AI-powered and cloud-based contact center platforms support omnichannel engagement, enabling customers to connect on their terms.



5 steps from contact center to value driver

1

Leverage cloud-native platforms

Cloud-based contact center platforms allow organizations to unlock scalability, flexibility and innovation. They integrate seamlessly with customer relationship management, workforce management and AI tools while empowering agents with real-time insights. These platforms enable organizations to scale efficiently and respond quickly to customer needs, improving overall service quality.

2

Infuse AI and automation

AI-powered tools such as virtual agents, intelligent interactive voice response and real-time agent assist can handle routine queries, reduce wait times and improve first-call resolution. Machine learning models enhance personalization by analyzing sentiment and intent, enabling proactive service delivery. Intelligent self-service options and automated back-end processes allow human agents to focus on complex, high-value interactions.

3

Enable omnichannel engagement

Customers expect to interact on their terms on all channels — voice, chat, email, social media and messaging apps. A platform that can support a consistent experience across channels, with full context carried from one interaction to the next, assists in delivering smoother, more personalized engagements and increasing customer satisfaction.

4

Customer journey analytics and orchestration

Analytics tools that monitor customer behavior across multiple channels offer deep insights into preferences and pain points, enabling organizations to optimize service delivery. By leveraging these insights, you can proactively engage with customers by anticipating their needs and providing timely, personalized support throughout the entire journey.

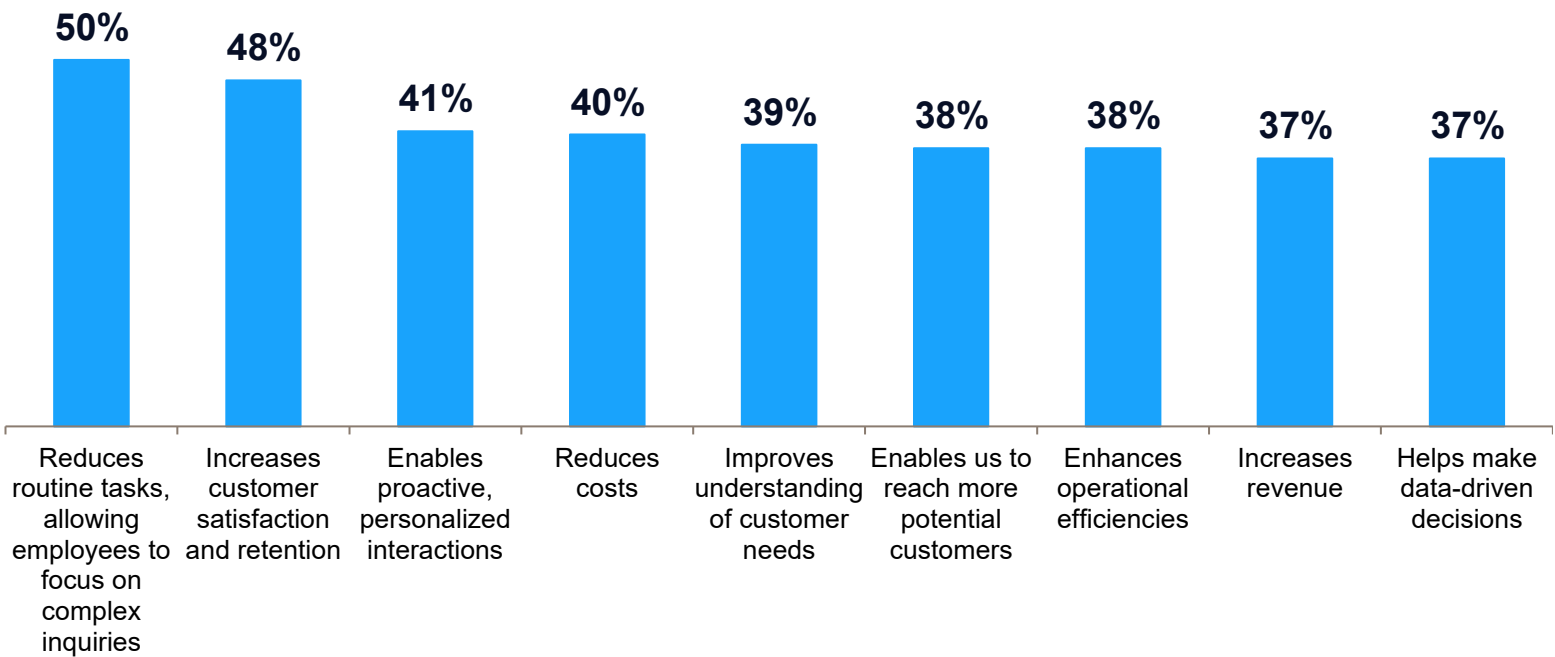
5

Workforce engagement management

Workforce engagement management tools optimize contact center performance with dynamic resource allocation. Adjusting staffing levels based on demand and agent availability allows you to handle customer inquiries more efficiently. AI-powered smart-routing systems match customers with agents best suited to address their needs, based on skill sets and context. This enhances agent productivity as well as customer satisfaction.

Delivering tangible, operational and strategic benefits across organisations

Of the AI-powered technologies delivering significant/and or moderate value, what outcomes does your organization experience?, 2025, n = 214



Source: Omdia. [The State of Digital CX 2025: Survey Analysis. May 2025](#)

How valuable are AI-powered technologies currently used in contact center? n = 83-133

Rank	AI technology	Significant value
1	Agentic AI “digital agents”	58%
2	Intelligent call routing	55%
3	AI-driven analytics (quality/CSAT/sentiment)	54%
4	GenAI-powered agent assist	52%
5	Call transcription / translation	51%
6	Conversational AI (chatbots/VAs)	50%
7	Customer journey analytics	49%
8	AI survey/review analytics	47%
9	Post-call summaries	44%
10	Voice assistants (Alexa, Google)	44%
11	Intelligent knowledge base	41%
12	Conversational IVR	41%

04

Partner with Genesys and NTT DATA



AI-powered contact center solutions from Genesys and NTT DATA

Our solutions focus on three key areas:

1. Moving the contact center to the cloud

We support the transition of contact centers from on-premises systems to full or hybrid cloud architectures, migrating up to 80% of CX assets. This enables flexible, scalable commercial models that evolve from traditional subscriptions to CCaaS. Organizations can choose managed or unmanaged options, with the ability to scale up or down as needed.

2. Empowering teams with workforce engagement tools

Optimizing the customer experience starts with engaged, supported employees. Our workforce engagement solutions go beyond standard quality management and call recording, offering advanced tools to enhance productivity, collaboration and performance.

3. Accelerating innovation with AI and automation

AI is transforming both employee and customer experiences at lightning speed. Our AI stack includes chatbots and voicebots, generative AI, agent assist solutions and robotic process automation. Together, these tools enhance efficiency and create more natural, personalized customer interactions.

Contact center use cases for B2B industries



Manufacturing

Enable contact centers to manage complex product inquiries, technical support and predictive maintenance alerts

AI-powered chatbots and virtual assistants can instantly respond to FAQs, while machine-learning models analyze equipment data to notify potential issues — reducing downtime and improving service quality.



Logistics

Provide real-time shipment tracking, automated customer updates and intelligent route optimization

AI algorithms factor in traffic, weather and delivery constraints to enable timely communication and accurate ETAs, enhancing customer trust and operational agility.



Food

Streamline order management and inventory tracking

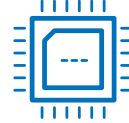
Contact centers offer personalized product recommendations based on purchase history, while AI tools monitor supply chain data to enable food-safety compliance and traceability — critical for customer confidence and regulatory adherence.



Agriculture

Support farmers with real-time insights on irrigation, pest control and crop health

Integrated with IoT sensors, AI systems deliver actionable advice, helping farmers make informed decisions and improve yield outcomes.



Technology

Enhance technical support with advanced conversational agents and natural language understanding

AI-led contact centers resolve software and hardware issues quickly, often with limited human intervention, reducing resolution times and improving user satisfaction.

Experience orchestration

Orchestrate every moment. Elevate every experience.

With AI-powered experience orchestration, you can go beyond automation to seamlessly coordinate interactions, data and technology in real time.

Anticipate customer intent, proactively guide customer journeys and empower employees with the right insights at the right time. Experience orchestration eliminates silos, reduces friction and unlocks the full potential of both customer and employee engagement — giving you a competitive advantage through faster resolutions, effortless interactions and deeper customer loyalty.

The value of AI-powered experience orchestration:

- Automate CX to deliver cost savings.
- Augment employee experiences to achieve operational efficiencies.
- Personalize experiences with data to boost loyalty and reduce attrition.
- Optimize processes with insights to improve business outcomes.
- Coordinate systems, data and actions in real time to deliver empathetic CX.

For more information: [Master CX with AI-powered experience orchestration](#), Genesys



Maximize the value of your AI investments

NTT DATA and Genesys have proven tools and frameworks to drive continuous performance improvement, actionable insights and a connected CX. We have a shared track record of transformation in cloud, AI and analytics for improving CX.

NTT DATA is a Genesys Global Elite Partner. We provide Genesys solutions in the cloud, on-premises and as a multicloud hybrid model, and we have experts across the globe to support you wherever you are on your CX roadmap.

Our 330-plus joint customers are supported by more than 200 certified Genesys Cloud engineers worldwide.

For over 27 years, we have delivered Genesys solutions for mid-market and major global enterprises. With over 150,000 Genesys seats deployed, we have the largest base of Genesys customers, which means you benefit from best practices from your own and adjacent markets.

Our end-to-end services portfolio includes platform modernization, advisory, adoption, lifecycle and managed services. We enable AI-powered solutions with CRM integration to boost engagement and modernize your contact center operations.



Optimizing customer journeys with full-stack services

Infrastructure advisory

We guide organizations through the early stages of their CX optimization journey.

Whether you need a roadmap to get started or have a mature CX practice and want to advance to the next level, our advisory experts help define an innovation plan tailored to your organization's goals.

Our CX advisory portfolio includes:

- Exploration workshop
- Comparative benchmarking
- Contact center development model
- Maturity model
- Omnichannel optimization
- Automation acceleration
- Cloud migration analysis

Professional services

Our professional services help organizations design and implement the CX projects that we identify together.

We provide staffing solutions to strengthen in-house delivery teams, supported by global project and program management expertise.

Our professional services include:

- Design
- Implementation
- Staffing
- Project management

We also offer templated use case activation, specialist app development, and automation methodologies and platforms.

Software-defined infrastructure services

Our software-defined infrastructure services give you complete visibility of and control over your technology assets — hardware, software and licenses.

We help you understand what you have, how it's used and how to maximize its value across your CX environment.

Accelerate your transformation to software-defined infrastructure with adoption services such as:

- Asset availability
- Asset management
- Technology insights
- License management

Client use cases

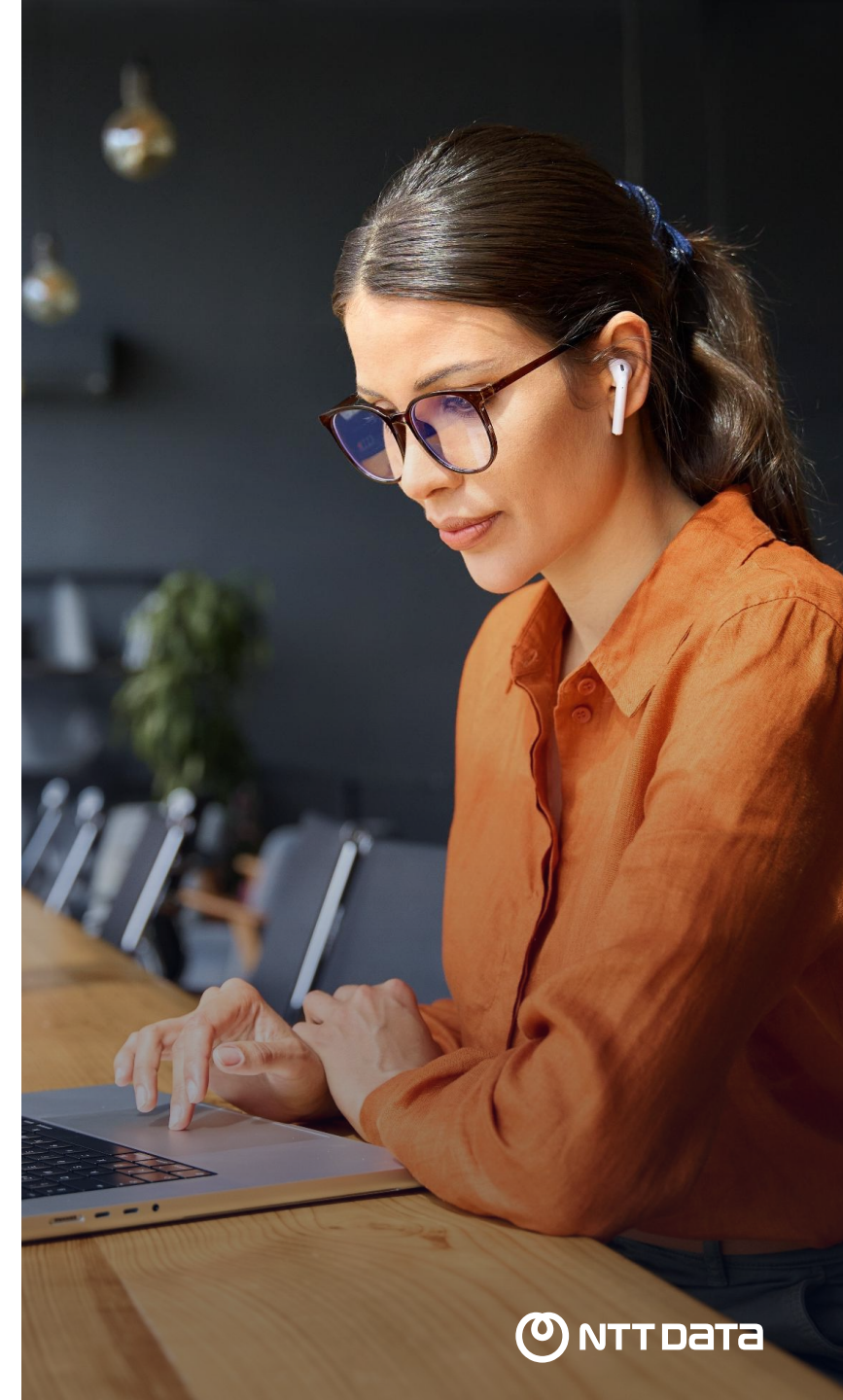
Global events and knowledge group unifies communications and moves away from desk phones

A leading events, digital services and academic knowledge group wanted to simplify and modernize its communication systems as part of a broader growth strategy. Years of expansion had left the organization with a mix of telephony and communication platforms, making it difficult for colleagues in different cities to collaborate effectively.

To create a consistent employee experience and reduce its carbon footprint, the company aimed to move away from phones on desks and standardize IT systems across the business. It chose Microsoft Teams with cloud telephony as its new system.

NTT DATA provided a managed solution that would bring flexibility and alignment across all locations. We implemented Microsoft Teams with cloud telephony, fully integrated with their Genesys Cloud contact center. More than 10,000 phone numbers were removed, across seven separate systems, and were replaced by a unified, cloud-based calling environment.

The transformation simplified complexity, reduced costs, supported sustainability goals and improved the overall user experience, empowering employees to collaborate more efficiently, no matter where they work.



Client use cases

European dairy cooperative simplifies global voice and boosts employee satisfaction

A European multinational dairy cooperative set out to replace its legacy, partner-hosted voice infrastructure with a fully cloud-based solution for CX and EX. The organization was looking for a global partner with a local footprint and the experience to execute global cloud voice deployments.

The goal was to simplify voice management, improve cost transparency and maintain ease of use.

NTT DATA delivered a comprehensive transformation, implementing Microsoft Teams Voice with NTT Operator Connect universal calling plans and deploying Genesys Cloud to replace the legacy CX platform.

By switching to Microsoft Teams and Genesys Cloud, the cooperative achieved seamless global communication, connecting employees, partners and customers anywhere, anytime. Supported by our organizational change management services, the new platform has increased employee satisfaction, improved productivity and delivered a rapid return on investment.



Client use cases

Healthcare software provider streamlines collaboration and customer engagement through cloud voice

Following multiple acquisitions, our client had diverse telephony and communication systems, which created collaboration challenges. The different calling systems hindered teamwork, caused inefficiencies, increased maintenance costs and resulted in inconsistent service quality, as the varying contact center platforms affected response times and overall satisfaction.

NTT DATA Cloud Voice Services was implemented to support over 1,000 users around the world. This service offers reliable, high-quality voice communication that integrates seamlessly with existing IT infrastructure. Genesys Cloud with Managed CX was rolled out for over 150 agents in multiple locations. This cloud-based contact center platform delivered features including omnichannel routing, real-time analytics and workforce optimization.

Our comprehensive solution helped the client unify their communication platforms, streamline processes and foster better collaboration. Their scalable and sustainable system not only enhanced employee satisfaction but also contributed to their environmental goals by reducing energy consumption.



05

Connect people ...
brilliantly



Embrace the future of B2B contact centers

Elevate CX in high-value B2B engagements

Focus on delivering personalized interactions at scale, powered by real-time intelligence. Efficient first-contact resolution and rapid response times are critical to building trust and maintaining strong relationships. Creating seamless and contextual customer journeys across channels helps maintain continuity and relevance, enhancing satisfaction and long-term loyalty.

AI-powered omnichannel CX orchestration

Deliver consistent, high-quality service across all touchpoints. Human–AI collaboration, where agents work alongside intelligent systems to enhance efficiency and decision-making, plays a pivotal role in improving service speed, reliability and quality. A fully integrated omnichannel approach allows you to provide a unified and contextual experience across every interaction.


Platform modernization

Cloud-native architectures and AI-powered platforms offer scalability, flexibility and future-readiness. Integrating CRM systems is essential for achieving operational consistency, enabling seamless data flow and unified customer insights. Consolidating platforms under a governed framework lays the foundation for an efficient contact center ecosystem.

Real-time operations visibility

Real-time monitoring of location and condition of customer products and services enhances decision-making and responsiveness for contact center agents. With a 360 view of the customer, you can drive more efficient sales and service operations, as every interaction is informed, timely and aligned with customer needs.





NTT DATA and Genesys are global market leaders in customer experience. Together, we create superior customer journeys by connecting customers to your business, from anywhere and at any time, through their channel of choice.

Visit our website to learn more.

Visit nttdata.com to learn more.

NTT DATA is a \$30+ billion business and technology services leader in AI and digital infrastructure. We accelerate client success and positively impact society through responsible innovation. As a Global Top Employer, we have experts in more than 70 countries. NTT DATA is part of NTT Group.

