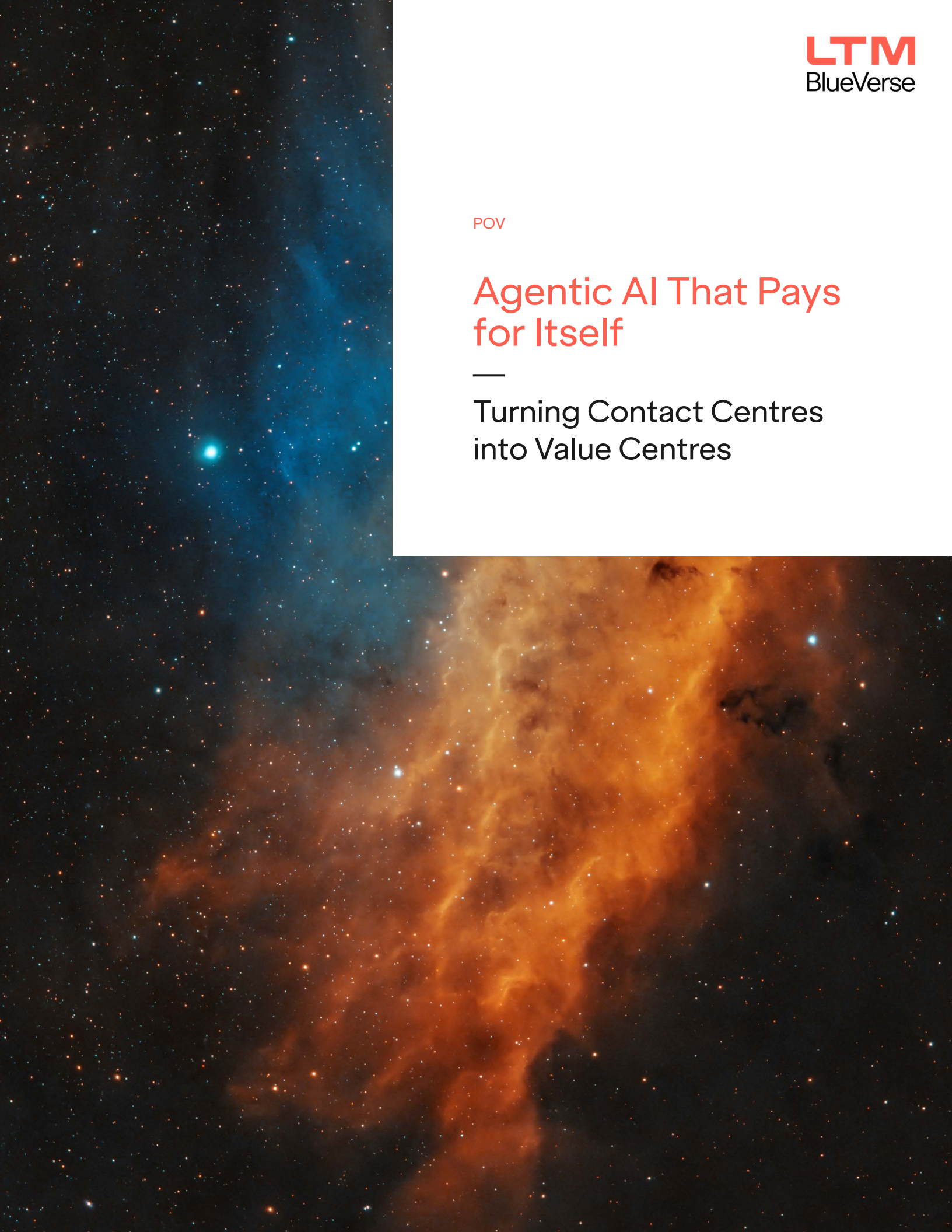
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POV

Agentic AI That Pays for Itself

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Turning Contact Centres into Value Centres





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Turning Contact Centres into Value Centres

The Benelux region, encompassing Belgium, the Netherlands, and Luxembourg, stands at the forefront of technological adoption, particularly in the realm of customer service. With a unique blend of high labour costs, multilingual customer preferences, and a strong emphasis on customer experience, contact centres in Benelux are under increasing pressure to optimise operations. The average Labour cost of €28.9 in 2020[1] coupled with the requirement to support customers in Dutch, French, and German (68% of customers prefer local language support,[2] creates a complex challenge for businesses aiming to balance cost-effectiveness with exceptional service.

In this unique customer service landscape, agentic AI is emerging as a transformative solution, representing a paradigm shift from traditional AI. Unlike its predecessors, agentic AI can make autonomous decisions, learn from interactions, and proactively solve problems. This next-generation technology is poised to revolutionise contact centre operations by enabling significant cost reductions, enhancing customer satisfaction, and driving a higher return on investment (ROI) across various B2C sectors. This point of view explores the profound impact of agentic AI on Benelux contact centres, delving into its cost-saving potential, industry-specific applications, and real-world use cases.

How Agentic AI Reduces Contact Centre Costs

A Deep Dive

Agentic AI can independently resolve a large volume of routine and complex customer queries without human intervention. Gartner predicts that by 2029, agentic AI will autonomously solve 80% of common customer service issues, leading to an estimated 30% reduction in operational costs.[3] This remarkable cost reduction is achieved through several key mechanisms:

01 Industry analyses highlight that agentic AI can handle the bulk of level 1 (tier-1) queries, with some solutions currently resolving up to 70% of customer queries automatically.[4] As these systems continue to learn and improve, the rate of autonomous resolution is expected to rise toward the 80–90% range.

02 For instance, AI-driven chatbots in the retail sector have been shown to reduce call volumes by 40%. Alibaba's AI chatbots handle 75% of online queries and 40% of hotline inquiries, saving approximately $150 million annually in customer service costs while increasing customer satisfaction by 25%.[5] Klarna's AI chatbot manages about two-thirds of customer service chats, performing the equivalent work of 700 full-time agents, significantly reducing human staffing needs.[5] This automation extends beyond simple answering of questions to managing entire processes, such as order placement and cancellation, without human oversight.

Labour Cost Optimisation

By intelligently automating tasks and streamlining workflows, agentic AI allows contact centres to optimise their workforce, reducing the need for large teams of human agents, especially during peak hours. Agentic AI's ability to work 24/7 also minimizes the need for shift differentials and overtime pay.

- Studies report that AI-driven triage tools can alleviate medical staff workload by approximately 35%, enhancing emergency treatment efficiency and optimizing resource allocation.[6]
- The integration of AI triage systems has been linked to annual staffing cost savings of around €12 million, reflecting the reduced need for human intervention in routine triage tasks and better allocation of clinical resources.[7]
- AI triage models such as XGBoost have achieved high predictive accuracy (around 80%) in determining patient severity and hospitalization needs, contributing to streamlined workflows and reduced staff burden.[7]

Predictive Issue Resolution

Agentic AI can anticipate customer needs and proactively resolve issues before they escalate into costly support inquiries. By analyzing historical data and identifying patterns, agentic AI can predict potential problems and take corrective action before customers even notice.

- By identifying potential payment failures or delivery delays early, agentic AI can reduce inbound call volumes by 25%, as customers receive timely notifications and updates before needing contact support.[8]
- Logistics firms using predictive AI have reported a 30% reduction in "Where's my order?" inquiries, as AI systems provide real-time tracking information and proactively communicate shipment status, reducing uncertainty and the need for human intervention.[8]
- Beyond notifications, agentic AI can autonomously manage entire customer service processes, such as troubleshooting technical problems or resolving common issues, further decreasing reliance on human agents and enhancing efficiency.[8]
- Gartner forecasts that by 2029, agentic AI will autonomously handle up to 80% of standard customer service queries, contributing to an expected 30% reduction in operational expenses across service functions.[9]
- AI agents also enable 24/7 personalized, real-time customer interactions and integrate with logistics systems (inventory, routing, tracking), which supports proactive problem resolution and scalable service without increasing staffing costs.[10]

24/7 Self-Service Availability

Agentic AI-powered voice bots provide round-the-clock customer support in multiple languages, eliminating the need for costly overtime and ensuring that customers receive assistance whenever they need it. These systems are available even during holidays, weekends, and late-night hours.

- A Benelux-based telecom operator achieved a 50% reduction in after-hours staffing by implementing agentic AI-driven voice bots to handle customer inquiries, according to Mobile Europe. This implementation not only cut costs significantly but also enhanced customer satisfaction by providing immediate 24/7 support whenever needed.[10]
- Agentic AI voice bots autonomously manage a large volume of routine and complex customer interactions, enabling continuous service without human agents on shift. This reduces the need for costly after-hours staffing while maintaining or improving service quality through instant responses and proactive issue resolution.[9] [10]
- Moreover, agentic AI collects and analyzes data from customer interactions, which helps optimise the self-service experience by personalizing responses, anticipating customer needs, and refining automated workflows. This continuous learning loop further improves efficiency and customer satisfaction over time.

Industry-specific Savings

A Detailed Analysis

The cost-saving potential of agentic AI extends across various industries, with each sector benefiting from its unique capabilities. Agentic AI encompasses a range of specialized AI types, each designed to address specific challenges and deliver targeted benefits:

Predictive AI

This type of AI leverages historical data and machine learning algorithms to anticipate customer behavior and identify potential issues. Predictive AI models have been shown to reduce shopping cart abandonment rates by approximately 18%, enabling retailers to recover around 20% of lost sales by sending personalized discounts and targeted offers to customers who abandon their carts.[11]

- For example, JCPenney used predictive AI to analyze visitor behavior and trigger real-time incentives like limited-time discounts, which decreased cart abandonment and optimised profitability without sacrificing margins.[12]
- Beyond cart recovery, predictive AI identifies customers at risk of churn by analyzing purchase history, behavior patterns, and sentiment data. This allows retailers to proactively offer personalized incentives, loyalty rewards, or targeted communications that improve retention and increase customer lifetime value.[13]

AI-powered churn prediction models (using logistic regression, decision trees, neural networks) enable real-time alerts and automated retention campaigns, helping retailers reduce attrition and associated marketing costs, which are typically five to seven times higher for new customer acquisition compared to retention.[13]

Autonomous AI

Autonomous AI possesses the ability to resolve customer queries and complete tasks without any human intervention. This can range from answering basic questions to processing complex transactions. In the retail sector, autonomous AI-powered voice bots are capable of processing product returns, which significantly reduces handling costs and enhances customer satisfaction by providing fast, accurate, and seamless service without human intervention. These AI agents not only manage returns but also handle related tasks such as updating customer information and processing payments autonomously, streamlining the entire customer service workflow and reducing manual workload.

This high level of automation leads to faster resolution times, with AI-powered tools reducing resolution times by up to 50%, and improves first response times by around 37%, contributing to a more efficient and satisfying customer experience.[15] Additionally, autonomous AI systems operate 24/7, ensuring continuous support and further decreasing operational costs by minimizing the need for human agents during off-hours.[14]

Gartner predicts that by 2029, agentic AI will autonomously resolve 80% of common customer service issues, underscoring the growing role of autonomous AI in retail customer service automation and cost reduction.[16]

Sentiment AI and Process AI

Sentiment AI utilizes natural language processing (NLP) to analyze customer sentiment and detect frustration or dissatisfaction. By understanding the emotional state of customers, sentiment AI can tailor interactions to improve satisfaction.

Process AI automates complex back-office workflows, streamlining operations and reducing the need for manual intervention. This can include tasks such as data entry, document processing, and compliance monitoring.

B2C Use Cases Driving ROI

Real-world Examples

The real-world applications of agentic AI are vast and varied, with numerous B2C companies already realizing significant benefits. Some notable use cases include proactive cart recovery in retail, where retailers use agentic AI to identify customers who abandoned online shopping carts and send personalized discounts. Studies show that nearly 70% of online shopping carts are abandoned, and AI-powered cart recovery solutions can significantly reduce this loss through personalized reminders and incentives.[17]



Alibaba reported a 35% conversion lift through AI-driven sales boosts and cart recovery.[18] SMS messages for cart recovery have a high open rate within 90 seconds, making timely AI-triggered outreach highly effective.[19]

In healthcare, AI-powered voice bots sending automated dosage reminders have improved medication adherence, reducing missed doses by up to 40%.[20] Reinforcement learning-based AI systems adapt text message communication to individual patient needs, significantly improving adherence in clinical trials. Agentic AI enhances this by tracking patient responses and alerting providers about missed doses, improving outcomes and reducing healthcare costs.[21]

Agentic AI also integrates customer interactions across chat, email, social media, and other channels, providing a seamless experience and centralized data access. AI-driven omnichannel platforms enable agents to have a comprehensive view of customer history regardless of the interaction channel, improving service quality and efficiency.[22]

Key Statistics on Agentic AI Impact

80% of contact centres will face operational collapse by 2025 without AI

This stark warning from Teneo.ai highlights the urgent need for AI adoption to sustain contact centre operations amid rising demand and complexity.[23]

42% of businesses report cost reductions from AI adoption, with 59% seeing revenue growth

According to Aisera, nearly half of organizations have already realized cost savings through AI, while a majority also experienced increased revenues, demonstrating AI's dual financial benefits.[10]

The cost of an AI-powered call is just €0.40, compared to €4.50 for a human-handled call in the Benelux region

BDIA data reveals the dramatic cost efficiency of AI-driven customer service in Europe, with AI calls costing less than 10% of traditional human calls.[24]

By 2029, agentic AI will autonomously resolve 80% of common customer service issues, leading to a 30% reduction in operational costs

Gartner predicts that agentic AI's autonomous capabilities will revolutionise customer service, significantly lowering costs and transforming workflows.[10]

29% of organizations currently use agentic AI, with 44% planning implementation within a year

SS&C Blue Prism's 2025 survey shows rapid adoption trends as businesses seek to save money, improve service, and reduce human intervention.[23]

Agentic AI can reduce cost per call by 50% while increasing customer satisfaction scores

Replicant's CEO reports that AI agents have halved cost per call in customer contact centres while boosting satisfaction, enabling companies to handle 20–30% more calls with fewer agents.[25]

Over 60% of companies expect over 100% ROI on agentic AI investments, averaging 171% ROI

PagerDuty's 2025 survey highlights the strong financial returns organizations anticipate from deploying agentic AI technologies.[26]

85% of customer service leaders will explore or pilot conversational generative AI by 2025

Gartner notes growing interest in AI-powered conversational tools, with agentic AI poised to become commonplace by decade's end.[27]

AI-driven automation may reduce contact centre staffing by 40–50% while handling 20–30% more calls

Industry experts foresee a future AI-first contact centre model with fewer, better-trained human agents focusing on complex cases.[25]

Agentic AI improves operational efficiency by automating data entry, routing, sentiment analysis, and quality control

Intelligent CIO details how agentic AI streamlines workflows, reduces costs, and enhances human agent performance through real-time assistance.[27]

Conclusion

Embracing the Future of Customer Service

Agentic AI is rapidly reshaping the contact centre landscape in the Benelux region, offering unprecedented opportunities for cost savings, enhanced customer experiences, and increased operational efficiency. By automating routine tasks, optimizing labor allocation, and delivering multilingual self-service capabilities, businesses across various sectors, including retail, healthcare, and logistics, can achieve remarkable cost reductions ranging from 30% to 60%. As customer expectations continue to evolve, agentic AI is no longer just a cost-cutting tool; it has become a critical necessity for survival and success in the digital age. By embracing agentic AI, businesses can unlock new levels of efficiency, improve customer satisfaction, and gain a competitive edge in the dynamic Benelux market

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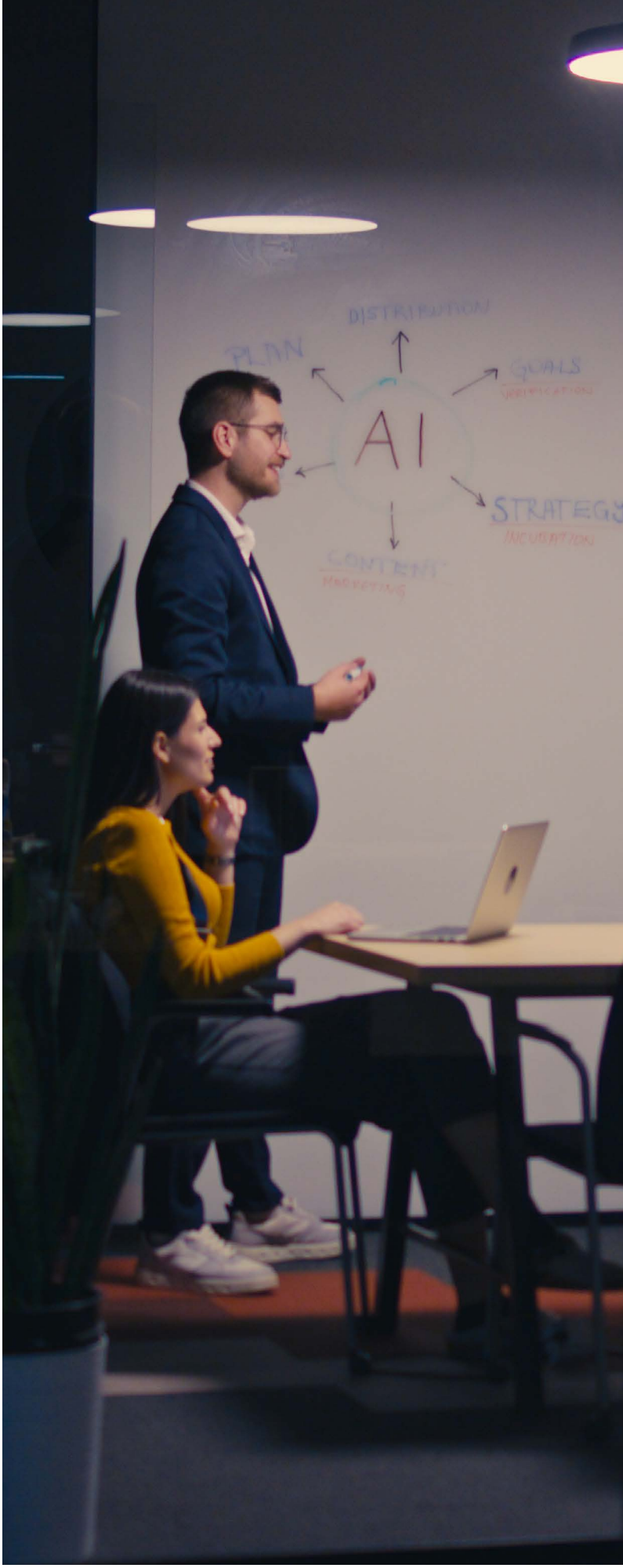
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