

Jabra GN



Inside the intelligent contact center

The state of CX and agent
empowerment in 2025



Introduction

While it is increasingly clear that the contact center of the future will be shaped by AI, the journey toward that future is anything but certain. Leaders across industries are grappling with difficult decisions about how far to go with automation, and how to balance the role of AI with the irreplaceable strengths of human agents.

Despite widespread AI adoption, many companies struggle to scale AI responsibly. Tools are deployed in silos, agents aren't trained on how to use them effectively, and ROI remains unclear. A more integrated and human-centered approach is needed, where AI augments human capability, rather than replaces it.

At the same time, expectations around customer experience have never been higher. According to recent research, more than half of all consumers will cut spend after just one bad experience. There is little margin for error, and every interaction matters.

By combining real-time coaching, smarter insights, and more empathetic conversations, organizations have the potential to rethink what every call can achieve.

So what does the future of the contact center look like?

To find out, we reviewed the latest global research, discussed with industry professionals as well as our own experts developing the next generation of call centric software. What follows is a clear-eyed look at the trends, challenges, and opportunities shaping the contact center this year and beyond.

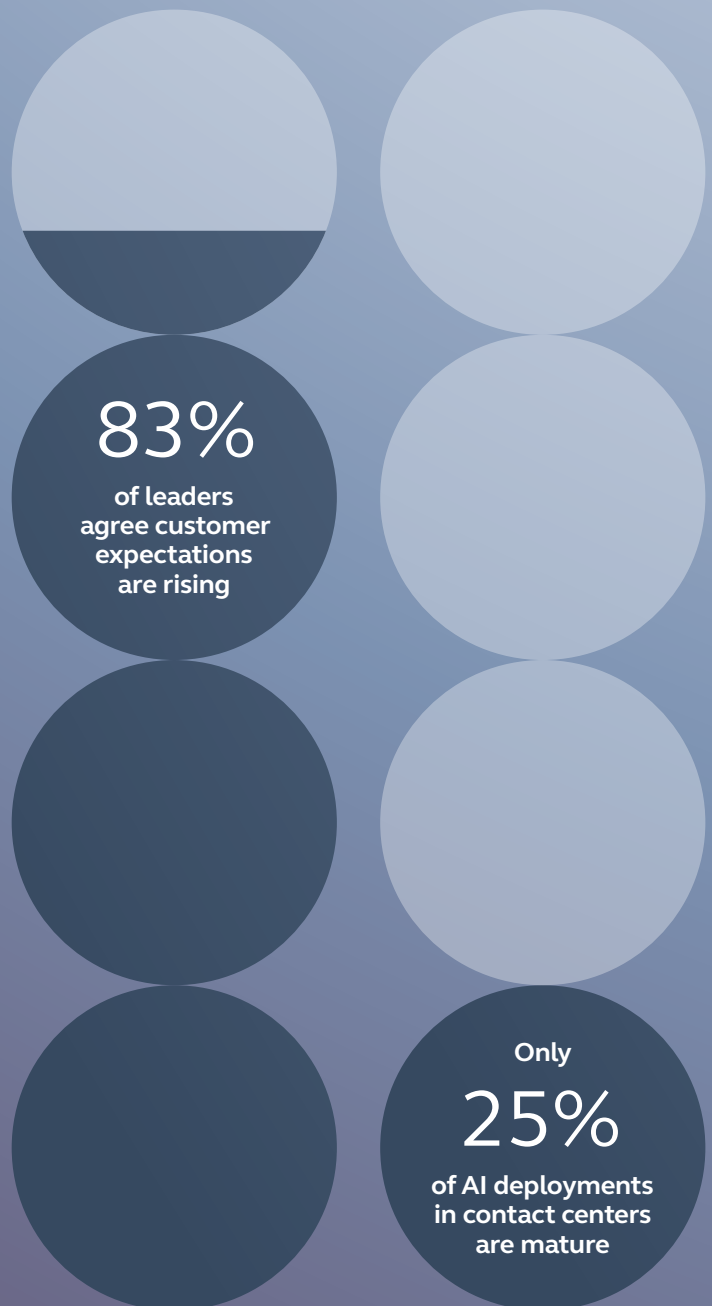
We can clearly see that, in 2025, the contact center is no longer a cost center. It is a growth engine. Every customer interaction holds the potential to drive brand loyalty, empower employees, and boost business performance. But only if it's optimized.

By combining real-time coaching, smarter insights, and more empathetic conversations, organizations have the potential to rethink what every call can achieve.

The outcome?

Sharper, more motivated agents, more satisfied customers, and stronger business results.

When everything works in sync, every call counts for more.



1. Why every call counts in 2025

Customer expectations have never been higher, and the cost of falling short has never been steeper

According to Qualtrics, 53% of customers say a single bad experience will cause them to cut spending with a brand, a 2.7-point increase from 2024. Consumers now expect contact center agents to be not only efficient but also deeply knowledgeable (66%) and helpful (68%).¹

Meanwhile, the volume and complexity of customer inquiries are growing. Deloitte's 2024 Global Contact Center Survey reports that 83% of CX leaders believe customer expectations are higher than ever. On average, organizations are now managing nine contact channels, with top performers handling up to 12. This is driving demand for unified, intelligent orchestration tools.²

53%

of consumers will cut spend after a single bad experience

61%

still prefer phone support for emotional or urgent issues

¹ Qualtrics, State of the contact centre 2025 report

² Deloitte Global's 2025 Predictions Report

1.1 Why every call counts in 2025

In this context, every agent-customer interaction is a high- stakes opportunity

Live conversations remain one of the most information-rich customer touchpoints. Despite growth in digital self-service, 61% of consumers still prefer speaking to a live person for emotional or urgent issues.¹

Gen Z, often assumed to prefer digital-first communication, now reports the highest preference for voice support, with 71% citing it as the fastest way to resolve their issues.²



71%

Gen Z leads in preference
for live voice support

¹ Qualtrics, State of the contact centre 2025 report
² Deloitte Global's 2025 Predictions Report

1.2 Why every call counts in 2025

Agents, meanwhile, are stretched

McKinsey warns that organizations failing to adapt their contact center strategies risk higher churn, operational inefficiencies, and lost revenue. And because 75% of customer interactions are still resolved in real-time channels like phone or live chat, the pressure on frontline agents continues to grow.

Complex workflows and extensive knowledge requirements are causing agents to burn out, leading to costly churn and subpar customer experiences. Addressing this requires a shift in how we support and empower frontline teams.



Agent well-being and retention is more important than ever, with 44% of agents working from home or on the move, and calls becoming more complex.

Whether they're working from the office or remotely, giving your agents the right tools to help them make every call a winner and keep them at the top of the game is vital."

Andreas Orebo Wenzel, VP of Engage AI at Jabra



Without intelligent support systems, organizations are leaving value on the table

Every call is a chance to reduce churn, increase loyalty, and gather valuable insights, but only if supported by systems that empower agents to act on those moments that matter.

This report will dive into some of the ways we can best support both agents and customers to make sure that 2025 is the year that every call is an opportunity to drive competitive advantage.

2. The state of the contact center in 2025

Recent research points to five converging trends:

1.

AI-augmented human agents outperform both chatbots and unsupported staff, achieving better results faster

2.

Customer intelligence is going real-time, helping organizations act on moments that matter

3.

Employee experience is business-critical, with agent satisfaction closely tied to CX and loyalty

4.

Multichannel management is complex, requiring seamless orchestration of voice, chat, and self-service tools work experience

5.

Regulatory scrutiny is rising, particularly around AI use, transparency, and data privacy

3. Human + AI = a winning formula

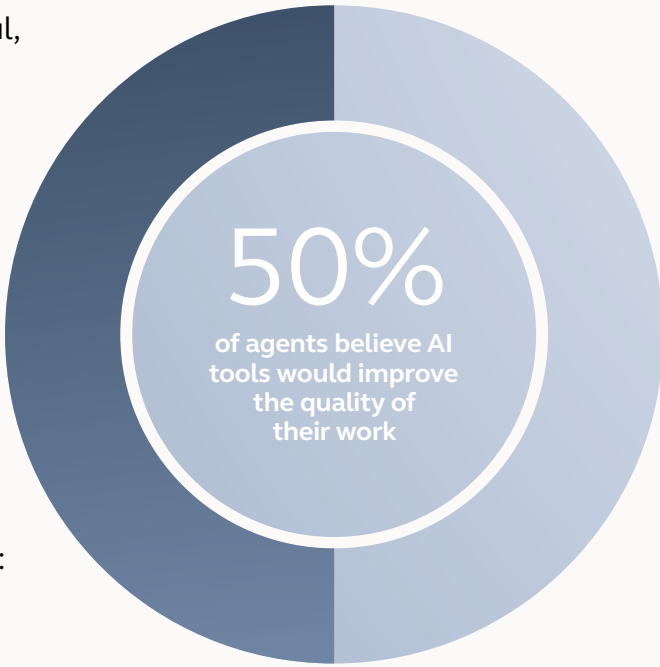
AI isn't replacing humans. It's amplifying them.

But only when deployed in ways that are meaningful, measurable, and built with agents in mind.

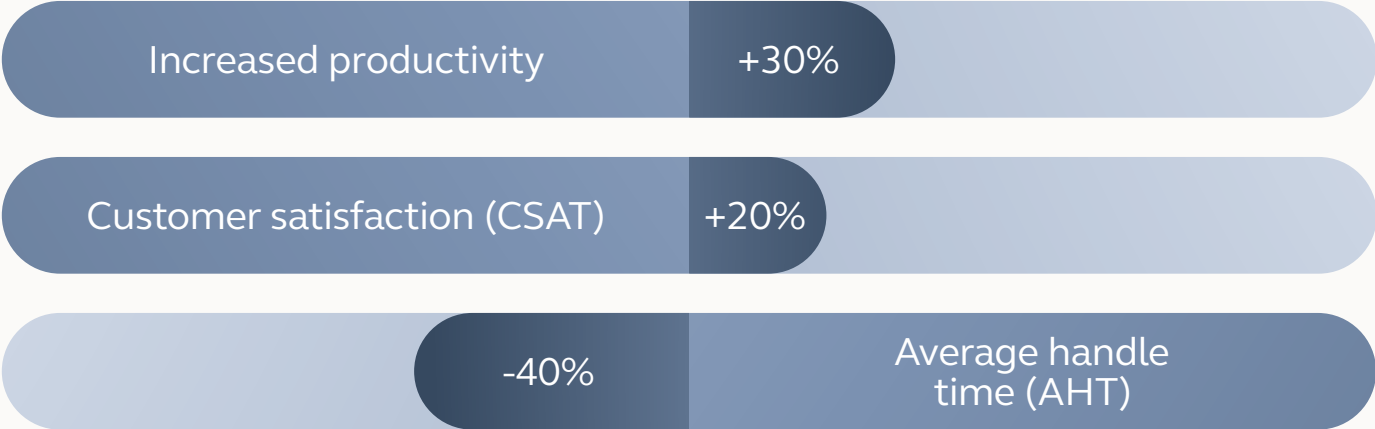
According to McKinsey, companies that blend AI with human support can reduce costs by up to 30%, increase customer satisfaction by 15–20%, and boost conversion rates by 20%. Yet, only 25% of AI deployments in contact centers are considered mature today.¹

Additional data shows that nearly 50% of agents believe AI tools would improve the quality of their work by freeing up time for more meaningful customer conversations.²

However, consumer skepticism is at an all-time high: only 1 in 4 customers currently trust companies to use AI responsibly, with trust levels dropping 11 percentage points year-over-year.



When AI and human agents work together there is marked improvement across productivity



¹ McKinsey, Where is customer care in 2024?
² Qualtrics, State of the contact centre 2025 report

3.1 Human + AI = a winning formula

The most effective AI implementations focus on augmenting – not automating – human roles

Real-world use cases include:

1.

Automatically generating post-call summaries and resolution notes, saving agents valuable minutes after every call

2.

Surfacing relevant information and suggested actions during conversations to help personalize support

3.

Monitoring tone and pace to provide subtle, real-time coaching

4.

Identifying compliance risks and escalations as they happen, rather than after QA sampling

5.

For managers, real-time overviews of data on team performance, case escalation and other key metrics to drive seamless call handling at a team-wide level

¹ Based on Engage AI user surveys, 2022

3.2 Human + AI = a winning formula

These capabilities help shift performance management from lagging to leading indicators

Rather than relying on QA teams to review small samples of interactions or using (often biased) CSAT scores, contact centers are now starting to provide agents with actionable insights during the conversation itself. As a result, coaching becomes immediate and targeted, accelerating learning without increasing oversight.

As Deloitte reports, top-performing organizations no longer view performance feedback as a monthly or weekly event, but as a continuous feedback loop delivered through embedded, intelligent systems.¹

This shift toward real-time, in-the-moment support is essential not only for improving outcomes but also for retaining talent. When agents feel supported, informed, and confident, they're more likely to stay, perform better, and deliver experiences that build long-term customer loyalty.



85%

of supervisors using Jabra's Engage AI felt better connected to their teams¹

¹ Deloitte Global's 2025 Predictions Report

4. Coaching, confidence, and connection

Ambient coaching tools are emerging as a scalable solution

According to McKinsey, 75% of customers still prefer speaking with a human being when dealing with complex, emotional, or sensitive issues. And yet, too often, agents are left to navigate these high-stakes moments alone. Only 17% of contact centers have deeply embedded AI tools into their frontline workflows, and even fewer provide live performance feedback.¹

The traditional model of 1:1 coaching, with supervisors reviewing small samples of past calls, is no longer sustainable. It's time-consuming, reactive, and doesn't scale with hybrid or remote teams. In fact, Deloitte notes that top-performing centers now use AI to monitor and coach 100% of interactions, turning performance management into a continuous, real-time process.²

These tools provide real-time tone feedback, conversation guidance, and post-call summaries. This reduces reliance on after-the-fact interventions, providing instead real-time support for agents to react to shifts in sentiment as they happen.



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4.1 Coaching, confidence, and connection

Contact centers that implement these systems are seeing measurable gains

Hearing Care Central, for example, deployed AI-powered sentiment analysis across their contact center and achieved a 30% increase in booked appointments within the first year. In addition, they eliminated the need for post-call surveys, instead using live insights to intervene when necessary and improve customer experience in the moment.¹

Qualtrics reports that 68% of agents say they perform better when they receive timely, in-the-moment feedback. And when performance is linked to meaningful recognition (even micro-rewards), motivation increases. Agent confidence and wellbeing translate directly to customer satisfaction, reinforcing the human side of every service interaction.²

By embedding coaching into agent workflows, organizations not only improve results but also foster a culture of learning and continuous improvement, without the overhead of traditional QA models.

Leading contact centers monitor and coach

100%
of interactions

68%

of agents say they perform better with real-time feedback

¹ Jabra Engage AI Case Study, 2022

² Qualtrics, State of the contact centre 2025 report

4.2 Coaching, confidence, and connection

The Engage AI effect

Research on over 1,5 million real-life calls has shown that using Engage AI improves the experience for both customers and agents¹

Up to
25%

increase in customer satisfaction scores
Positive tone = positive customer experiences

Up to
30%

reduction in call length
Shorter calls = saved costs

50%

more accurate customer sentiment data
Increased data accuracy = improved insights

70%

of agents are more motivated
More motivated agents =
increased wellbeing and productivity

85%

of supervisors feel more connected to their teams
Better connected colleagues =
improved support and teamwork

¹ Engage AI user surveys, 2022

5. Make every minute matter

Speed remains a critical component of customer satisfaction, but it's no longer the only factor

While 67% of customers expect quick responses, they also expect accuracy and empathy. According to Qualtrics, customers are 2.6x more likely to trust and repurchase from a brand that meets their expectations for speed, but only when paired with quality interactions and first-call resolution.¹

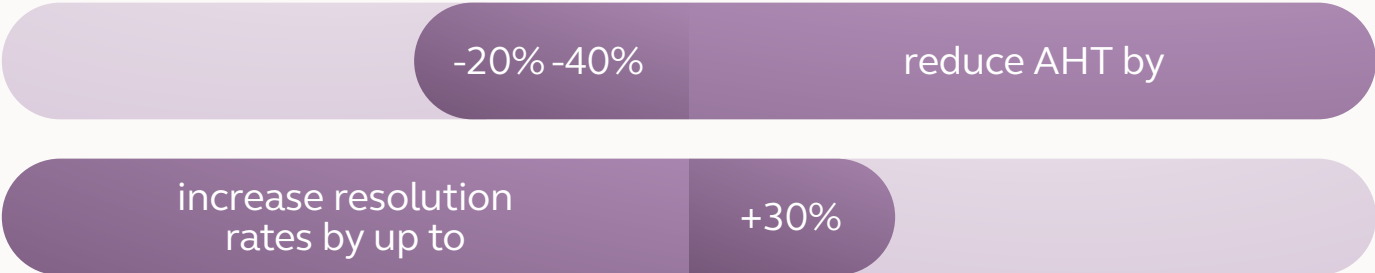
The industry has long measured productivity by average handle time (AHT), but this metric alone no longer tells the full story.

In 2025, leading organizations are shifting toward metrics like issue resolution, tone of conversation, and customer effort score (CES).

McKinsey reports that contact centers using intelligent routing and AI support can reduce AHT by 20–40%, while increasing resolution rates by up to 30%.

These gains come not from rushing conversations, but by removing friction from both the customer and agent experience.²

Contact centers using AI-driven routing and support can



¹ Qualtrics, State of the contact centre 2025 report

² McKinsey, Where is customer care in 2024?

5.1 Make every minute matter

A more holistic view of productivity has also been shown to reduce burnout

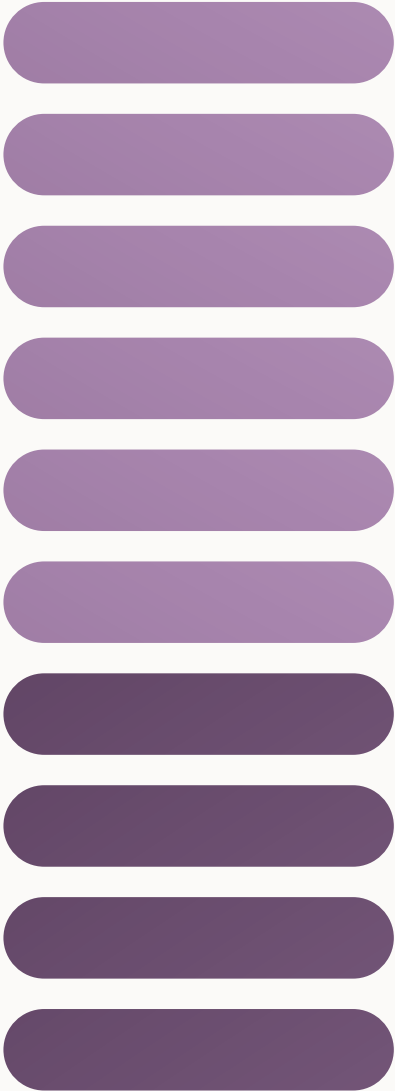
When agents are freed from repetitive admin tasks and given the tools to focus on meaningful problem-solving, engagement rises.

This not only improves performance but also shortens onboarding cycles and reduces turnover, a growing concern given that contact center attrition rates are trending above 40% in some regions.¹

Key takeaway

The future of performance is about precision and empathy.

Organizations that understand this are creating more resilient, adaptive, and human-centered contact centers.communications expertise with cutting-edge AI innovation.



Contact center attrition rates are trending above

40%

in some regions

¹ Herman Miller, 2024

6. Coaching, confidence, and connection

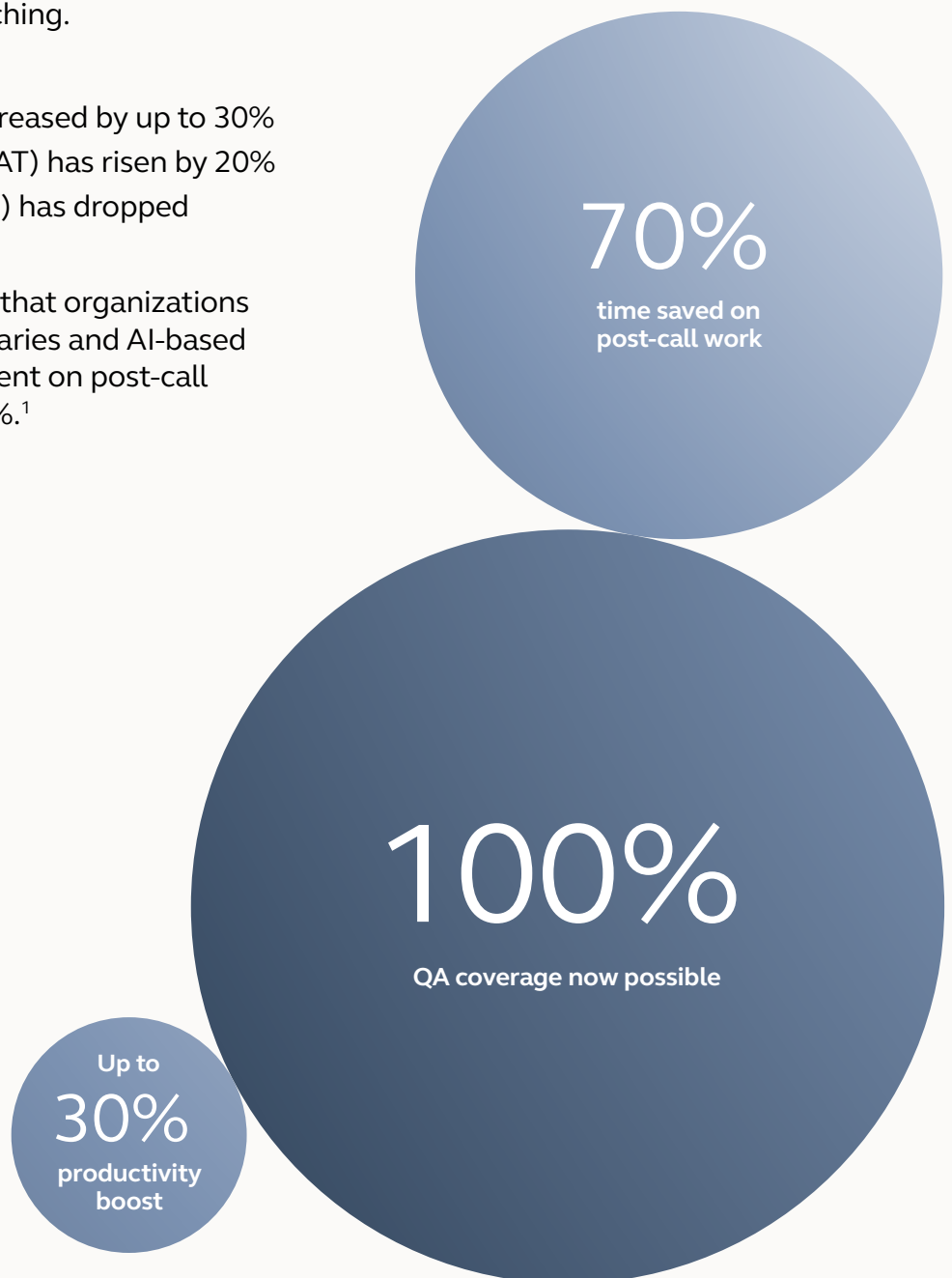
Real-time tools are driving measurable business results across contact centers

McKinsey and Deloitte have documented significant performance improvements when organizations invest in systems that surface live feedback, automate routine tasks, and deliver on-demand coaching.

Across multiple studies:

- Agent productivity has increased by up to 30%
- Customer satisfaction (CSAT) has risen by 20%
- Average handle time (AHT) has dropped by as much as 40%

In addition, Deloitte reports that organizations using automated call summaries and AI-based QA analytics reduce time spent on post-call documentation by up to 70%.¹



¹Deloitte Global's 2025 Predictions Report

6.1 Coaching, confidence, and connection

These tools also unlock the ability to scale quality assurance across all interactions

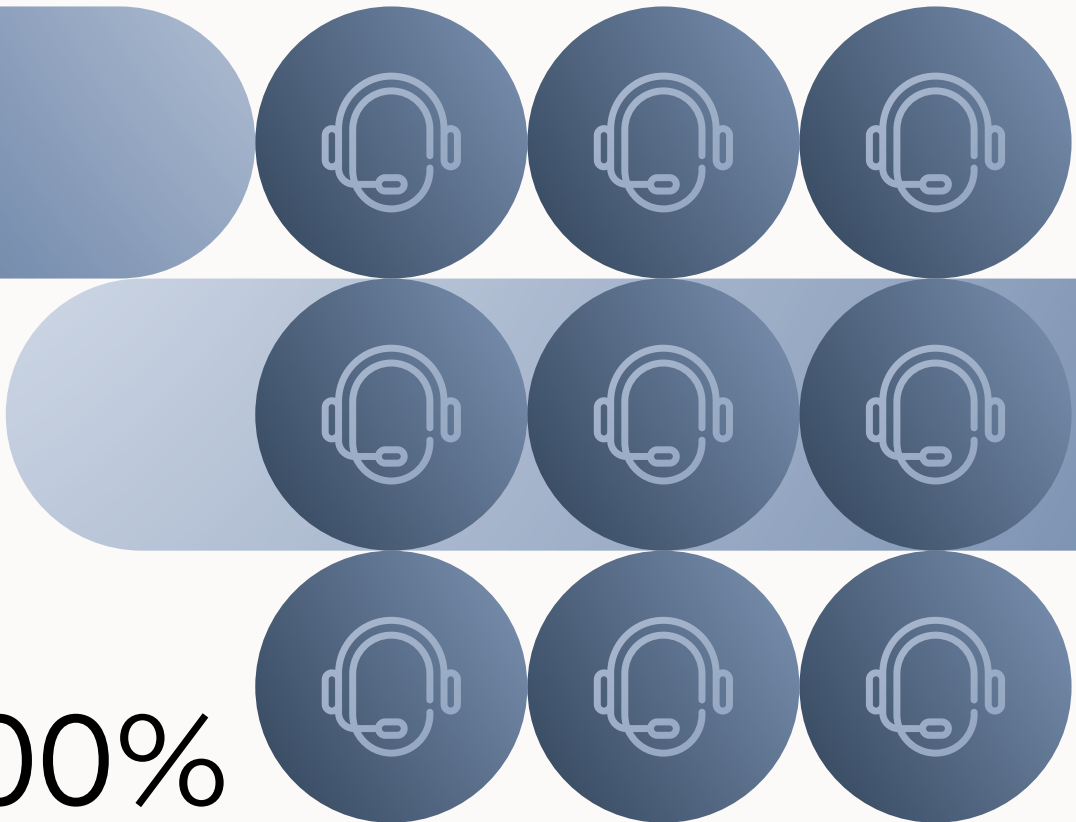
Traditional QA methods often review only 1–2% of conversations. Now, leading centers analyze 100% of interactions for compliance, sentiment, and improvement opportunities.

More importantly, these gains don't just benefit the bottom line. They enhance the employee experience.

When agents are empowered to perform well and supported with insights that help them grow, they're more likely to stay, deliver better service, and contribute to stronger long-term business outcomes.

100%

of interactions are now analyzed by leading contact centers for compliance, sentiment, and improvement opportunities



7. The agent experience as a driver of CX

The environment in which agents work, both physical and digital, has a direct impact on customer outcomes

High-performing contact centers now treat workspace ergonomics, agent wellbeing, and learning design as strategic tools.

Design features like sit-to-stand desks, quiet breakout zones, and intuitive software interfaces reduce stress, support focus, and increase resilience. So do shared spaces for quick collaboration and real-time knowledge exchange.

When agents feel comfortable, connected, and supported, they're far more likely to deliver consistent, high-quality service. In that way, the agent experience is one of the most powerful levers of customer experience.

Conclusion

In a world where each interaction can define a customer's loyalty, drive or derail a brand relationship, and affect your bottom line. To put it plainly: you can't afford for any call to underperform.

The future of the contact center is one where technology and human talent work in harmony to make every call count. For agents. For customers. For the business.

Where to Next?

The future of the contact center is already taking shape, driven by smarter tools, empowered agents, and deeper customer connections. Organizations that invest in real-time coaching, emotional intelligence insights, and intelligent agent support today will lead tomorrow's customer experience landscape.

At Jabra, we're helping to shape this future – combining decades of voice and communications expertise with cutting-edge AI innovation.

Our Engage AI solution offers real-time sentiment insights and coaching support that help agents perform at their best.



Learn more about [Jabra Engage AI](#) and how it's being used to elevate conversations, empower agents, and make every call count

Find out more

Who we are

At Jabra, we engineer for those who care more about 'knowing the best' than following the 'crowd'. We engineer to bring you technology you can trust, wherever and however you work. Whether you're taking meetings on the move, running conference calls from the office, or catching up from the couch – we engineer for every version of you, so you're free to work your way.

Jabra. Technology for life's new rhythm.

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