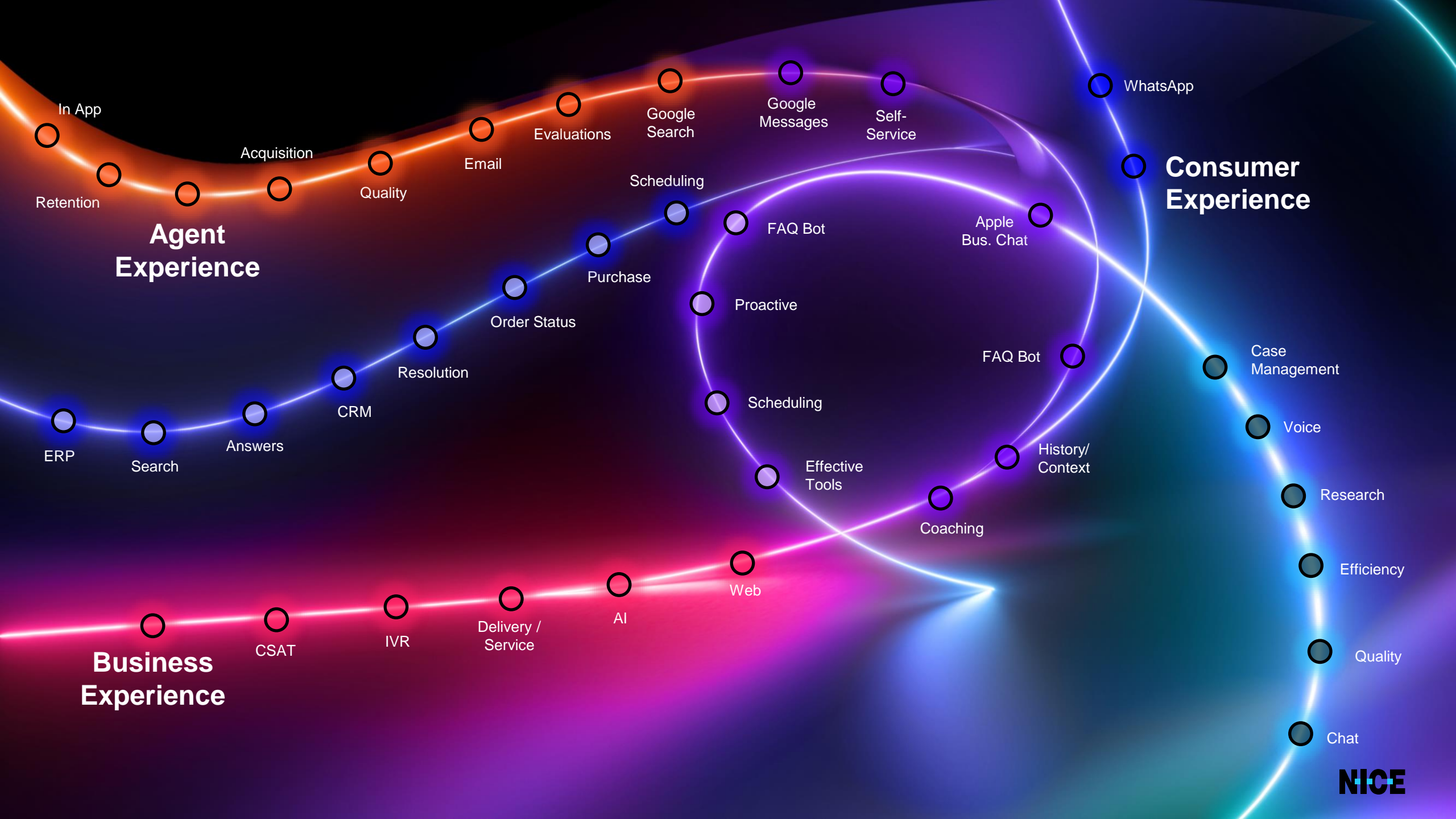# NICE

Customer Connections That Count

Catherine Forino-Small
Director, Product Marketing, Digital & AI

In today's world **CUSTOMER EXPERIENCE** isn't just part of the business - **it IS the business.**

2025: what business leaders are saying

We're looking for…

How to reduce operating costs while driving customer satisfaction and retention to give us a competitive edge.
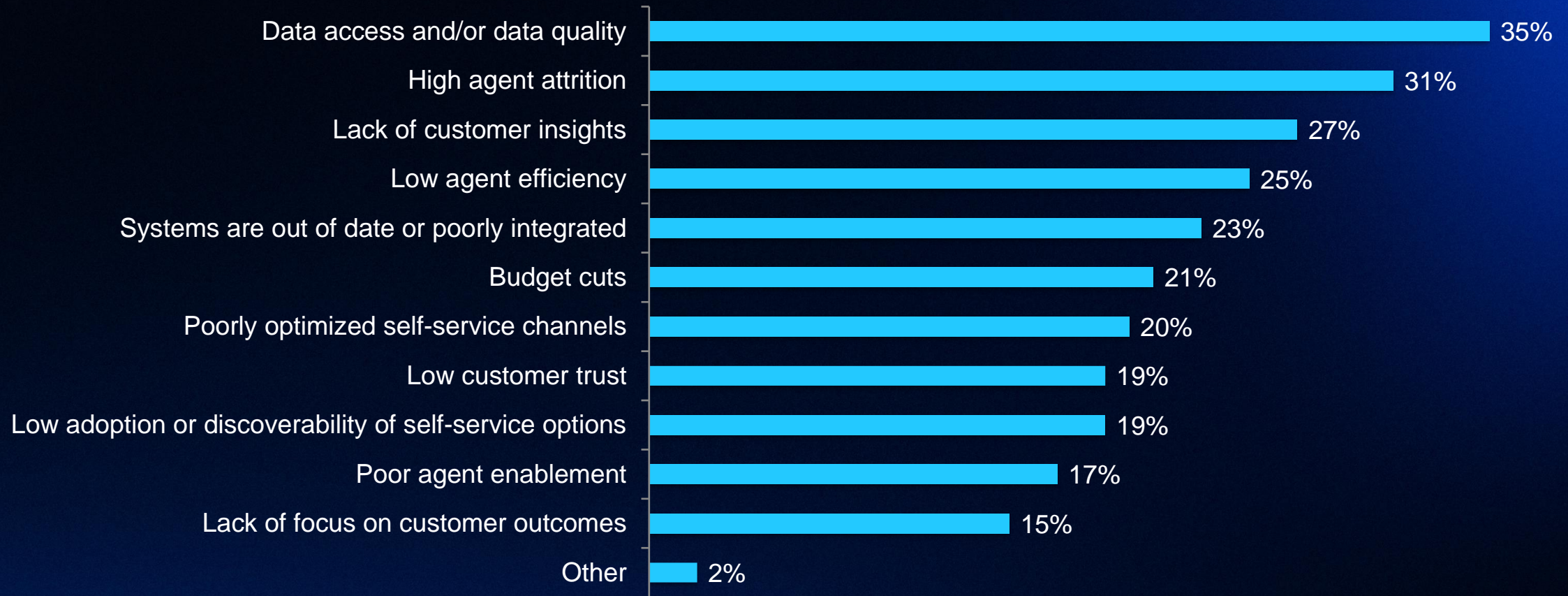
It's time to…

wrap up AI POCs. We need to realize value.

We need…

automation that is operationalized and data-driven for immediate and clear impact.
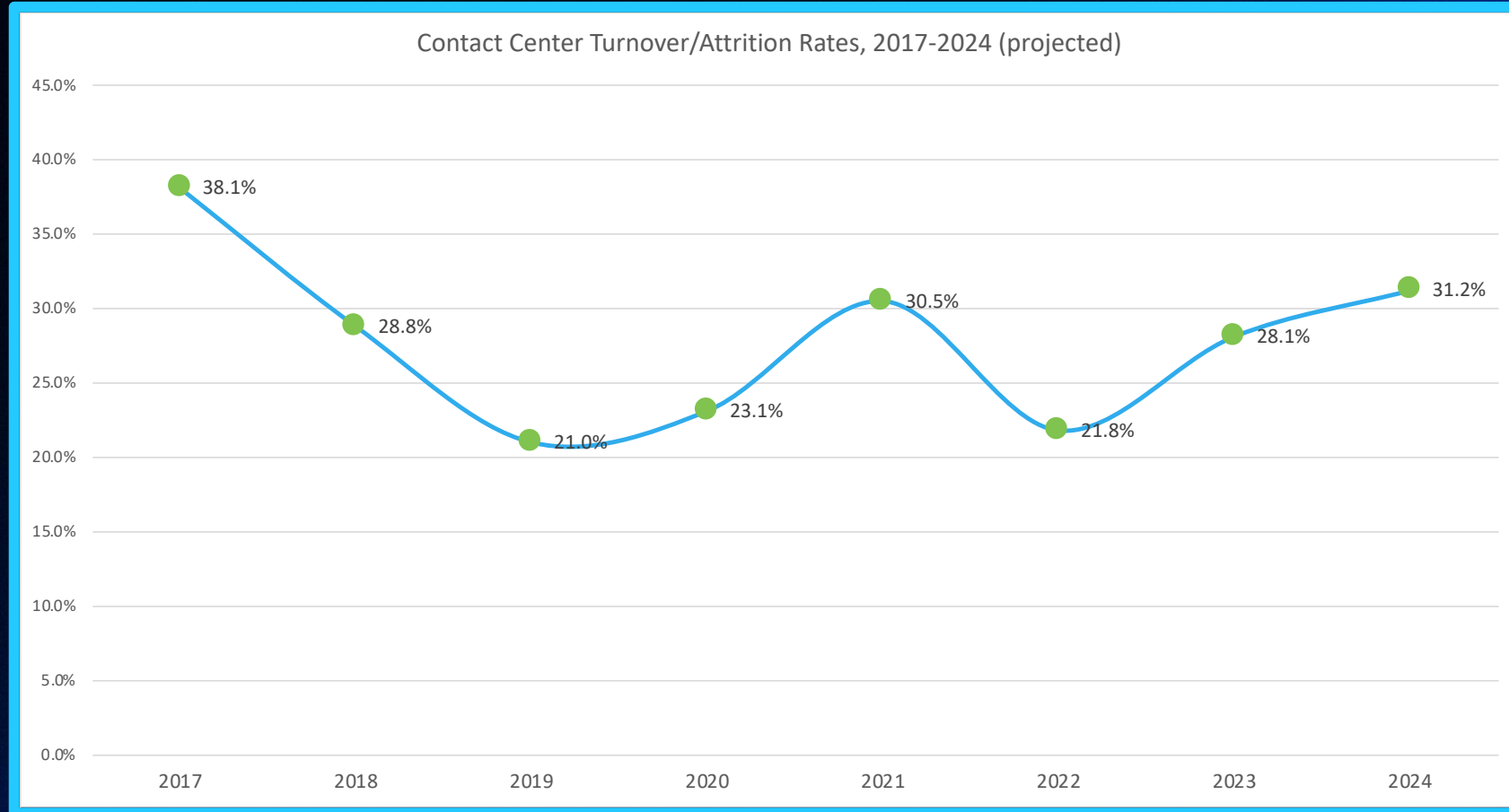
Organizations report top 3 contact center pain points

Pain point	%
Data access and/or data quality	35%
High agent attrition	31%
Lack of customer insights	27%
Low agent efficiency	25%
Systems are out of date or poorly integrated	23%
Budget cuts	21%
Poorly optimized self-service channels	20%
Low customer trust	19%
Low adoption or discoverability of self-service options	19%
Poor agent enablement	17%
Lack of focus on customer outcomes	15%
Other	2%

Source: Forrester

Turnover rates are on the rise

Contact Center Turnover/Attrition Rates, 2017-2024 (projected)

- 2017: 38.1%
- 2018: 28.8%
- 2019: 21.0%
- 2020: 23.1%
- 2021: 30.5%
- 2022: 21.8%
- 2023: 28.1%
- 2024: 31.2%

Source: Metrigy

It's tough to be an agent.

- 46% of agents said their goals are unreasonable.
- 48% of agents said they *frequently* miss their goals.

Especially without the tools you need.

- 63% of agents stated not having sufficient digital capabilities significantly affects their roles.
- 58% said a lack of digital capabilities leads to angry customers.

But there's hope!

- 89% of agents said generative AI will improve their ability to help customers.
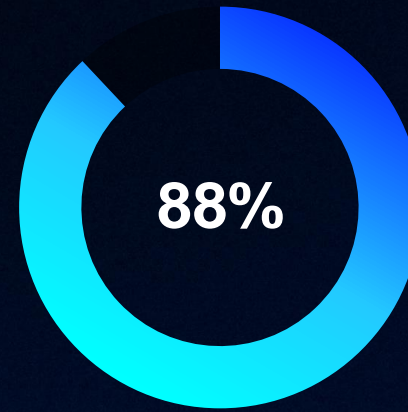
Thoughts on AI

Agents

81%
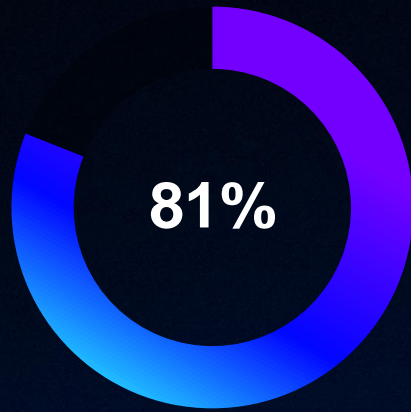
81% say they get faster resolution with generative AI

84%
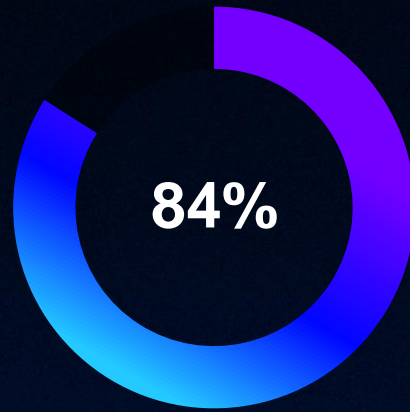
84% say AI will improve the customer experience
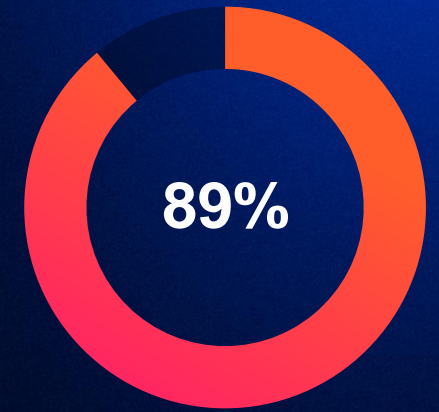
Business Leaders

88%

88% of business leaders say AI-powered chatbots will improve the customer experience

85%
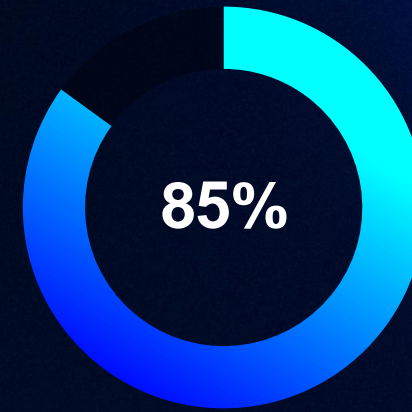
85% say customers will have a significantly better experience with generative AI

Customers

89%

89% say generative AI will improve their ability to help customers

A copilot for every role

Empowered, dynamic supervisors

+   Efficient, happy agents
_____

Superior customer interactions

INTENT

SENTIMENT

HISTORY

ACW

ANALYTICS

KNOWLEDGE

How do I...

Here are the 3 easy steps...

Your competitor has better pricing...

...You are eligible for...

I'm frustrated with your service...

Sorry to hear that...

Challenges of supervisors in today's contact centers

Limited Visibility
Supervisors rely on delayed reporting methods

Lack of Focus
Growing complexity (# channels, contacts) makes it hard
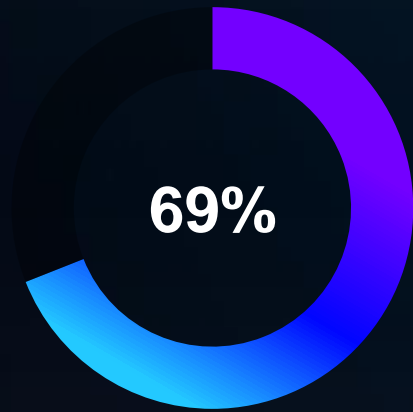to pinpoint and prioritize CX risks

Delayed Actions
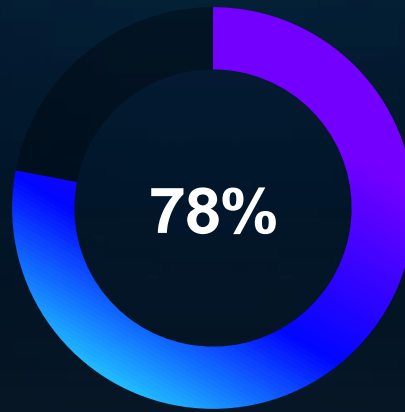Reactive managers and detached employees

Siloed Tools
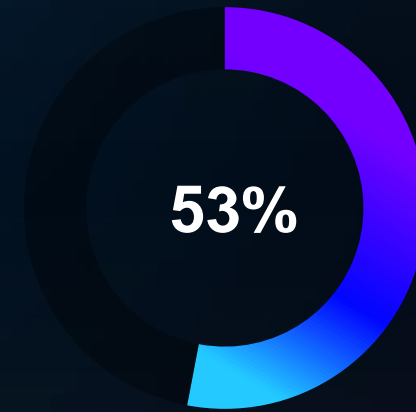Supervisors use a long list of tools for
their everyday tasks

NICE

Growing complexity in customer experience leadership

69%

of supervisors report an increase in work complexity

78%

of supervisors agree that increased work stress negatively impacts CX

53%

of agents say they need more real-time assistance from their supervisors

Companies prioritize…

1. Efficiency over experience

2. Control over empowerment

3. Consistency over autonomy

Source: Forrester

1. Efficiency over experience

- Over-indexing on efficiency metrics like average handle time (AHT) will negatively impact resolution

- Metrics are often misaligned with the reality of the work

Fit_Potato_5696 • 4mo ago

I get this all the time and my manager was also an agent so he knows the game.

We have a script we have to follow and about a year ago the training team asked me to read it word for word for their training slides for new starters. Well imagine their shock when doing this took longer than what our aht is meant to be. And that's not accounting for the customer speaking.

- Optimizing for throughput risks agent burnout

2. Control over empowerment

- Most solutions prioritize observability and control

- Solutions seldom define and deliver tangible benefits for agents themselves

Bottom line?
Many solutions are built to control the agent, not to help them

Source: Forrester

3. Consistency over autonomy

- Many solutions (and processes!) reduce agents to an *automatable average*

- Agent empowerment is a key ingredient for quality CX

- Human-in-the-loop strategies miss the mark

Bottom line?
If you want a bot… deploy a bot!

Agent augmentation should be…

Proactive Present just-in-time content based on well understood journeys	Surface customer's next best experience based on contextual data (e.g., intent, product usage, CLV, etc.)
Assistive Watch/listen closely and make suggestions	Listen to the conversation to surface relevant knowledge articles or suggested language based on desired outcome
Agentive Watch/listen closely and take action	Summarize transcript and complete post-call notes on behalf of agent. Email is automatically drafted with promised follow-up items.
Agentive Watch/listen closely and take action	Automatically schedule a breather after a series of tough calls

CX-specific copilot

Generic copilot

Automation of knowledge and connected data

Reactive assistance

App Space

Sam is inquiring about internet speed for working from home. He has our 100mbps fiber optic package.

Sam has previously mentioned that he works as a video editor. Use that information to personalize the interaction.

✦ **Suggested Response**

It depends how many people in your household will be using the internet at the same time.

For individuals working remotely, NextGen Communications recommends a minimum download speed of 40mbps if you regularly download and upload large files and take part in video conferences.

Would you like to try a speed test?

Type your prompt

AI Chatbot

Timeline Summary

🕐 In **2018**, Sam ported **2 phone numbers**, signed up for mobile service, and purchased **2 new phones** without insurance.

🕐 In **2019**, Sam signed up for a **home internet package** and scheduled an **installation**. The appointment was rescheduled once.

Hi Preston, what do you need?

Describe it and get an answer generated by AI

⌖ The more specific you are, the better responses you'll get.

🔘 Or use AI to identify the most recent customer problem and get a response.

ⓘ Make sure AI-generated content is accurate and appropriate before sending. See terms

Ask AI a question

CX-specific copilot

Generic copilot

Automation of workflows

Manual prompt construction

App Space

Sam is inquiring about internet speed for working from home. He has our 100mbps fiber optic package.

✦ Suggested Response

Okay, sounds like you might want to upgrade to our 300 mbps package for an additional $15/month. Would you like me to upgrade your current service?

Task Assist: Upgrade Internet Package

It looks like Sam would like to upgrade internet package.

Open   Auto-Run

Type your prompt

AI Chatbot

Timeline Summary

🕐 In **2018**, Sam ported **2 phone numbers**, signed up for mobile service, and purchased **2 new phones** without insurance.

🕐 In **2019**, Sam signed up for a **home internet package** and scheduled an **installation**. The appointment was rescheduled once.

What is Sam's current internet package?

For individuals working remotely, NextGen Communications recommends a minimum download speed of 40mbps.

Ask AI a question

CX-specific copilot

Generic copilot

Interaction summary with structured, actionable data

Unstructured summary

Copilot Summary

Interaction Sentiment

Intents
Upgrade Current Service

Outcomes
Sam upgraded to the current service for an additional $15/month to have better internet speeds while working from home.

Key Actions
- Sam asked about internet speeds while working from home
- Agent provided recommendations and conducted a speed test with the customer.
- Agent suggested an internet package upgrade.
- Sam accepted the offer and agent completed the upgrade.
- Issue was resolved successfully and ended with a positive sentiment.

Additional Notes

Sam works from home and would prefer to have a package with better than average internet speed. He upgraded based on that.

Save

AI Chatbot

Timeline Summary
- In **2018**, Sam ported **2 phone numbers**, signed up for mobile service, and purchased **2 new phones** without insurance.
- In **2019**, Sam signed up for a **home internet package** and scheduled an **installation**. The appointment was rescheduled once.

What is Sam's current internet package?

For individuals working remotely, NextGen Communications recommends a minimum download speed of 40mbps.

Conversation Summary
- Customer contacted about internet speeds and discussed requirements for remote work Agent explained speed tests and provided information about recommended internet speeds for various tasks and requirements. Customer conducted a speed test and discussed upgrading internet packages with agent. Customer decided to upgrade internet.

Ask AI a question

Agent and supervisor copilot results

43%
Increase CSAT

24%
Reduction AHT

27%
Higher FCR

16%
Decrease Churn

Results across verticals

Top 3
Streaming Provider

Top 10 Property &
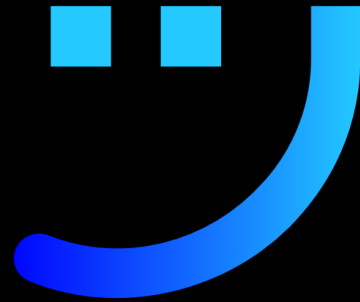Casualty Insurance

Major
Wireless Carrier

Leading Regional
Retail Bank

Empowered customer support environment

- **Agents** are relieved from mundane tasks, increasing focus on interactions

- **Agents** are confident that they can offer customers the most updated, accurate knowledge

- **Supervisors** easily access up-to-date insights without wading through data and manual coding

- **Supervisors** are more available to lead agents, meet KPIs, and focus on strategy

- **Customers** feel valued and receive exceptional, efficient service

Thank You

NICE ")

Make
experiences
flow