

**CHORUSCX**



# How to Measure the ROI of AI in Your Contact Center

A practical framework for proving AI value  
with metrics that matter to leadership.

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# Introduction

Investing in artificial intelligence for your contact center is no longer a forward-thinking experiment — it is a practical business decision organizations across every industry are making right now. But once the technology is deployed, a common challenge surfaces:

How do you actually prove it is paying off?

Measuring the ROI of AI is not as straightforward as calculating a software license cost against headcount savings. AI touches nearly every layer of contact center operations — from how calls are routed, to how agents are coached, to how customers feel at the end of an interaction. Getting to a clear, defensible number requires knowing where to look and what to measure.

This resource guide walks through the key areas where AI delivers measurable value and how to put a number on each one.



## Why ROI Measurement Matters Before You Deploy

Most organizations invest in AI with a general expectation of improvement. Fewer build a measurement framework before go-live. That gap creates a problem: without baseline data, you have nothing to compare your post-deployment results against.

Before deploying any AI-powered CX tools, capture your current performance across the metrics in this guide. Set a review period of 60 to 90 days post-launch. Then compare.



## Handle Time & Operational Efficiency

Average Handle Time (AHT) is one of the most direct places to see AI's impact. When agents are supported by real-time guidance, smart scripting, and an integrated knowledge base, they spend less time searching for answers and more time resolving issues.

If your current AHT is 6 minutes and AI-assisted guidance reduces it to 5 minutes, that single minute multiplied across thousands of daily calls translates to significant labor cost savings.

### Calculate Your AHT Savings:

Step 1:  $\frac{\text{Calls per day} \times \text{Time saved per call in minutes}}{60} = \text{Hours saved per day}$

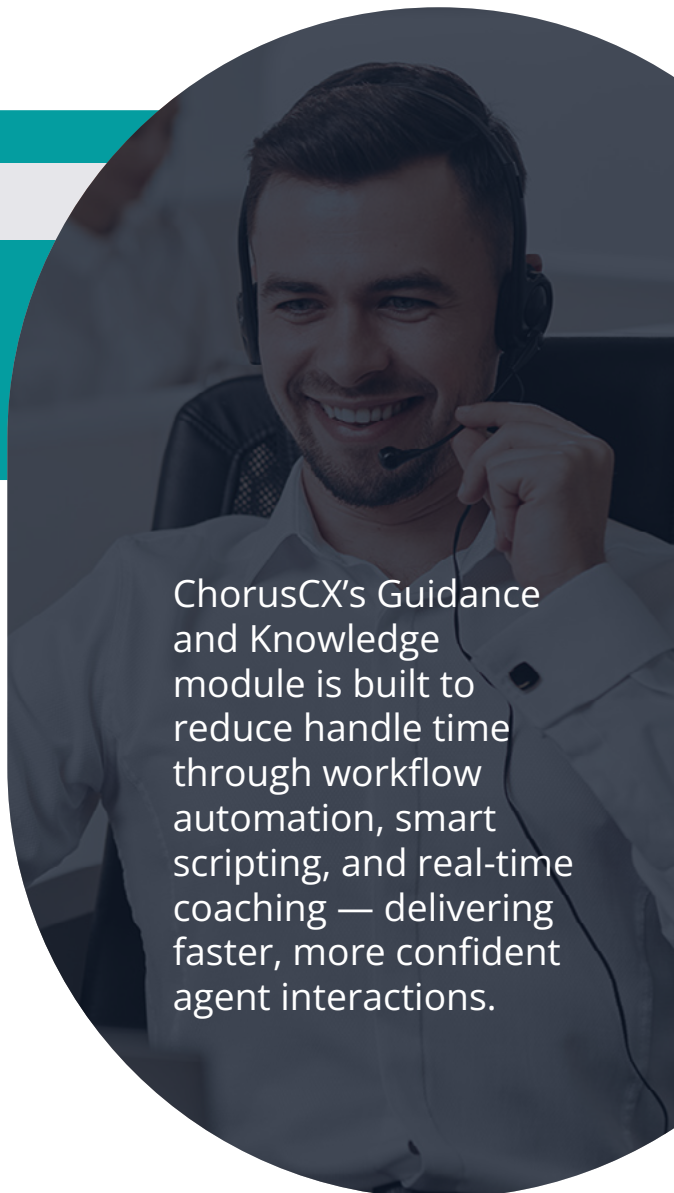
Step 2:  $\text{Hours saved per day} \times \text{Agent hourly rate} = \text{Daily labor savings}$

## First Contact Resolution (FCR)

Every repeat call costs money. When a customer has to call back about the same issue, you are paying for two interactions instead of one — while also damaging the customer relationship.

AI improves FCR by surfacing the right information to agents at the right moment, reducing the likelihood of incomplete resolutions.

$\text{FCR Rate} = \left( \frac{\text{Issues resolved on first contact}}{\text{Total contacts}} \right) \times 100$



Research from the SQM Group indicates that a 1% improvement in FCR results in a 1% improvement in customer satisfaction. Track this metric before and after deployment to see the compounding effect.

## Cost Per Contact

This is the most direct ROI metric in a contact center environment. Cost per contact accounts for total operating costs divided by total contact volume. AI reduces this figure by automating routine interactions, improving routing efficiency, and reducing escalations.

\_\_\_\_ Cost Per Contact = Total operating costs / Total contacts handled

Example: If AI deflects 15% of routine inquiries to self-service, and each deflected contact costs \$5 less than a live agent interaction - multiply that savings rate by your monthly contact volume to arrive at a monthly ROI figure.

## Agent Utilization & Schedule Adherence

AI-assisted workforce optimization tools help contact centers run leaner without running agents into the ground. Better forecasting reduces overstaffing during quiet periods and understaffing during peak times.

Measure schedule adherence before and after deploying AI-assisted WFM tools. An improvement of even a few percentage points in adherence means your labor budget is being used where it produces results — rather than sitting idle.

## Customer Satisfaction (CSAT) & Net Promoter Score (NPS)

AI should not just reduce costs — it should also improve how customers feel about every interaction. CSAT and NPS are the primary indicators here.

Survey customers immediately after interactions and track trends over time. AI-powered tools that support consistent, accurate, empathetic agent responses lead to measurable improvements in both scores. Higher CSAT correlates directly with improved retention.

**+5%**

\_\_\_\_ Increase in customer retention can increase profits by 25% to 95% depending on the industry. — Bain & Company

# Building Your AI ROI Report

Once you have pre- and post-deployment data, structure your ROI report around three categories:

- **Hard Savings** – Measurable cost reductions from automation, lower AHT, reduced repeat contacts, and improved schedule adherence.
- **Soft Savings** – Reduced training time, lower attrition costs from better agent experience, and fewer escalations requiring senior staff.
- **Revenue Impact** – Improved CSAT, higher retention, and better conversion rates on sales-oriented contact center interactions.



ROI = ((Total Benefits - Total AI Investment) / Total AI Investment) x 100

Example: AI investment over 12 months = \$200,000 Combined savings + revenue = \$320,000 ROI = ((\$320,000 - \$200,000) / \$200,000) x 100 = 60%

# Common Mistakes That Undermine ROI Measurement

- **Not isolating AI as the variable** – If you deploy AI alongside a new CRM, a new QM process, and a new scheduling tool simultaneously, attributing results to AI alone becomes difficult. Stage your deployments where possible.
- **Ignoring agent experience metrics** – Turnover is expensive. The average cost to replace a contact center agent can range from \$10,000 to \$20,000 once recruitment, onboarding, and ramp time are factored in. AI that reduces agent stress and improves confidence contributes meaningfully to retention — a real financial return that often goes uncounted.
- **Setting unrealistic timeframes** – Some AI benefits take time to materialize, particularly those tied to customer satisfaction and retention. Build a 12-month measurement horizon into your framework rather than expecting full ROI in the first quarter.

## What to Look for in an AI-Ready Platform

Not all platforms make ROI measurement easy. Look for solutions that provide:

- Built-in reporting dashboards with pre/post deployment analytics
- Integrations that allow data to flow across your CX stack without manual effort
- Real-time coaching and guidance tools that directly reduce AHT
- AI-driven workforce optimization for schedule adherence
- Consolidated platform visibility across voice, digital, and back-office channels



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## Start Measuring What Matters

The organizations that get the most out of AI investments are the ones that treat measurement as part of the deployment — not an afterthought. Define your baseline, identify your priority metrics, and build your reporting cadence before the first AI feature goes live.

### Ready to see AI ROI in your contact center?

ChorusCX brings AI-driven automation, real-time analytics, and workforce optimization into a single platform — making it easier to track the impact of every AI feature against your core performance benchmarks.

**Book a Demo**