


CCAI Create


Enhance the customer service journey with Google Cloud’s Contact Center AI


The Challenge

Confusing menu structures and 20-minute hold times are hallmark frustrations of today’s interactive voice response (IVR) systems. Customers are demanding a faster, better way to get results, yet businesses are struggling to make their contact centers both efficient and effective. On top of that, many businesses have prioritized cost savings over addressing customer needs. Companies with poor customer service push customers away and motivate them to take their business elsewhere. For example, 63% of US consumers have stopped doing business with a brand due to poor customer service. Moreover, a research found that 76% of customers now report that it’s easier than ever to take their business elsewhere — switching from brand to brand to find an experience that matches their expectations.

Google Cloud’s Contact Center AI (CCAI) is the solution to these problems by allowing organizations to:

 Increase customer satisfaction and operational efficiency

 Empower the Virtual to Live Agent Experience

 Gain AI-driven Customer Insights

CCAI Create

Kin + Carta’s CCAI Create Engagement helps enterprises evaluate their readiness and execute a plan towards contact center AI transformation. This transformation will deliver a clear roadmap for CCAI implementation, an integrated contact center experience, and vendor recommendations based on your needs. We also provide full integration to your current telephony and communication providers. At the end of CCAI Create, you will have a fully operational AI-driven contact center foundation and a roadmap for future enhancements.

Key Phases, Goals & Deliverables

The chart below outlines the phases and durations of CCAI Create with key goals and milestones at each step of the process.



KIN+ CARTA



Kin+Carta is a global digital transformation business and premier Google Cloud consulting partner. We make the journey to becoming a digital business tangible, sustainable, and profitable.

—Ryan Maguire, CTO & VP of Strategic Growth | rmaguire@kinandcarta.com

