BEST PRACTICES:
REDUCE AGENT AND CUSTOMER EFFORT
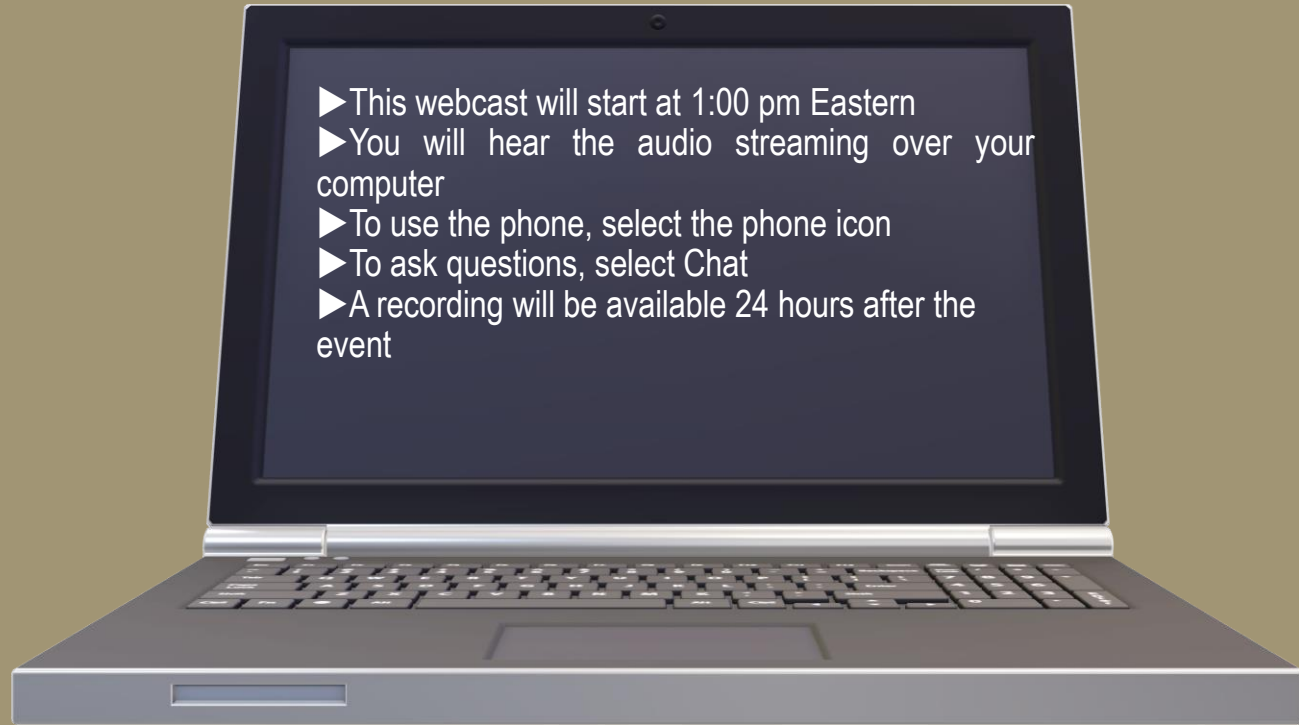
Kelly Koelliker, Senior Director, Content Marketing, Verint	Dana Shalev, Head of Product Marketing, NICE WEM

▶This webcast will start at 1:00 pm Eastern
▶You will hear the audio streaming over your computer
▶To use the phone, select the phone icon
▶To ask questions, select Chat
▶A recording will be available 24 hours after the event

Best Practices to Reduce Agent and Customer Effort

Specialized Bots Augment the Human Workforce

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The Problem: Brands Need to Do More With Fewer Resources

The Solution: Increase CX Automation to Reduce Effort

Elevated consumer expectations

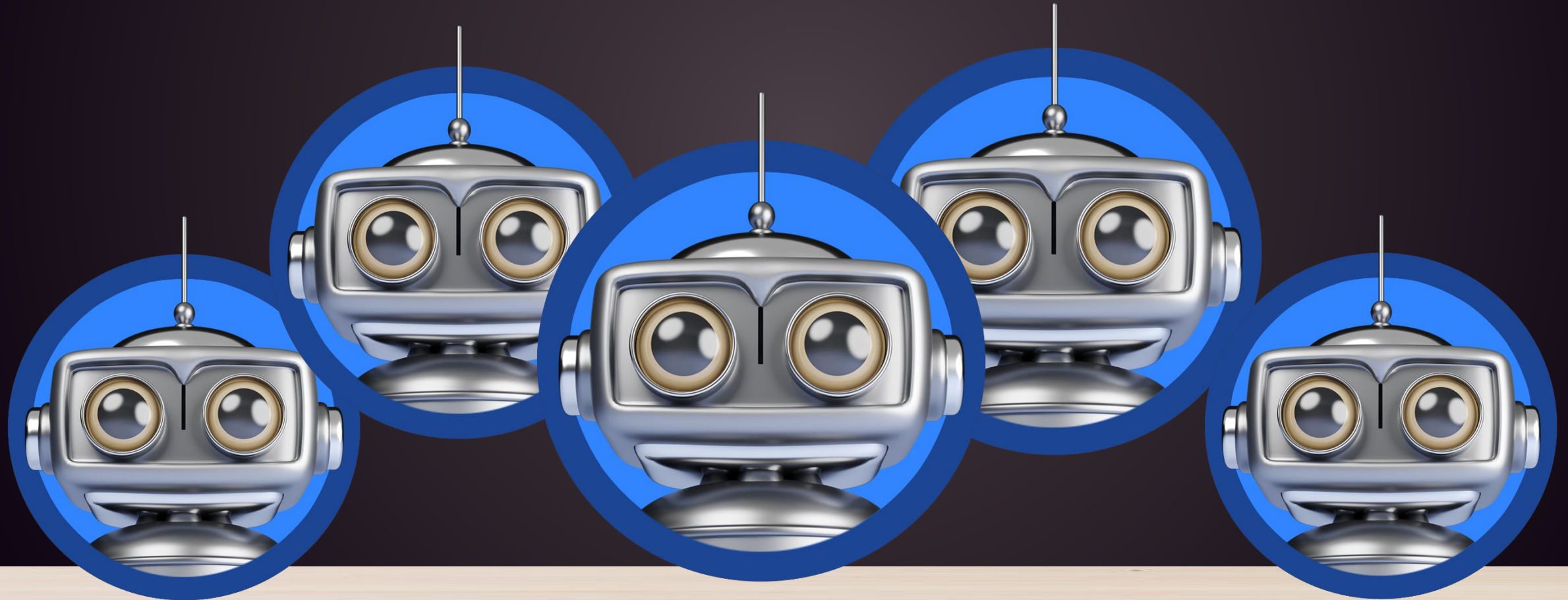**Decrease Effort with Automation to Augment the Human Workforce**

Budget & Resources

Time

AI-Powered Specialized Bots
Reduce Agent and Customer Effort
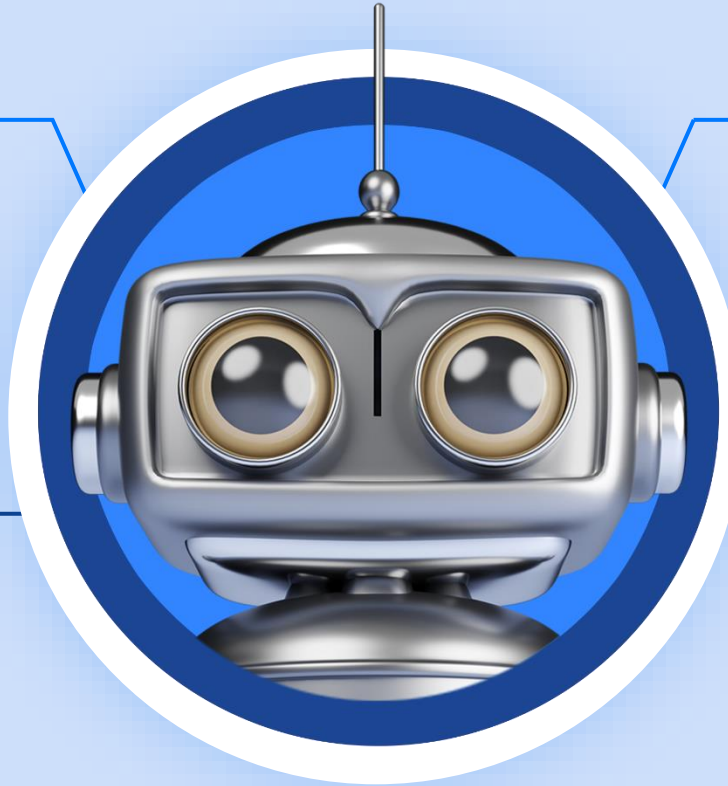
What is a Specialized Bot?

Automates a Single Human Function. Only Does One Thing, but Does it Well.

Augments a Specific Role
Specialized Bots augment many contact center roles: agents, supervisors, managers, analysts, compliance teams, etc.

Automates One Function
Each specialized Bot is designed to help the human with one function to reduce human effort and elevate CX.

Automates Without Disruption
Bots help humans at the right point in the workflow, without disrupting the existing business process.

Works Well with Other Bots
When Bots work together to improve a function, the more value they provide overall.

Best Practices to Reduce Customer Effort

1. Make it easy for customers to ask questions in their own language
2. Make it easy for customers to complete tasks – not just ask questions
3. Make it easy for customers choose the channel they engage with you on
4. Make it easy for customers to move from one channel to another
5. **Don't make customers repeat themselves!**

Digital and Voice Containment Bots

Reduce Customer Effort in Completing Tasks in Self-Service

Reduces Operational Cost
80% of interactions begin in self-service. The more you can contain in the channel the more costs are saved.

Reduces Call Volume
Intelligent virtual assistant can contain far more inquiries than a simple IVR

Improves Customer Experience
Gives customers an easy, natural language experience to complete tasks and answer questions online and through IVR.

Reduces Customer Effort
Many requests can now be completed via self-service, and transition to assisted service is easy and seamless.

Self-Service and Agent Transfer Bots

Reduce agent and customer effort. Customer doesn't repeat themselves!

Reduce Operational Cost
Reduction in handle time allows agents to handle more interactions per shift, saving millions of dollars in labor costs annually.

Gain Efficiency
Expedites context-setting for live agents, resulting in faster response times and reduced AHT.

Optimize Effectiveness
Makes it fast and easy for agents to quickly understand the customer's intent as well as the reason for escalation.
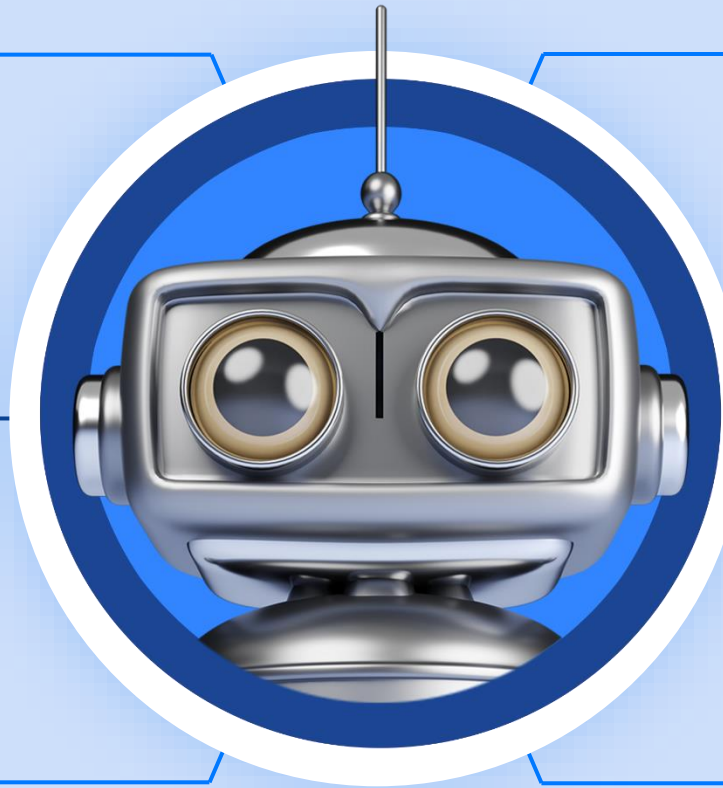
Improve Customer Experience
Improves customer satisfaction and sentiment by reducing the need for customer to re-state their intent after handover to live agents.

Elevate Agent Experience
Reduces cognitive load for the agent, getting them up to speed quickly and focused on engaging with customers.

Improve Customer Experience
Thorough, accurate summaries in CRM help agents understand previous interactions and provide faster, more personalized support to customers.

Best Practices to Reduce Agent Effort

1. Remove repetitive tasks from agent workload

2. Make handoffs from human to automated work seamless

3. Help agents focus on the customer issue instead of anything else

4. Help guide agents on what to do next and remind them of important steps

5. Make it easy for agents to control their schedule
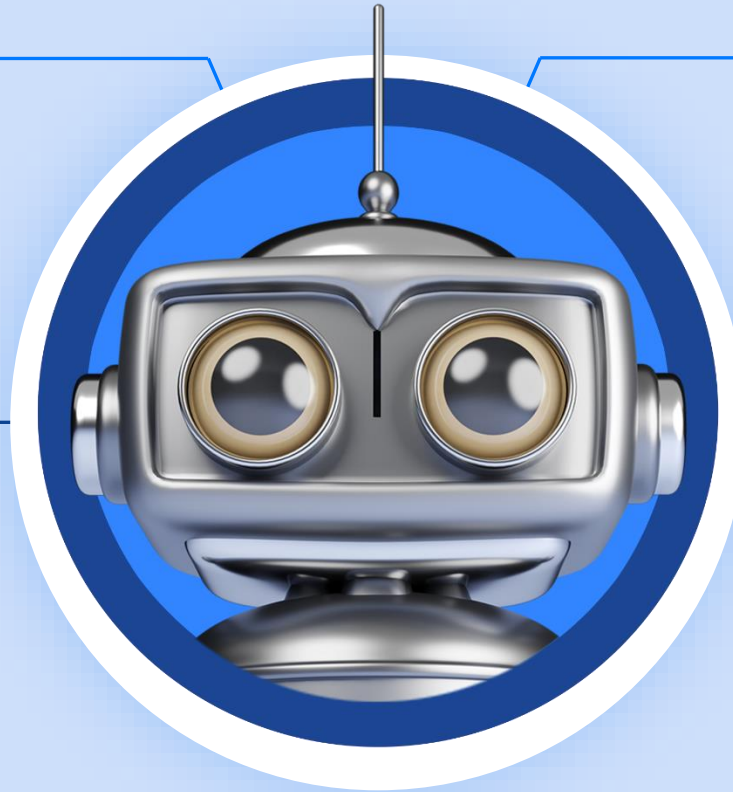
Interaction Wrap-up Bot

Reduce Agent Effort in Creating Interaction Summaries

Reduces Operational Cost
Reduces time and expense of manual after-call agent notes, saving millions of dollars annually.

Improves Customer Experience
Helps focus on customer resolution and empathy and understands previous interactions for personalized support.

Accuracy and Consistency
Delivers consistent summaries for 100% of calls, reducing gaps, eliminating bias, and increasing accuracy and quality

Increases Agent Retention
Reduces mundane manual agent after-call work, improving agent experience, engagement and retention.

Coaching Bots

Reduce Agent Effort and Improve the Quality of Customer Interactions

Reduce Cost and AHT
Help agents resolve issues faster by automatically determining intent and providing guidance on the next best action to take to resolve the issue.

Improve Service Quality
Proactively coach agents in real-time, increasing call effectiveness and driving immediate impact as well as long-term service improvements.

Accelerate Onboarding
Improve agent performance with in-the-moment coaching, reinforcing onboarding training and closing knowledge gaps in real time.

Improve Customer Experience
Coaching is delivered automatically to correct actions that may be negatively impacting the customer experience, such as interruptions or negative sentiment.

Decrease Compliance Risk
Track what process an agent is following and offer steps and reminders to help ensure the process remains in compliance.

Boost Employee Retention
Improve employee retention by helping agents develop and hone their skills, especially new hires and remote workers.

TimeFlex Bot

Game Changing Schedule Flexibility for Agents

Reduce Agent Effort
Agents have quick visual interface to easily adjust their schedule

Reduce Supervisor Effort
Agents manage their own schedule with FlexCoins, saving supervisors from managing every schedule change

Increase Adherence
When agents can choose the schedule that works for them, they are more likely to adhere to it

Reduce Attrition
Agents highly value schedule flexibility. Retain more of your top agents by offering more flexibility than the competition

Customer Engagement Historically Relied On A Big Workforce

Today Brands Need CX Automation to Close the Engagement Capacity Gap

Industry facing a $2 Trillion labor spent problem:

- Brands cannot 'hire their way to better CX'
- Technology spend is dramatically lower than labor spend, but can result in greater ROI

Industry Labor Spend: $2 Trillion

Industry Technology Spend: $65 Billion

Brands Spending
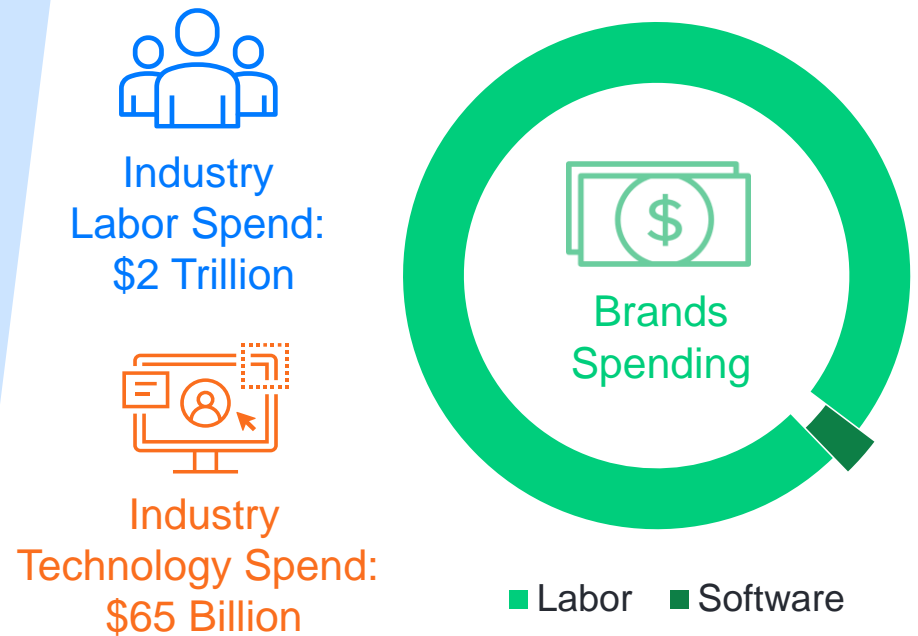
■ Labor ■ Software

Note: We estimated our total addressable market for customer engagement software, the market growth rate, the number of knowledge workers and labor costs using data from the US Bureau of Labor Statistics, McGee Smith Analytics, Pelorus Associates and Gartner as well as company estimates of $150 to $200 per month for the amount of software that is spent on each knowledge worker in the contact center and half that amount for knowledge workers in other customer engagement touch points.

Reducing Effort Drives Huge ROI

Specialized Bots allow brands to increase labor productivity and elevate CX

Contact Center: Past

Contact Center: Future

Bots Increase Workforce Capacity and Elevate CX
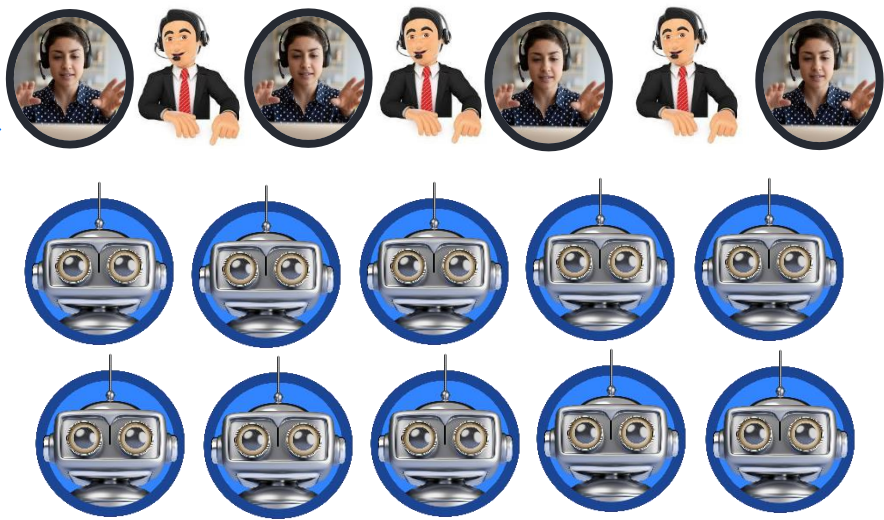
Example: 2,000 Agents Handling 24 Million Interactions / Year

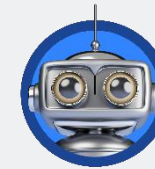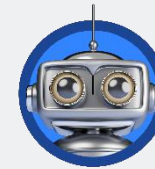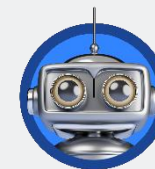## Brand Expects Number of Interactions to Grow 20%—From 24 to 28.8 Million
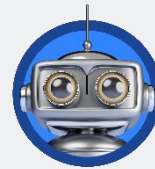
Labor Increase Option

20% Increase Requires
Hiring 400 Agents

Brand Incremental Annual Cost
$16.0 Million

Bot Increase Option

20% Increase Requires
Bot Licenses

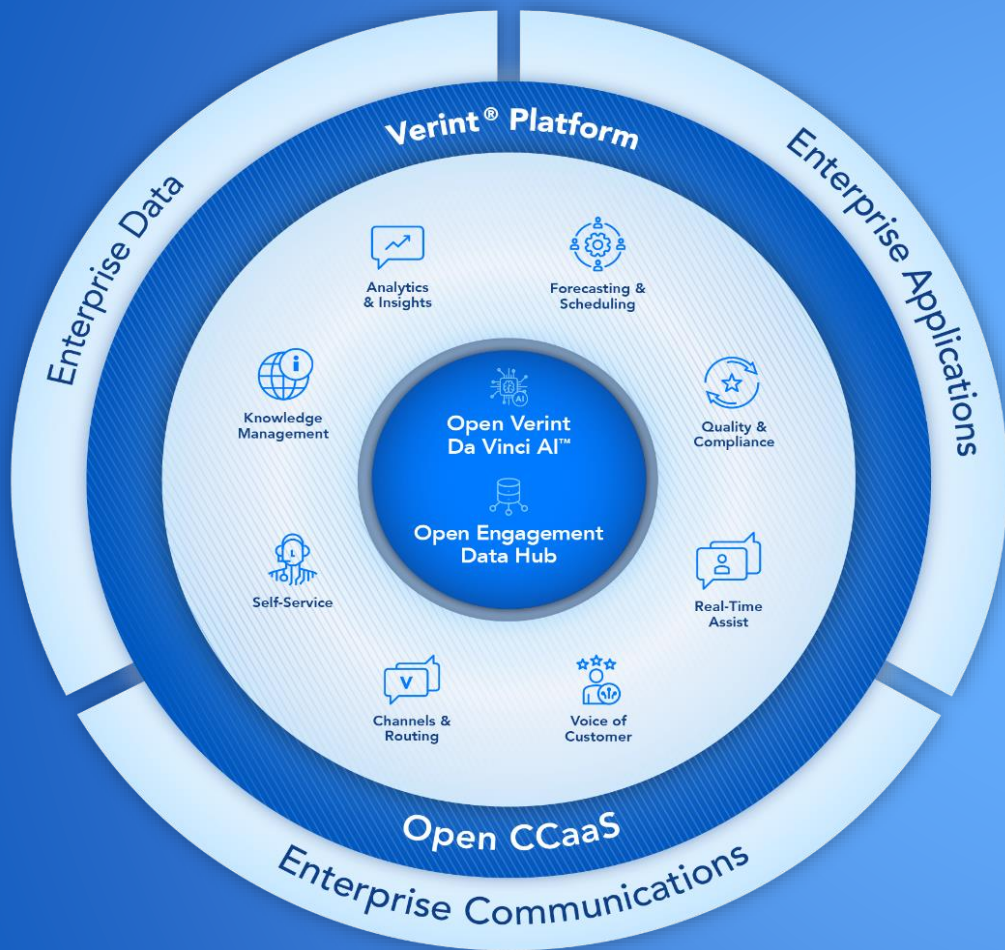| Interaction Wrap-up | Performance Coaching | Knowledge Suggestion | Advanced Containment |

Brand Incremental Annual Cost
$1.4 Million

Verint Da Vinci AI at the Platform Core

AI injected into workflows. Augmenting the human workforce and reducing effort
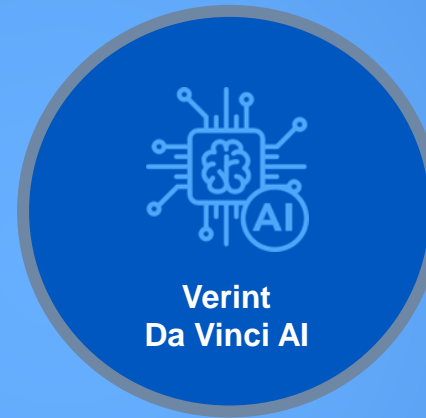
Proprietary and commercial AI models

Trained on relevant customer engagement data

Infusing AI into all application workflows

Increasing productivity, reducing effort, and elevating CX

Thank You

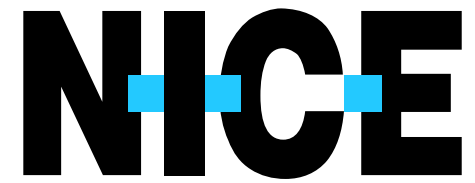facebook.com/verint   linkedin.com/company/verint   twitter.com/verint   youtube.com/VerintTV   blog.verint.com

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Work is getting harder and more complicated

53% of agents

and

69% of supervisors

report on an increase in work complexity

How has your workload changed over the past two years?

	It has increased	It has not changed	It has decreased
Agent	69%	20%	12%
Supervisor	81%	13%	6%

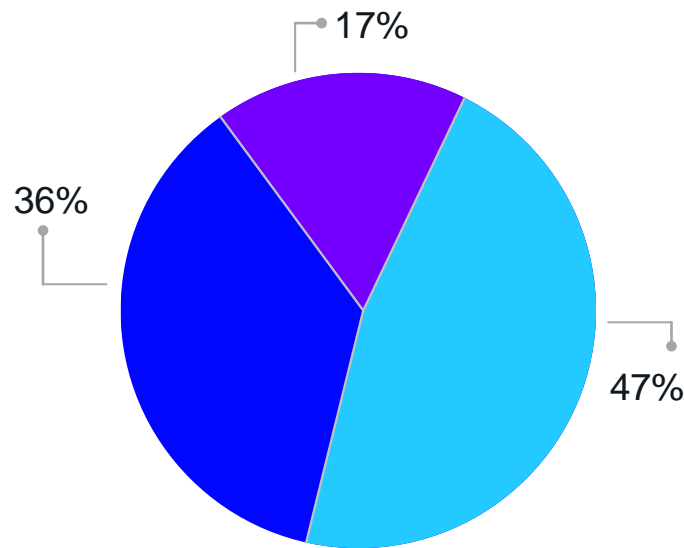Agent | Supervisor
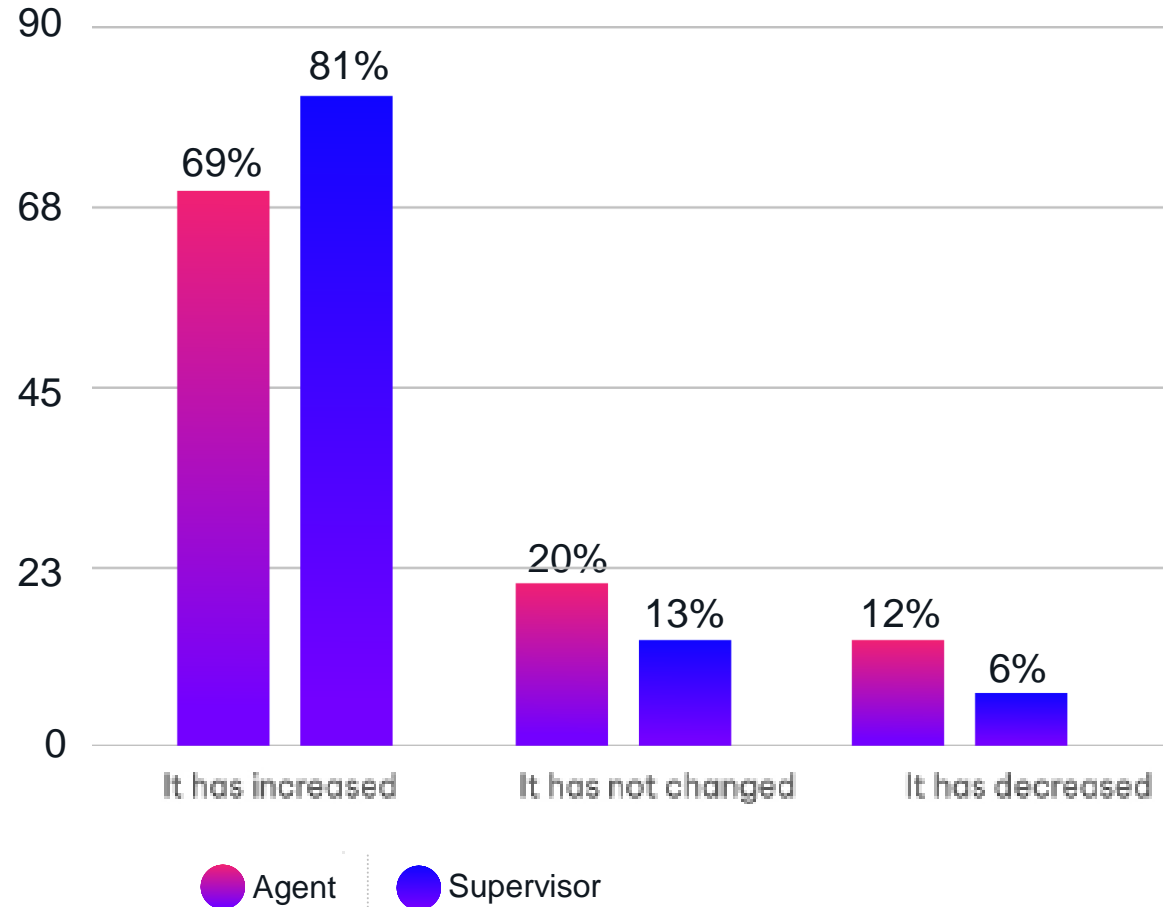
Are you passing the stress test?

72% of agents
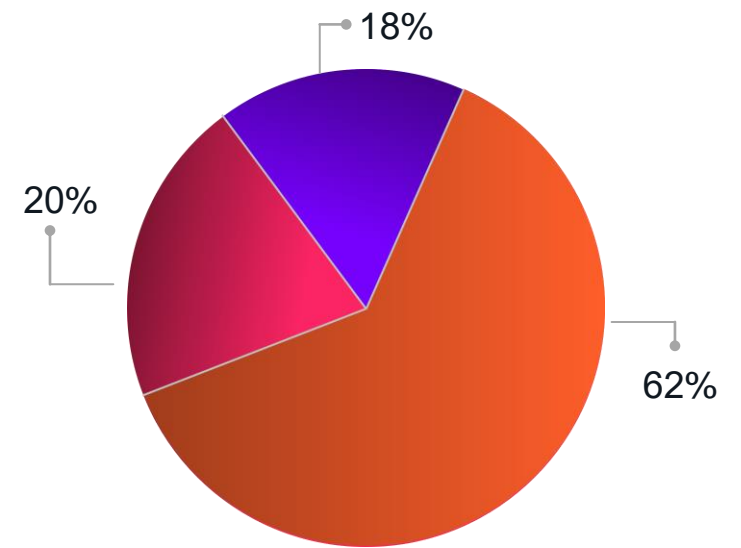
Experience

30%

stress increase or more

Since you started your current role, has your stress related to work changed? (Agents)

17%

36%

47%

- I have more work stress
- No change
- I have less work stress

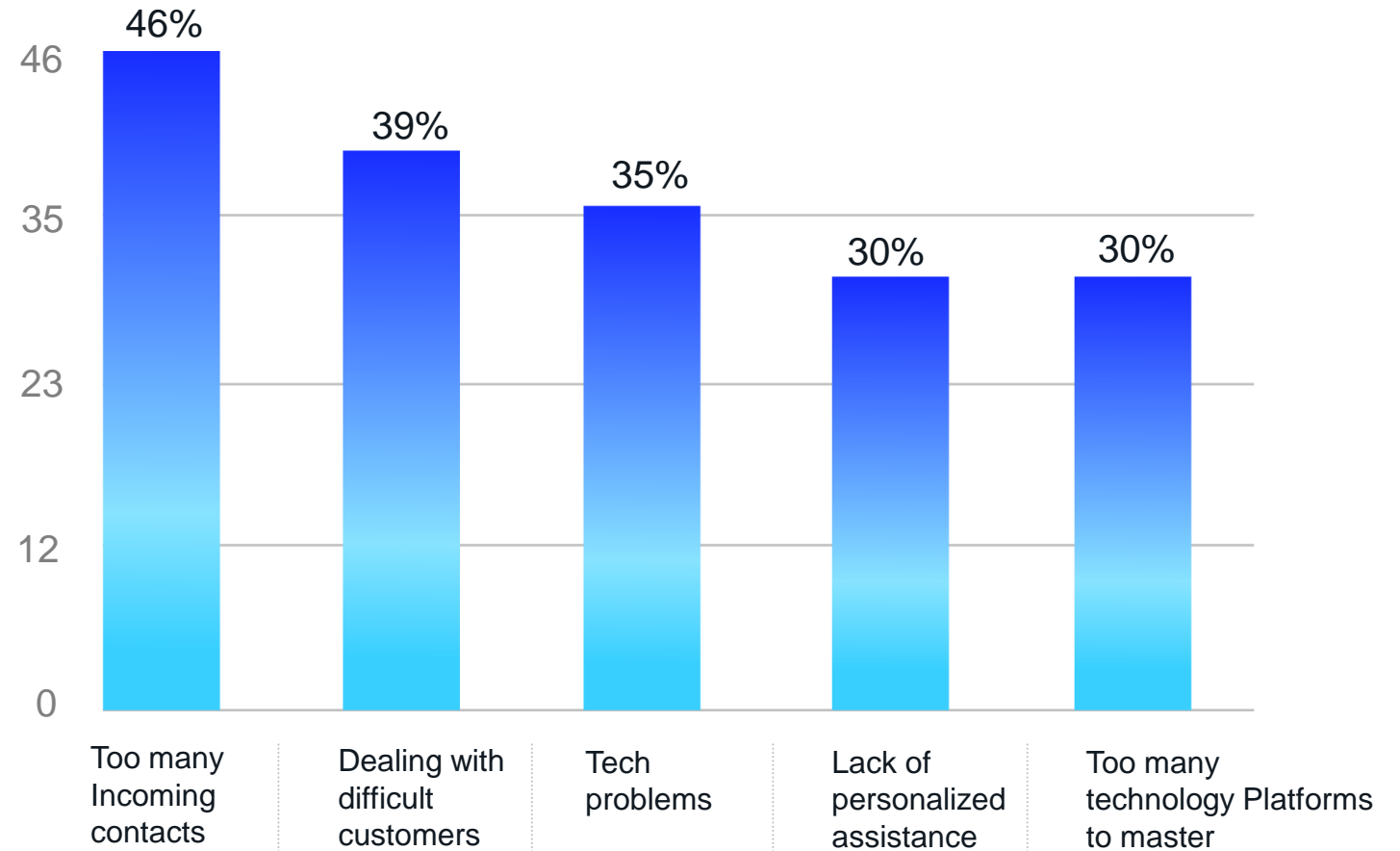Is it becoming more stressful to be a supervisor as contact center jobs become more complex? (Supervisors)

18%

20%

62%

- It's become more stressful
- No change
- It's become slightly less stressful

Major stressors include too many incoming contacts, dealing with difficult customers, and tech problems

53% of agents said that the adoption of multichannel customer communication has increased job difficulty

Major stressors for agents

Category	Value
Too many Incoming contacts	46%
Dealing with difficult customers	39%
Tech problems	35%
Lack of personalized assistance	30%
Too many technology Platforms to master	30%

On a scale of 1-5 how engaged their agents are?

NICE

Agents are more engaged than we tend to believe

~~Since joining your current role, has your stress related to work changed? (Agents)~~

High engagement eases the challenge of addressing stressors

How would you rate the level of engagement of your agents? (Supervisors)

8%
1%
38%
53%
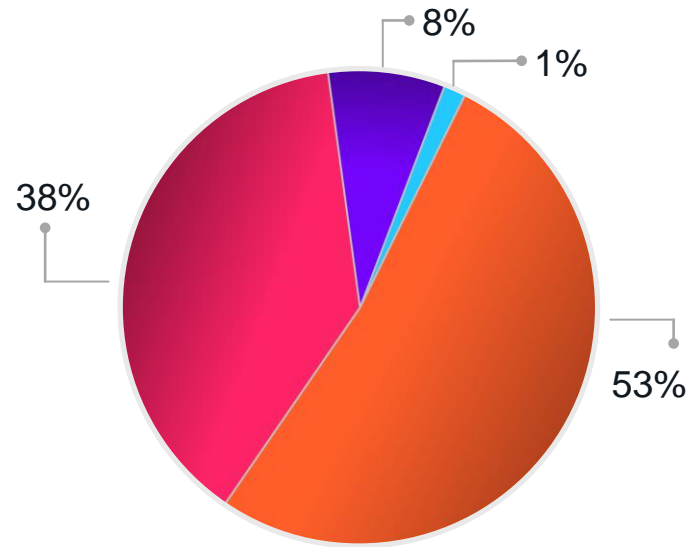
- ● Very Engaged
- ● Somewhat disengaged
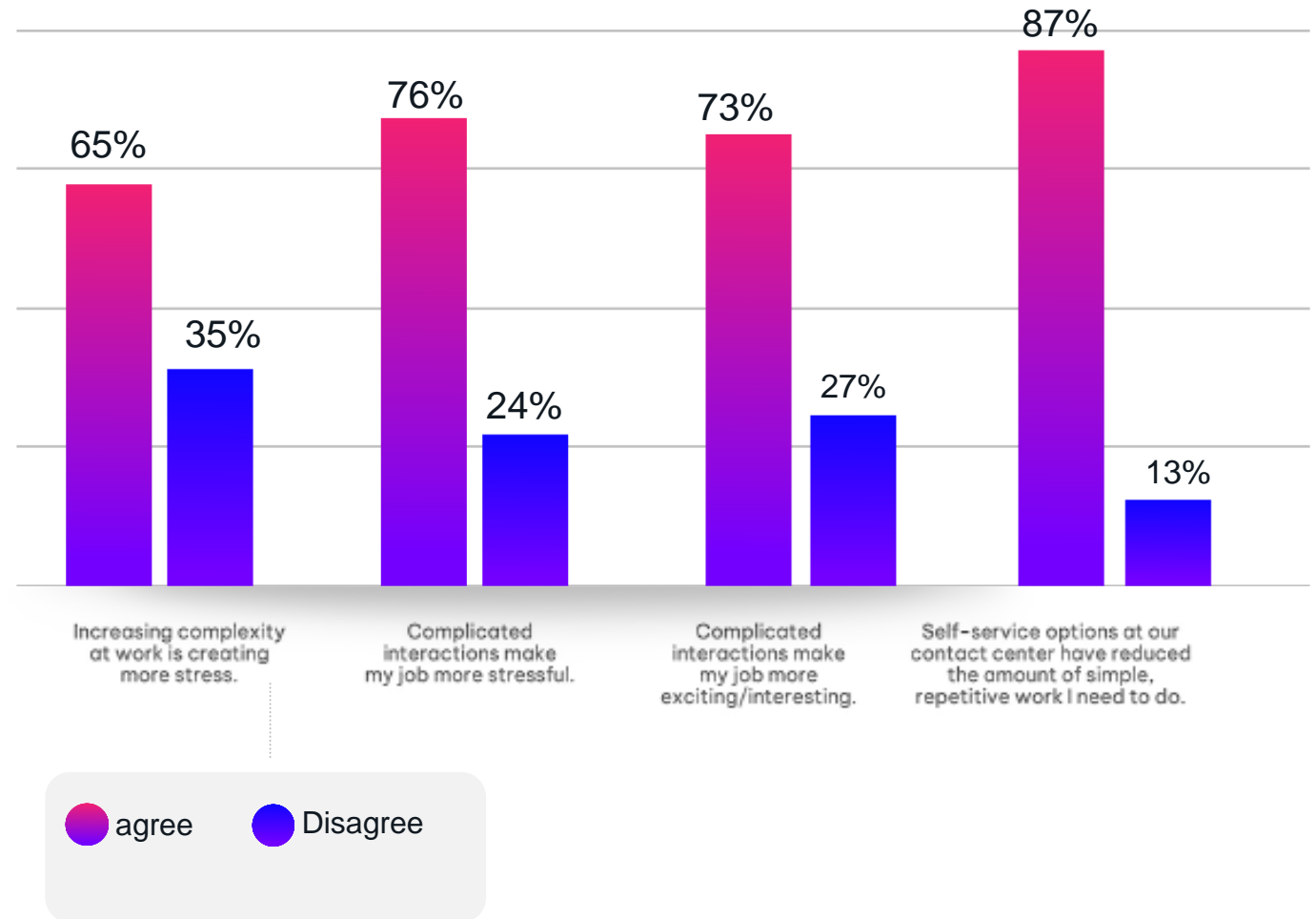- ● Somewhat engaged
- ● Very disengaged

Employee engagement: I am motivated to do my best work for my company.

9%
29%
60%
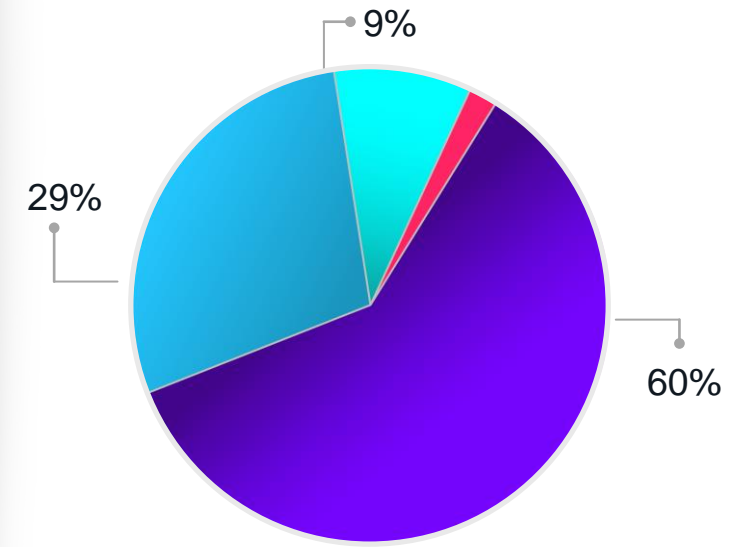
- ● Strongly agree
- ● Somewhat disagree
- ● Somewhat agree
- ● Strongly disagree

A fine line between good complexity and bad complexity

58% of agents say that

30% or more of interactions are with customers not able to resolve issues through self-service, increasing further stress
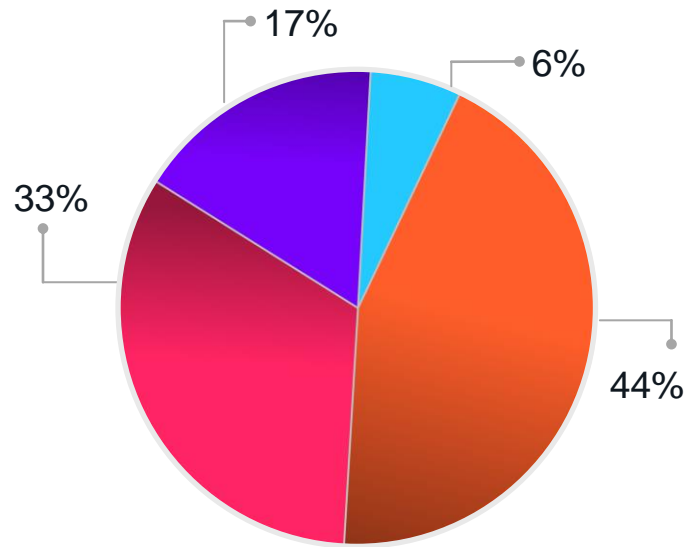
	agree	Disagree
Increasing complexity at work is creating more stress.	65%	35%
Complicated interactions make my job more stressful.	76%	24%
Complicated interactions make my job more exciting/interesting.	73%	27%
Self-service options at our contact center have reduced the amount of simple, repetitive work I need to do.	87%	13%

Are your agents resistant or receptive towards AI?

NICE

AI is the answer for increasing complexity

84% of agents want to see AI used to decrease the complexity of daily work and decrease workload.

Supervisors: Contact center agents are resistant to change when it comes to using AI.

17%
6%
33%
44%

- Strongly agree
- Somewhat disagree
- Somewhat agree
- Stongly disagree

Agents: Overall, how do you feel about the impact of AI on your job?

13%
42%
23%
23%
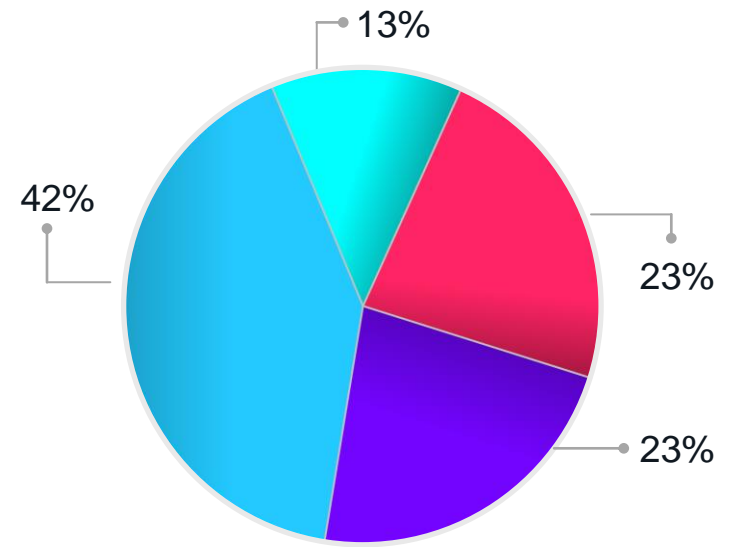
- AI is a threat to my job
- AI will make my job easier
- I feel uncomfortable using AI on the job
- I'm not sure

Based on your contact center – where are you leveraging AI?

NICE

During the interaction

Before

During

After

Real-time behavioral guidance

Removal of mundane tasks with automation

Easy access to relevant filtered customer info and data

Seamless management of multiple simultaneous interactions with designated employee workspaces

Purpose built AI for CX
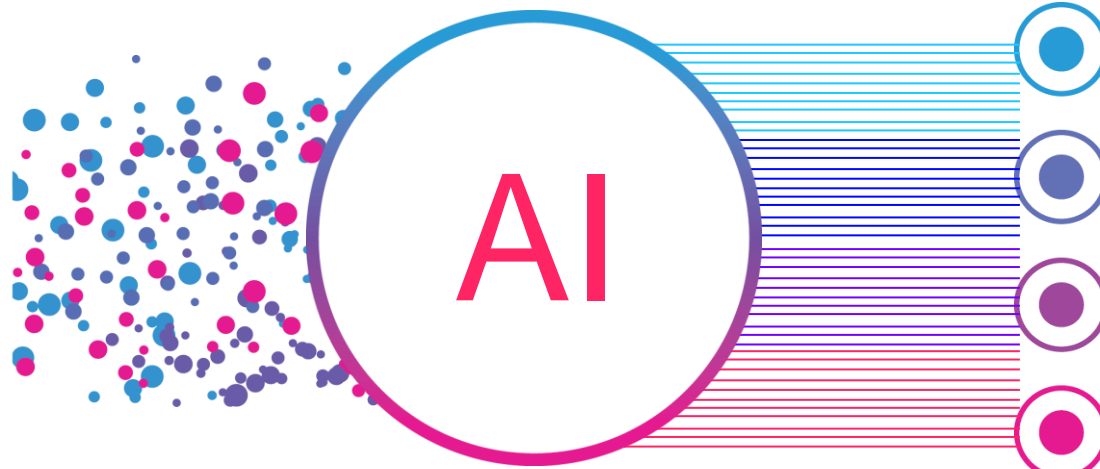
Harness conversational data across all channels → Apply purpose-built AI for CX → Measure 100% of interactions at scale

Day to Day

WEM

AI

- ● Intelligent customer routing
- ● Behavioral guidance
- ● Next-best action guidance
- ● Complex processes guidance and automation

NICE

Supercharge your employees with:

Generative AI solutions for CX

Employees copilot

- Centralized conversational assistance promoting smarter guided interactions

- Creating better experiences for both agents and supervisors
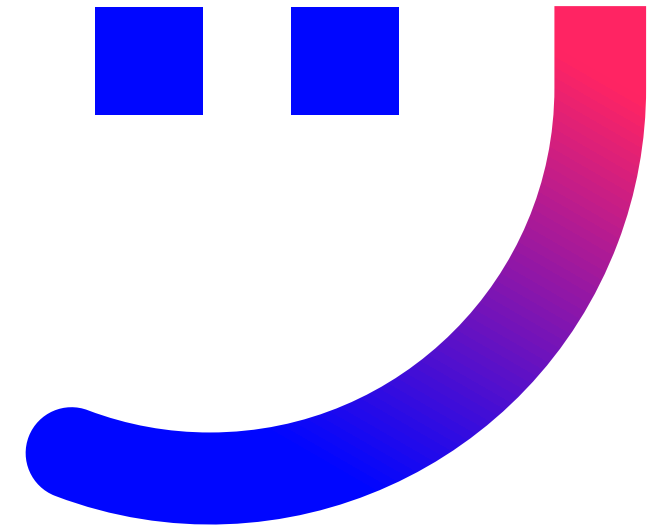
Day to Day

Conversational Knowledge

Real-Time Assist

Task Automation

NICE

Before

During

After the interaction

- Autosummary
- Customer feedback management

After

34

The Challenges of Manual Agent Notetaking

Day to Day

Slow, inaccurate, inconsistent

High AHT or ACW

Increased agent frustration

Poor CX with no context for next agent

35

NICE

An AI base Autosummary solution

Day to Day

CAPTURE ACCURATE NOTES

- Intents, actions, outcomes and customer sentiment

- Purpose-built AI for CX

REALIZE IMMEDIATE VALUE

- Out-of-the-box, scalable

- Works with any CRM

Thank You

NICE

Make
experiences
flow

BEST PRACTICES:
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▶Q&A