



UKCCCF Webinar

Welcome

3rd December 2025

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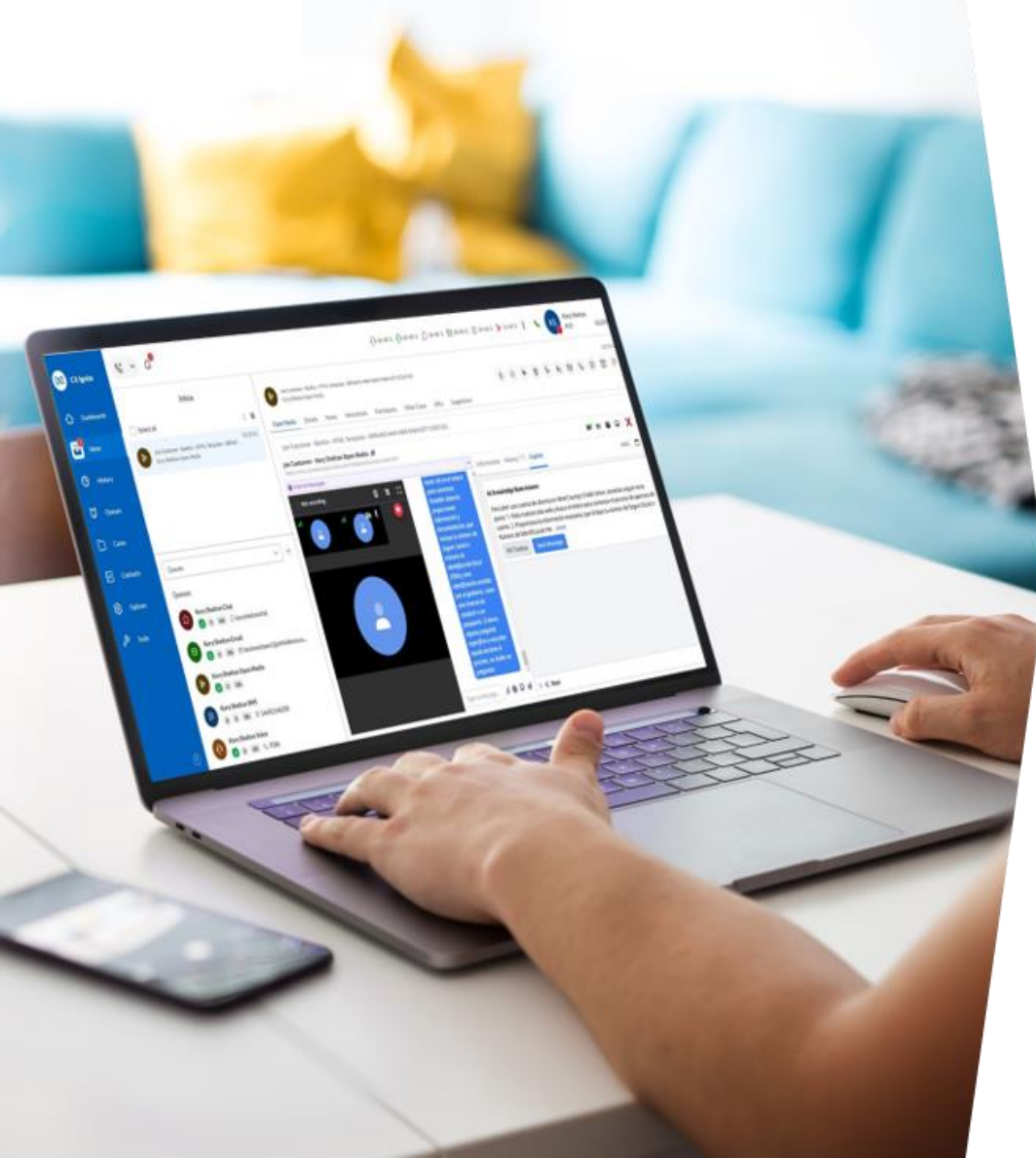
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UKCCF & Mitel Webinar: AI, Automation, Human Trust

Measuring What Really Matters in Customer Experience.



Our guiding mantra:

“Keep human experience at the heart of our AI decisions.”

MCX strategy:

- AI to empower agents – not replace them
- AI Workflows to enhance EX + CX + HX
- Technology that builds trust, relationships, lifetime value



Measuring What Matters in Customer Experience



- > How do organisations create value in a digital age
- > Balancing AI, automation & the Human Experience (HX).

Why This Discussion Matters

83%

of CEOs say CX is a top priority
(Gartner, 2024)

Only 15%

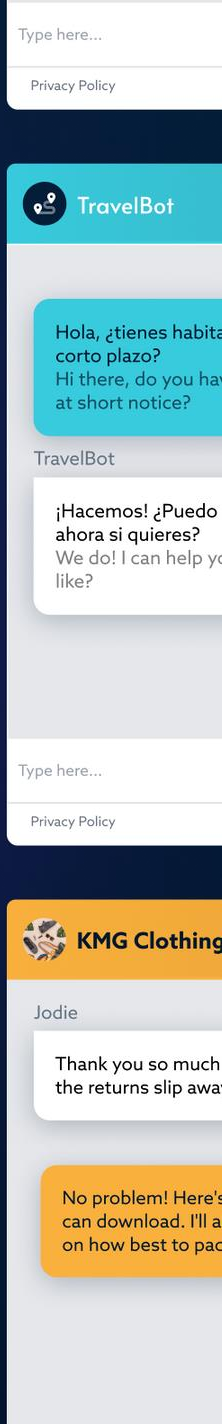
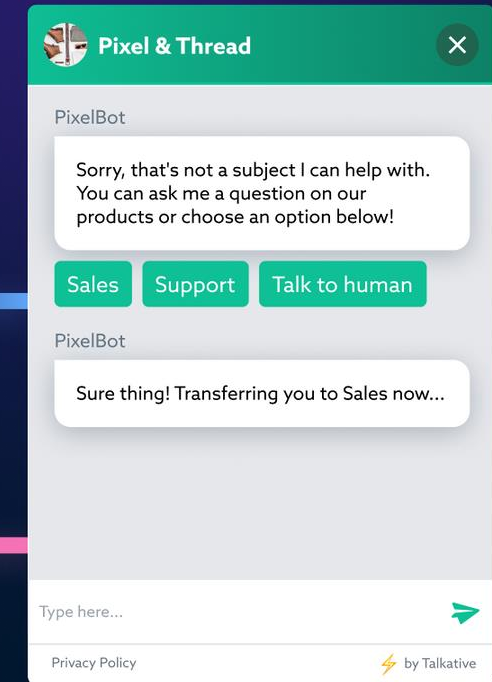
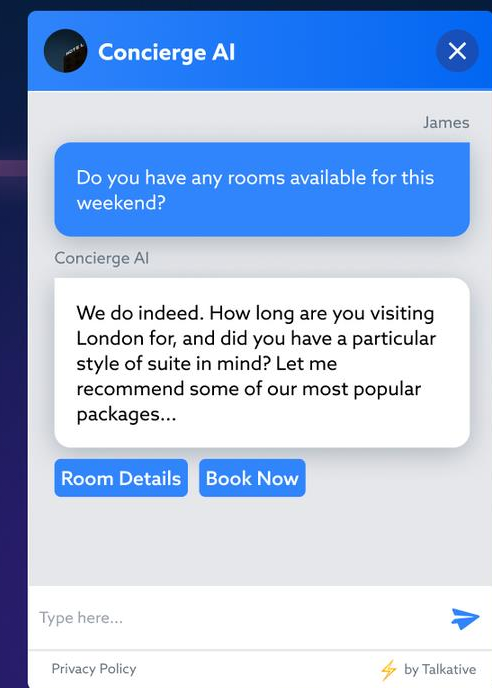
of organisations can link CX metrics to financial outcomes (Forrester, 2024)

76%

still rely on legacy KPIs like AHT, CSAT, NPS
(McKinsey, 2023)

40%-70%

of customer interactions are now influenced by AI
(Deloitte, 2024)



The Traditional CX Dashboard

Metric	Purpose	Limitation in 2025
NPS	Loyalty proxy	Biased, lagging, non-transactional
CSAT	Satisfaction score	Moment-based, no behavioural link
AHT	Efficiency	Penalises empathy, complexity
FCR	Resolution	Doesn't show channel switching
CES	Effort	Useful but narrow lens
Call Deflection	Cost-saving	Doesn't measure outcome quality



Are These Metrics Still Valid?



Still useful for
operational health



No longer tell the full story



Cannot measure digital
& AI impact alone

Where they fail today:



They don't show customer lifetime value impact



They don't capture emotion, trust or
empowerment



They ignore digital journeys, AI intent outcomes,
self-service success

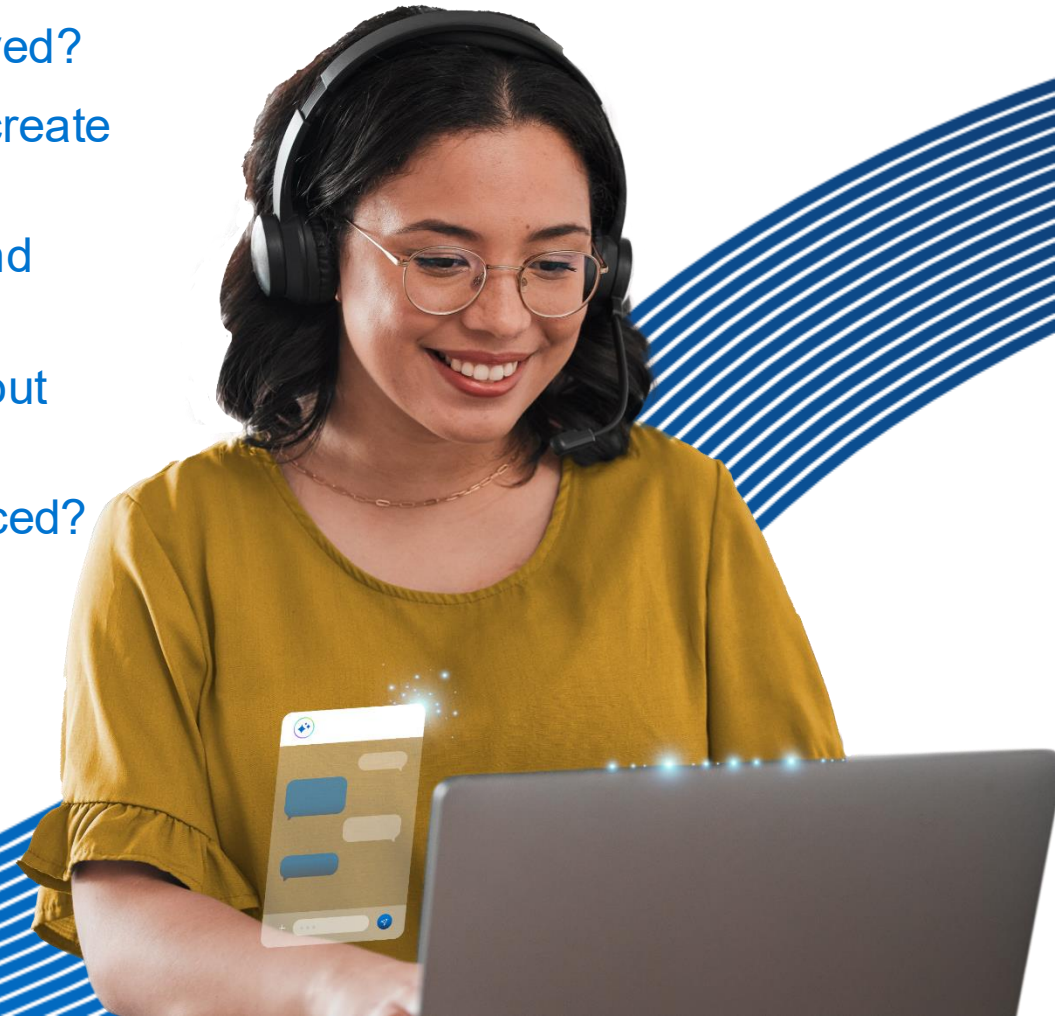


They don't link to cost to serve, revenue
protection, experience equity

AI Changes What “Success” Looks Like

With AI and automation,
the questions shift to:

- Was the customer’s intent achieved?
- Did self-service reduce effort or create more?
- Where did human intervention and AI actually add value?
- Did automation reduce cost without reducing trust?
- Did agents feel assisted or replaced?



The New Value Framework (CX+EX+HX)

Layer	What We Measure Now	What We Should Measure
CX	NPS / CSAT / AHT	Intent completion, journey ROI
HX	Not measured	Trust, emotion, empowerment
EX	Handle time	Confidence, autonomy, wellbeing



Emerging Value Metrics – Outcome Driven

New Metric	Measures	Why It Matters
Cost-to-Serve per Intent	Efficiency + AI ROI	True automation impact
Customer Effort Delta	Before vs after automation	Proof of friction removal
Experience Equity	Fairness across channels + personas	Critical for public sector & ESG
Emotional Resolution Score	Not “did we solve it?” – but “do they feel okay?”	Loyalty predictor
Time to Trust	How fast the customer believes the outcome	Emerging HX KPI



Discussion Point

Which of your current metrics tell you nothing about actual value?

- What do your execs think matters vs what actually drives loyalty?
- Where is effort being measured but not value?
- What are you forced to report because “it’s always been there”?
- Which one gets reported upwards but never used to make decisions?



Where AI Improves Measurement (If Used Well)



Real-time intent analytics



Journey mapping with predictive failure risk



Speech + sentiment > survey reporting



EX metrics: burnout, cognitive load, assist usage



Ability to link CX + EX + Financial outcomes in one model



Risk: AI amplifies bad measurement if the KPI model doesn't change

Discussion Point



“If you could delete one legacy metric tomorrow – what would it be and why?”



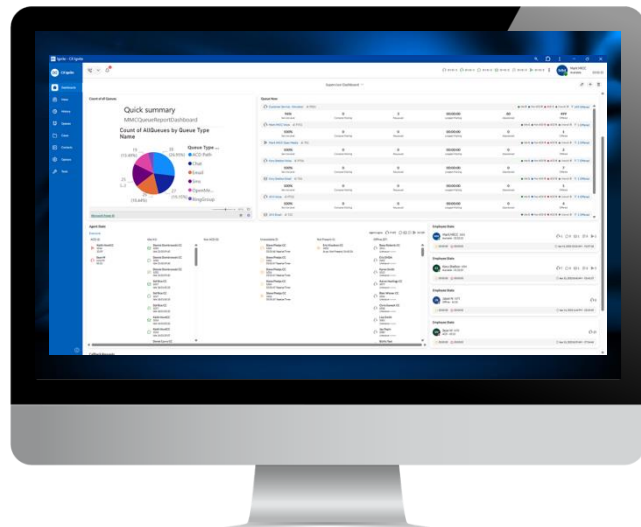
“What would you replace that proves value to the board?”

Call to Action

Future CX value = (Outcome + Emotion + Efficiency) ÷ Cost to Serve

Key takeaways:

- If it doesn't link to value, it's noise
- AI needs intent-based, outcome measurement
- HX is measurable and commercially critical and must stay central — empathy is a strategic differentiator
- Boards care about cost, risk, and revenue: CX must speak that language



**Engage with Mitel CX Practice for Innovation Workshop.
Initial offer 2 x day consultancy.**



Mitel Innovation Workshops



- > Interactive and creative
- > Tailored to your needs
- > Actionable outcomes

Expertise covers:

- People and Culture
- Customer Experience
- Hybrid communication
- Vertical solutions
- AI
- Workflow automation & integration
- Digitalization
- Any of your desired topics



Contact Mitel to
book today!

Three Steps to Follow:

STEP 1: The Preparation

- Understand your **cultural starting point** to ensure innovation aligns with how your people work, communicate & make decisions.
- Exchange **key information** and align on market dynamics
- Identify **top challenges** and initiatives to shape the plan

STEP 2: The Workshop

- Identify **cultural enablers** and blockers so the workshop outcomes translate into behaviours, not just ideas.
- Explore **innovative solutions** tailored to your organisation
- Experience **hands-on innovations** for growth and efficiency
- Develop **actionable strategies**
- Define tailored **recommendations** for impactful use cases

STEP 3: The Follow up

- Summarize key **insights and takeaways**
- Define next steps, from follow-up meetings to initiatives

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