How Will QA Change with the Rise of Gen AI?

Gen AI Will Change Every Aspect of Our Life

- Workplace
- Education
- Healthcare
- Transportation
- Communication
- Shopping and E-commerce
- Entertainment

NICE

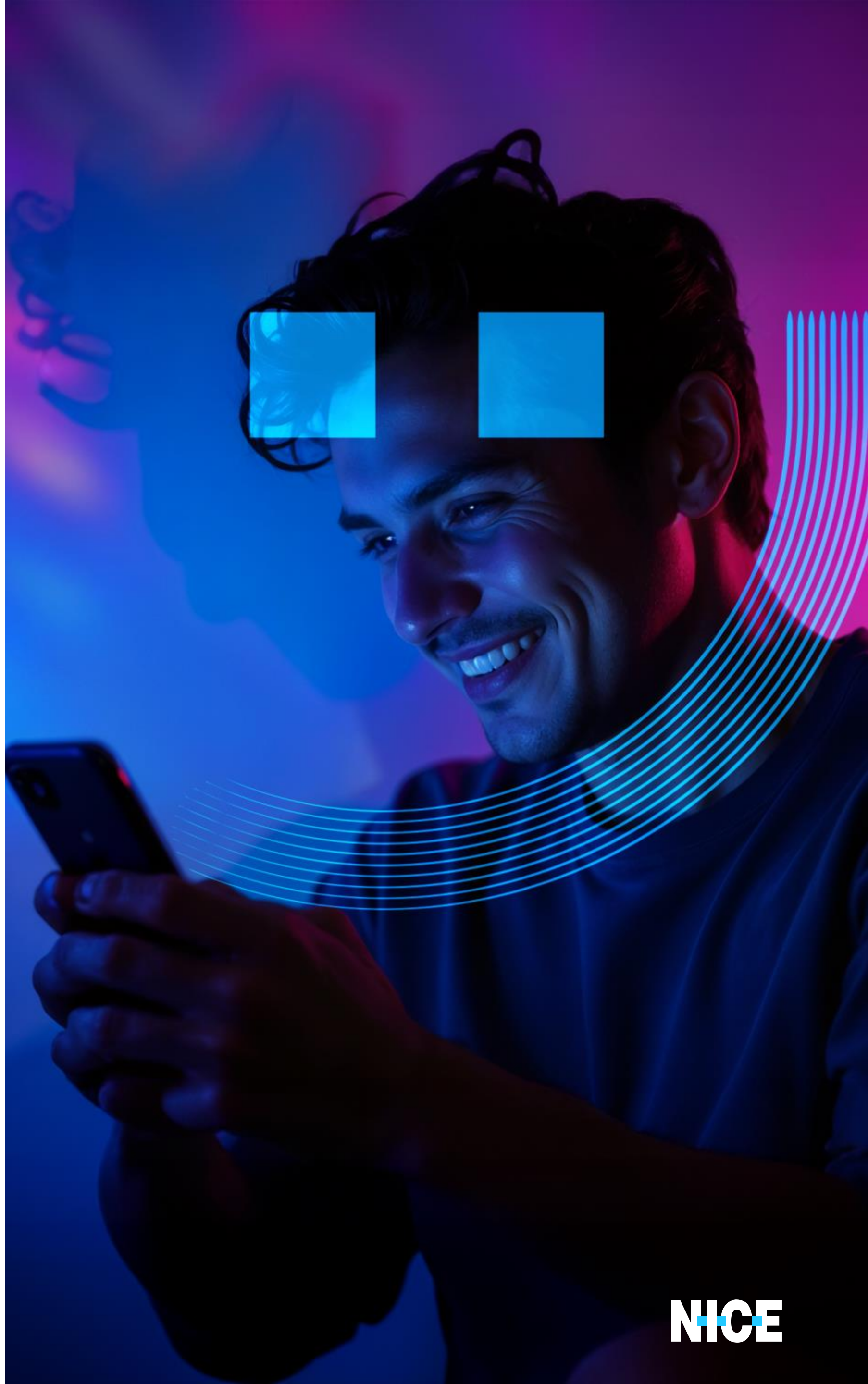
AI Will Change the Workspace as We Know

How many new jobs is AI projected to create by 2025?

A	50 million	**C**	97 million
B	75 million	**D**	120 million

- AI projected to create 97 million new jobs by 2025 (WEF)
- 75% of executives believe AI will enable more meaningful work

*(Edison & Black, Feb 2023)



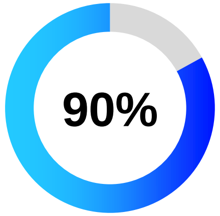
AI Revolutionizes Cancer Detection and Improves Patient Outcomes

- AI detects breast cancer with up to 99% accuracy
- Deep learning identifies skin cancer with 92% accuracy

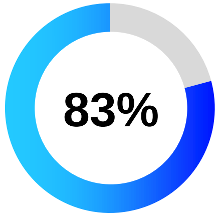
*(National Cancer Institute, Jul 2022)

Leveraging AI Impact 3 Main Domains in the Contact Center

IMPROVE DECISION MAKING



Can ID bottlenecks and process inefficiencies (vs 45%)



Are successfully using data for a root cause analysis impacting CX (vs 48%)

INCREASE METRICS

7.2x Greater YOY improvement in AHT

8.8x Greater YOY improvement in FCR

OPTIMIZE OUTCOMES

3.0x Greater YOY improvement in CSAT

4.0x Greater YOY improvement in customer effort scores

Source = Aberdeen Research Survey

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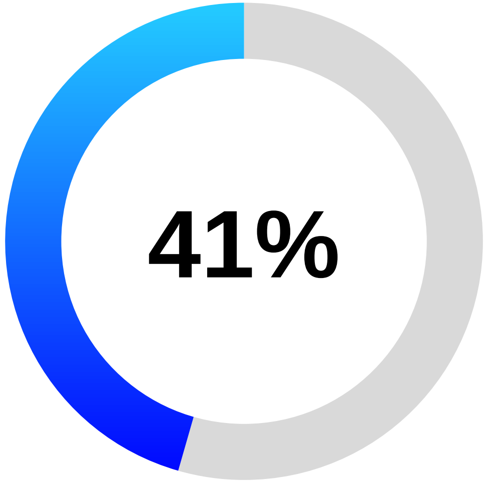
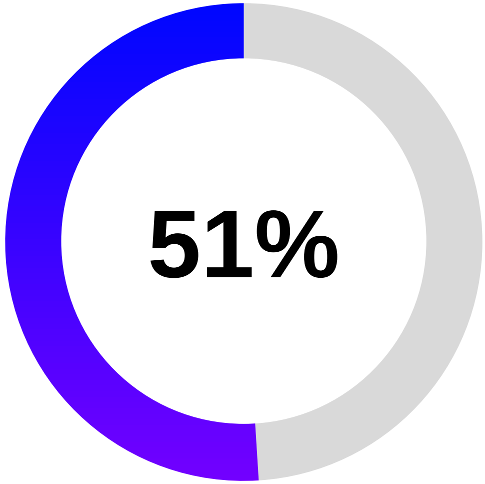
Leveraging Gen AI to Fill the Agent Skill Gap

Alleviating Agent Shortages



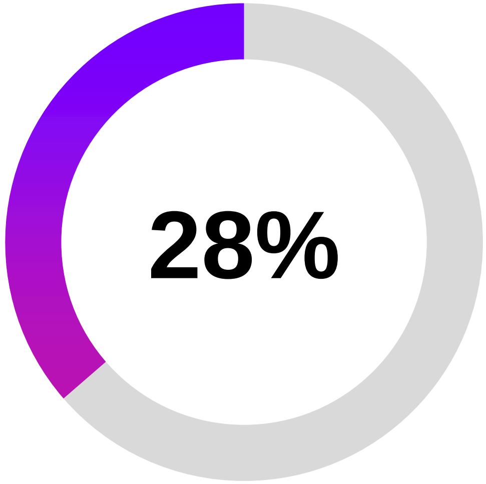
AI resolves an average of 41% of interactions without live agent support

METRIGY



51.5% of executives say agent burnout is an issue

METRIGY



28.8% is the average agent turnover/attrition rate in 2023

METRIGY

FROST & SULLIVAN

5 WAYS GENERATIVE AI IS TRANSFORMING QUALITY MANAGEMENT PROCESSES

Artificial intelligence is revolutionizing quality management, automating tasks and providing real-time insights to agents and managers. By integrating generative AI (GenAI) into processes, contact centers can deliver more consistent service and attain unprecedented levels of operational efficiency—enhancing the overall customer experience.

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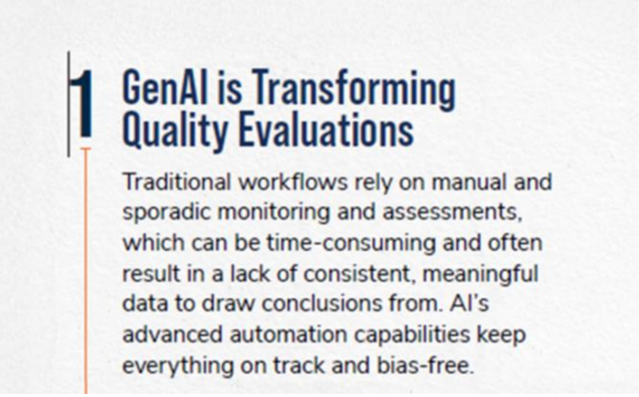
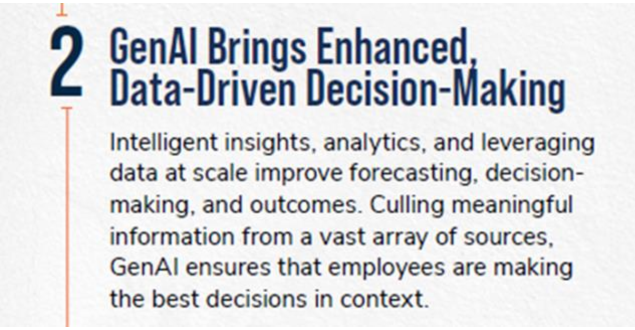
F&S Report



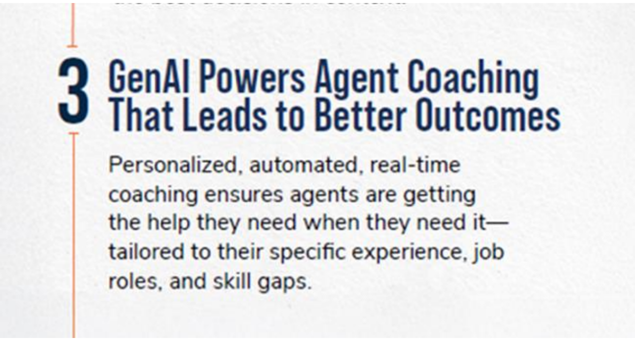
1 GenAI is Transforming Quality Evaluations

Traditional workflows rely on manual and sporadic monitoring and assessments, which can be time-consuming and often result in a lack of consistent, meaningful data to draw conclusions from. AI's advanced automation capabilities keep everything on track and bias-free.



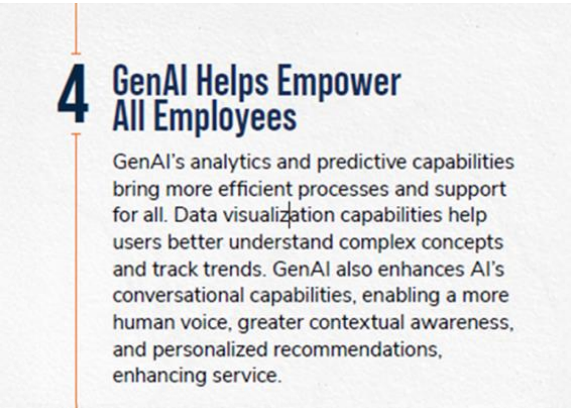
2 GenAI Brings Enhanced, Data-Driven Decision-Making

Intelligent insights, analytics, and leveraging data at scale improve forecasting, decision-making, and outcomes. Culling meaningful information from a vast array of sources, GenAI ensures that employees are making the best decisions in context.



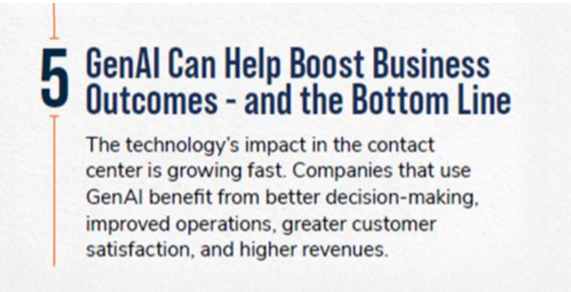
3 GenAI Powers Agent Coaching That Leads to Better Outcomes

Personalized, automated, real-time coaching ensures agents are getting the help they need when they need it—tailored to their specific experience, job roles, and skill gaps.



4 GenAI Helps Empower All Employees

GenAI's analytics and predictive capabilities bring more efficient processes and support for all. Data visualization capabilities help users better understand complex concepts and track trends. GenAI also enhances AI's conversational capabilities, enabling a more human voice, greater contextual awareness, and personalized recommendations, enhancing service.



5 GenAI Can Help Boost Business Outcomes - and the Bottom Line

The technology's impact in the contact center is growing fast. Companies that use GenAI benefit from better decision-making, improved operations, greater customer satisfaction, and higher revenues.

CXone Mpower Quality Management Advanced

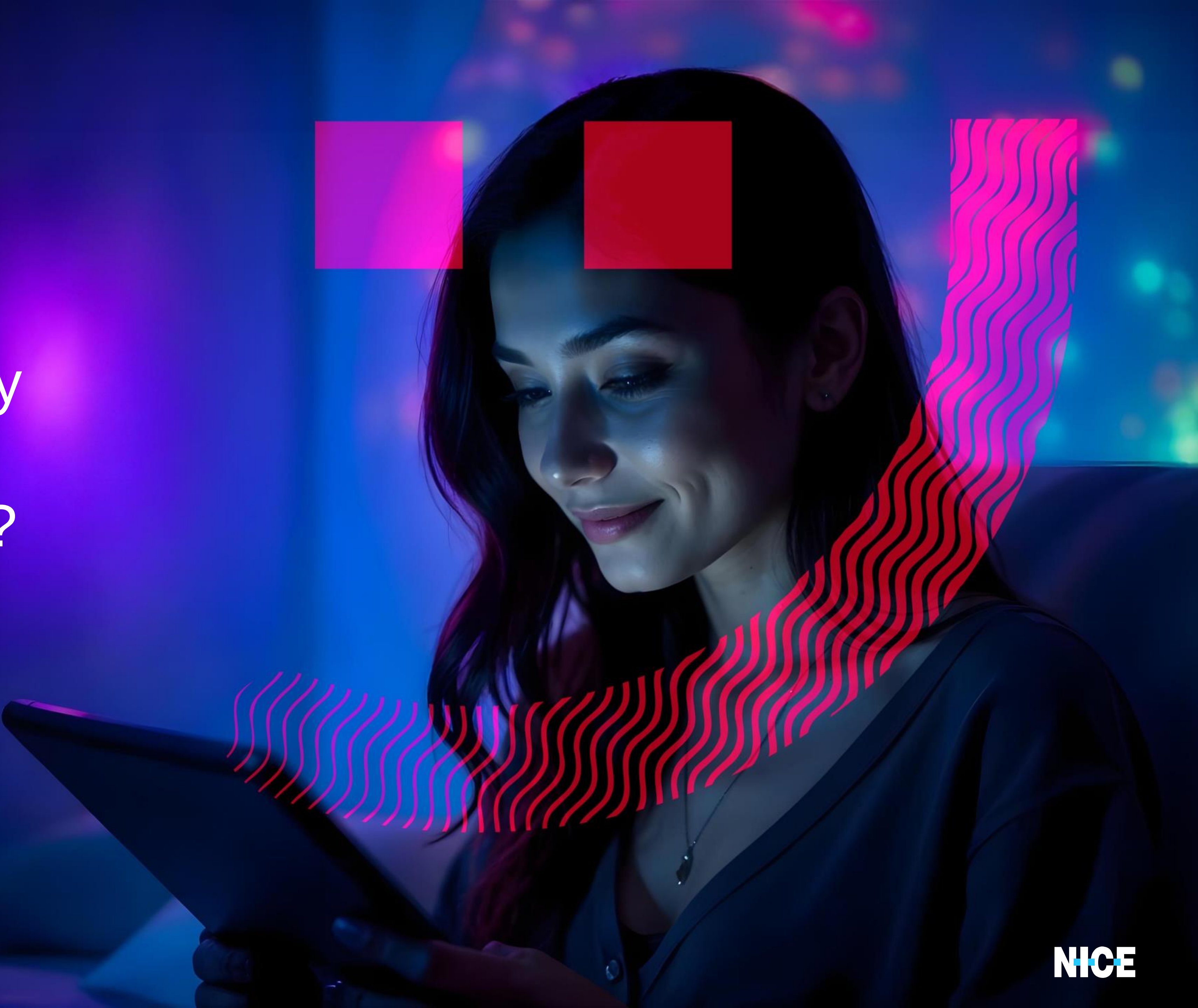
One-stop shop for all your E2E quality processes. Perfectly tailored to your unique requirements, regardless of scale.

Unmatched Feature Depth: evaluation plans, personal coaching, reporting, screen recording, hierarchy management, self-assessment, calibration collaboration, and more.

Automated processes analyze **phrases**, **sentiment** and agent **soft skills,** delivering higher-quality insights.

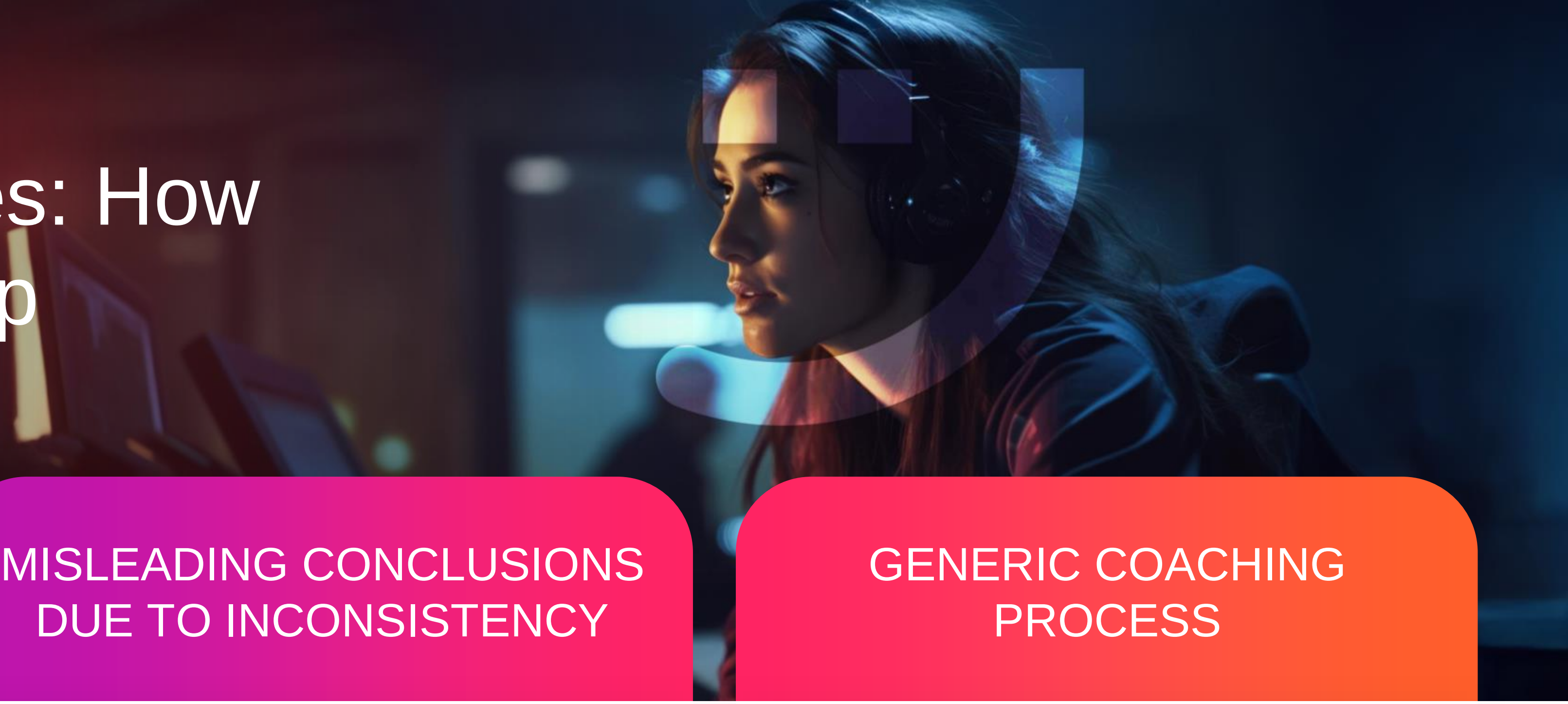
Gen AI-driven integration for scalability, personalization, and accuracy.

Omnichannel support across the board (evaluate and sample digital channels).



What Is Your Primary Challenge In Quality Management Today?

Overcoming Challenges: How Gen AI Bridges the Gap



UNSURE WHICH INTERACTION TO CHOOSE

- Major increase in quality data scale – covers up to 100% of the interactions
- Pinpoint the most impactful interactions to meet business KPIs

MISLEADING CONCLUSIONS DUE TO INCONSISTENCY

- Major increase in quality data scale – covers up to 100% of the interactions.
- Holistic insights from the evaluation for the next steps

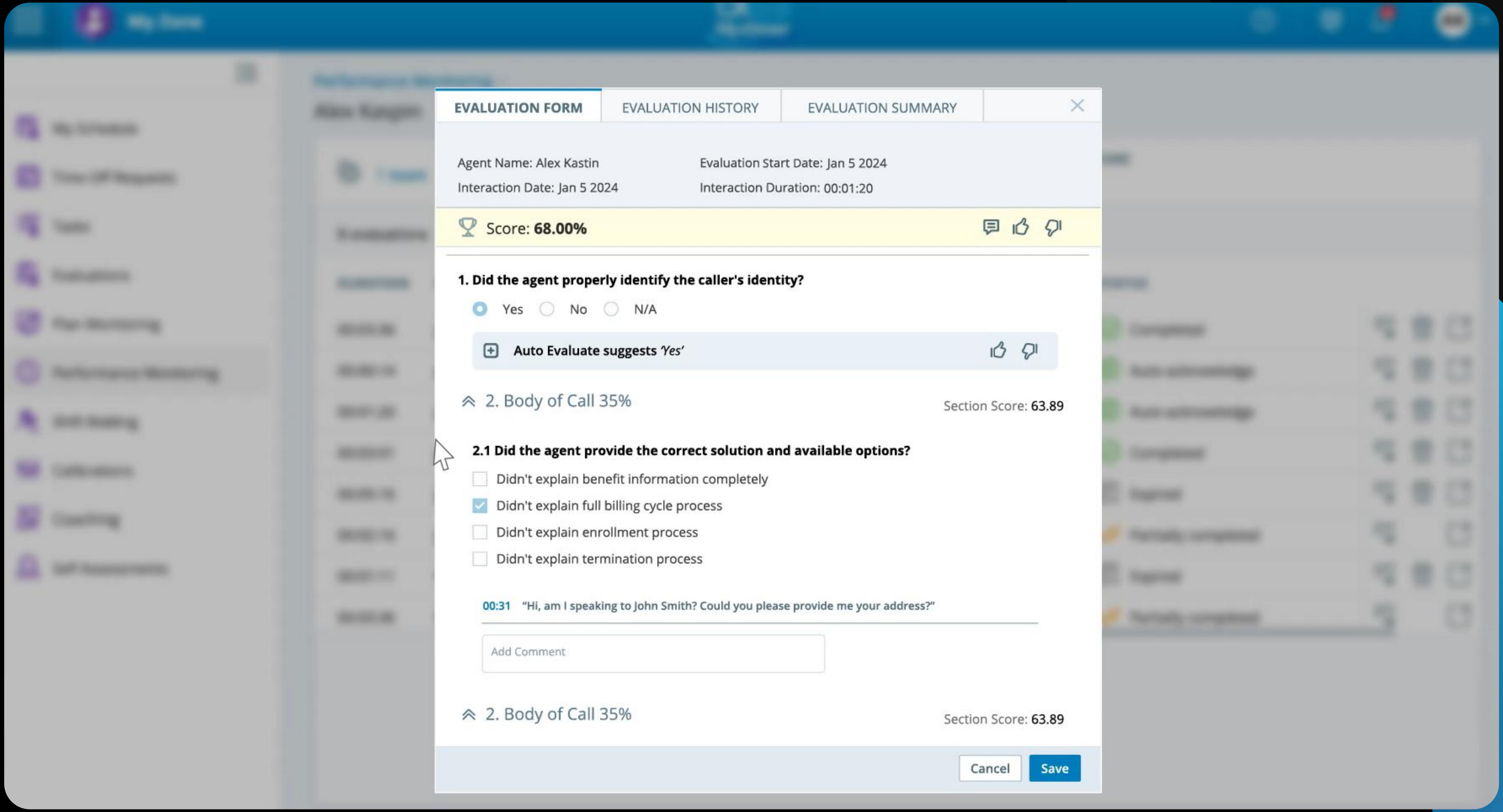
GENERIC COACHING PROCESS

- Personalized and automated coaching
- Coaching recommendations

Gen AI Alone is
Just Technology.
The Game-Changer is
the Data It’s Trained on…

Our LLMs are trained on best-in-class contact center data

Auto-Answer



EVALUATION FORM
EVALUATION HISTORY
EVALUATION SUMMARY

Agent Name: Alex Kastin
Interaction Date: Jan 5 2024
Evaluation Start Date: Jan 5 2024
Interaction Duration: 00:01:20

Score: **68.00%**

1. Did the agent properly identify the caller's identity?

● Yes ○ No ○ N/A

Auto Evaluate suggests *'Yes'*

2. Body of Call 35% Section Score: **63.89**

2.1 Did the agent provide the correct solution and available options?

☐ Didn't explain benefit information completely
☑ Didn't explain full billing cycle process
☐ Didn't explain enrollment process
☐ Didn't explain termination process

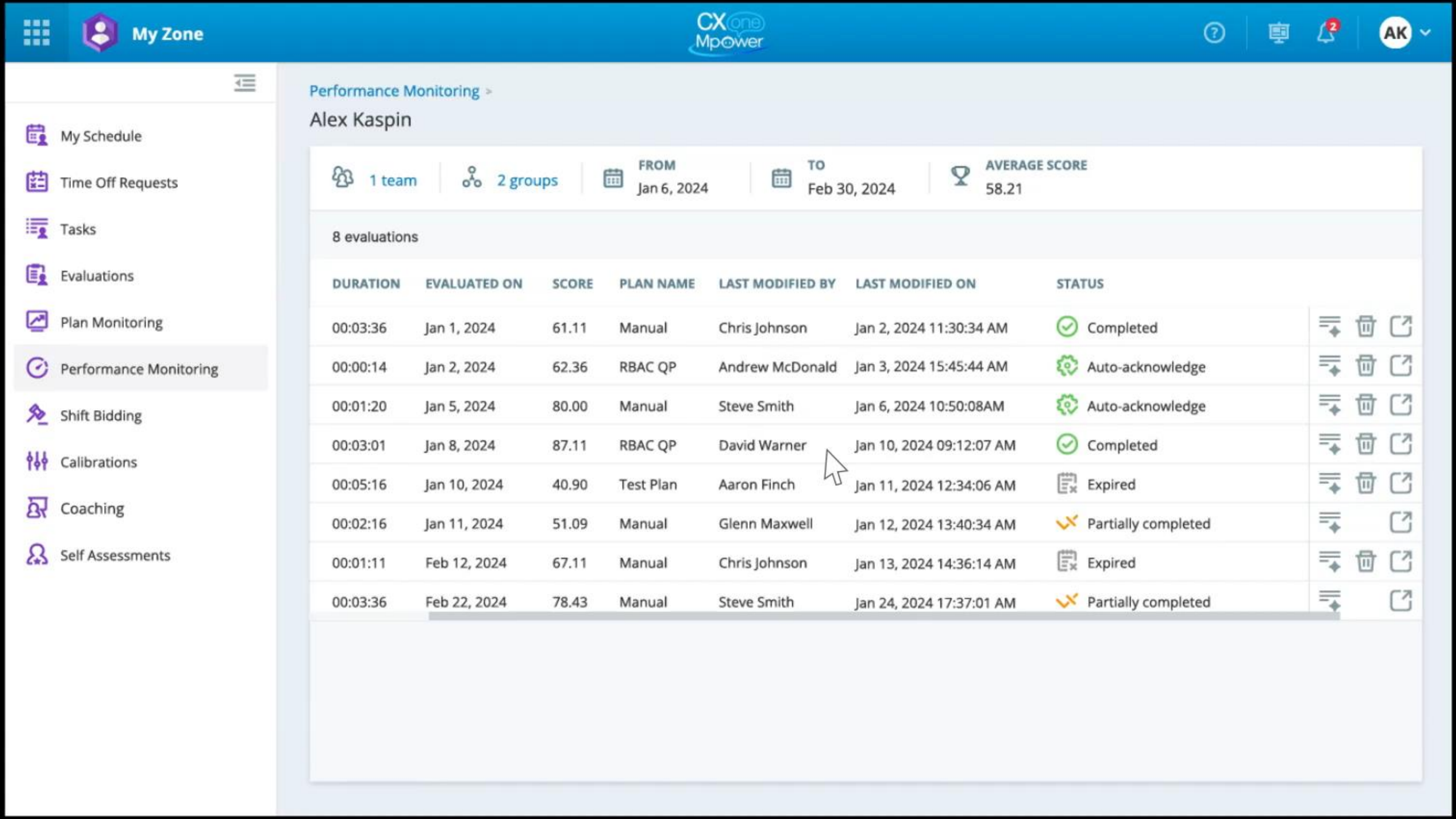
00:31 "Hi, am I speaking to John Smith? Could you please provide me your address?"

Add Comment

2. Body of Call 35% Section Score: **63.89**

Cancel
Save

Evaluation Insights


My Zone
CX one Mpower
AK
My Schedule
Time Off Requests
Tasks
Evaluations
Plan Monitoring
Performance Monitoring
Shift Bidding
Calibrations
Coaching
Self Assessments

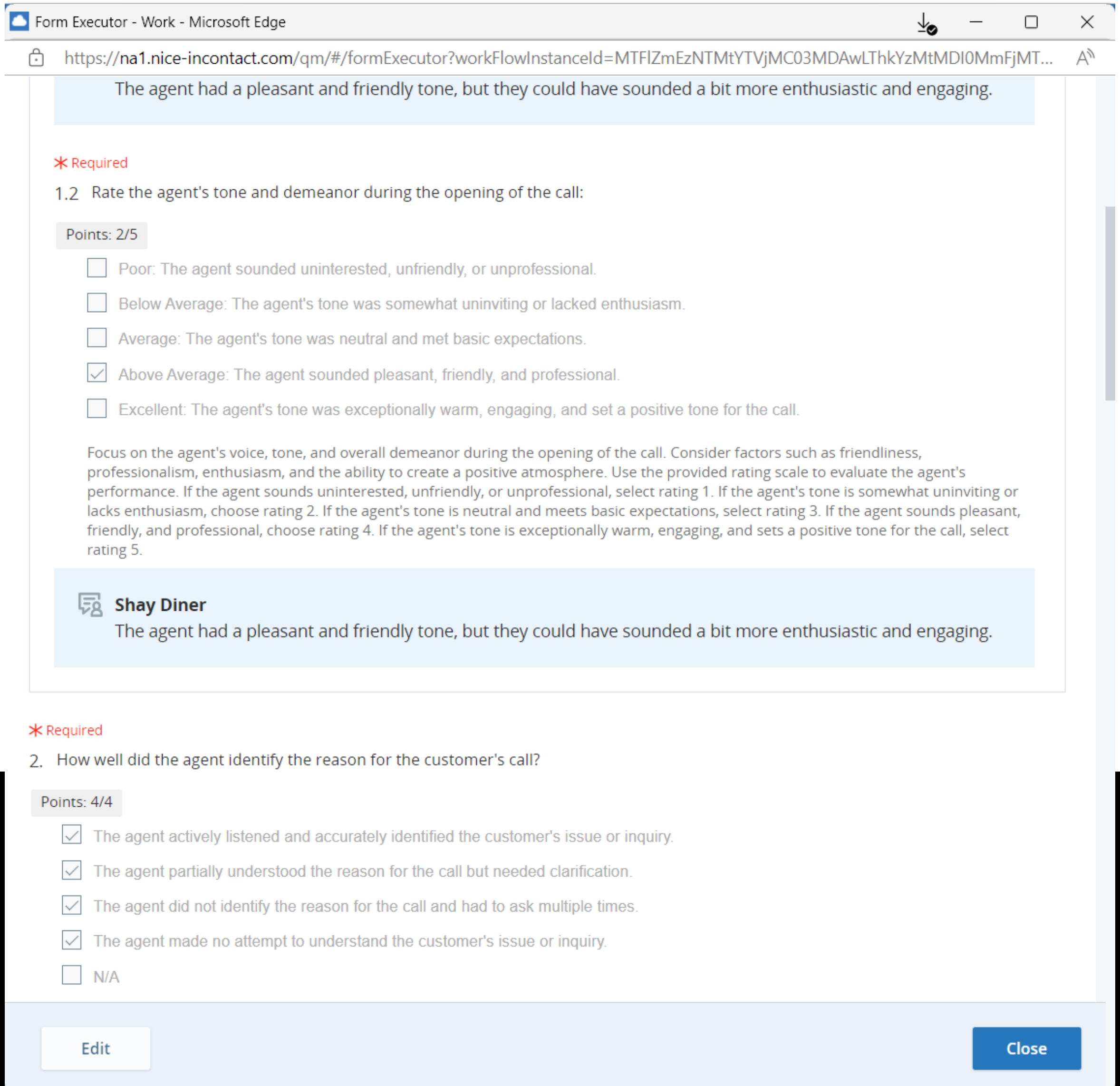
Performance Monitoring >

Alex Kaspin

1 team | 2 groups | FROM Jan 6, 2024 | TO Feb 30, 2024 | AVERAGE SCORE 58.21

8 evaluations

DURATION	EVALUATED ON	SCORE	PLAN NAME	LAST MODIFIED BY	LAST MODIFIED ON	STATUS
00:03:36	Jan 1, 2024	61.11	Manual	Chris Johnson	Jan 2, 2024 11:30:34 AM	Completed
00:00:14	Jan 2, 2024	62.36	RBAC QP	Andrew McDonald	Jan 3, 2024 15:45:44 AM	Auto-acknowledge
00:01:20	Jan 5, 2024	80.00	Manual	Steve Smith	Jan 6, 2024 10:50:08AM	Auto-acknowledge
00:03:01	Jan 8, 2024	87.11	RBAC QP	David Warner	Jan 10, 2024 09:12:07 AM	Completed
00:05:16	Jan 10, 2024	40.90	Test Plan	Aaron Finch	Jan 11, 2024 12:34:06 AM	Expired
00:02:16	Jan 11, 2024	51.09	Manual	Glenn Maxwell	Jan 12, 2024 13:40:34 AM	Partially completed
00:01:11	Feb 12, 2024	67.11	Manual	Chris Johnson	Jan 13, 2024 14:36:14 AM	Expired
00:03:36	Feb 22, 2024	78.43	Manual	Steve Smith	Jan 24, 2024 17:37:01 AM	Partially completed


Form Executor - Work - Microsoft Edge
https://na1.nice-incontact.com/qm/#/formExecutor?workFlowInstanceId=MTFlZmEzNTMtYTVjMC03MDAwLThkYzMtMDI0MmFjMT...
Edit
Close

The agent had a pleasant and friendly tone, but they could have sounded a bit more enthusiastic and engaging.

* Required

1.2 Rate the agent's tone and demeanor during the opening of the call:

Points: 2/5

- ☐ Poor: The agent sounded uninterested, unfriendly, or unprofessional.
- ☐ Below Average: The agent's tone was somewhat uninviting or lacked enthusiasm.
- ☐ Average: The agent's tone was neutral and met basic expectations.
- ☑ Above Average: The agent sounded pleasant, friendly, and professional.
- ☐ Excellent: The agent's tone was exceptionally warm, engaging, and set a positive tone for the call.

Focus on the agent's voice, tone, and overall demeanor during the opening of the call. Consider factors such as friendliness, professionalism, enthusiasm, and the ability to create a positive atmosphere. Use the provided rating scale to evaluate the agent's performance. If the agent sounds uninterested, unfriendly, or unprofessional, select rating 1. If the agent's tone is somewhat uninviting or lacks enthusiasm, choose rating 2. If the agent's tone is neutral and meets basic expectations, select rating 3. If the agent sounds pleasant, friendly, and professional, choose rating 4. If the agent's tone is exceptionally warm, engaging, and sets a positive tone for the call, select rating 5.

Shay Diner
The agent had a pleasant and friendly tone, but they could have sounded a bit more enthusiastic and engaging.

* Required

2. How well did the agent identify the reason for the customer's call?

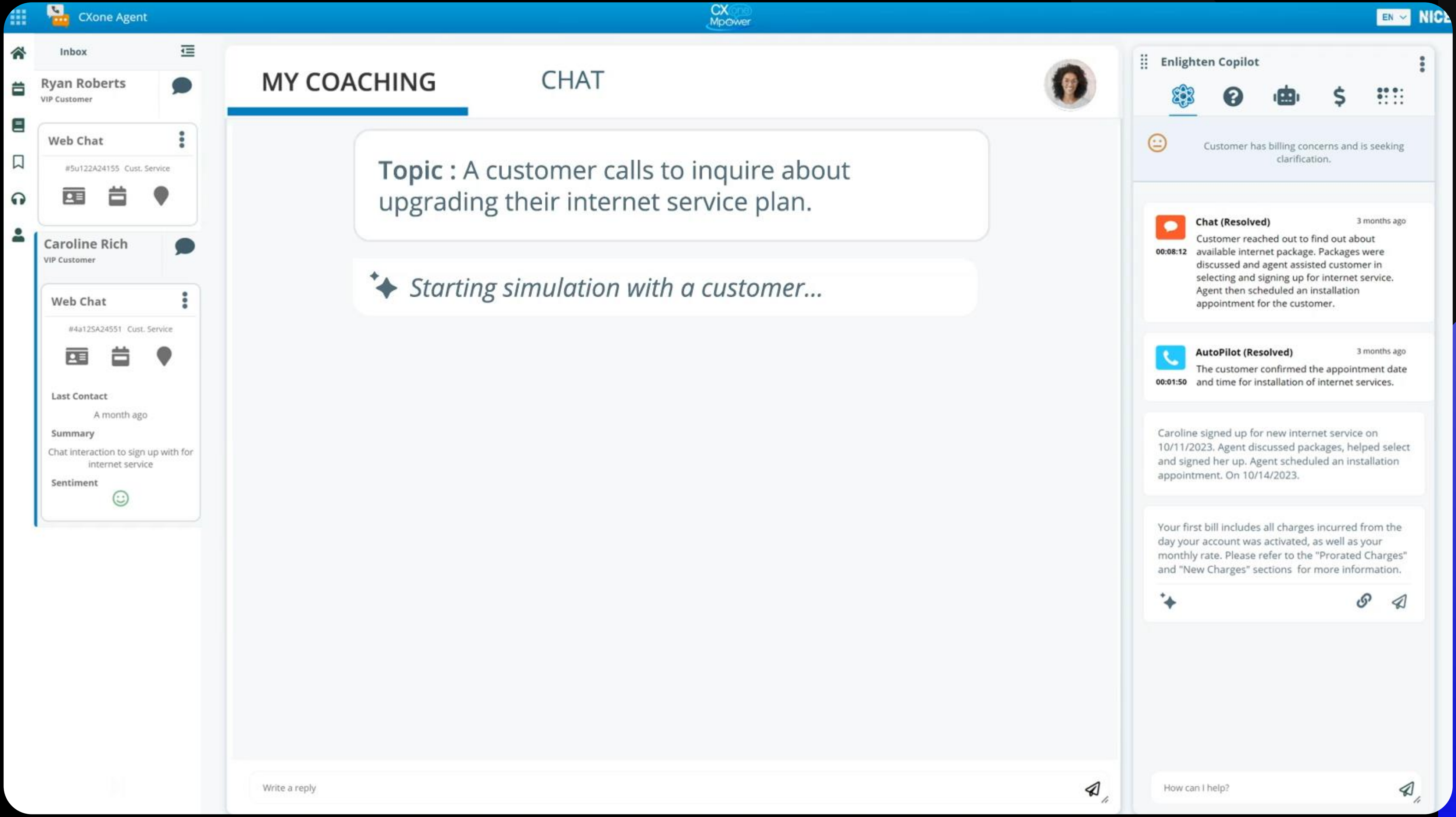
Points: 4/4

- ☑ The agent actively listened and accurately identified the customer's issue or inquiry.
- ☑ The agent partially understood the reason for the call but needed clarification.
- ☑ The agent did not identify the reason for the call and had to ask multiple times.
- ☑ The agent made no attempt to understand the customer's issue or inquiry.
- ☐ N/A

Evaluation Insights

Concise summaries that highlight key insights from evaluations, aiding efficient decision-making for agent growth

Coaching Roleplay



Ryan Roberts
VIP Customer

Web Chat
#5u122A24155 Cust. Service

Caroline Rich
VIP Customer

Web Chat
#4a12SA24551 Cust. Service

Last Contact
A month ago

Summary
Chat interaction to sign up with for internet service

Sentiment
☺

Topic : A customer calls to inquire about upgrading their internet service plan.

Starting simulation with a customer...

Customer has billing concerns and is seeking clarification.

Chat (Resolved) 3 months ago
00:08:12
Customer reached out to find out about available internet package. Packages were discussed and agent assisted customer in selecting and signing up for internet service. Agent then scheduled an installation appointment for the customer.

AutoPilot (Resolved) 3 months ago
00:01:50
The customer confirmed the appointment date and time for installation of internet services.

Caroline signed up for new internet service on 10/11/2023. Agent discussed packages, helped select and signed her up. Agent scheduled an installation appointment. On 10/14/2023.

Your first bill includes all charges incurred from the day your account was activated, as well as your monthly rate. Please refer to the "Prorated Charges" and "New Charges" sections for more information.

This is only the beginning… GenAI will transform Quality Management

NICE

REDEFINE
POSSIBLE

Thank You

NICE

Make
experiences
flow