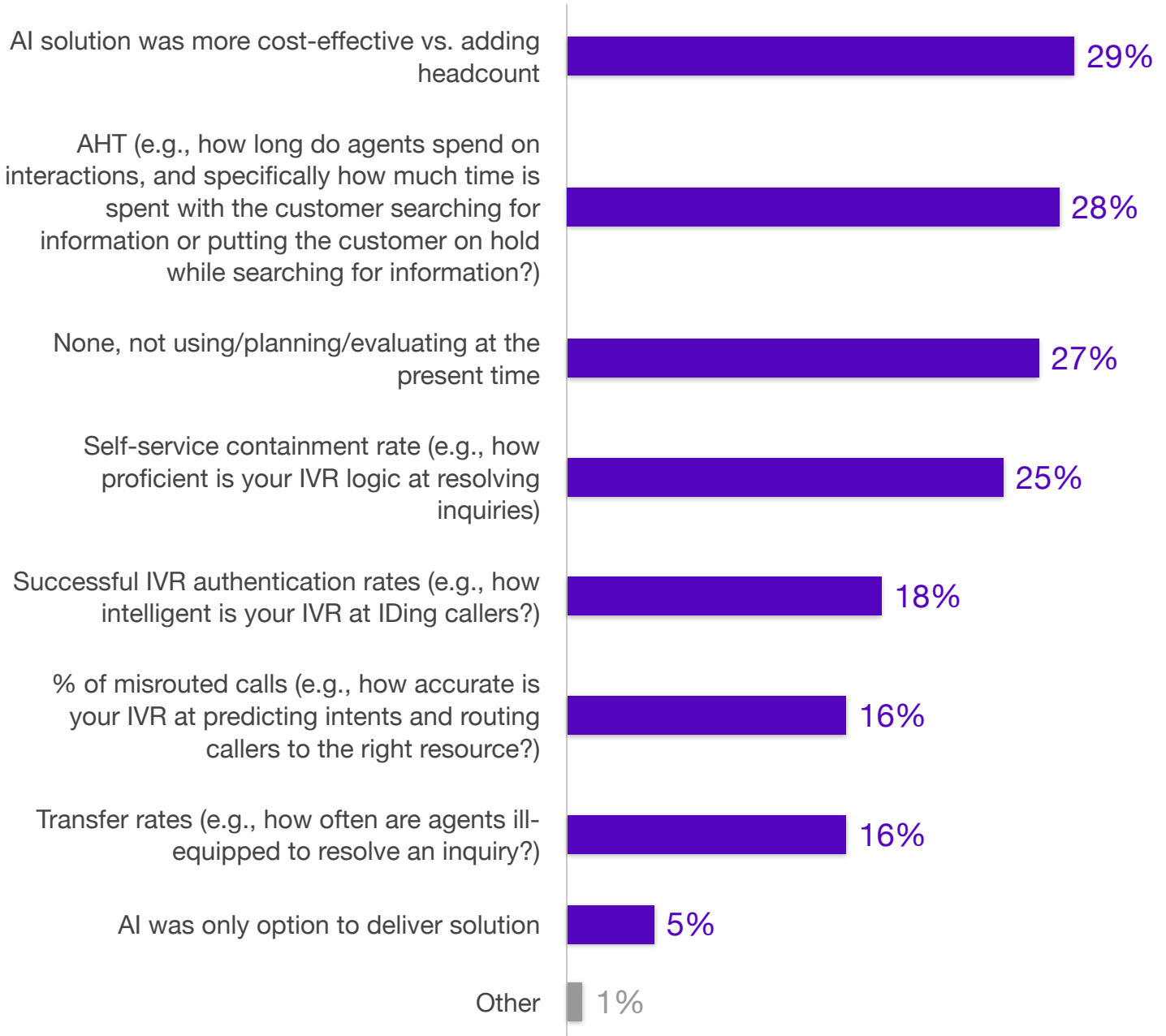# If you have implemented an AI solution in your contact center, what were the primary criteria used for the business case to justify the investment? Please feel free to add your own.

Criteria	Percentage
AI solution was more cost-effective vs. adding headcount	29%
AHT (e.g., how long do agents spend on interactions, and specifically how much time is spent with the customer searching for information or putting the customer on hold while searching for information?)	28%
None, not using/planning/evaluating at the present time	27%
Self-service containment rate (e.g., how proficient is your IVR logic at resolving inquiries)	25%
Successful IVR authentication rates (e.g., how intelligent is your IVR at IDing callers?)	18%
% of misrouted calls (e.g., how accurate is your IVR at predicting intents and routing callers to the right resource?)	16%
Transfer rates (e.g., how often are agents ill-equipped to resolve an inquiry?)	16%
AI was only option to deliver solution	5%
Other	1%