

# AI-Powered Customer Care

The State of AI in 2025



Note added!

In summary, this customer is awaiting an outcome on their . They submitted the claim form days ago and are a VIP customer with an AOV of £97.23.

Gnatta AI Assist 3 mins ago



○

Let's approve the claim, I'll process it today. Can you write a response for me, with lots of empathy.

Sarah C. 2 mins ago



Note added!

How about: "Sam, I am so sorry for the delay. Your claim has been approved and will be processed today. Thank you for your patience with us."

Gnatta AI Assist 2 mins ago



## 2025 is the **year of AI.**

Contact centres across the UK face **unprecedented pressure** to engage with AI tools & implement automation into carefully built operations with minimal tech support, huge brand risk and **an ever-smaller budget.**

**Sound familiar?** You're not alone. We think there's a way to use conversational AI well in contact centres – and it doesn't need to be customer facing to work.

## The Problem



AI as a **customer-facing tool** is still unproven territory. Even in 2025, after a year or two to bed itself into the industry, AI is struggling to make a true home for itself as a **like-for-like** replacement of agents.

Why? **Humans are forgiven** for making errors, but **AI isn't**. Customers want a solution, not deflection. That's the bottom line.



## The Answer

AI doesn't need to be on the face of your operation to create **significant efficiency gains** – you don't need to risk your brand or let go of your best agents. The best use of AI in contact centres this year is going to be **under the hood**, in the engine of your contact centre:



Language Detect & Translate



Sentiment Detect



Instant Summaries



Suggested Response

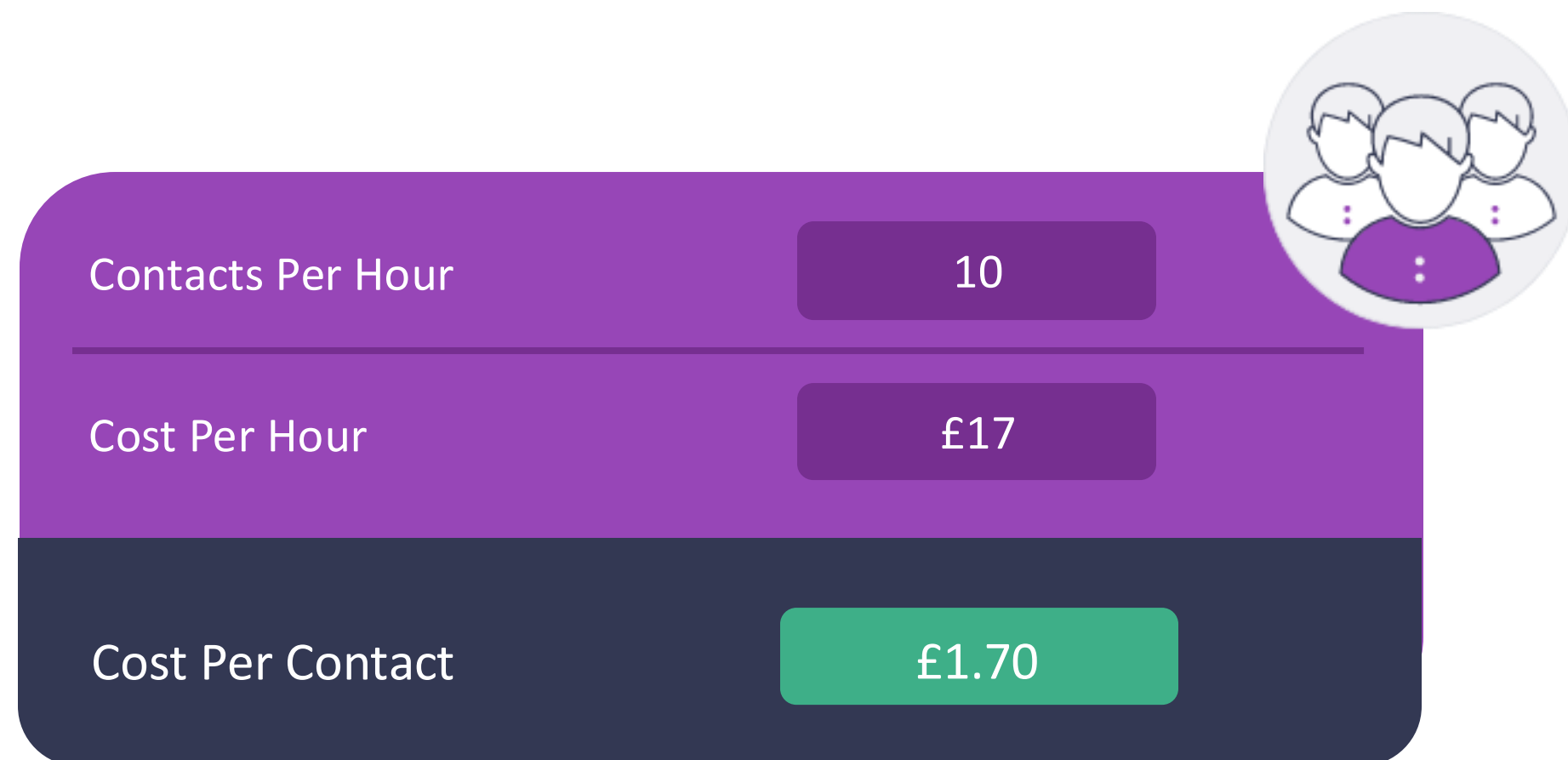


Quality Checks

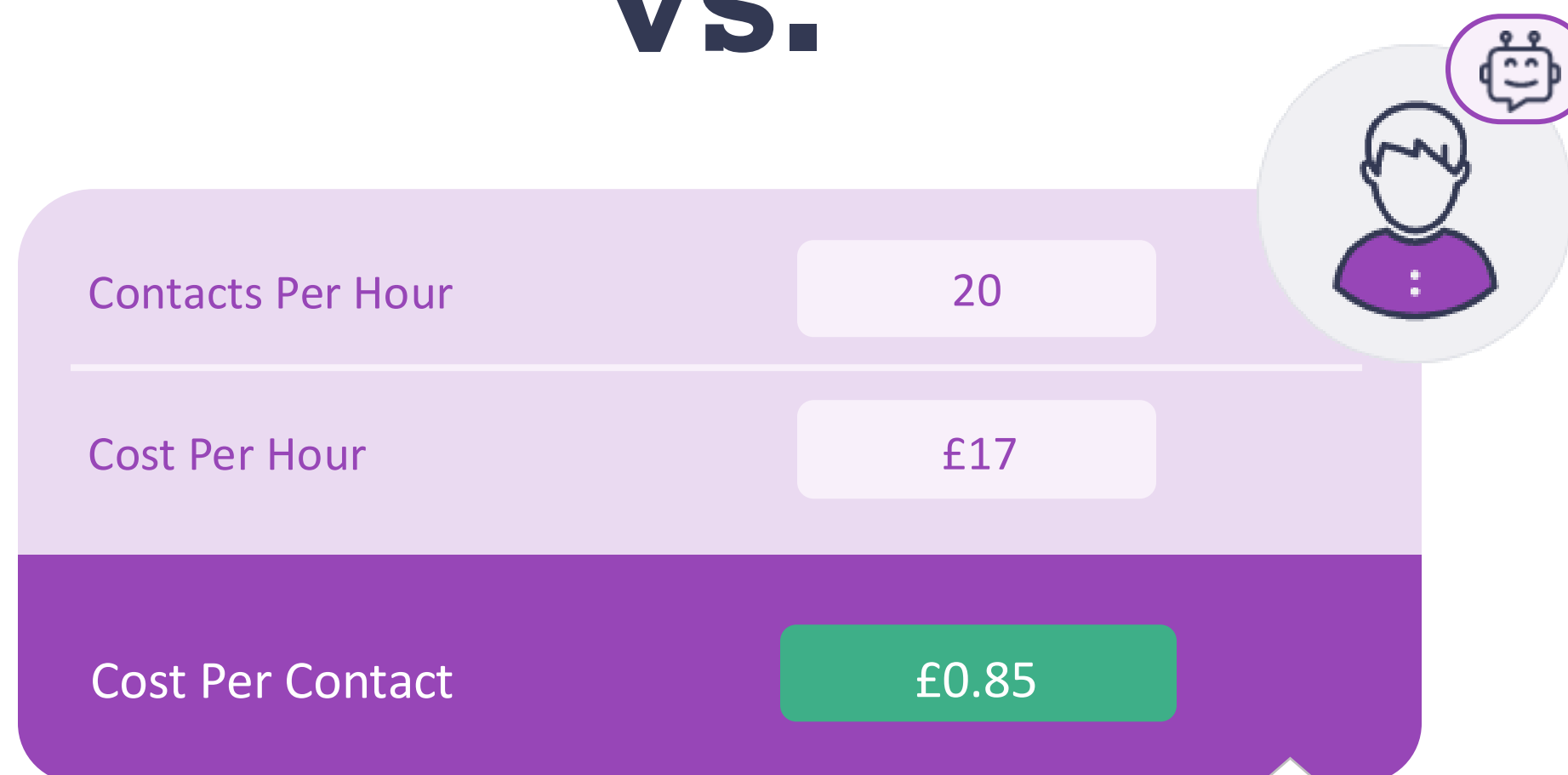


Voice Transcription





VS.



**AI increasing productivity**  
By supporting agents with a range of AI tools and back-end automations, you can double their productivity – and halve your cost per contact.

# Managing cost.

Why all the pressure for AI and automation? Look to rising costs for your answer. The average **cost-per-hour** for a human agent in the UK is roughly **£17** in 2025, once you've rolled up **shrinkage costs**. Getting more out of that hour has never been more important.

- ✓ **National Minimum Wage** (£12.21 from Apr 1<sup>st</sup>)
- + Employer Contributions
- + Training & Management
- + Sickness & Holidays
- + Staff Turnover
- + Hardware Costs

# Before AI: automation.

The best AI implementations rest on an engine of automated processes and integrations. So, before you can engage with AI you need to cross these bridges first. Empower your contact centre with dynamic chatbots to collect and return basic data in your systems, provide answers to FAQs and route queries to the right agents. It's not just deflection – it's about carrying some of the agent workload.

- + Quick Replies / Chatbots in digital channels
- + IVRs for call handling
- + Pass data privacy/GDPR questions
- + Surface order and tracking information
- + Pass to an agent if not resolved – don't shut it down!

Chat with us! ✕

TheSockCo Bot is in the chat.

Hi there Jack, welcome to TheSockCo!

I'm TheSockCo Bot, and I'm here to help you get the answers you need.

Shall we start, or would you like to chat to the team?

Find my answer    Speak to an agent

📎 Write a message here...

Powered by Gnatta



Powered by  ChatGPT

# An AI Assistant.

When an interaction reaches your agent, they should be equipped with everything they need to do what they do best. Not just the message from the customer – but a curated selection of relevant information, all summarised and interpreted by AI (and powered by the data in your chatbot journey).



Instant interaction summaries



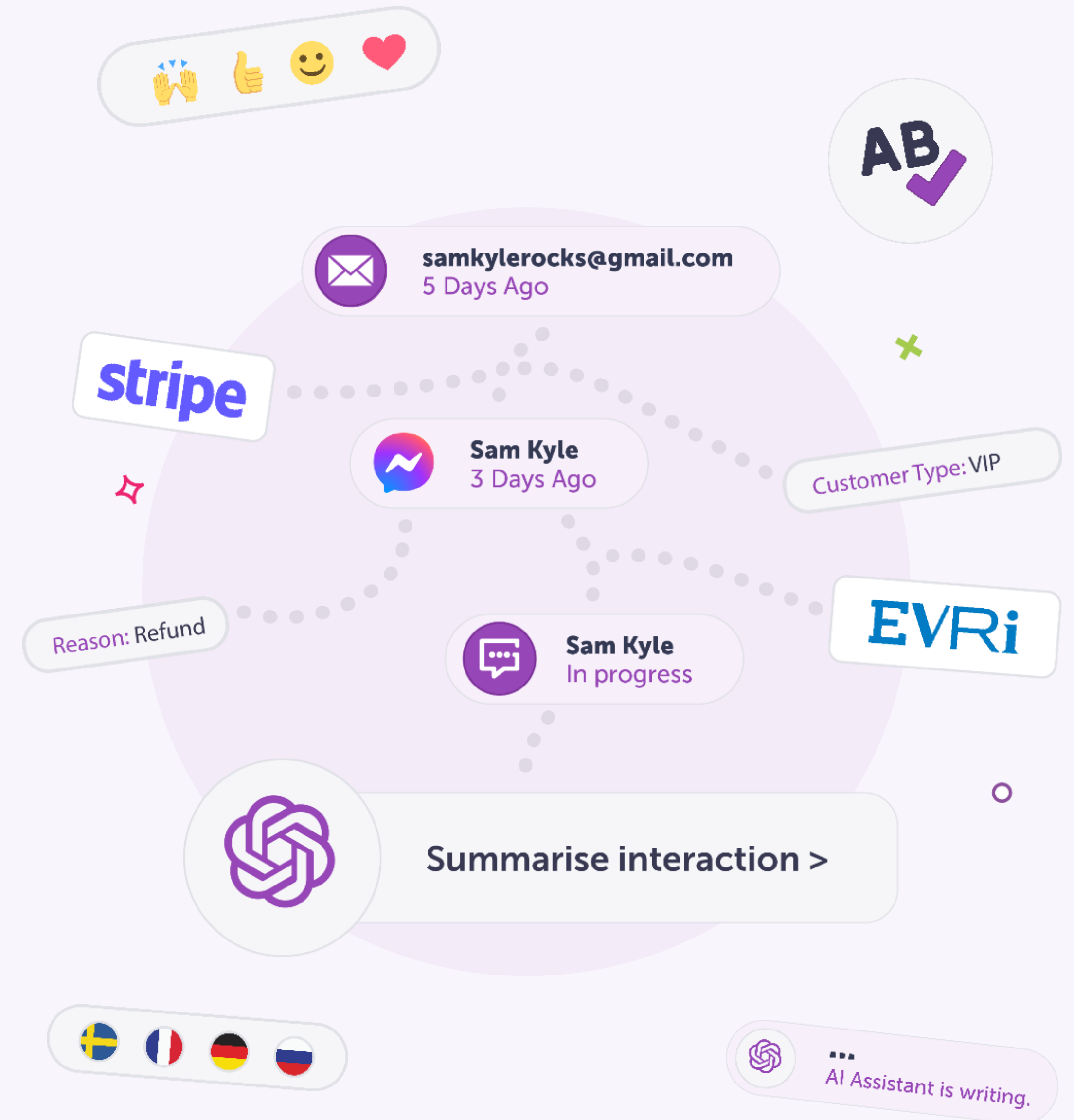
Suggested response at the ready



Language detect & translate



Sentiment detect to power escalation routing



# Exploring the agent experience.

We couldn't be prouder of the impact AI has on the day-to-day for agents – **taking the grind out of their workload** is why Gnatta exists. Below is some real feedback from agents who've experienced the AI tools in Gnatta.

## Efficient

"So much quicker and easier."

It used to be hard writing out long responses on 1-star reviews whereas now it is much quicker."

## Personalised

"Love that the responses are personalised and different.  
It's worth taking the time to get the AI to respond how you need it to – which is still quicker than writing out the responses anyway."

## Context-Driven

"My favourite thing is how it knows which brand you are on and prepopulates, this saves a lot of messing around when dealing with multiple brands."

## High Quality

"I know I don't have to check my spelling and grammar anymore, which used to take some time on responses."

## Flexible

"I like how it remembers certain things such as links used and how we can ask it to write responses in a different way so a shorter response or even a more apologetic response."



# An AI case study.

During their trial period of AI Assist, this Gnatta client identified the following key benefits:

- ✓ Approx. 20 hours a week in time saved
- ✓ Reduced average handling time by 60 seconds
- ✓ Summarised and generated responses quickly
- ✓ Especially effective in handling Trustpilot reviews, without using repetitive template responses
- ✓ Useful for admin users to draft internal comms, too!
- ✓ Hugely positive feedback from all agents involved in the trial

# Estimate **your potential** savings.

We think contact centres can save at least **10% - 20%** of current **average handling times** by giving agents access to their very own personal assistant. Swap your numbers in below for a snapshot of the savings your team could make.

Monthly Interactions	10,000
Average Handle Time	150 seconds
20% Reduction	30 seconds
Seconds Saved	300,000
Monthly Hours Saved	83.3 hours

## **This is just the beginning!**

There are the wider benefits to consider too – such as agent happiness, increased rate of FCR, improved SLA adherence and more!



## How to calculate

Step 1: **Avg. Handle Time** x **0.2** = **20% Reduction**

Step 2: **Reduction** x **Interactions** = **Seconds Saved**

Step 3: **Seconds Saved** ÷ **3600** = **Monthly Hours**

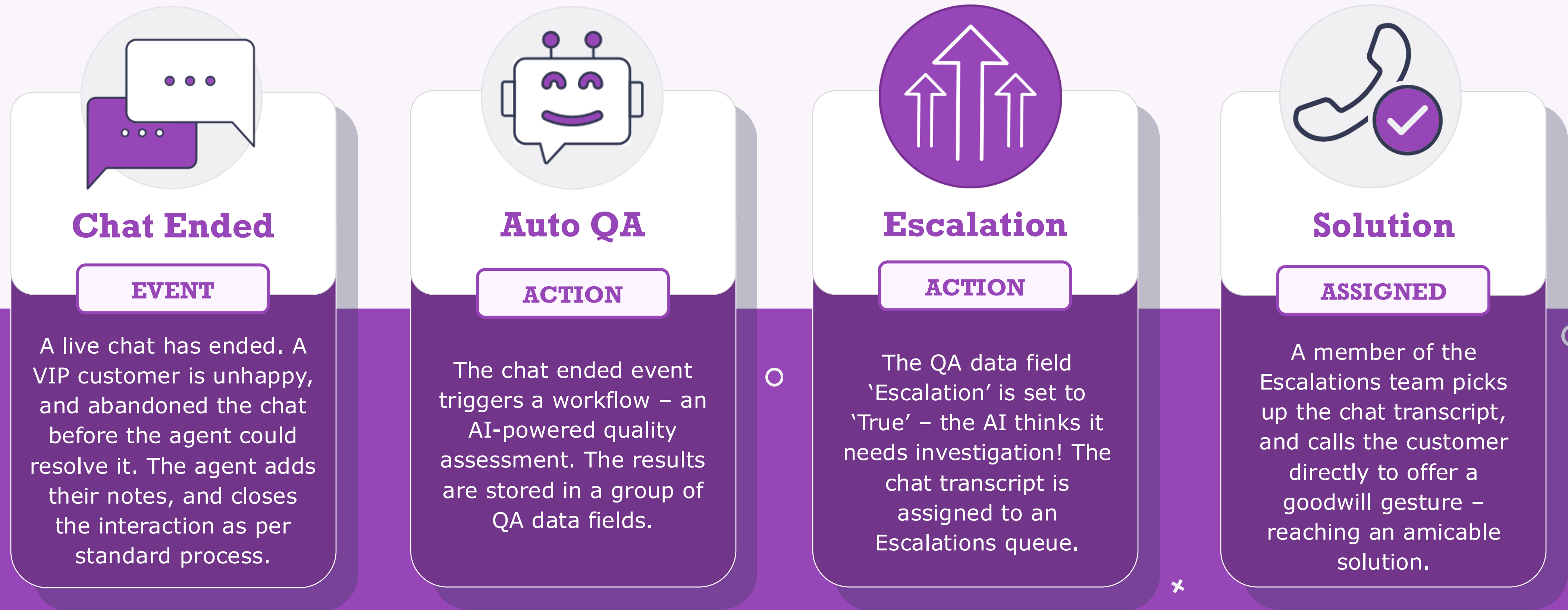
P.S. All figures are demonstrative – there is huge variation between industries and query types. This formula not working for you? **Just ask us to do it** - we'd be glad to put our analyst brains to work building your business case.

P.P.S Save yourself the maths headache, and [copy our Google Sheet calculator](#) to get results in a flash.



# AI in your workflows.

Of course, the benefits aren't just to the agent – implementing AI tools in your contact centre workflows can create wider benefits too. Consider the following workflow!



# Clicks-not-code.

Sounds difficult to set up, doesn't it? It doesn't have to be. With clicks-not-code workflow building, setting up an AI-powered escalation route can be just a **handful of actions on a flow** map – no code needed. Supported by a carefully curated **knowledgebase**, so you can become an expert in your own contact centre engine.

- ✓ Troubleshooting & best practices
- ✓ Contact centre blueprints & build guides



## Free, always-on support

Access UK-based support via the **24/7 service desk**, where our expert config team can help review and **tweak your workflows** for free.



Thank you  
for reading.

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