**// AI in Action: Enhancing Service and Strategy in Contact Centers**

Hi {FIRST NAME},

We have a new consortium study opportunity on the topic of AI in contact centers that I wanted to share with you.

Companies continue to look for opportunities to streamline processes, create operational efficiencies, and meet customer expectations. Specific to contact centers, there’s growing interest in the potential of AI to improve service delivery and operational efficiency. And while some are already experimenting with AI tools, the extent and impact of adoption remain unclear, including how the end customer perceives it.

This study will explore the current state and future potential of AI in carrier contact centers, as well as consumer opinions on the use of AI. By examining both consumer experience and operational performance, this study will aim to identify benchmarks, uncover insights, and support more informed and effective uses of AI in this evolving service environment. **We’re currently seeking sponsors for this AI in Action consortium study.**

Using the results of this study, sponsors will have the opportunity to:

* Benchmark AI Adoption
* Assess Consumer Experiences
* Measure Operational Impact
* Explore Compliance and Ethics

I would be happy to set some time for us to talk through this study more and answer any questions you may have. Please let me know your availability for a follow-up.

Thank you,

{First and Last Name}