

AI & MACHINE LEARNING

# Deliver an exceptional customer experience with Contact Center AI, now GA



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## Contact Center AI is now GA, and ready to transform contact centers

Virtual Agent and Agent Assist, two features of Contact Center AI that are now both GA, work together to achieve a common goal: improve the customer experience while increasing operational efficiency. Here's how they do it:

- **Virtual Agent:** Customers now have 24/7 access to immediate and personalized conversational self-service, as Virtual Agent automates basic interactions and provides seamless handoffs to human agents for more complex issues through real-time call transcription.
- **Agent Assist:** Live agents are empowered with continuous support during their calls, as Agent Assist transcribes calls in real time, identifies customer intent, provides real-time, step by step assistance (recommended articles, workflows, etc.), and automates call dispositions.

You can now integrate Contact Center AI with your existing workflows and start seeing results within 3-6 months, thanks to integrations with partners such as [Avaya](#) and [Mitel](#), who are GA today, as well as [8x8](#), [Cisco](#), [Five9](#), [Genesys](#), [NICE inContact](#), [Salesforce](#), [Twilio](#), and [Vonage](#).

Create an even better conversational experience with key

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experience.

- **System entity extension:** Offers greater accuracy and recognition, by adding additional values to your Dialogflow application to extend system entities.
- **Regular expression entities:** Improves return matches through regular expression entities, matching patterns instead of specific terms (examples include: national identification numbers, IDs, license plates, etc.).
- **Fuzzy matching:** Provides better entity matching, regardless of word ordering in a value or synonym, to make it easier for developers to create entities.

## Start seeing results in your Contact Center today

Customers have started seeing immediate results from Contact Center AI integrations. Here's what our customers have to say:

*"To deliver on a best-in-class viewer experience, we need to respond effectively to our viewers whenever they're reaching out to Hulu for help," says Matt Kravitz, Director of Viewer Experience at Hulu. "Because of this, we're always searching for innovative technology that will help our customer support advocates respond and react quickly. Contact Center AI from Google Cloud and Salesforce was the best solution for our needs as it enables recommended responses and next best actions. With these tools, our team can focus more on engaging with our viewers."*



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