

How AI Is Reshaping Unified Communications

Improving Customer and Employee Engagement with AI-Enabled Cloud Communications APIs



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AI Impact on Network and Connectivity Strategy

Where do you see AI impacting your network and connectivity strategy the most?

49%

Increase automation of network management processes

43%

Improve personalization of employee experiences (e.g., call center activities)

38%

Help improve customer experience

36%

Accelerate network planning and optimization

34%

Optimize network security

The most important benefit that organizations hope to achieve with their unified communications and collaboration (UC&C) solutions over the next 12–18 months is improvement of workflow management between employees on the customer-facing side of their business and the employees in the back office. AI in UC&C, CPaaS, and CCaaS communications solutions is already having a significant impact on enterprise connectivity strategy and has become a major driver for optimizing the seamless flow of data needed to deliver experiential benefits to both employees and customers. As a result, IDC predicts that by 2026, 75% of enterprises will implement AI-enabled cloud communications APIs for seamless employee and customer engagement, driving personalized marketing and revenue growth opportunities. UC&C solutions will leverage AI capabilities to help ingest information from customer-facing apps, contextualize customer-infused information, and help employees make more informed and impactful decisions for the customer, including product pricing, promotions, and warehouse and/or service delivery operations.

Beyond 2026, the future brings with it even more AI usage that integrates UC&C, CPaaS, and CCaaS solutions. Companies are already leveraging APIs to facilitate AI-driven agent assist chatbots leveraging natural language processing and customer data profiles in contact centers to manage simple tasks such as product status or payments, leaving more complex tasks to human agents. AI/GenAI capabilities are among the top 3 most important factors in the selection of a cloud communication platform vendor, according to IDC's August 2024 *Worldwide Cloud Communications and Datacenter Services Survey*. Furthermore, 96% of organizations (up from 86% last year) currently have or plan to build conversational customer engagement apps leveraging CPaaS, which is a single integrated engagement thread using multiple channels together (e.g., web, live chat, SMS, MMS, WhatsApp, and Facebook Messenger). As a result, IDC expects increased enterprise OpEx spending. The shift to cloud-based digital engagement platforms for marketing and customer services will also drive IT spending increases over the next two years.



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