



# Hearing What Matters

Unlocking Enterprise Value Through  
Customer Conversations

Create a  
**NiCE..**  
world



# Meet the Speakers



**Kimberly Agin**

Head of Business  
Performance & Enablement



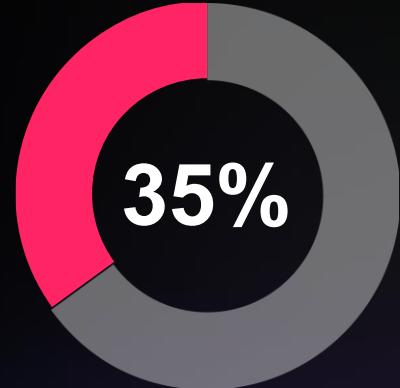
**Lauren Maschio**

Head of Product Marketing,  
Analytics

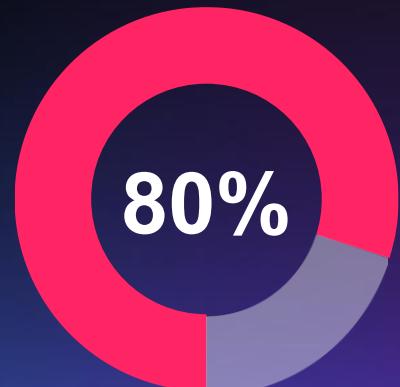




# Data Analysis Challenges



35% of companies are fully satisfied with their ability to use their CX data



80% of a data analysts time is spent finding, cleaning and organizing data

# How to Solve the Data Analysis Challenges

Top way contact centers currently use (and plan to use) AI is for generating data insights & analytics (61% best in class vs 35% for the rest)

Best in class results compared to the rest



# Unlock Strategic Insights



Specialized, pre-built, models that can be customized & Gen AI technology



## Company Profile

KeyBank offers comprehensive financial services across retail, commercial, and investment banking. With nearly 200 years of expertise, it focuses on delivering exceptional customer service and innovative financial solutions across its extensive footprint.

### INDUSTRY

Banking &  
Financial Services

### LOCATION

Headquartered in  
Cleveland, OH

# Our Team's Focus

## PILLAR 1

### PRODUCT DEVELOPMENT

- Enable a culture of data
- Own data as a product

## PILLAR 2

### PROCESS & TRAINING IMPROVEMENTS

- Deep dive into contact center interactions
- Support sales enablement and deposit growth
- Own operational reporting and analytics

## PILLAR 3

### ENTERPRISE DATA DEMOCRATIZATION

- Omnichannel analytics
- Contact center data enablement
- Make data available across departments



# Driving Success with Interaction Analytics

## KPI IMPROVEMENTS

**NPS 36 to 52**

as of Q1 2025

**80%**  
IVR Containment

as of Q1 2025

**66%**  
Chatbot  
Return Rate

**71%**  
Chatbot  
Containment

**CSAT 4.1  
out of 5**

Reduction in  
Call Volumes

## ADDITIONAL BENEFITS

**CX  
Expertise**

**High  
Credibility**

**Greater access to  
Data**



# Adopting Interaction Analytics

## OPPORTUNITIES FOR IMPROVEMENT

- Improve product/service roadmaps
- Understand CX before, during and after interactions
- Improve CX across departments and LOBs
- Democratize insights for the enterprise
- Operational improvements

## THE SOLUTION REQUIREMENT

- Provide input into product/service roadmaps
- Identify root causes of issues
- Improve issue resolution
- Leverage data from business apps
- Faster more accurate time to insights with AI-powered programs



# PILLAR : Product Development

## Improving Product/Service Roadmaps

### Drivers for improvement

- Understand where customers get stuck
- Improve digital self service
- Enhance CX processes

### Process for driving improvements

- Identify if customers call within 30 minutes of activity
- Track customer activities
- Determine if a digital or process improvement can be made



# PILLAR 2: Process Improvement

## Root Cause Analysis



### The Contact Center is a CX Emergency Room

#### Current Process

- Batch analysis of historical data
- Identify contact drivers
- Tie contact drivers to actions
- Core WFM team drives performance improvements

#### Process for driving improvements

- More real-time analysis
- AI technologies for categorization
- Improve speed to insight

# PILLAR 3: Enterprise Data

## Centralizing Data Across the Enterprise

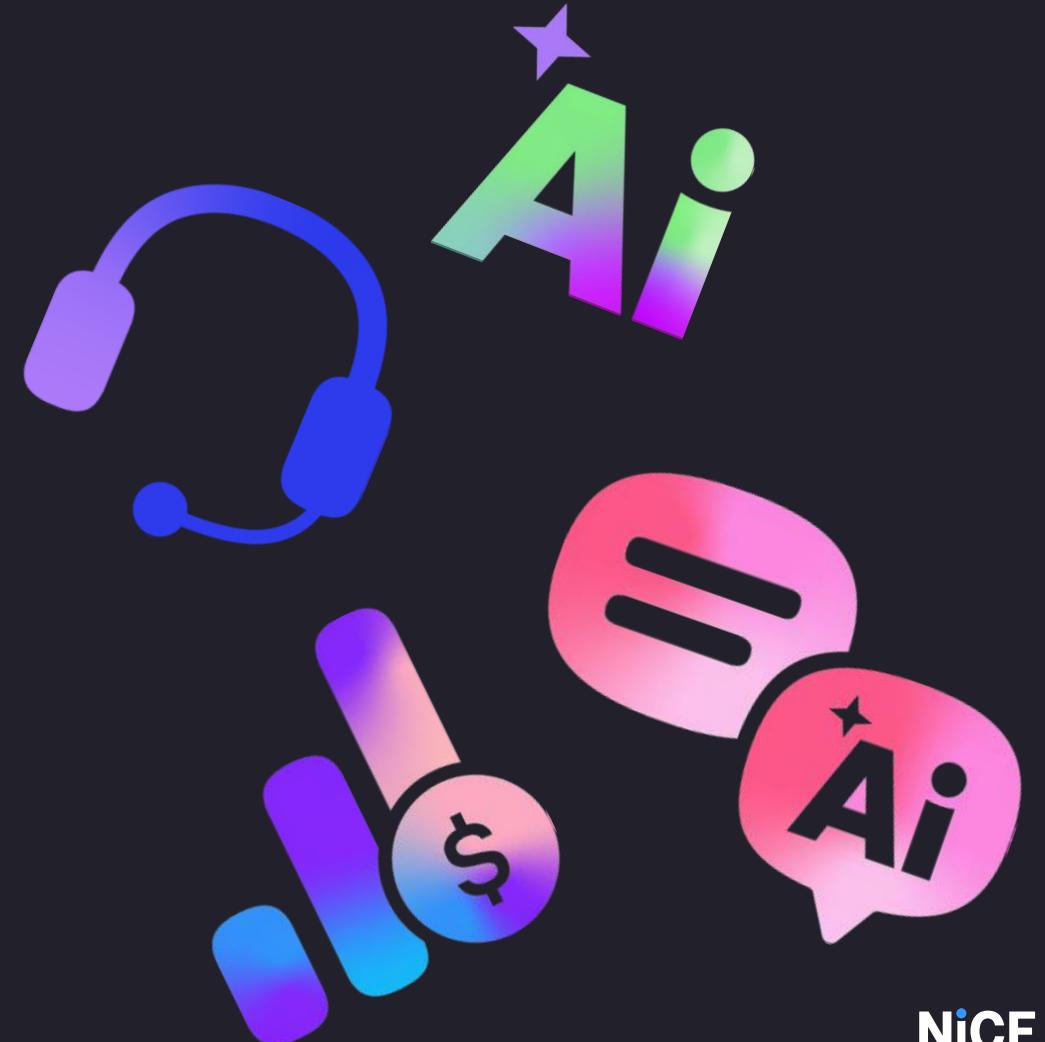


### Creating a single source of truth

- Leverage data from business apps
- View direct and indirect feedback together
- Leverage “Honesty Corner”

### Democratizing data

- Remove data silos
- Drive greater impact across departments
- Embed client insights throughout the organization



# PILLAR 3: Enterprise Data

## Improving Marketing Campaigns with CX Data

### Tracking campaigns in the contact center

- Determine mailer response rates
- Identify callers who don't take actions
- Align Marketing and customer interaction data
- Provide Marketing direct access to data

### Driving campaign improvements

- Utilizing special talk tracks
- Creating follow up lists for marketing
- Identifying opportunities for improvement





# Key Learnings



Utilize Analytics across all interactions



Think outside of the box

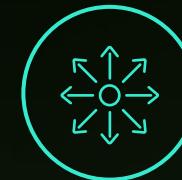


The contact center isn't just for cost benefit



**KeyBank**  
KEY

Interaction data is a treasure trove



Leverage data across the enterprise



Don't be afraid of unstructured data



Use data to continuously improve



Point AI in the right direction

**NiCE**

Q&A

?

Create a **NiCE** world :)

Thank You  
Create a **NiCE** world ;)