

2024 Outbound Contact Center TRENDS

01

Call Center AI Technology Matures—and Becomes Mandatory

9 in 10 call centers now use AI. In 2024, they'll use it in new and creative ways to automate conversations, expand capacity, optimize performance, and so much more.

02

Compliance Grows More Complex, with Mini-TCPAs, FCC Rulings, & Privacy Laws

New state calling restrictions, privacy laws, and rulings from the feds will create a compliance minefield in 2024.

03

Call Centers Cope with Rising Customer Acquisition Costs

Low contact rates, inflation, lead gen law changes, and more – cost of finding new customers are up – and call centers are compelled to adjust.

04

Reliance on SMS Marketing Continues to Expand

Call centers will increasingly use text messaging as an effective, reliable, and scalable way to reach customers. Conversational AI takes it next level.

05

Teams Seek More Automation for Greater Efficiency and Scale

Contact centers will find more opportunities to eliminate tedium, enhance productivity, and drive scale.

06

Omnichannel Strategies and Speed Support Contact Rate Improvement

A focus on increased speed and holistic approaches to multi-channel outreach boost contact rates and speed to lead.

07

Marketers Continue to Combat Call Blocking and Flagging

Regulators continue to crack down on scammers and Spam Likely labels bog down campaigns, even as new solutions emerge.

08

Deeper Call Center Analytics to Power Personalized Customer Experiences

Supported by advances in AI, analytics and reporting will continue to unlock new, and improved, experiences and better performance.

09

Managers Reach for Better Sales QA Software for Coaching and Compliance

The latest quality assurance tools are providing much-needed assistance and analysis before, during, and after calls.

10

Leaders Focus on Agent Engagement and Support

To reach new performance heights, teams are zeroing in on engaging and empowering their workforce, whether virtual, in-office, or hybrid.