

CONTACT CENTER MODERNIZATION

Digital Transformation of Contact Center Operations

The global contact center transformation market is projected to grow from USD 35.3 billion in 2022 to USD 93.7 billion by 2027, at a compound annual growth rate (CAGR) of 21.6% during the forecast period.

CONTACT CENTER SOFTWARE MARKET OVERVIEW

The market growth in Asia-Pacific can be attributed to the rise in omni-channel solutions and growth of SMEs in the region.

35.2 | **93.7** | CAGR
USD Billion 2022 | USD Billion 2027 | **21.6%**

The global contact center market size is expected to be USD 93.7 Billion by 2027, growing at a CAGR of 21.6% during the forecast period.

The growth of this market can be attributed to the increasing use of audio and video communication channels.

Acquisitions & new product launches will offer lucrative opportunities for this market in the next five years.

The growing utilization of AI, ML, and analytics capabilities to understand customer behavior is expected to drive the market growth.

The increasing demand can be attributed to the growing adoption of omni-channel solutions.

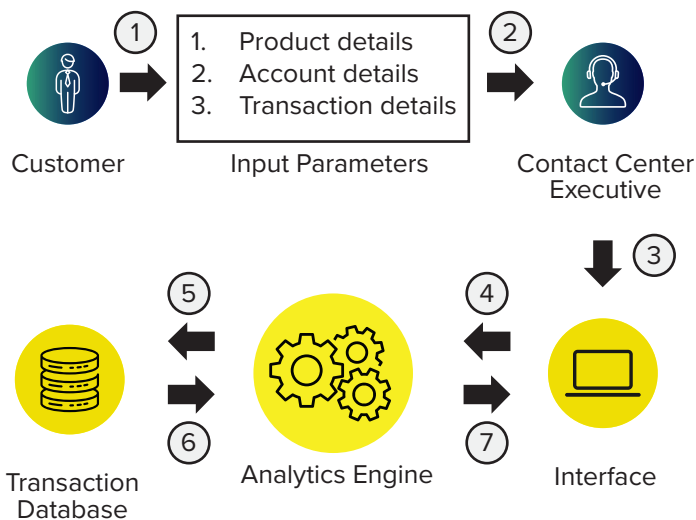
PROBLEM STATEMENT

- Lack of engagement owing to sub-optimal IT processes and software.
- Long wait times resulting in poor overall customer satisfaction.
- Low adoption of disruptive technologies like analytics and generative AI; this results in poor operational efficiency.
- Lack of analytics-driven insight generation hinders the ability to correctly identify the bottlenecks in the operational landscape.

HAPPIEST MINDS EXPERTISE

Happiest Minds is at the forefront of developing solutions oriented towards contact center process optimization using disruptive technologies such as analytics and generative AI.

Our solutions including an intelligent chatbot and a transaction analysis and retrieval system, will help in significantly improving contact center metrics like average handling time (AHT) and first-time resolution (FTR).



OUR SOLUTION

- 1) Customer initiates query with contact center (voice/non-voice process).
- 2) Contact center executive extracts query inputs from customer request.
- 3) Input details from step#2, fed into contact center interface.
- 4) Input parameters fed into analytics engine.
- 5) The analytics engine queries transaction database using supplied input parameters.
- 6) The specific transactions matching the query parameters are retrieved.
- 7) The relevant transactions are presented on the interface to aid the contact center executive in the interaction process.

ABOUT HAPPIEST MINDS

Happiest Minds Technologies Limited (NSE: HAPPSTMNDS), a Mindful IT Company, enables digital transformation for enterprises and technology providers by delivering seamless customer experiences, business efficiency and actionable insights. We do this by leveraging a spectrum of disruptive technologies such as: artificial intelligence, blockchain, cloud, digital process automation, internet of things, robotics/drones, security, virtual/augmented reality, etc. Positioned as 'Born Digital. Born Agile', our capabilities span digital solutions, infrastructure, product engineering and security. We deliver these services across industry sectors such as automotive, BFSI, consumer packaged goods, e-commerce, EduTech, engineering R&D, healthcare, hi-tech, manufacturing, retail, and travel/transportation/hospitality. The company has been recognized for its excellence in Corporate Governance practices by Golden Peacock and ICSI. A Great Place to Work-Certified™ company, Happiest Minds is headquartered in Bangalore, India with operations in the U.S., UK, Canada, Australia, and Middle East.