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Spring 2025

Amplifying Human Potential with AI:
Fueling workforce success with smarter, happier teams

Checking-In 8:15 AM
How was your shift today?

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Introduction

Organizations are continually looking for innovative strategies to unlock the full potential of their workforce. One key solution lies in leveraging technology, particularly Artificial Intelligence (AI), to amplify employee potential and experience.

It's no secret that engaged and supported employees drive better business outcomes. When employees are empowered and fulfilled in their roles, they deliver exceptional service, leading to happier customers and a stronger, more successful organization.

Only one in three customer service representatives feel engaged in their roles, **while disengaged employees are**

84%
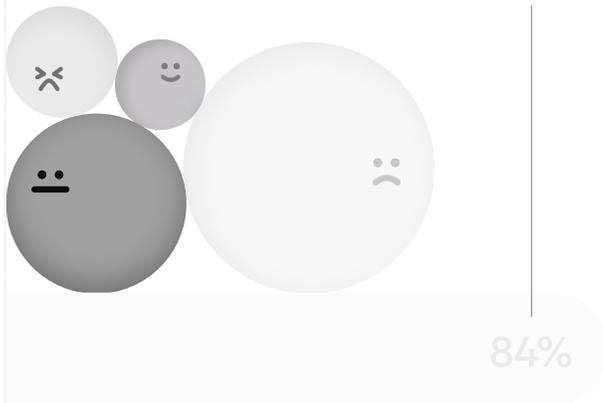
more likely to seek new job opportunities. [1]

Yet, industries like contact centers face persistent challenges in maintaining employee engagement. High attrition rates, burnout, limited career growth opportunities, and inefficient processes all contribute to disengagement.

This is where AI helps. By integrating AI into workplace systems such as workforce engagement management (WEM) solutions, organizations can gain insights into employee needs and implement strategies that directly enhance engagement and productivity.

But what does this look like in practice?

To answer this question, we consulted our team of WEM experts to uncover how AI is shaping the modern workplace, particularly in improving EX.

In the following pages, we'll explore how AI can amplify human potential, tackle key workforce challenges, and transform the way organizations support and engage their employees.

> "Imagine AI that listens to calls, reads between the lines, and understands when an agent might be struggling. It flags the issue, suggests, 'Take a moment to recharge,' and automatically schedules a quick break with resources to help them reset. That's AI caring for the team so they can care for customers."
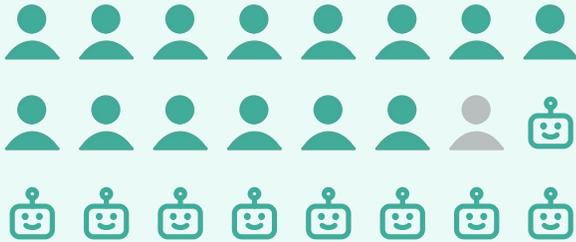>
> - Darryl Kelly, CEO, Aspect

(1) "Why Service Reps Disengage and What you Can Do About That", Gartner, 2021.

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The fear of AI replacement

A common concern surrounding AI is the fear that it will replace human jobs. While understandable, this fear often arises from a misconception.

65% of employees have anxiety about being replaced by AI at work. [2]

For example, workforce analysts, who traditionally spend time on manual and tactical tasks such as creating schedules or analyzing operational data, can now leverage AI-powered tools to automate these processes.

This shift frees them to focus on higher-level strategic work, such as identifying long-term trends, strategic planning, optimizing workforce, and contributing to organizational goals in meaningful ways.
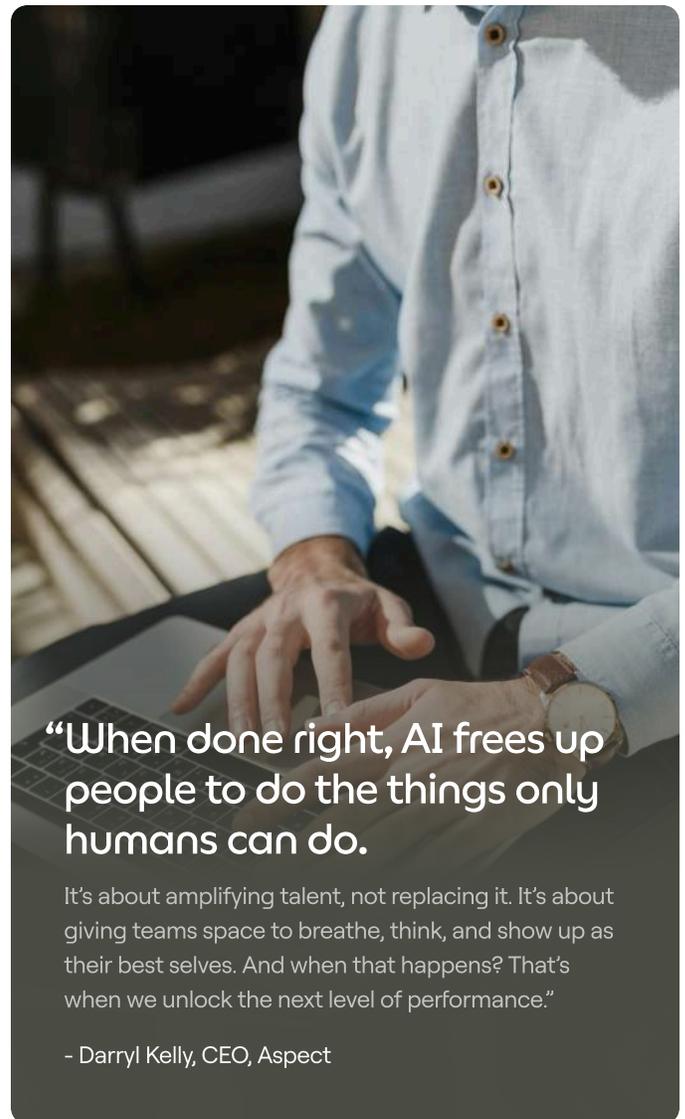
While there are cases where AI can take on tasks traditionally performed by humans, it's not about replacement—it's about collaboration. In the service economy, where human-to-human connection is irreplaceable, AI acts as a partner to amplify human potential.

By handling repetitive and time-consuming tasks, AI frees employees to focus on work that truly matters—work that requires empathy, creativity, and social connection. This partnership allows humans to make deeper, more meaningful contributions, elevating the importance of their role in the workplace.

Additionally, the goal of AI integration is not just efficiency—it's to support smarter decision-making and foster a workplace that values innovation and growth.

"When done right, AI frees up people to do the things only humans can do.

It's about amplifying talent, not replacing it. It's about giving teams space to breathe, think, and show up as their best selves. And when that happens? That's when we unlock the next level of performance."

- Darryl Kelly, CEO, Aspect

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(2) "How Organizations Can Stop Skyrocketing AI Use from Fueling Anxiety", EY, 2024.

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Aligning AI, employee experience and business goals

When AI, EX, and business goals are aligned, organizations create a powerful synergy that drives sustained success. This alignment empowers employees and enhances operations, resulting in measurable improvements in key business outcomes.

The business impact of employee experience

Engaged employees are at the heart of workforce success. They are more motivated and productive, which directly influences metrics such as:

- Customer satisfaction (CSAT)
- Employee engagement scores
- Attrition rates
- Schedule adherence
- Average handle time (AHT)

Companies with highly engaged employees experience 23% higher profitability. [3]

How AI strengthens this alignment

When thoughtfully integrated, AI has the power to amplify human potential, enabling employees to perform at their best while aligning operations with strategic business objectives.

Streamlined operations, empowered employees

AI automates repetitive tasks such as data entry, call routing, and basic customer inquiries, eliminating manual processes that consume time and energy. This allows employees to focus their skills on complex, high-value tasks that directly contribute to customer satisfaction and organizational growth.

By taking over routine activities, AI enables agents to concentrate on situations requiring problem-solving, critical thinking, and empathy, fostering stronger customer relationships.

Additionally, AI-powered tools act as collaborative co-workers, searching for answers, offering real-time guidance, and helping employees resolve issues faster and with greater confidence.

For example, when handling a complex product return, AI helps agents by instantly providing relevant information and step-by-step guidance. If challenges arise, AI analyzes the situation and offers solutions, enabling faster and more confident issue resolution while improving both customer and employee experience.

Smarter decision-making

AI and machine learning (ML) analyze vast amounts of interaction data to uncover trends, identify customer needs, and align customer support strategies with overarching business goals. These insights empower workforce leaders to make data-driven decisions, improving operations, enhancing employee performance, and delivering better customer outcomes.

> "The contact center industry and beyond is looking for AI to cut through the noise and focus on what's truly relevant to their business. It's not just about speeding up decision-making; it's about closing the gap in knowledge. By analyzing vast amounts data, we can find patterns that guide us to make smarter, more confident decisions, ensuring we're making the right choices to improve performance without increasing costs."
>
> - Colin Whelan, Sr. Director, Customer Success, Aspect

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(3) "Worlds's Largest Ongoing Study of Employee Experience", Gallup, September 4, 2024.

Enhanced work-life balance

AI-powered scheduling tools promote work-life balance by considering employee preferences, business rules, and workload balance.

By giving employees more control over their schedules, these tools reduce burnout and foster engagement. Happier and more engaged employees are more likely to deliver exceptional service.

Meeting the evolving needs of modern contact centers

Modern contact centers face complex demands: managing complex customer interactions, supporting remote and hybrid work, maintaining consistent service quality across multiple channels, handling unpredictable call volumes, and more.

AI addresses these challenges through omnichannel forecasting, which ensures seamless communication across voice calls, live chat, email, and asynchronous messaging.

Additionally, it strengthens resource planning by optimizing staffing levels for each channel and demand scenario, delivering consistent, high-quality service even during peak periods.

Driving innovation and continuous Improvement

AI integrates business KPIs and performance metrics with customer feedback, providing a comprehensive view of success. This promotes a culture of ongoing learning and improvement that benefits both employees and the organization.

Moreover, thoughtful AI integration positions organizations to adopt emerging technologies and respond to evolving customer and employee expectations. By staying ahead of these trends, organizations can maintain a competitive edge in an ever-changing market.
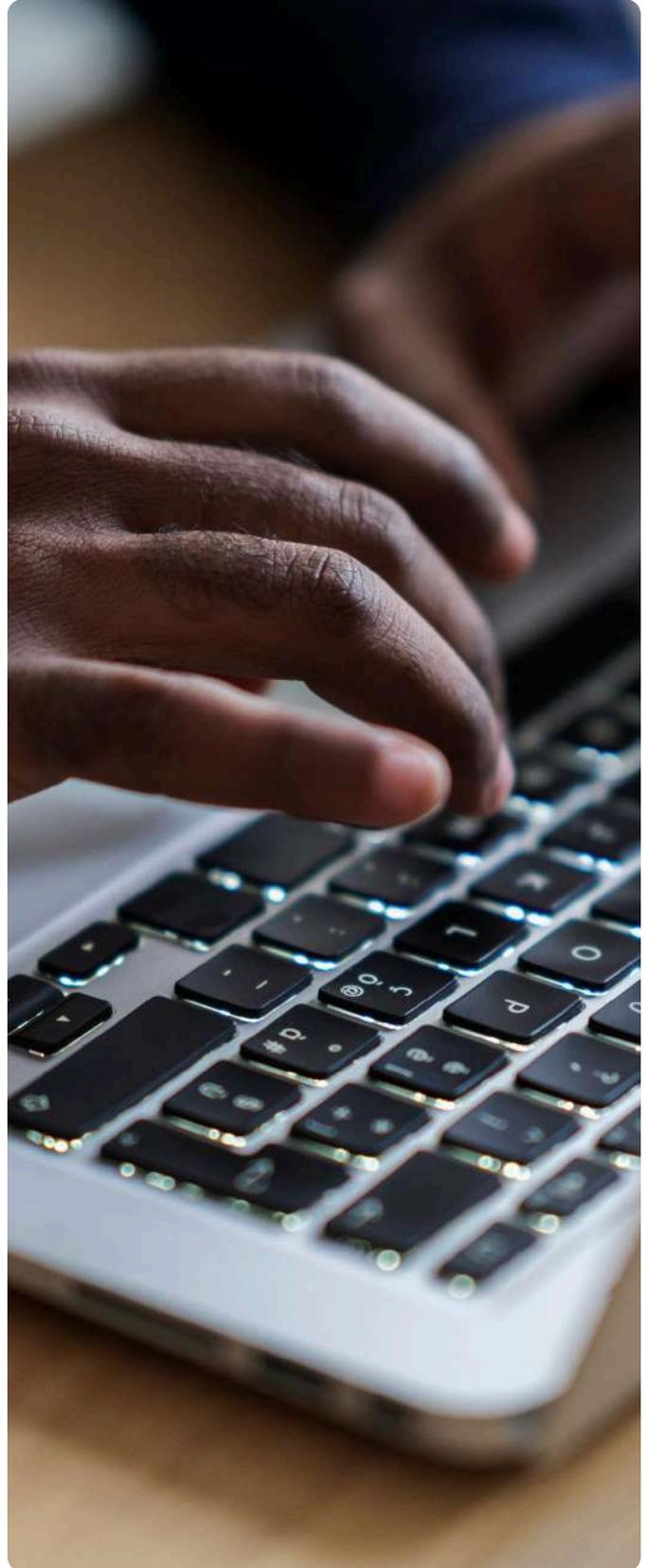
Amplifying human-AI potential in workforce engagement management (WEM)

AI-powered features within WEM solutions are revolutionizing how businesses manage, support, and engage their workforce—from frontline employees to strategic decision-makers.

Dynamic scheduling:
Optimizing employee experience and operations

AI-driven WEM tools are transforming traditional scheduling systems by offering dynamic, adaptable solutions.

AI takes into account employee preferences, peak demand times, shrinkage, and real-time data to create optimal schedules that balance business needs, labor laws and work-life balance.

Such an approach to scheduling not only ensures that the right employees are available at the right times, but it also improves employee satisfaction by offering flexibility in their work hours.

Workforce managers also benefit from a more agile scheduling system that reduces conflicts, enhances resource allocation, and ultimately boosts operational efficiency and KPIs.

Gamification:
Motivating and engaging employees

AI enhances employee engagement through gamification, making training and performance management more interactive, rewarding, and impactful.

In sales and target-oriented environments, where performance metrics are key, gamification can be particularly effective. By introducing AI-powered, reward-based programs, employees are motivated to continuously improve their skills, hit targets, and achieve sales goals.

Gamified WEM features often introduce elements such as leaderboards, badges, and real-time feedback, creating a competitive yet supportive environment that encourages employees to perform at their best.
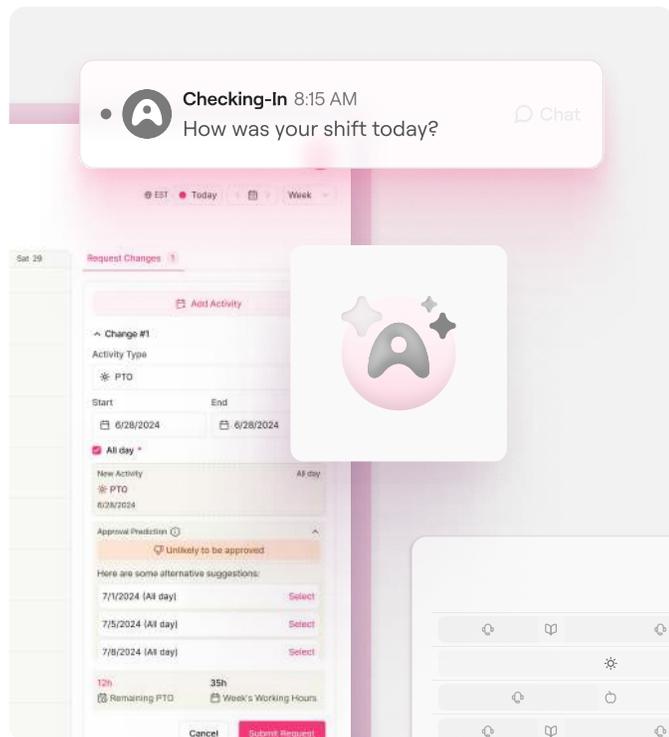
For example, agents or sales representatives can earn rewards for meeting or exceeding their quotas, improving customer satisfaction scores, or demonstrating consistent performance. This dynamic approach to performance management boosts morale and keeps employees engaged, even in high-pressure environments.

For managers and leaders, gamification provides real-time insights into individual and team performance, allowing for quick identification of areas for improvement and recognizing top performers.

This data-driven approach strengthens employee engagement and contributes to a culture of continuous improvement and achievement, driving both individual and organizational success.

Forecasting:
Supporting engagement across all levels

AI doesn't just support frontline workers—it also amplifies the impact of workforce managers and analysts.

For them, AI automates time-consuming tasks such as scheduling, performance tracking, and data analysis. These tools empower workforce administrators to spend less time on administrative work and more time making data-driven, strategic decisions.

With AI providing deep insights into workforce performance and customer needs, analysts can drive more informed decisions that improve both operational efficiency and employee satisfaction.

> "AI has the potential to significantly improve the lives of workforce analysts, particularly intraday analysts, by enabling them to focus on strategic, high-level tasks rather than constantly reacting to issues and managing manual, tactical work.
>
> With AI handling routine tasks and analyzing data in real-time, analysts gain more time to think strategically and expand their influence across different areas of the organization."
>
> - Shawn McCormick, Solutions Consultant, Aspect

Performance insights:
Driving continuous improvement

Technology should cover both sides of the equation when it comes to performance insights.

On one hand, from the business perspective, AI and automation help track key metrics like business goals, customer satisfaction, revenue generation, and efficiency. On the other hand, it also addresses employee experience—ensuring work-life balance, job satisfaction, and career growth.

Meaningful feedback systems powered by AI give employees insights into their performance, enabling them to adjust and improve on the spot. This not only helps in maintaining continuous progress but also fosters a culture of constant development.
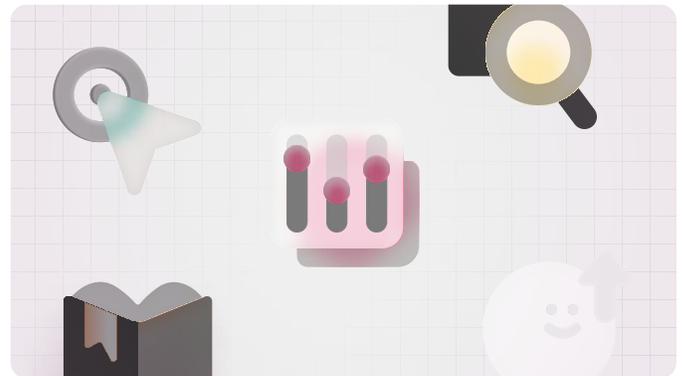

Moreover, automated coaching workflows support skill development by providing tailored training and guidance based on an employee's unique strengths and weaknesses. This level of individualized training and support accelerates career growth and enhances overall performance, creating a culture of continuous improvement.

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Elevating employee potential and reducing attrition rates with AI

Reducing attrition is not just about keeping employees—it is about creating an environment where they can thrive and reach their full potential.

When AI is used to understand and address the factors that lead to employee turnover, it empowers individuals to grow, innovate, and excel in their roles, transforming retention efforts into a catalyst for amplifying employee potential.
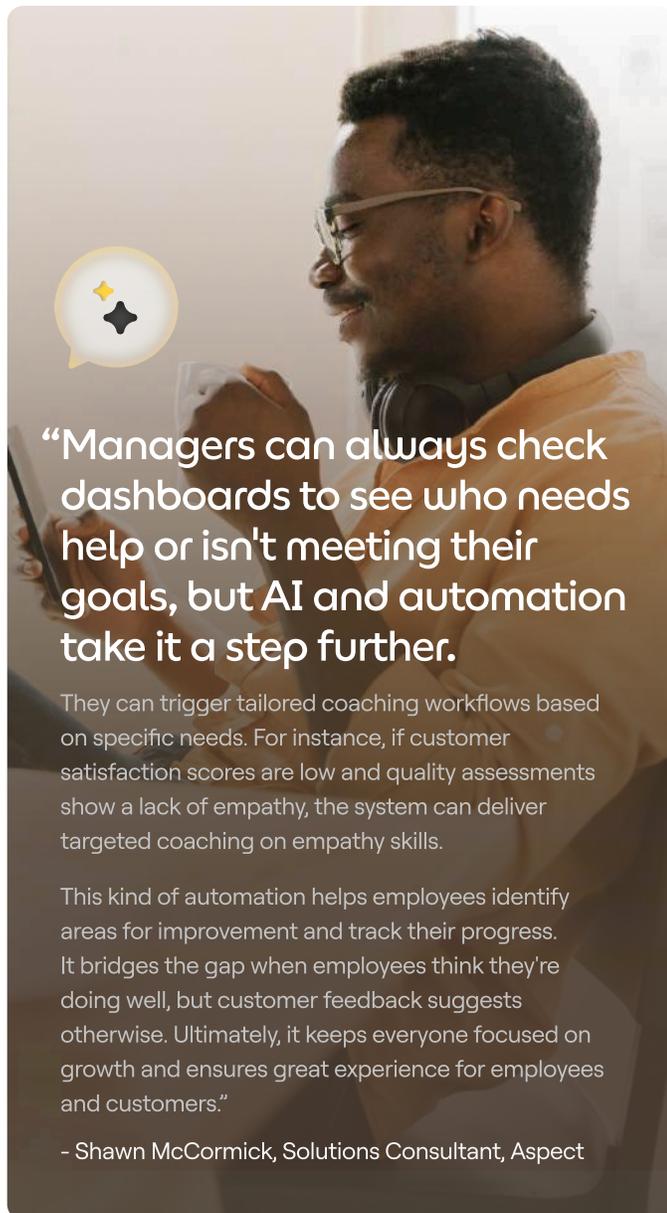
Organizations with highly engaged employees experience 80% greater customer satisfaction and half the rate of employee turnover. [4]

"Managers can always check dashboards to see who needs help or isn't meeting their goals, but AI and automation take it a step further.

They can trigger tailored coaching workflows based on specific needs. For instance, if customer satisfaction scores are low and quality assessments show a lack of empathy, the system can deliver targeted coaching on empathy skills.

This kind of automation helps employees identify areas for improvement and track their progress. It bridges the gap when employees think they're doing well, but customer feedback suggests otherwise. Ultimately, it keeps everyone focused on growth and ensures great experience for employees and customers."

- Shawn McCormick, Solutions Consultant, Aspect

Predictive retention models

Advanced AI algorithms can pinpoint the specific factors and behaviors that drive attrition in an organization, whether it's compensation, workload, or lack of growth opportunities. Workforce leaders can then address these root causes strategically.

Optimized scheduling and workloads

In industries like contact centers, where unpredictable workloads often lead to burnout, AI can balance schedules in ways that respect employees' preferences while meeting business demands. This reduces stress and promotes better work-life balance, contributing to higher job satisfaction.

Empowered decision-making

AI equips workforce managers with actionable insights to support employees in the ways that matter most. Whether it's offering flexible schedules to reduce burnout or suggesting targeted training programs, these interventions help employees perform at their best.

(4) "How to Inspire 2.5 billion Employees to Care More". EY, May 14, 2024.

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"AI can help tackle the big challenge of employee attrition, especially in the contact center industry. By analyzing data, AI can spot patterns in employee behavior, like signs of burnout or disengagement, and give early warnings so action can be taken. Instead of guessing or waiting until it's too late, AI lets us predict and address these issues early. This makes it possible to support employees' well-being in a more meaningful way and create a workplace where people feel valued and want to stay."

- Shawn McCormick, Solutions Consultant, Aspect

Conclusion: Human potential powered by technology

Looking ahead, we can envision a future where AI and humans work hand-in-hand to drive engagement, satisfaction, and growth.

AI's role is not to replace humans but to enhance their capabilities—freeing employees to focus on meaningful, creative, and strategic work. By reducing attrition, enhancing decision-making, and fostering personalized growth opportunities, AI creates a more supportive, efficient, and rewarding work environment.

As AI continues to evolve, it will unlock new ways to enhance the employee experience, boost performance, and ultimately create a more successful and sustainable business environment.

The future of the workforce is not about humans versus AI—it's about humans and technology working together to create better experiences for everyone.

At Aspect, we empower organizations with the right workforce management tools that enhance employee experiences, boost productivity, and drive business success.

Want to learn more?

Let's connect

Visit our website

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Our team of WEM Experts

CEO, ASPECT

Darryl Kelly

Darryl Kelly is the CEO at Aspect. His focus is to ask great questions and find important opportunities. With his extensive background in marketing and organizational psychology, he understands how to measure progress indicators, identify strategic risks, and help to come up with strategies to reduce these risks before they become problematic.

Darryl started and sold his first company before he was 21 and has since launched and operated 7 global sites and 50k+ agents. Most recently, he was a turn around CRO at a CCaaS company which he successfully positioned and exited to RingCentral. As a lifelong learner, he was an independent analyst for Bain & Co exclusively taking inquiries and researching what's required for the next generation of CCaaS.

SENIOR DIRECTOR OF CUSTOMER SUCCESS, ASPECT

Colin Whelan

With more than 33 years of experience in contact centers and around 30 years in workforce planning, it's safe to say Colin truly is a workforce wizard. He's worked with enterprise-level customers in the finance sector for decades, and is the author of a degree in Contact Center Planning and Management at the University of Ulster.

SOLUTIONS CONSULTANT, ASPECT

Shawn McCormick

With over 25 years in the Workforce Management and Workforce Engagement Management industry, Shawn has worked with contact centers of all sizes, from small/mid-size SMB's to very large multinational companies and outsources.

Starting at Aspect as a front line support rep, Shawn advanced to roles including Solutions Consultant and Product Manager for the Aspect WEM suite.

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