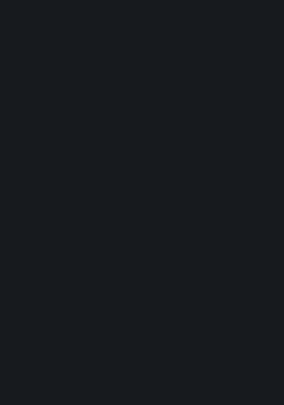


The high cost of voice:

How AI can help

Phone is the most popular customer support channel, but it's also the most expensive. Here's how smart automation can help brands lower costs, increase self-service resolution, and improve CX.



Phone: Still #1

Ada's customer data shows the phone is still the most popular customer support channel — despite digital transformation. The numbers may vary by vertical, but here's what we found overall.

60%

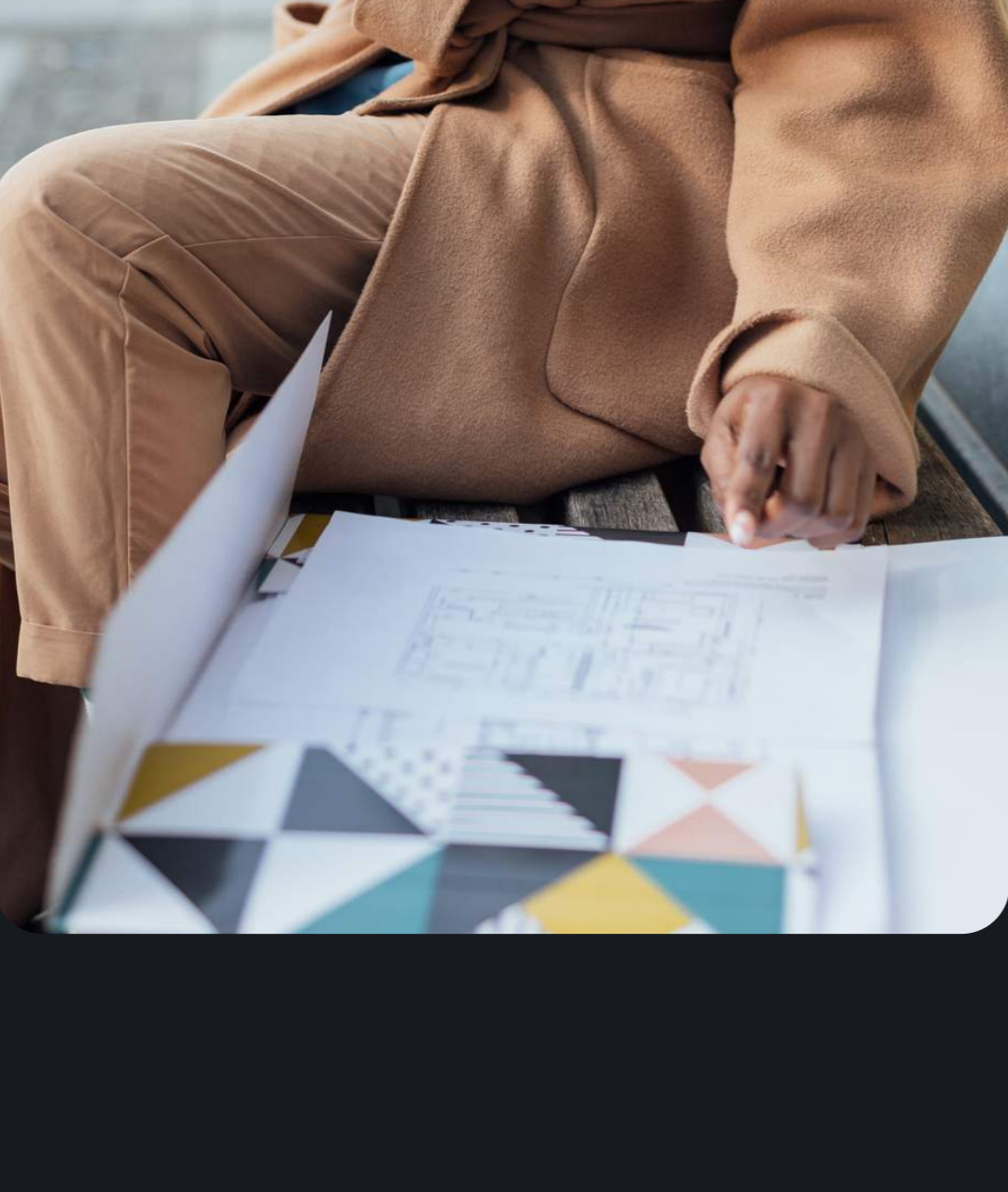
of contact volume still comes from the phone

Traditional IVRs only contain about 5% of calls



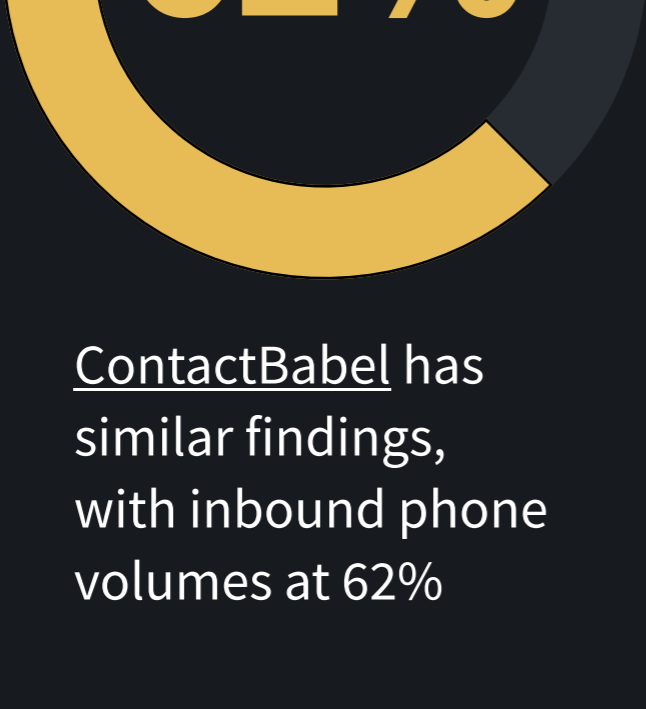
Cost per call ranges from

\$7 - \$12

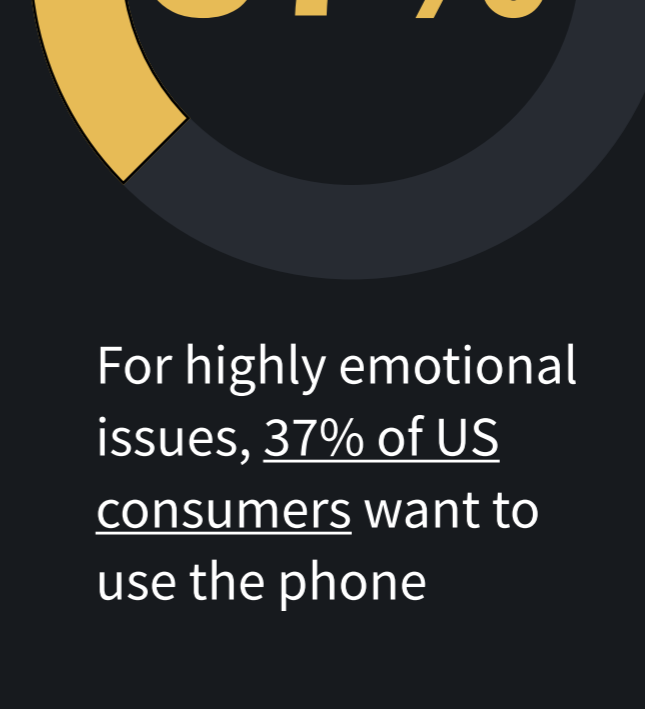


Why the preference for phone?

For a long time, telephone was the only support option. It's the channel people are used to, and many times the one they trust most. In some cases, people may find it easier to explain an issue verbally.



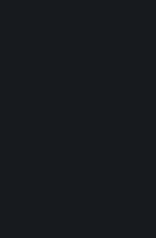
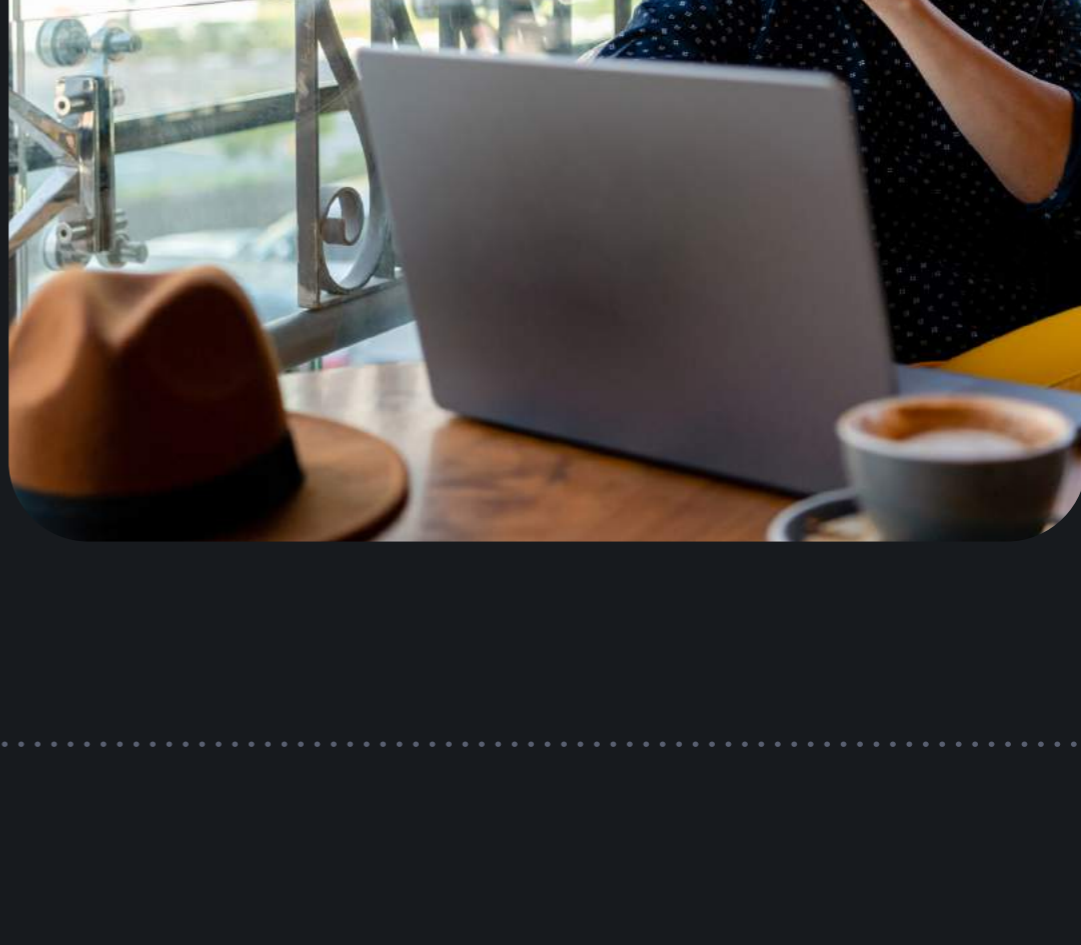
ContactBabel has similar findings, with inbound phone volumes at 62%



For highly emotional issues, 37% of US consumers want to use the phone

Adding up the high cost of calls

Don't just take our word for it — here are the stats according to analysts and industry experts.



Overall contact center numbers

\$1.3T+

Amount companies around the world spend on calls annually

256B

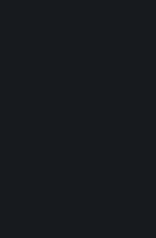
number of customer calls served globally each year

5-8%

abandonment rate considered normal for contact centers

6 minutes

approximate average handle time across industries



Long queues are bad for business

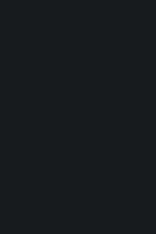
Customers today care about wait times, with more time on hold leading to higher call abandonment — and caller frustration.

1/3

Longer wait times to speak to an agent than before the pandemic

30-60

Average number of seconds a customer will wait on hold before abandonment



For callers, quality counts

Customers also care about the quality of service they receive, with expectations continuing to rise.

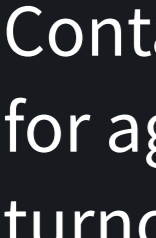


88% of companies say customer expectations are higher than ever

61% of US consumers say first-time resolution is very important when reaching out on the phone

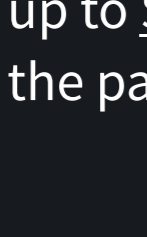
32%

of consumers say the most frustrating part of a poor CX is having to repeat the same information multiple times



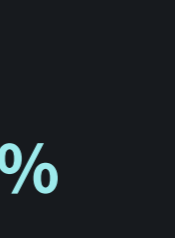
Agent experience: attrition compounds costs

Contact centers can also be frustrating for agents, with burnout common and turnover high. Keeping agents happy is a smart investment.

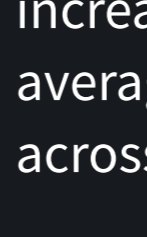


\$17-\$19 per hour

Average BPO agent pay went up to \$17 - \$19/hour during the pandemic



80%



30-45%

In 2021, contact center attrition increased from 30-45% on average, up to 65% or even 80% across some verticals

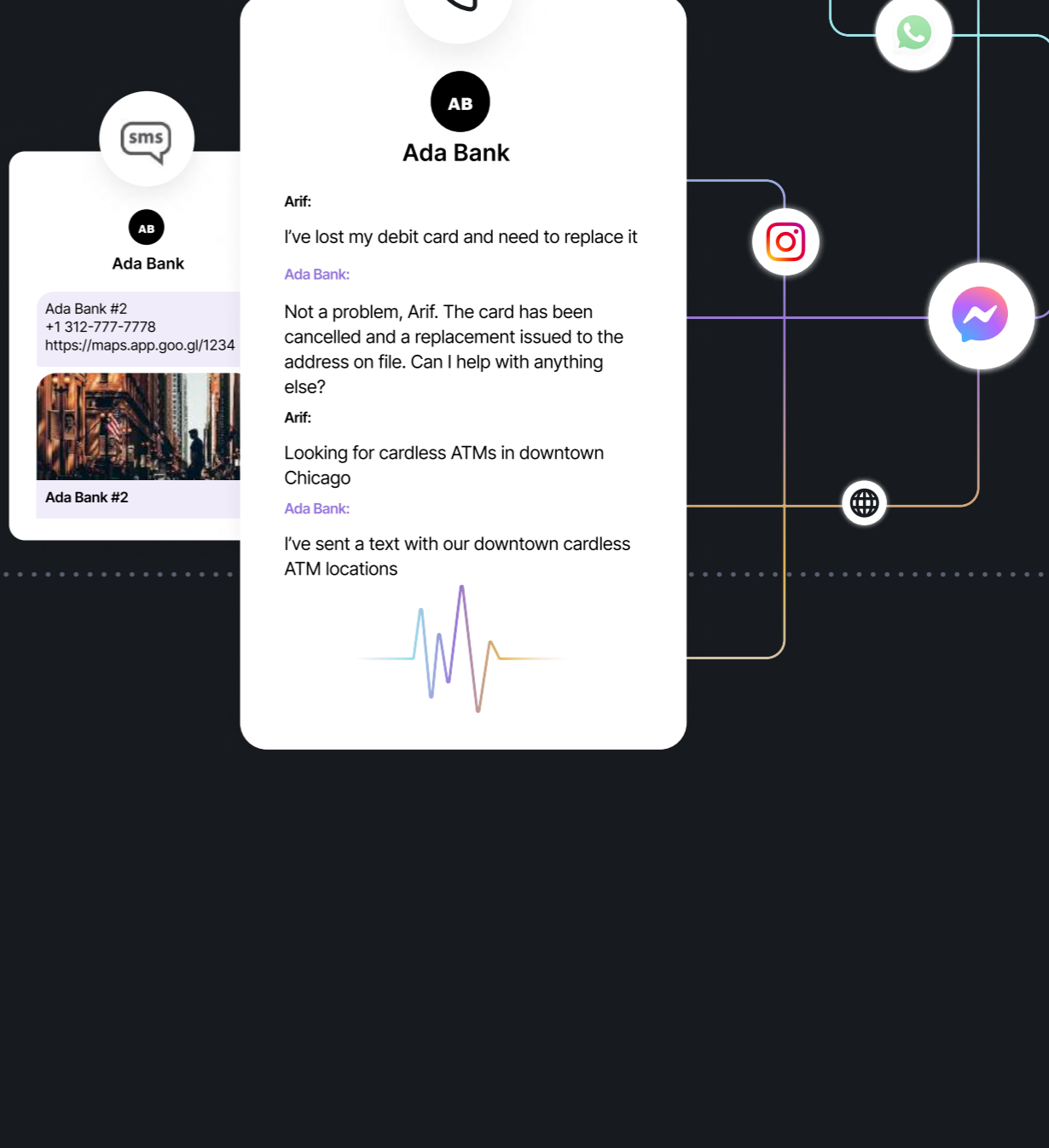
“Worker turnover has always run high in customer service, around 50% a year. During the pandemic, it has swelled to at least 80%.”

Jeff Christofits, Vice President of KellyConnect

Source: [Bloomberg](#)

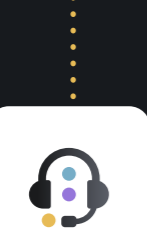
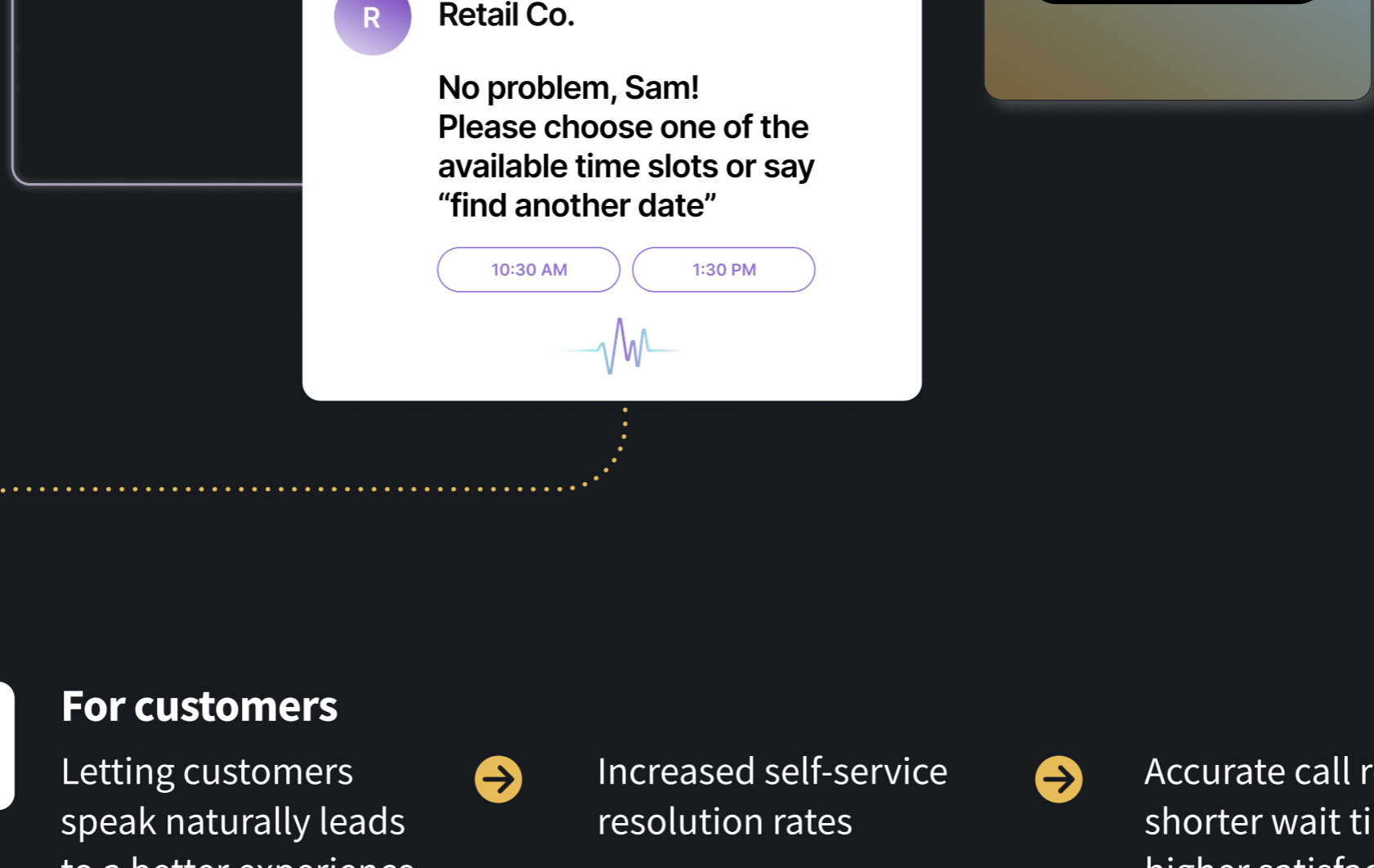
How AI can transform phone inquiries

Automation allows companies to shorten queues, lighten agent loads, and improve first contact resolution (FCR) — while also managing costs.



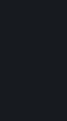
Natural Language Understanding (NLU):

A branch of AI that uses algorithmic models to interpret user inputs in the form of text, understand the meaning, and represent it in a way that can be used for different tasks. For example, Ada uses NLU for text classification to discern what a customer is trying to ask or do.

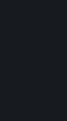


For customers

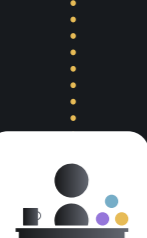
Letting customers speak naturally leads to a better experience



Increased self-service resolution rates

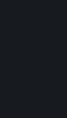


Accurate call routing, shorter wait times, and higher satisfaction

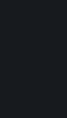


For agents

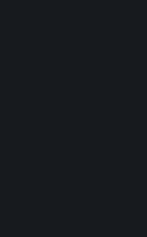
Automating common queries decreases call volumes, reducing burnout



Authenticating callers before handoff shortens average handle time (AHT)

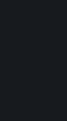


Agents are free to focus on higher-impact inquiries

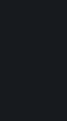


For businesses

Empowering customers to self-serve improves CX



Lower agent volumes and wait times decreases costs



Ability to scale phone support and boost customer satisfaction

Ada for Voice

Ready to improve your most expensive support channel?

[REQUEST A DEMO](#)

Ada is the world's leading customer service automation company. Built for modern CX teams, Ada's AI-powered platform helps enterprises automatically resolve more customer inquiries with less effort, in any language or channel.

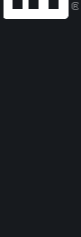
Since 2016, Ada has automated more than 4.7 billion customer interactions for brands like Meta, Verizon, AirAsia, Yeti, and Square. Born in Toronto, Ada serves companies and their customers worldwide. For more information, visit [www.ada.cx](#).



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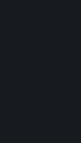
[hello@ada.support](#)



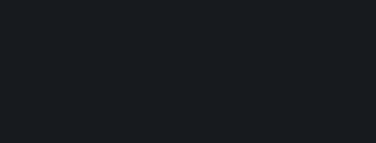
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