



3 Ways AI + Humans Can Create Better Customer Experiences



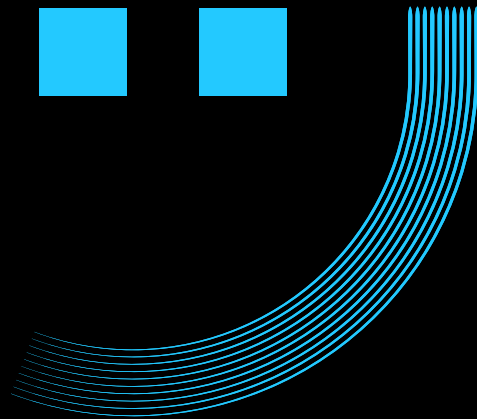
Presenters

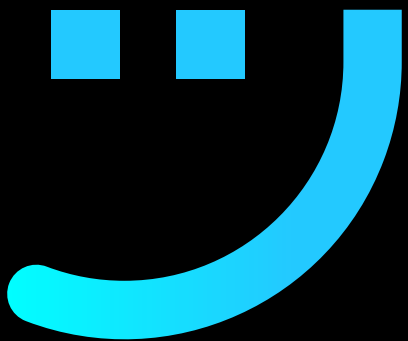


Zhecho Dobrev
Partner
Human2outcome



Brooke Phillips
Senior Product Marketing Manager
NICE

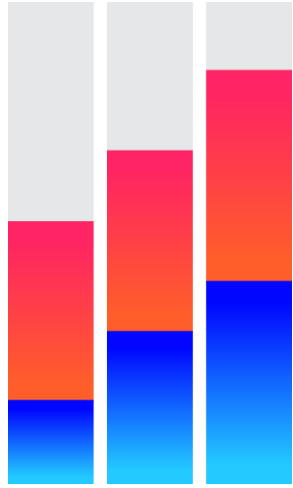




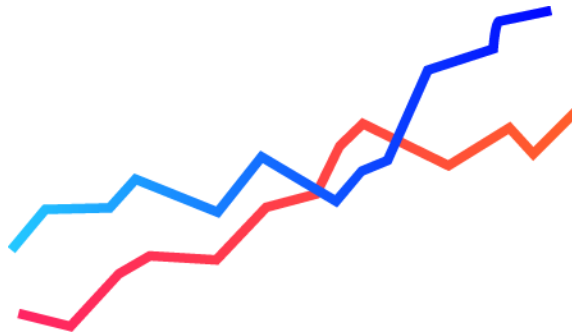
Agenda

- CX Challenges Today
- The Empathy Gap in CX
- 3 Ways Agents + AI = Happier Customers
 - Sentiment and soft-skill behaviors for CSAT
 - Automating agent notes
 - Finding the hidden gems in CX Data
- Takeaways

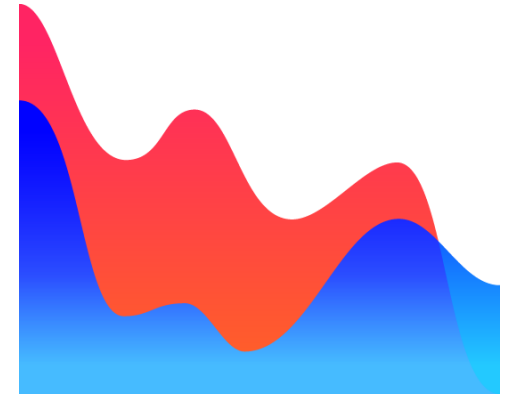
Do You Face These Challenges?



**MORE CONTACTS
ACROSS MORE CHANNELS**



**INCREASING
CALL DURATION**



**STAGNATING
CX METRICS**

More Pressure in an Ever-Changing Market



HIGH CONSUMER EXPECTATION

How to manage interactions everywhere?



DYNAMIC WORKFORCE

Where to best invest in your employees?



NEW BUSINESS PRIORITIES

What can be automated to save time and money?

The Empathy Gap in CX



Is it possible to embed EMPATHY
(and other soft-skill behaviors) in agents?

Yes.

But...you need the help of AI to make it “stick.”

3 Ways AI Can Help Agents Drive Better CX

- **Understand customer sentiment & the soft-skill behaviors for CSAT**
- **Capture complete agent notes**
- **Find the hidden gems in your CX data**



Better Together: How AI Helps Agents Deliver Better CX

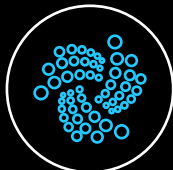
AI Powered CX



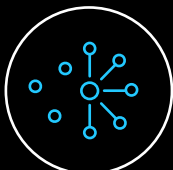
Harness conversational data across all channels



Measure on 100% of Interactions at scale



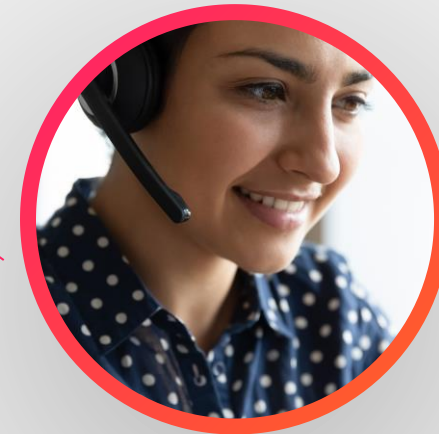
Apply purpose-built AI for CX



Predictive Metrics AI for CX


Agent Performance

Understand Sentiment



Coach agent behaviors and CSAT

Automate Manual Notes

A hand holding a glowing digital mesh structure against a dark background with a purple sphere and network lines. The hand is positioned on the right side of the frame, with the fingers wrapped around a complex, interconnected network of white and blue points and lines. The background is dark with a purple sphere and faint network lines. The overall aesthetic is futuristic and technological.

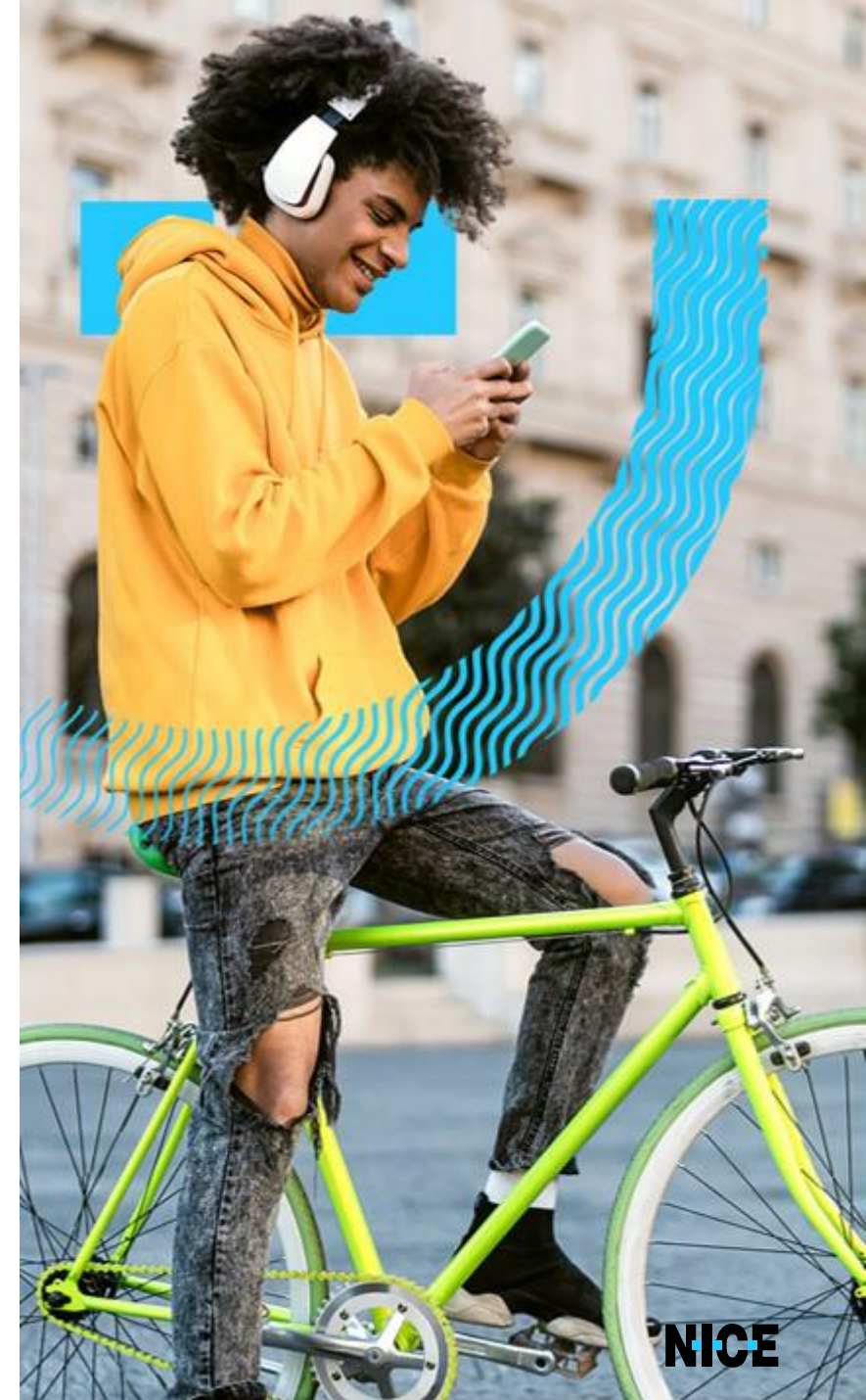
Can Help Agents
Understand Customer
Sentiment

What is sentiment?

- Sentiment is a machine learning (AI) model trained with a large, comprehensive CX dataset to measure whether a customer interaction is positive, negative, or neutral.
- Is a reliable predictive indicator of an After-Call Survey Score (NPS)

It can be used to:

- > understand call volume and trends
- > understand customer pain points
- > understand where agents struggle



Agent Soft-Skills Directly Impact Sentiment

Sentiment

A machine learning (AI) model trained to measure whether a customer interaction is positive, negative, or neutral, on a relational scale.



Agent Soft-Skills

Agent behavior models that are proven to impact sentiment.

- ✓ Active Listening
- ✓ Set Expectations
- ✓ Build Rapport
- ✓ Empathy
- ✓ Demonstrate Ownership
- ✓ Effective Questioning
- ✓ Acknowledge Loyalty
- ✓ Inappropriate Action

Can Help Measure
and Improve Agent
Soft-Skill Behaviors
that Drive CSAT



How are you managing agent performance today?

Are any of these traditional methods holding you back?



Deficient Performance Measures

- Inconsistent or no soft-skills analysis
- Siloed voice and digital data
- Too focused on compliance and cost, not CX



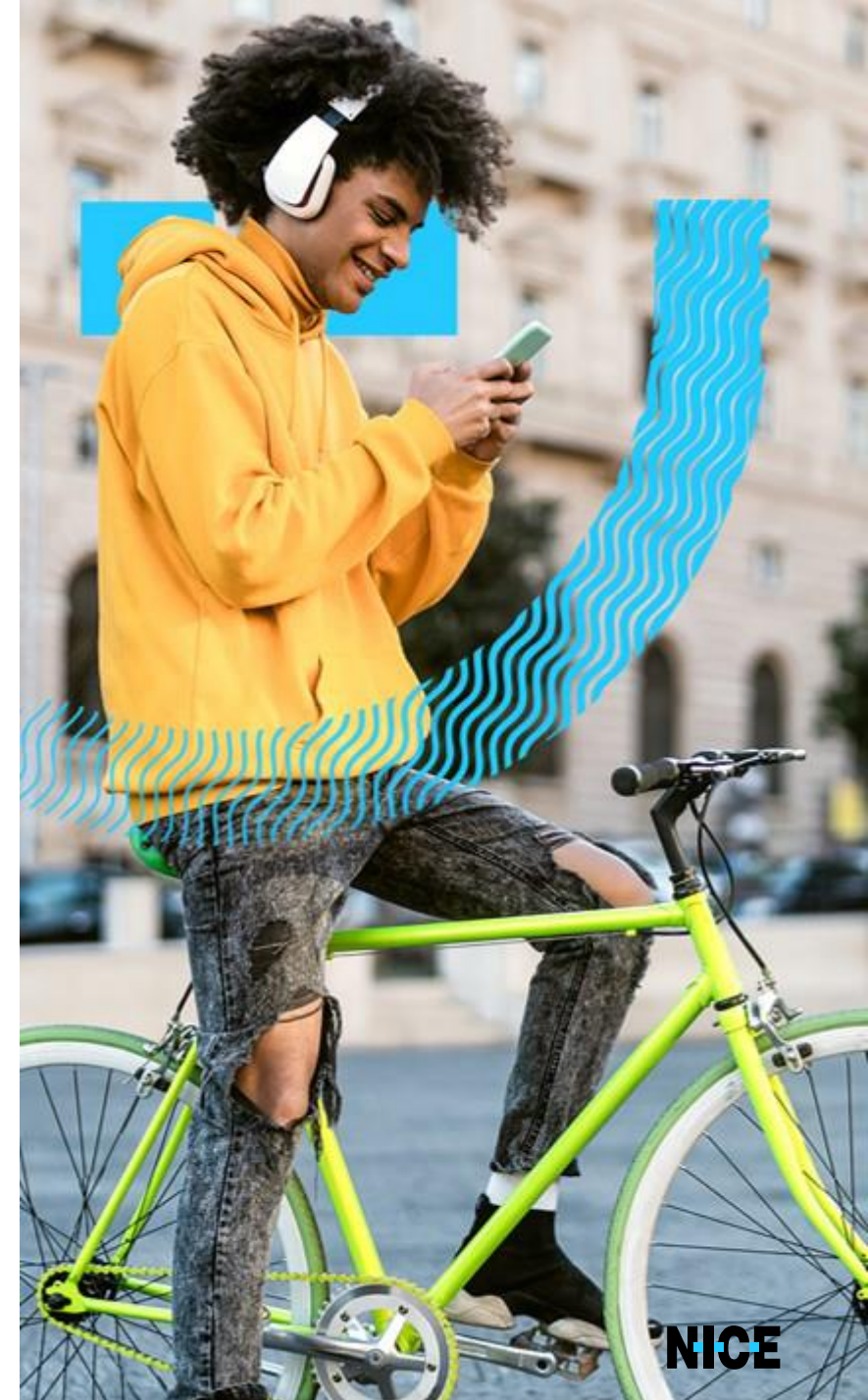
Outdated Quality Program

- Subjective, manual samples by humans
- Expensive program that doesn't scale



Poor Agent Engagement

- Inadequate feedback
- Not prepared for complex interactions



Agent soft-skill behaviors for CSAT

BEHAVIOR SCORE			INTERACTIONS				SENTIMENT			HANDLE TIME		
57%			49,522				2.77			659		
GREAT EXAMPLES												
Agent Name	Call Count	AHT	Behavioral Score	Be Empathetic	Effective Questioning	Active Listening	Build Rapport	Demonstrate Ownership	Inappropriate Action	Acknowledge Loyalty	Set Expectations	Promote Self-Service
Leon L	51	726	75%	8.24	7.53	6.39	9.22	6.2	4.08	2.43	3.69	2.94
Rob E	73	911	74%	5.62	8.49	7.07	3.86	6.85	4.55	6.27	7.37	5.73
Asid L	60	658	73%	6.77	8.63	6.97	7.87	6.97	4.8	2.6	4.07	3.03
Liz C	204	994	72%	4.87	7.36	5.03	7.01	6.78	4.87	5.93	6.31	4.87
Allison S	118	750	71%	6.95	6.61	6.66	5.47	6.83	3.66	6.07	4.98	4.42
Ryan O	97	362	71%	6.12	7.84	6.37	7.51	6.49	5.28	3.26	2.93	3.44
COACHING OPPORTUNITIES												
John A	477	422	47%	2.95	3.23	3.19	3.56	2.69	2.88	2.84	4.34	3.57
Tim H	230	486	48%	3.3	4.14	3.64	3.06	3.23	2.21	3.08	3.57	3.12
Michele C	529	498	48%	3.07	3.98	3.89	2.98	3.27	2.23	4.22	3.78	2.56
Eliza W	272	570	48%	3.73	3.91	4.38	3.15	3.41	3.46	3.1	3.81	2.63
Dale C	287	809	49%	4.5	3.88	3.09	3.94	4.03	2.36	2.75	3.95	4.07
Ravi J	452	674	49%	4.15	3.88	3.01	4	3.23	2.86	2.8	3.88	3.65
Ava M	438	554	49%	3.71	4.11	3.77	3.78	3.3	2.33	3.12	4.16	2.98

Can Help Improve
Manual Agent
Notetaking

Why Are Agent Summaries Captured?



Provide context to the next agent to interact with the customer



Document detail for escalations, fulfillment and follow up



Mine and report on trends



The Challenges of Manual Agent Notetaking



Slow, inaccurate, inconsistent



High AHT or ACW



Increased agent frustration

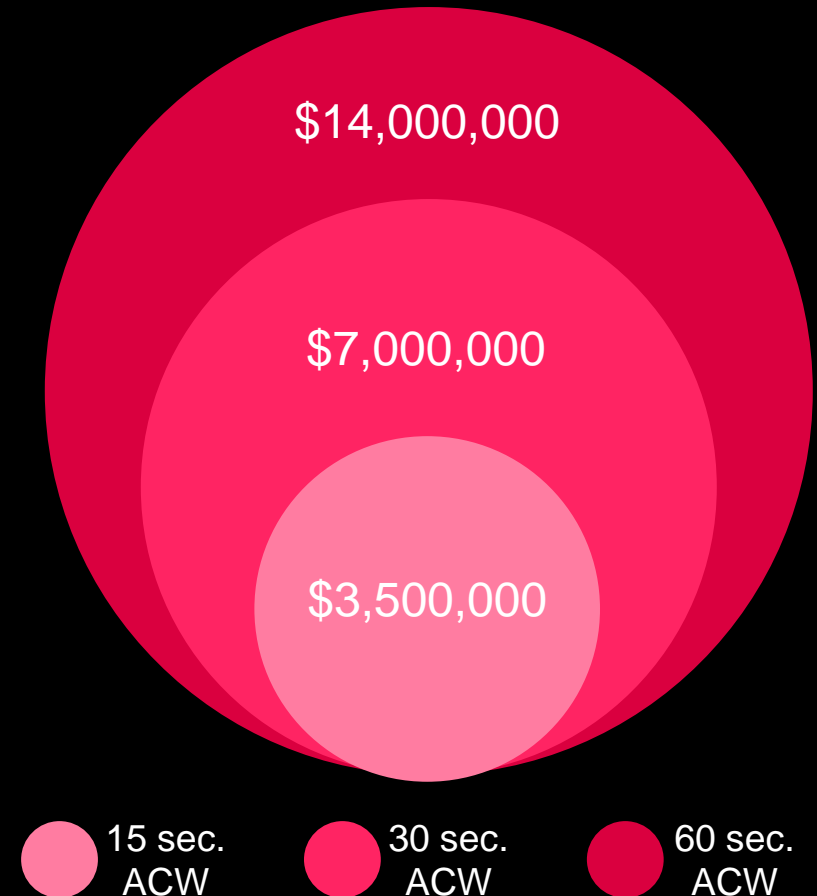


Poor CX with no context for next agent

“84% of agents hate their desktop tools”

—GARTNER

The Average Yearly Cost of Manual Note-Taking
for 1,000 contact center agents



AI can now generate accurate, concise summaries



Before
Typical Manual Agent Summary

CXJames Smith 25854116585858/
concerned about missing pymnt/DM
researched/no record in acc/informed
not posted/ prms cb”



After
Automated Notes

Mr. James Smith’s last contact
about **Billing: Missing Payment**,
was 7 days ago, had negative
sentiment and **was not resolved**.
Mr. Smith was offered and declined
a **bill credit**. Was given a **promised
callback**.

84% of agents hate their desktop tools”

—GARTNER

Automate 100% of Agent Notetaking



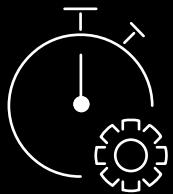
Reduce costs

Decrease ACW and AHT



Increase accuracy

Consistent, data-driven next steps



Improve productivity

Agents focus on the customer



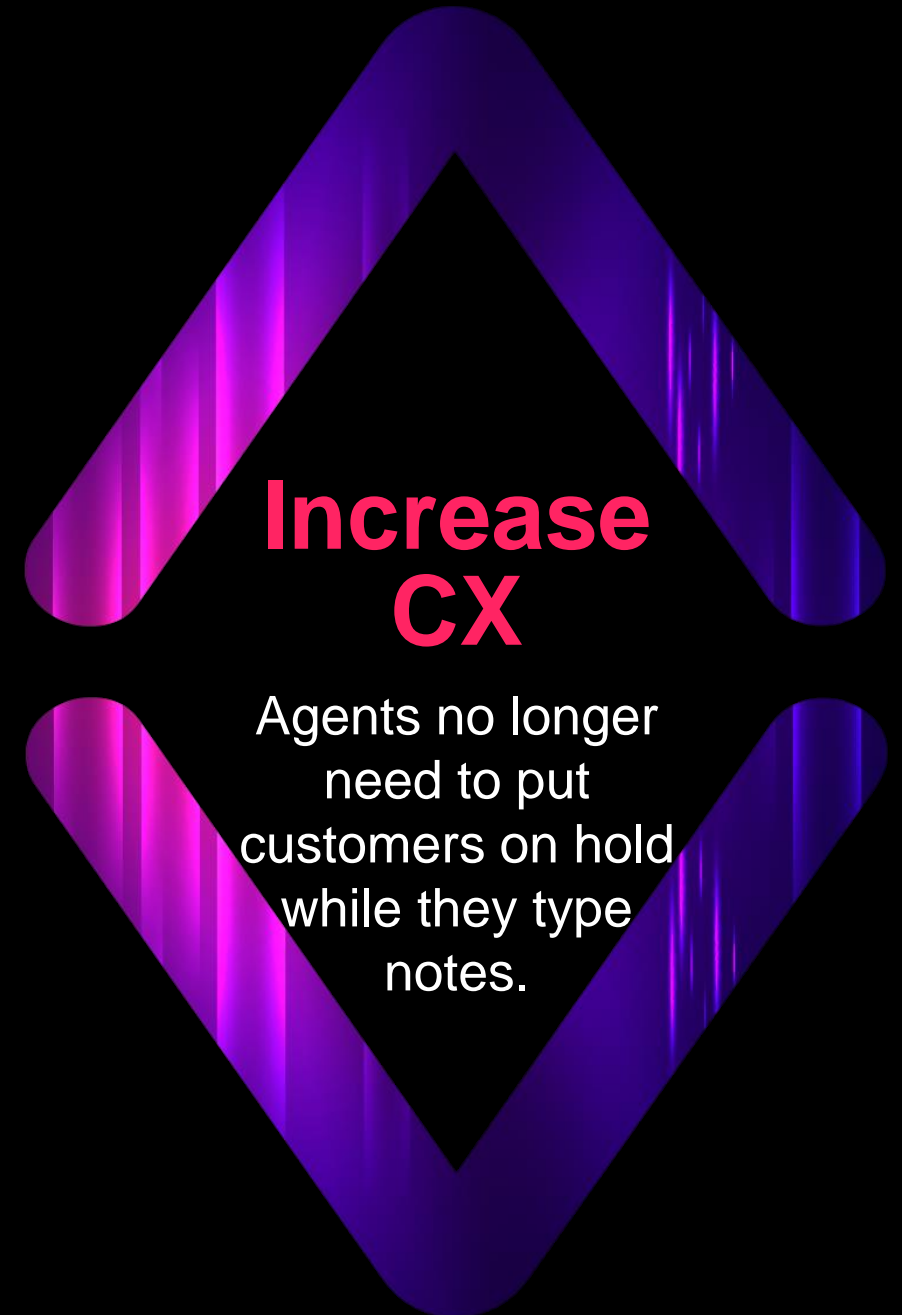
Boost CX

Provides context to the next agent



Reduce agent frustration

Eliminate the busy work



A conceptual image showing a white robotic hand on the left and a human hand on the right, both reaching towards each other. A bright blue vertical light beam is positioned between their index fingers, with several glowing blue and white particles floating around it. The background is dark with a blue gradient on the left side.

Can Uncover Hidden Gems in Your CX Data

Why you need to find the

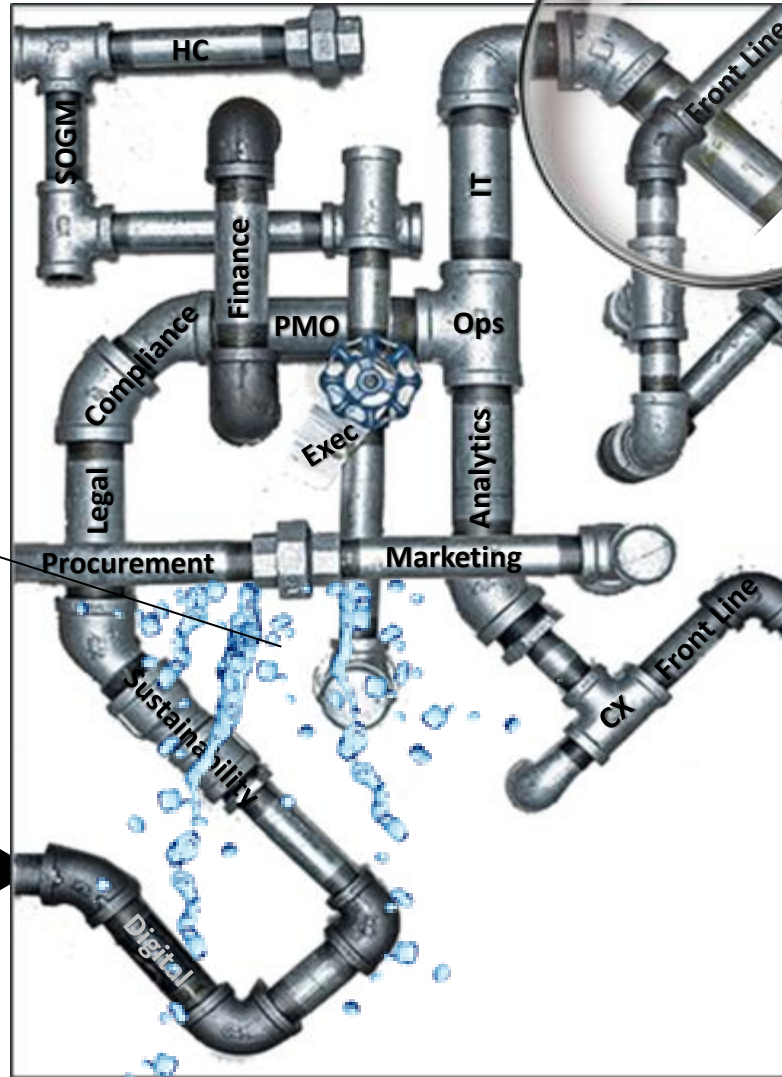
Hidden Gems

in your Customer Data...

- Data Democratization – bring the Contact Center to the Senior Suite
- Automated call notes = labelled data

Customer Experience is delivered by the whole organization

The leaks that occur deep in the pipework are often difficult to diagnose but are often the real cause of CX issues



**‘Culture eats
strategy for
breakfast’
- Peter Drucker**





HQ

Branches

**Card
Department**

**Contact
Center**



Contact
Center

Card
Department

KYC

Complaints

Cybersecurity

IT

Legal

Branch
Network

Insurance

HR

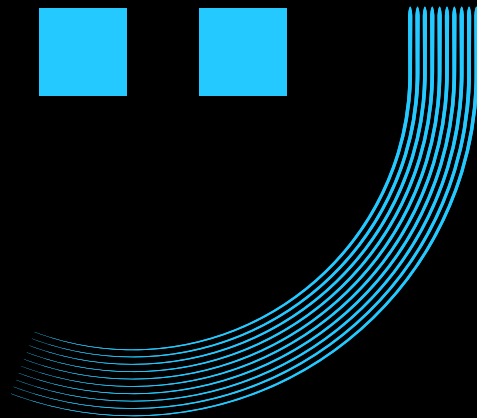
Lending

Asset
Management

Takeaways

AI Can Help You:

- Train your customer facing staff on the behaviors proven to influence sentiment and drive customer satisfaction
- Save time and money with automated notetaking to reduce AHT, ACW, reduce agent frustration
- Analyze every interaction, every time to uncover the hidden data gems that drive improved CX across all channels
- Track end-to-end customer journey behavior



Zhecho Dobrev

Email: zhecho.dobrev@beyondphilosophy.com

www.human2outcome.com


Brooke Phillips

Email: brooke.Phillips@nice.com



CONTACT INFO

Thank You

NICE 

Make
experiences

flow