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DIGITALIZATION OF THE CONTACT CENTER INDUSTRY AND ITS ECONOMIC POTENTIAL

The article examines current trends in the digitalization of the contact center industry and identifies its economic potential in the context of the development of the digital economy. It is substantiated that contact centers are transforming from traditional customer service units into strategic customer experience management tools that ensure effective multichannel interaction between businesses and consumers.

The main directions of the industry's technological transformation are analyzed, including artificial intelligence, machine learning, cloud services, big data analytics, business process automation, and omnichannel communications.

The current state of the global and Ukrainian contact center software markets is investigated, and the key market participants, major growth factors, and development prospects are identified. The impact of implementing innovative digital solutions on the key performance metrics of contact centers is determined.

Based on the analysis of market trends, the main drivers of industry development are characterized. A comparative assessment of the Ukrainian and global contact center software markets is conducted, and their competitive advantages and opportunities for further development are identified. The application of PESTEL analysis made it possible to assess the influence of different factors on industry development and to identify promising directions for enhancing its competitiveness.

The study concludes that the digitalization of contact centers creates significant economic potential for improving business efficiency and generates new opportunities for the development of Ukrainian IT companies in international markets.

Keywords: digitalization, contact center, contact center software, customer experience, digital transformation, artificial intelligence, automation, omnichannel communications, economic potential.