

The Interaction Avoidance Imperative: Why Deflection is Costly Debt and Contact Elimination is the Future of CX

The Problem with the Status Quo

The CX Industry Has Failed the Customer.

For years, the success of AI in the contact center has been measured by one metric: **Deflection**. How many customers did we push from an expensive human channel to a (potentially) cheaper virtual channel?

This focus is a strategic failure. It places a technological **wedge** between the customer and the company, prioritizing operational cost containment over the customer relationship.

The Reality: Deflection does not solve the root problem. It merely delays it, forcing the customer to struggle through a friction point elsewhere. Measuring deflection success is measuring how effectively you contain, rather than **eliminate**, failure.

The Costly Trap of Deflection (Costly Debt)

The decision to focus on deflection creates three types of crippling debt:

1. Legacy Taxonomy Debt

Deflection relies on knowing the categories of problems you need to automate. This requires manual tagging, outdated taxonomies, and human consultants. By relying on what you knew yesterday, you create an insurmountable **Acquired Legacy Thinking** that prevents you from seeing tomorrow's issues. You are forced to chase solutions for problems that no longer matter, while new, costly problems go unnoticed.

2. Workflow Debt

Every dollar spent building a deflection flow for a systemic problem (e.g., a broken billing process) is a dollar wasted. You are applying technology to a symptom, guaranteeing the bad process lives on. This adds complexity and cost to your technology stack without addressing the core flaw—your operational **Workflow Debt** compounds.

3. The 95% Blind Spot Risk

When you prioritize deflection, you stop caring about the conversations that are too complex, too sparse, or too novel to be deflected. Most organizations only analyze a 5% sample of their customer conversations in order to optimize things like deflection and human/virtual agent efficiency. This **95% Blind Spot** is where the real systemic risks—the unknown-unknowns—breed undetected.

The Insight: Deflection is not a saving; it is an expensive and recurring tax on poor customer experience.

The Old Model (Debt)

Deflection (Pushing customers away)

Relies on **Manual Tagging**

Creates the **95% Blind Spot**

Measures **Containment**

The New Model (Elimination)

Avoidance (Eliminating the need to contact)

Uses **Autonomous Taxonomy**

Delivers **100% Coverage** and **Root Cause Clarity**

Measures **Operational Fixes & Financial Impact**

The New Model— The Avoidance Imperative

We believe in a fundamental truth: **The best customer interaction is the one that never has to happen.**

Spiral exists to champion the **Avoidance Imperative**. Our goal is not containment; it is **elimination**. We use AI to identify the precise, cross-functional root cause of every contact so the company can fix the problem at the **source**.

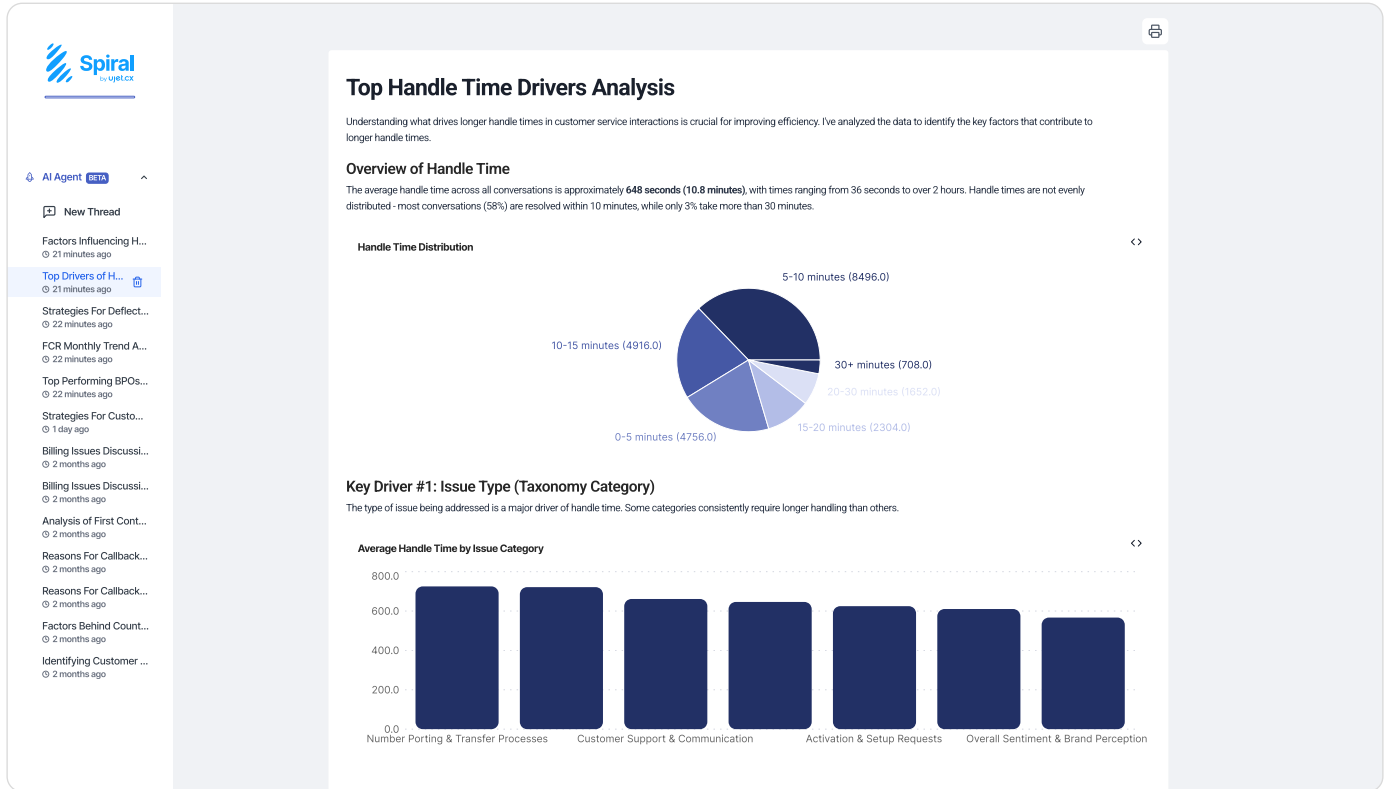


The Spiral Difference— AI Built for Elimination

Spiral is the **AI Issue Hub** designed to give you the clarity and confidence to act strategically:

- 1. AI Builds the Taxonomy:** We eliminate Legacy Debt by automatically generating and evolving the issue taxonomy. Zero manual tagging, zero bias.
- 2. Explainable Intelligence:** We deliver **decision-grade customer intelligence** that answers the critical question: "Why is this happening?"
- 3. ROI in Days:** Because we eliminate the manual work and provide actionable, financially quantified fixes, you can pivot to problem-solving immediately and see measurable **ROI in days**, not months or years.

Don't use AI to get between your customers and your agents. Use it to ensure those problems are eliminated before the customer ever reaches for the phone.



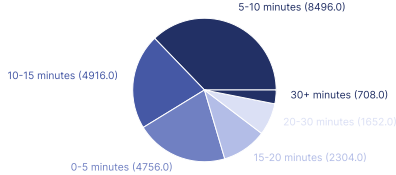
Top Handle Time Drivers Analysis

Understanding what drives longer handle times in customer service interactions is crucial for improving efficiency. I've analyzed the data to identify the key factors that contribute to longer handle times.

Overview of Handle Time

The average handle time across all conversations is approximately **648 seconds (10.8 minutes)**, with times ranging from 36 seconds to over 2 hours. Handle times are not evenly distributed - most conversations (58%) are resolved within 10 minutes, while only 3% take more than 30 minutes.

Handle Time Distribution

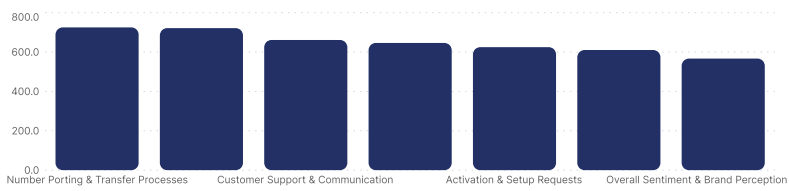


Handle Time Range	Count
0-5 minutes	4756.0
5-10 minutes	8496.0
10-15 minutes	4916.0
15-20 minutes	2304.0
20-30 minutes	1852.0
30+ minutes	708.0

Key Driver #1: Issue Type (Taxonomy Category)

The type of issue being addressed is a major driver of handle time. Some categories consistently require longer handling than others.

Average Handle Time by Issue Category



Issue Category	Average Handle Time (seconds)
Number Porting & Transfer Processes	~750.0
Customer Support & Communication	~700.0
Activation & Setup Requests	~650.0
Overall Sentiment & Brand Perception	~600.0

A Call to Action

Stop paying the price for old thinking. Stop treating your symptoms. Start eliminating the disease.

[Book a full demo](#) to see how **Spiral** delivers root cause clarity and enables true contact avoidance.



how can I reduce handle time

Looking into handle time trends now

Examining monthly handle time trends for more granular view

Creating report