



AI-Powered Customer Care

The State of AI in 2025

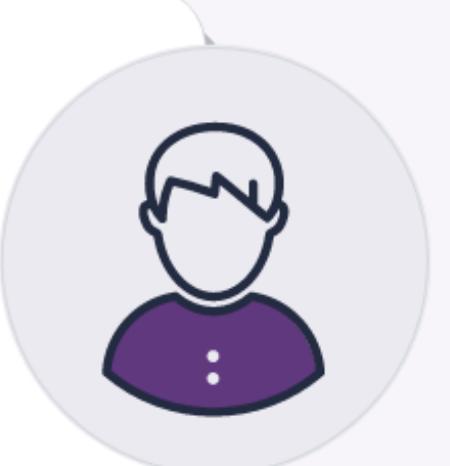


Note added!

In summary, this customer is awaiting an outcome on their claim. They submitted the claim form 3 days ago and are a VIP customer with an AOV of £97.23.

Gnatta AI Assist 3 mins ago

Reduce handling time by 60 seconds!



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

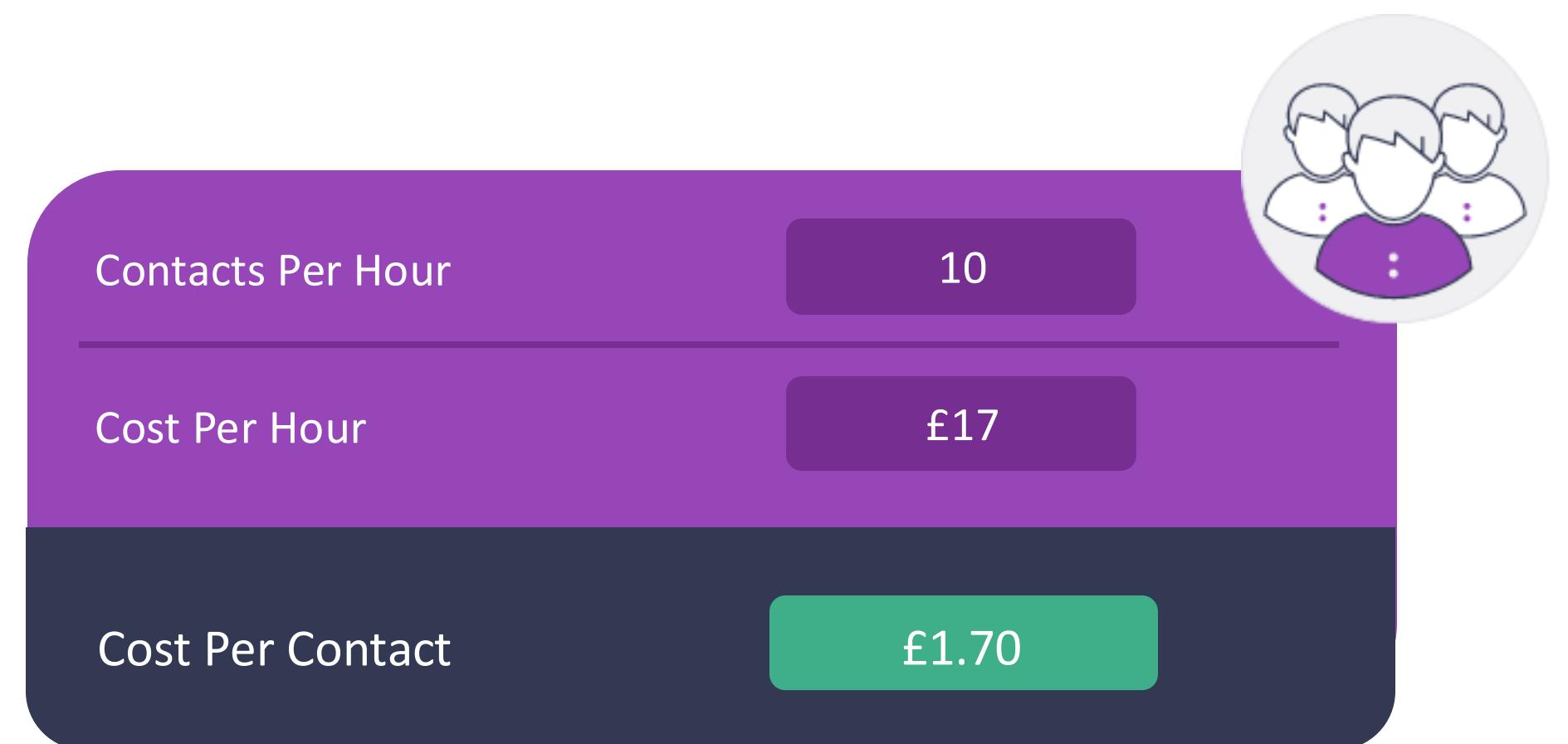


Quality Checks

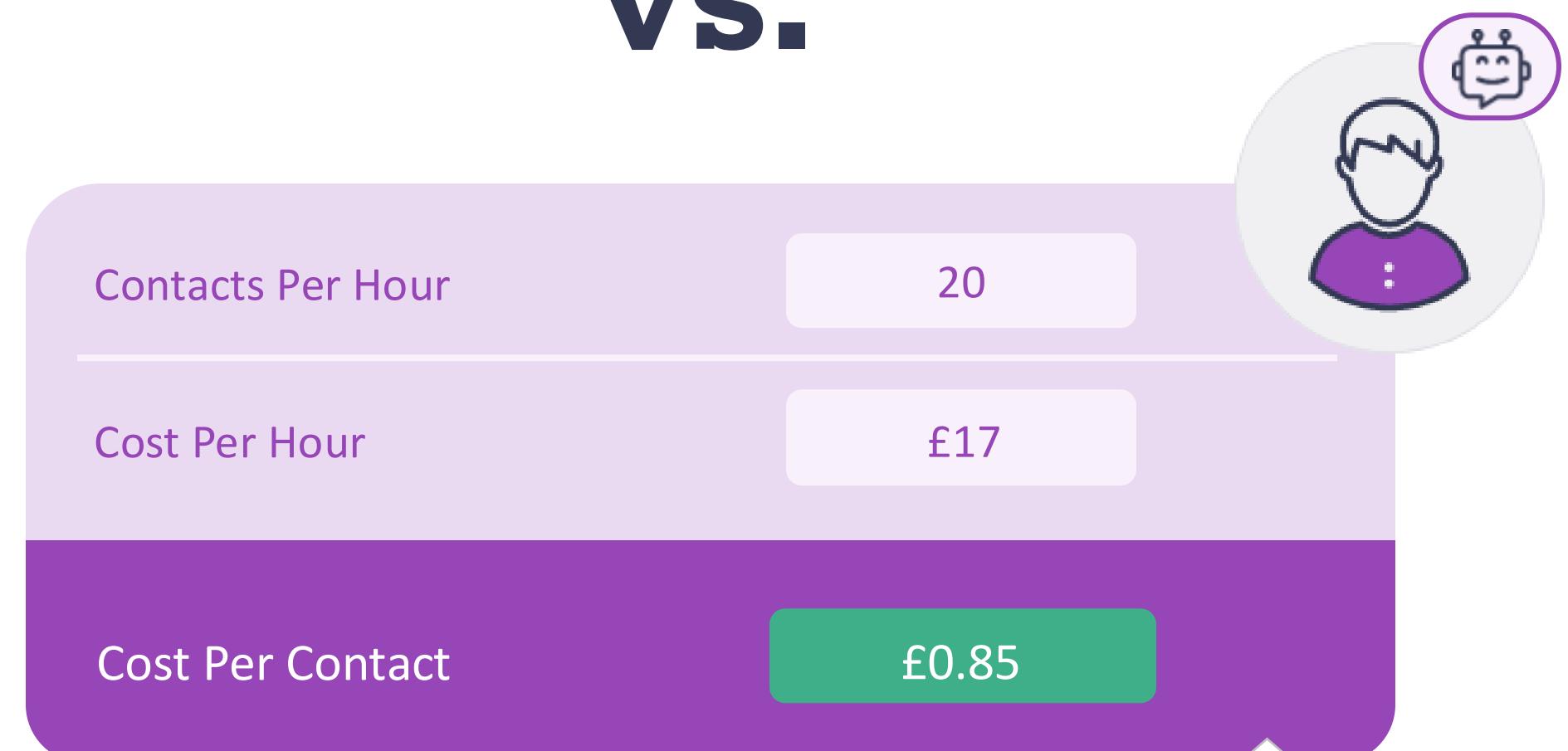


Voice Transcription





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 1st)

+ Employer Contributions

+ Training & Management

+ Sickness & Holidays

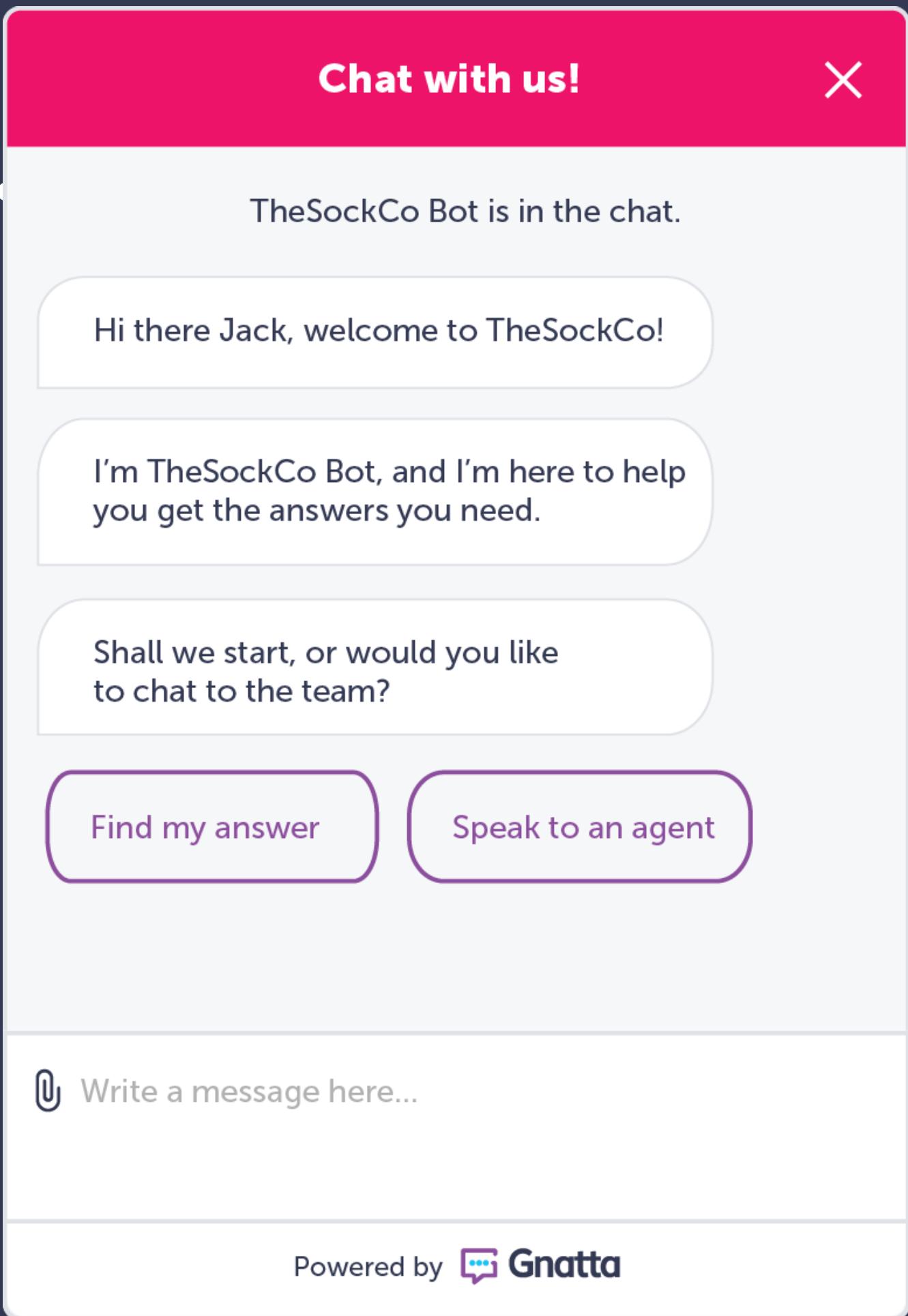
+ Staff Turnover

+ 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!

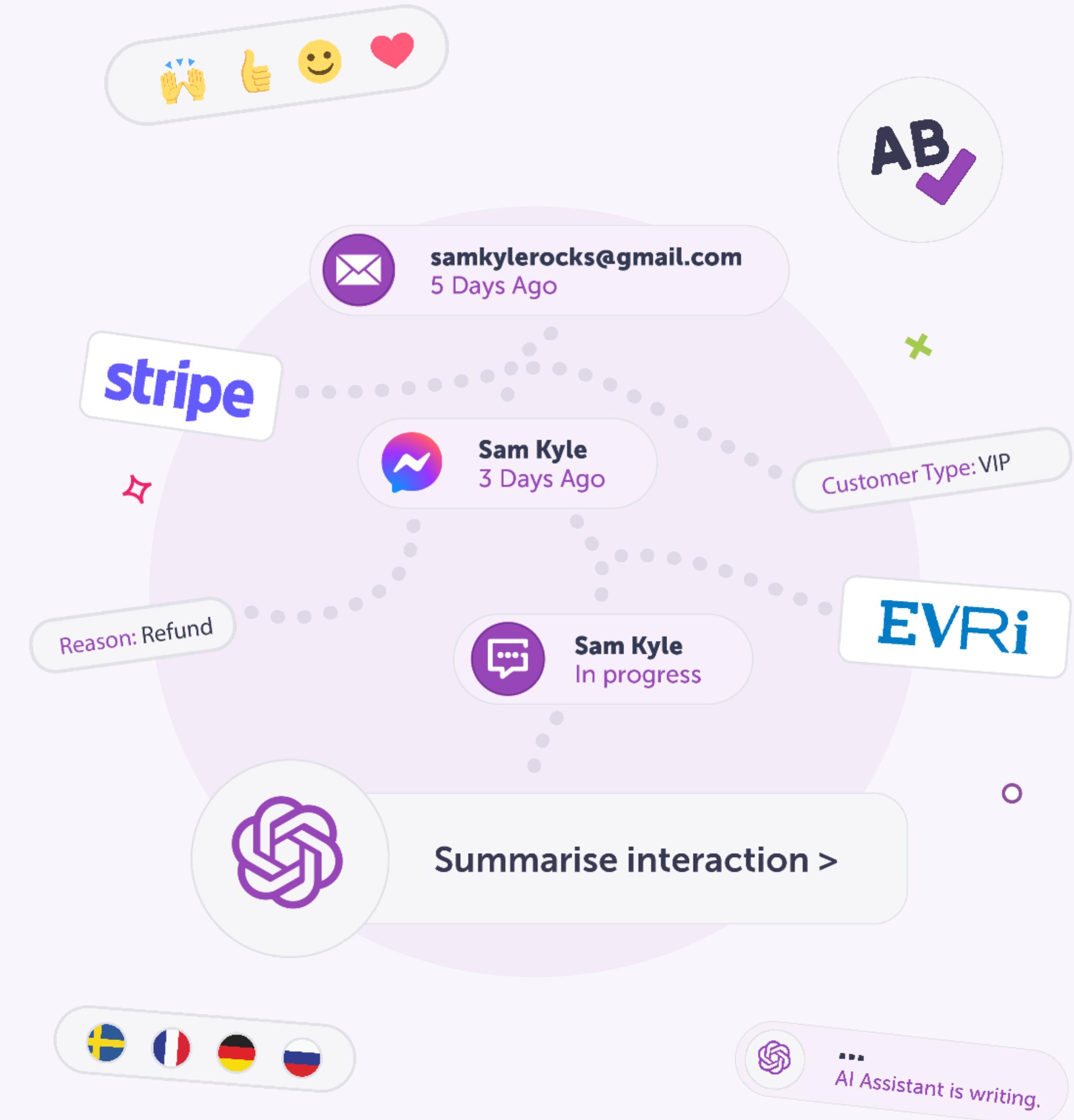




An AI Assistant.

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."

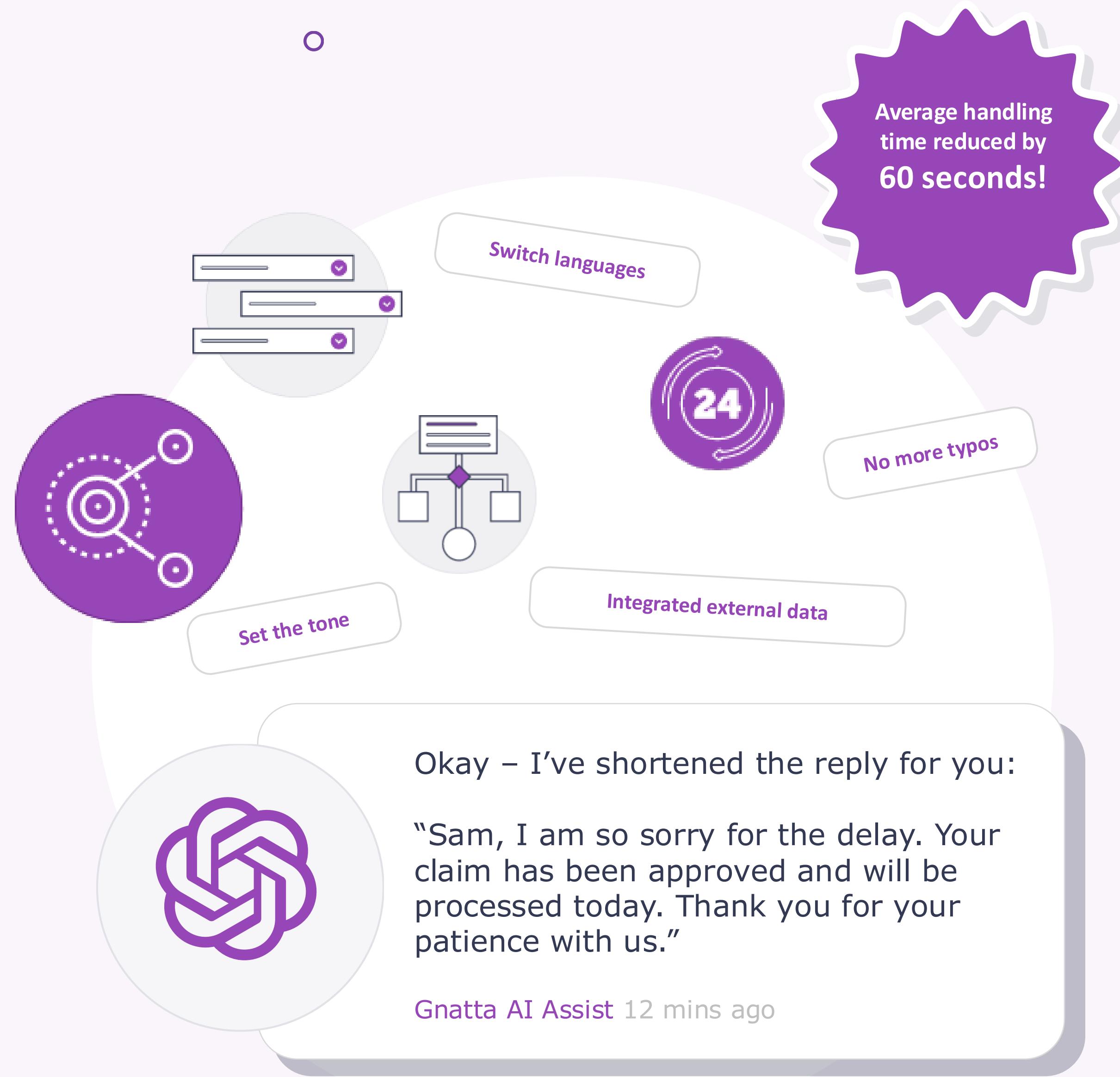
High Quality

"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**

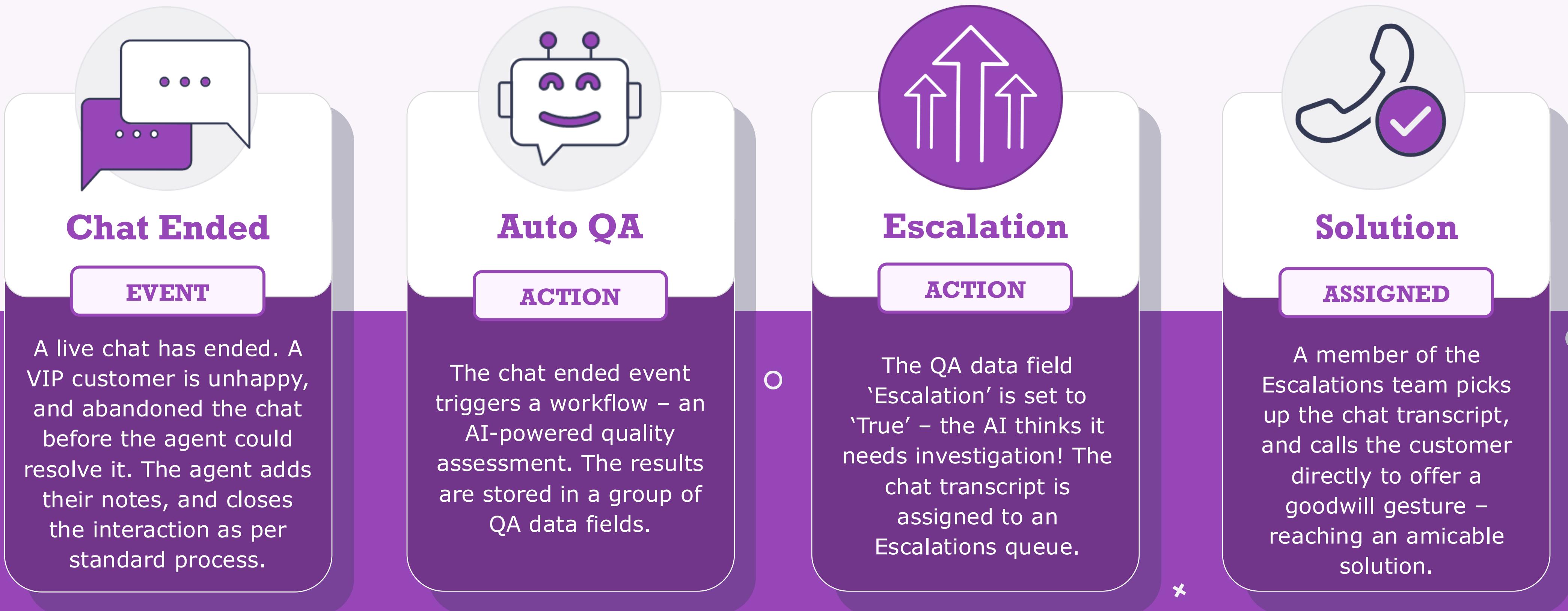
P.S. All figures are demonstrative – there is huge variation between industries and query types. This formula not working for you? **Just ask us to do it** – we'd be glad to put our analyst brains to work building your business case.

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

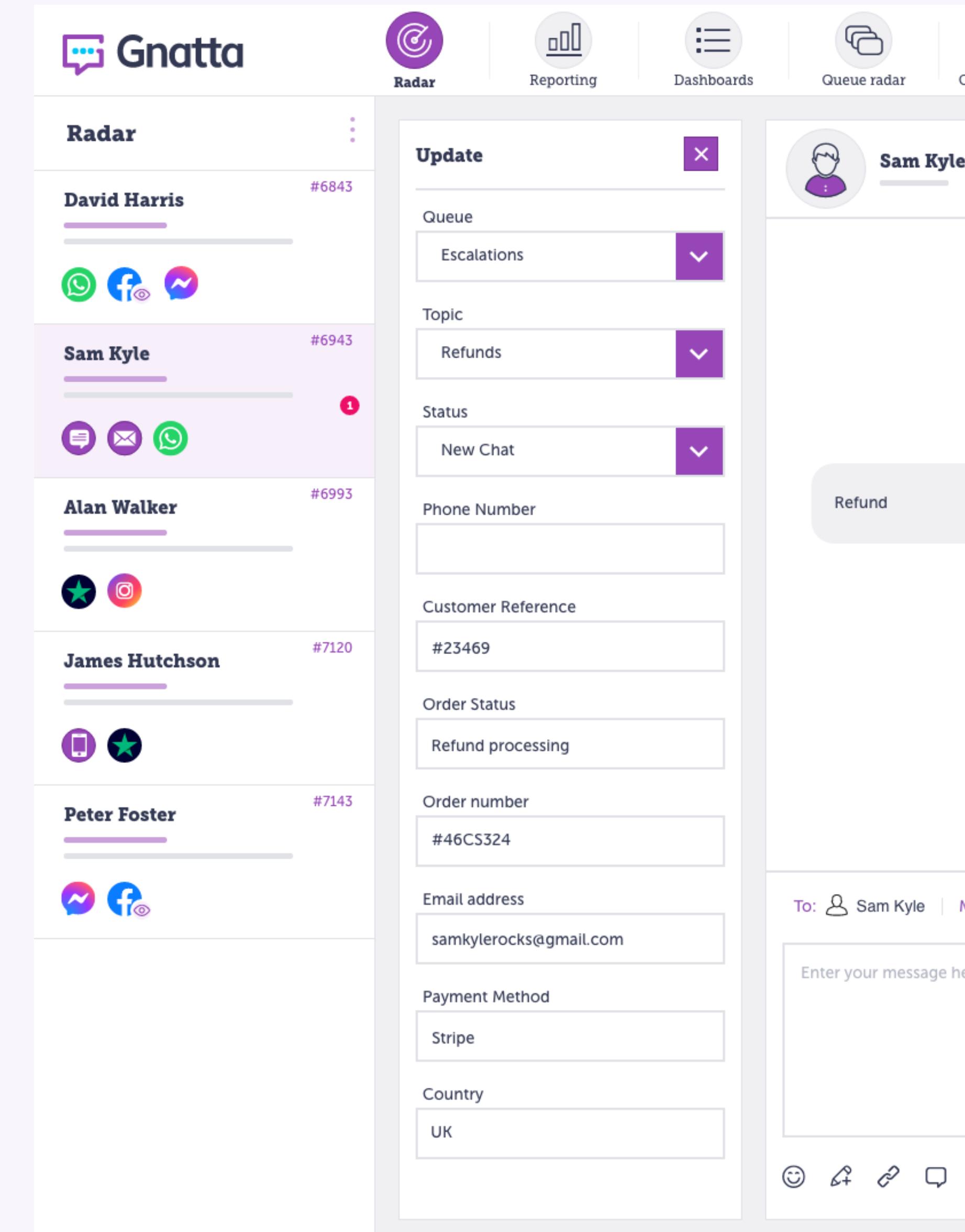
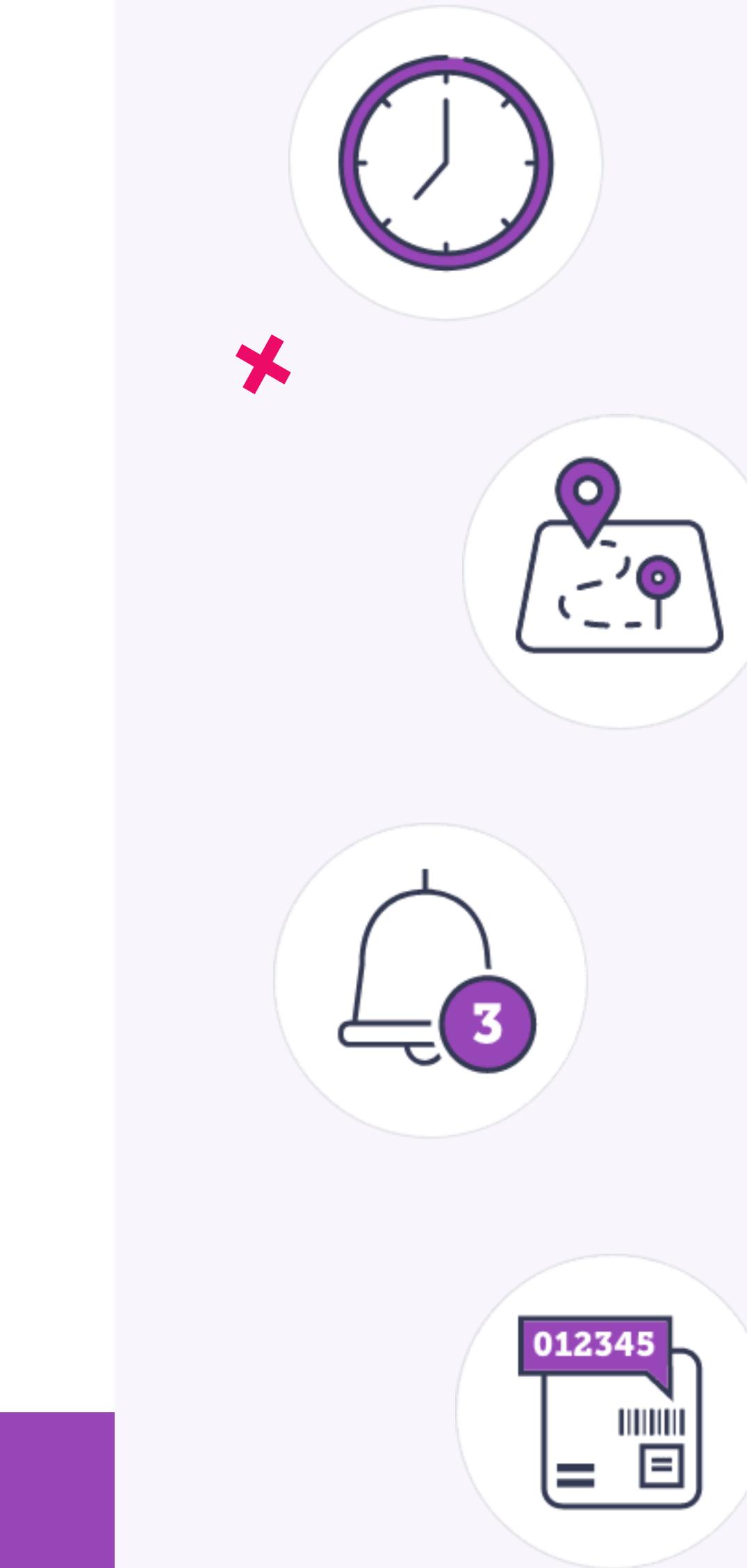
Access UK-based support via the **24/7 service desk**, where our expert config team can help review and **tweak your workflows** for free.



Thank you for reading.

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gnatta.com



The screenshot shows the Gnatta software interface. At the top, there are navigation tabs: Radar (highlighted with a purple circle), Reporting, Dashboards, Queue radar, and a user profile for Sam Kyle. Below the navigation is a section titled "Radar" with a list of customer interactions:

Customer	Topic	Status
David Harris	Escalations	#6843
Sam Kyle	Refunds	#6943
Alan Walker	New Chat	#6993
James Hutchson	Refund processing	#7120
Peter Foster	#7143	

On the right side of the interface, there are several input fields and dropdown menus:

- Update: Escalations
- Topic: Refunds
- Status: New Chat
- Phone Number: (empty)
- Customer Reference: #23469
- Order Status: Refund processing
- Order number: #46CS324
- Email address: samkylerocks@gmail.com
- Payment Method: Stripe
- Country: UK

At the bottom right, there is a message input field with "To: Sam Kyle" and a "Refund" button. The bottom of the interface features a toolbar with icons for smiley faces, a file, a pen, and a speech bubble.