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WHY THIS ARTICLE MATTERS



Contact Center
pipeline

The AI Duo Contact Centers Need

How Generative AI and Conversational AI improves the CX.

When you're in a hot field like AI, it's important to develop your own voice to establish your identity. Penning contributed articles not only helps build a company's brand but positions its executives as trusted experts and thought leaders. Cognigy went on record to educate the industry on the difference between Conversational AI and Generative AI and how, when combined, the two can greatly benefit contact centers.

COGNIGY

Cognigy is on a mission to transform the customer experience with its Conversational AI platform that emulates and enhances human interactions. A market leader, Cognigy helps enterprise contact centers to exceed customer expectations, improve agent satisfaction and rapidly respond to market changes. Cognigy's Conversational AI platform, enhanced with Generative AI, gives enterprises all they need to deliver always-on, personalized experiences at scale. Cognigy counts over 1,000 brands in its customer portfolio, including Bosch, Lufthansa Group, Mercedes-Benz, and Toyota.