



Hearing What Matters

Unlocking Enterprise Value Through
Customer Conversations

Create a
NiCE..
world 

Meet the Speakers



Kimberly Agin

Head of Business
Performance & Enablement



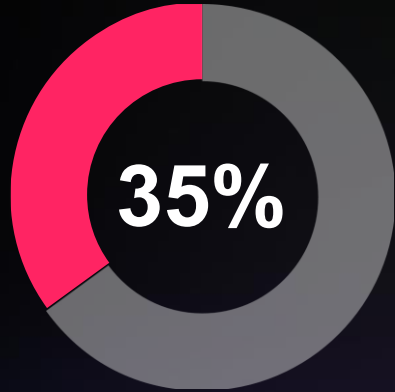
Lauren Maschio

Head of Product Marketing,
Analytics

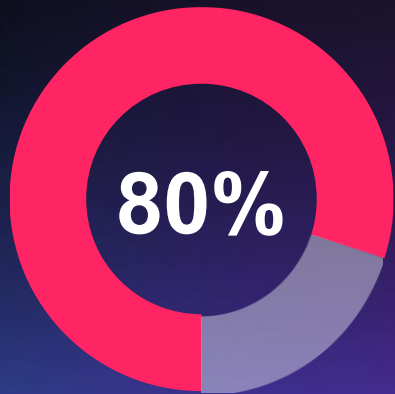




Data Analysis Challenges



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

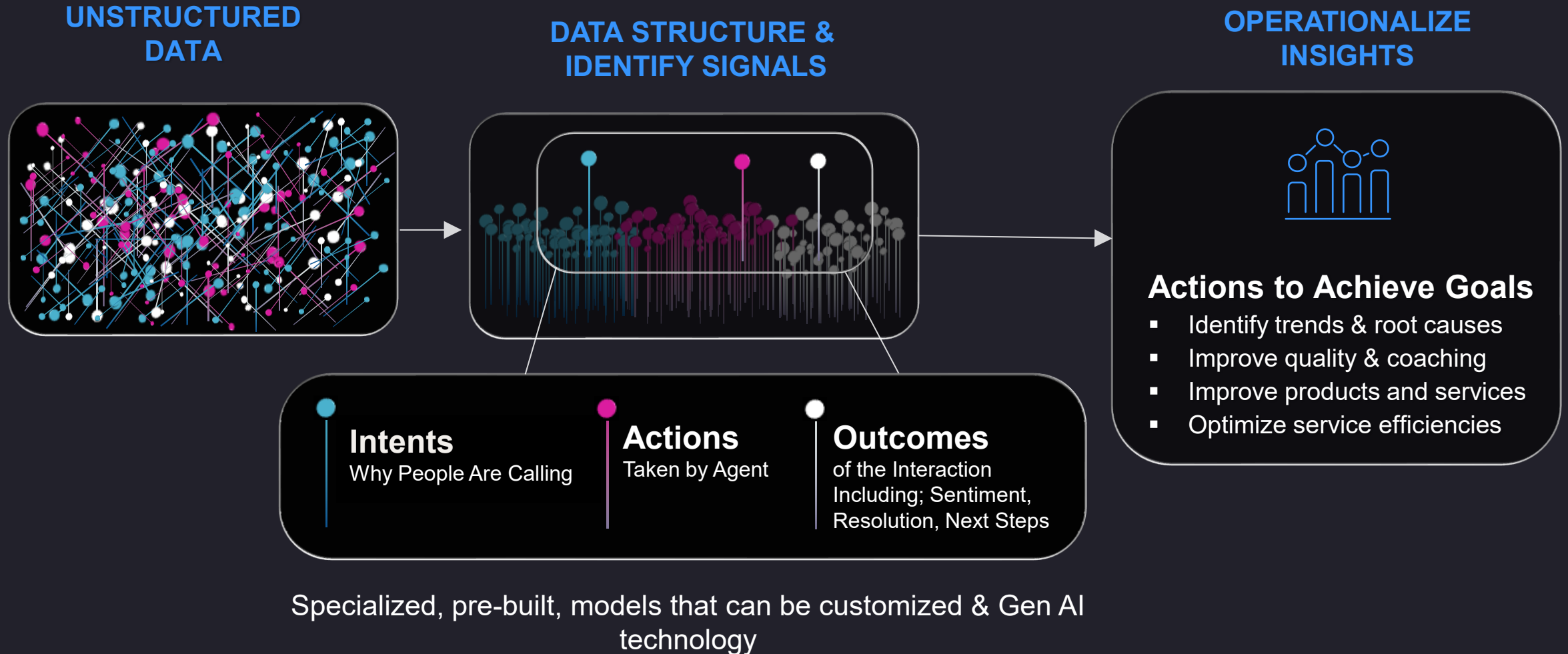
Top way contact centers currently use (and plan to use) AI is for generating data insights & analytics (61% best in class vs 35% for the rest)

Best in class results compared to the rest



Aberdeen (Percent of respondents, n=431, Source: Aberdeen, May 2024)

Unlock Strategic Insights





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

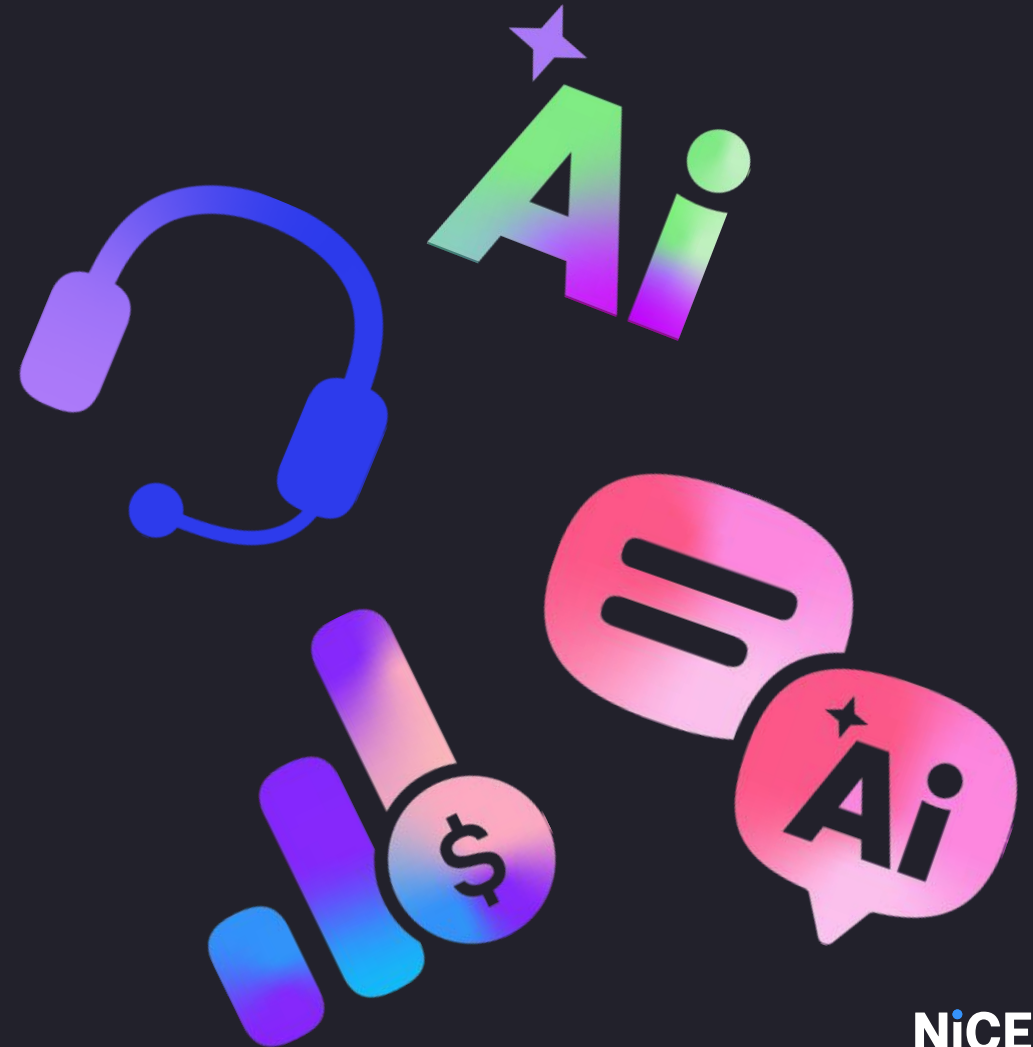
Centralizing Data Across the Enterprise

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

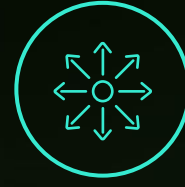




Key Learnings



Utilize Analytics across all interactions



Leverage data across the enterprise



Think outside of the box



Don't be afraid of unstructured data



The contact center isn't just for cost benefit



Use data to continuously improve



Interaction data is a treasure trove



Point AI in the right direction

Q&A

?

Create a NiCE world ☺

Thank You

Create a **NiCE** world ☺