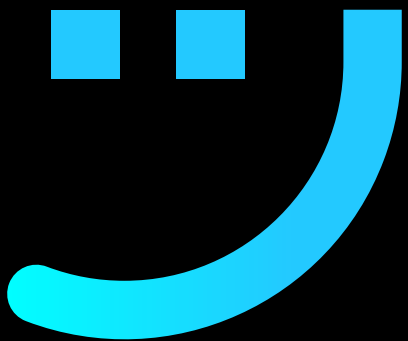


A woman with dark hair and glasses is sitting on a windowsill, looking at a tablet. She is wearing a light-colored top and dark patterned leggings. The room is dimly lit with warm lights in the background. A large potted plant is in the foreground. In the window, there is a reflection of her, and several blue lines connect her to the reflection, suggesting a digital or AI connection. Two blue squares are positioned above her head.

**NICE**

# The Dynamic Duo: AI and Humans Amplifying Customer Experiences



# Agenda

- Why AI for CX is Relevant
- Using AI to Understand Sentiment and Improve CSAT
- How AI Can Help You Explore Your Data
- How AI Can Improve Agent Notetaking
- Takeaways



# Dynamic Duos



# Why AI is More Relevant Today for CX

1

## CUSTOMER EXPECTATIONS

Customers expect personalized and efficient experiences. AI enables this at scale.

2

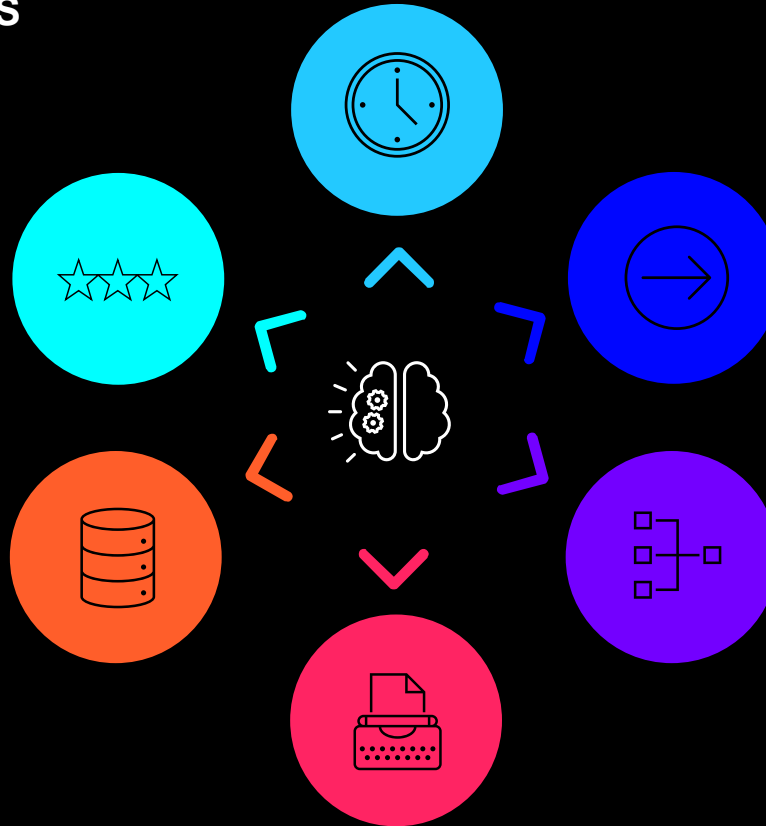
## DATA ABUNDANCE

Efficiently process and analyze vast amounts of data from digital channels.

3

## 24/7 AVAILABILITY

Bots provide 24/7 support, ensuring customers get support whenever needed.



## PREDICTIVE ANALYTICS

Anticipate customer needs and offer solutions and recommendations.

## OMNICHANNEL SUPPORT

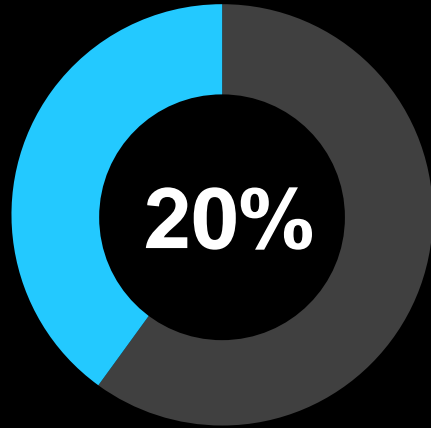
Provide consistent support within and across various channels.

## GENERATIVE AI CONTENT

AI can quickly generate high-quality content for marketing and support.

Source: Omdia

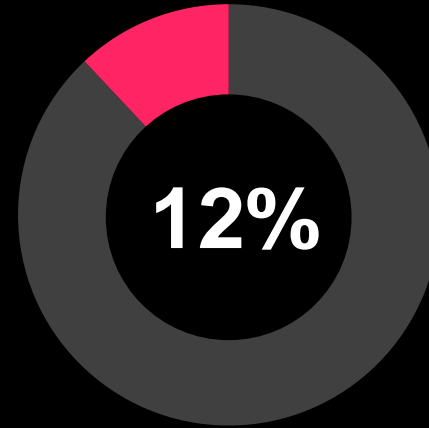
# Satisfaction at Scale: The AI Imperative for CX Leaders



## 20% Higher Customer Retention

- When companies deploy AI vs those that do not
- The study also found AI improves response times, accuracy, and personalization

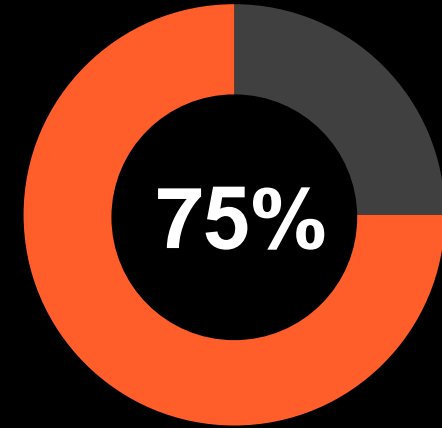
*Deloitte*



## 12% Higher Customer Satisfaction

- Companies in the top quartile of AI adoption vs those lower in AI adoption

*McKinsey*



## 75% of CEOs call generative AI “a top investing priority”

- and they are spending on AI to increase profitability and innovation

*KPMG*

# Using AI and Sentiment Analysis to Improve CSAT and CX





# How Agent Performance is Being Assessed Today



## Deficient Performance Measures

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



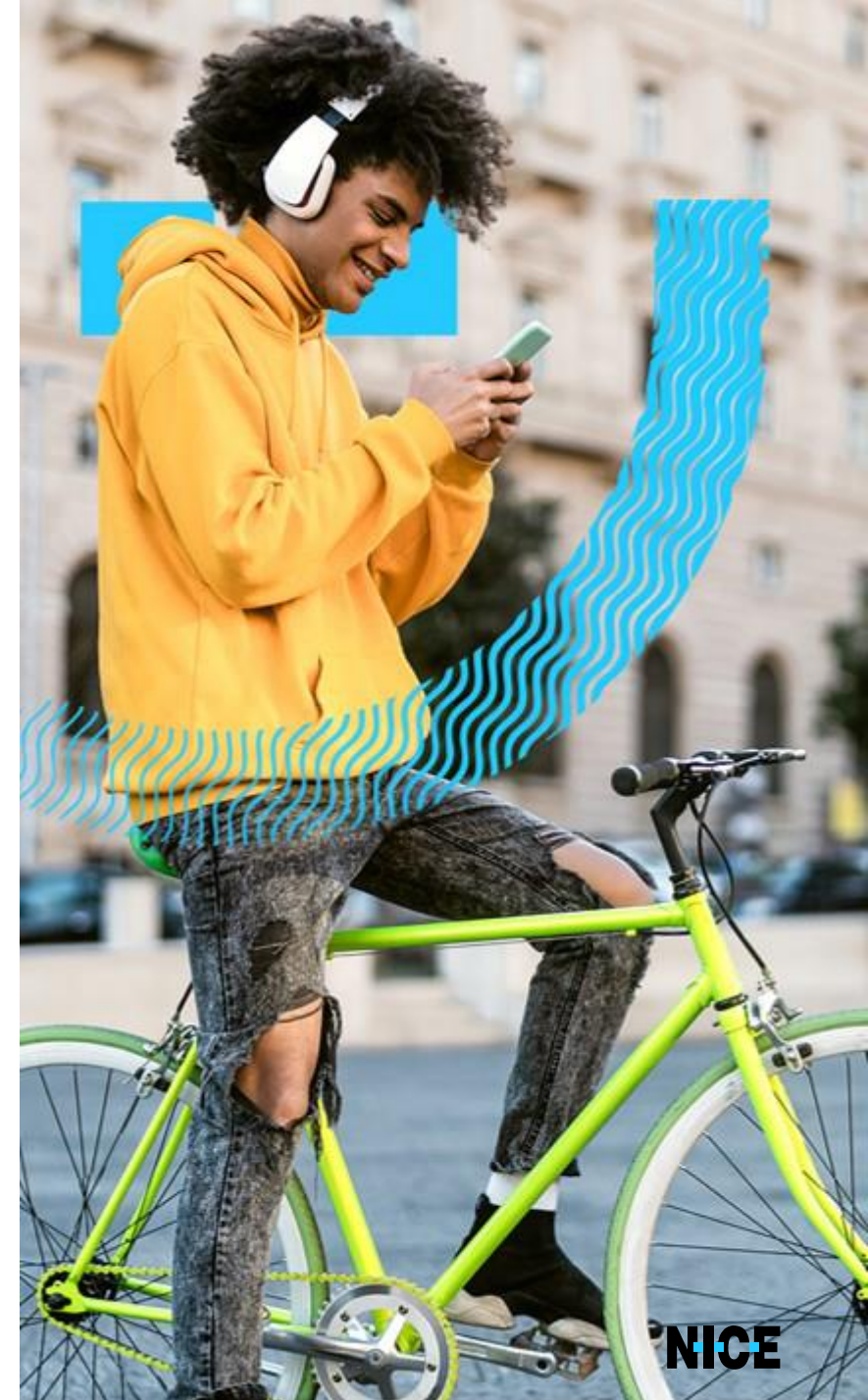
## Outdated Quality Program

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



## Poor Agent Engagement

- Inadequate feedback
- Not prepared for complex interactions



# 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.

It is a reliable predictive indicator of an After-Call Survey Score (NPS)

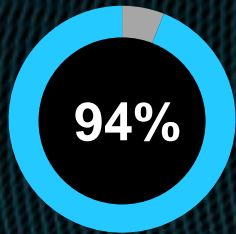
## **SENTIMENT CAN BE USED TO UNDERSTAND:**

- Call volume and trends
- Customer pain points
- Where agents struggle





# Enhance the Agent Experience



94% of executives recognize the importance of soft-skills for CSAT, yet 59% of companies fail to measure them\*

\* 2023 NICE commissioned study survey of 400 senior decision-makers in contact centers across all industries. All companies have contact centers with 200+ agents, and all respondents live and work in the United States or the United Kingdom.

# Empower Agents to Deliver Great CX

## AI-Enabled Tools

- Objective and fair performance analysis
- Provide focused real-time coaching and feedback
- Improve job satisfaction with transparency

## AI-Based Soft-Skill Behavior Assessments

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

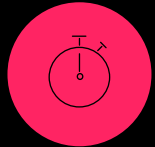
Conversational Intelligence on 100% of Interactions

# Improve Overall Performance with AI Behavioral Analysis

NICE CUSTOMER STUDY RESULTS: TOP 10% OF AGENTS (VS. 10% BOTTOM)



**256%** More positive sentiment



**25%** Shorter calls

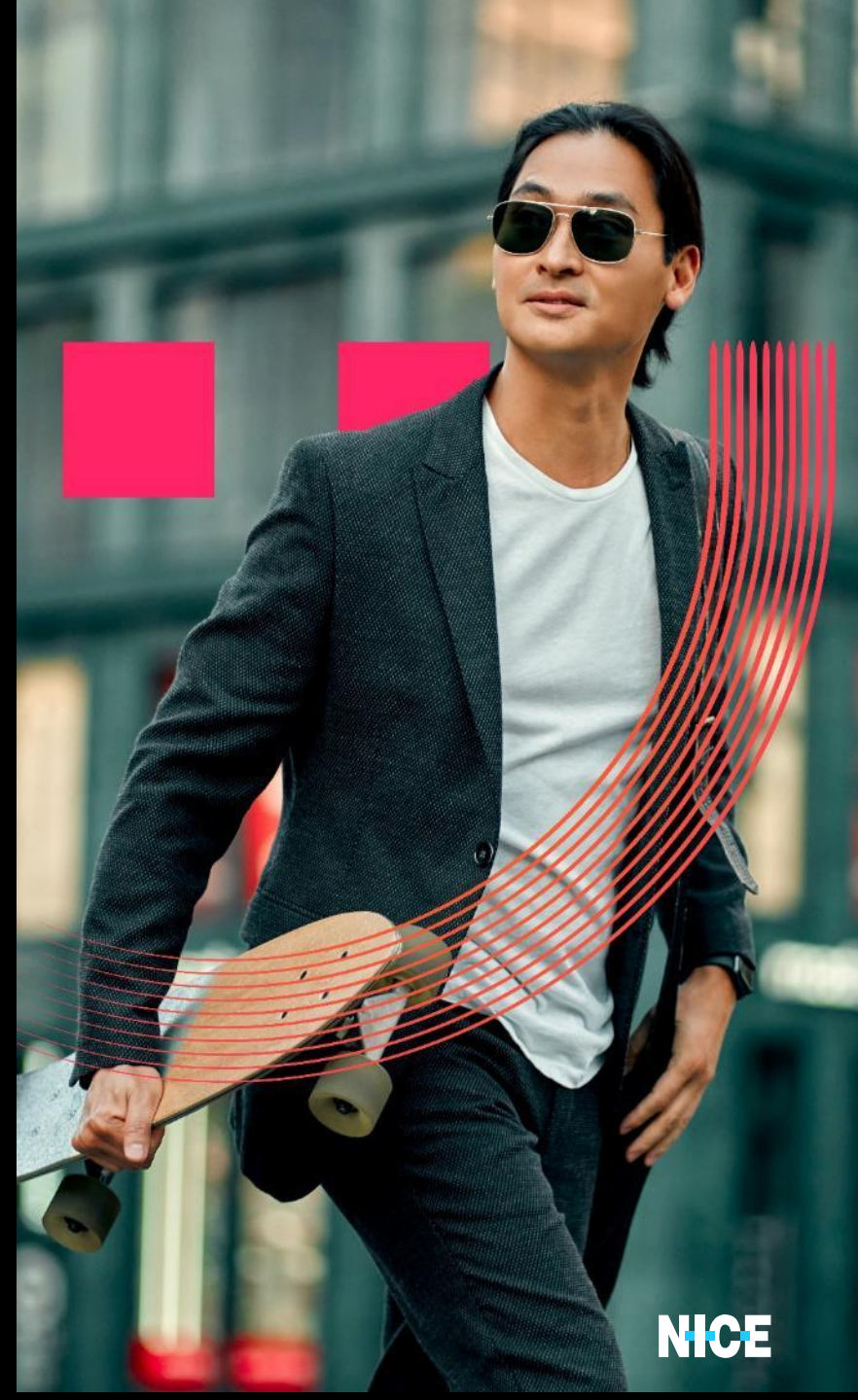


**53%** Less non talk time



**53%** Less repeat contact

When agent behavioral performance increases across all soft skills, so do the bottom-line metrics.



# Creating a Customer-Centric Culture

## CASE STUDY

### Goals

- Fuel growth with robust customer insights
- Improve agent performance and retention
- Increase CSAT with better coaching & reporting
- Data-driven quality & interaction analytics

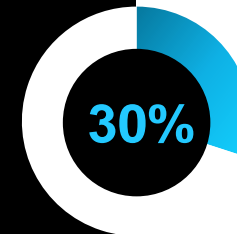
### Benefits

- Improve agent experience and CSAT
- Establish customer centric reporting

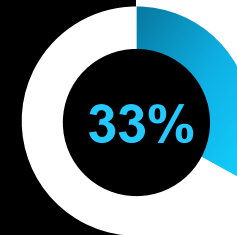
*“AI allows us evaluate and act in ways that really move the needle.”* –SR. CUSTOMER SERVICE MANAGER



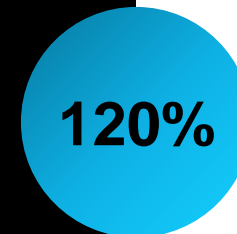
### Results



Reduction in repeat calls



Reduction in negative to extremely negative customer sentiment



Increase in coaching actions in 3 months



# Customer Success Story: Large Telecom



## GLOBAL WORKFORCE



## 24/7 OPERATIONS



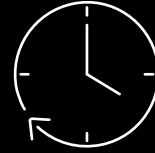
## APPROX 1,000 AGENTS

BEFORE	CHALLENGE/PROBLEM	SOLUTION	RESULT
<ul style="list-style-type: none"><li>• Used NPS as their true north</li><li>• Only doing 2 evaluations, per agent, per month</li></ul>	<ul style="list-style-type: none"><li>• Customers were leaving them</li><li>• Did not know why</li><li>• Lacked insights</li></ul>	<ul style="list-style-type: none"><li>• Benchmarked queries against sentiment and behaviors scores</li><li>• Did a “Pepsi Challenge” – compared query data + sentiment scores vs. their internal model</li></ul>	<ul style="list-style-type: none"><li>• Identified 20% missing data points that impact CSAT</li><li>• Use CSAT behaviors to reduce churn and save operational costs</li></ul>

# Customer Success Story: Hospitality/Travel



## GLOBAL WORKFORCE



## 24/7 OPERATIONS



## APPROX 20,000 AGENTS

BEFORE	CHALLENGE/ PROBLEM	SOLUTION	RESULT
<ul style="list-style-type: none"><li>• After-call surveys and NPS scores</li><li>• Captured approx. 2% of customer calls: very happy or very not happy</li></ul>	<ul style="list-style-type: none"><li>• Survey tool didn't capture all data or connect to CRM</li><li>• Lacked insights or data on how to improve sentiment (NPS)</li><li>• Lacked ability to coach agents to improve sentiment</li><li>• Only measured English interactions, missing up to 30% of overall business</li></ul>	<ul style="list-style-type: none"><li>• Analyze agent behaviors and how they influence sentiment and CSAT</li></ul>	<ul style="list-style-type: none"><li>• Capturing 100% of all interactions, not just English-speaking</li><li>• Improved sentiment scores, 32% more chat with score of &gt;3</li><li>• Over 50% reduction in negative sentiment</li><li>• Improved agent performance via coaching to soft skill behaviors</li></ul>

# Example 1 - Financial Institution

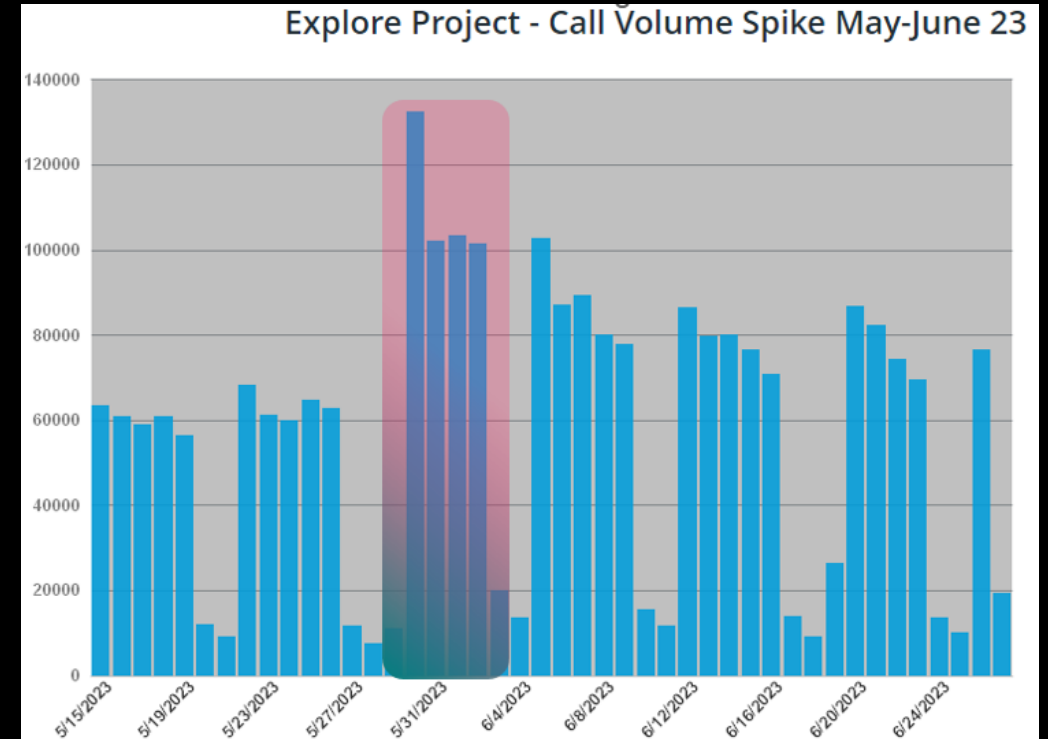
## Uncover Drivers of Call Volume Spike

### Situation

- Emerging trend uncovered impacting cost to serve
  - Increase in volume by 44.1% for a 2-week period
  - Increase in ave. interaction duration by 15.4%
- Phrase network uncovered topics relating economic concerns related to the debt ceiling crisis
  - Investment positions
  - Potential recession
  - Insights into interest rates
  - Reassurance money was secure

### Solution Benefit

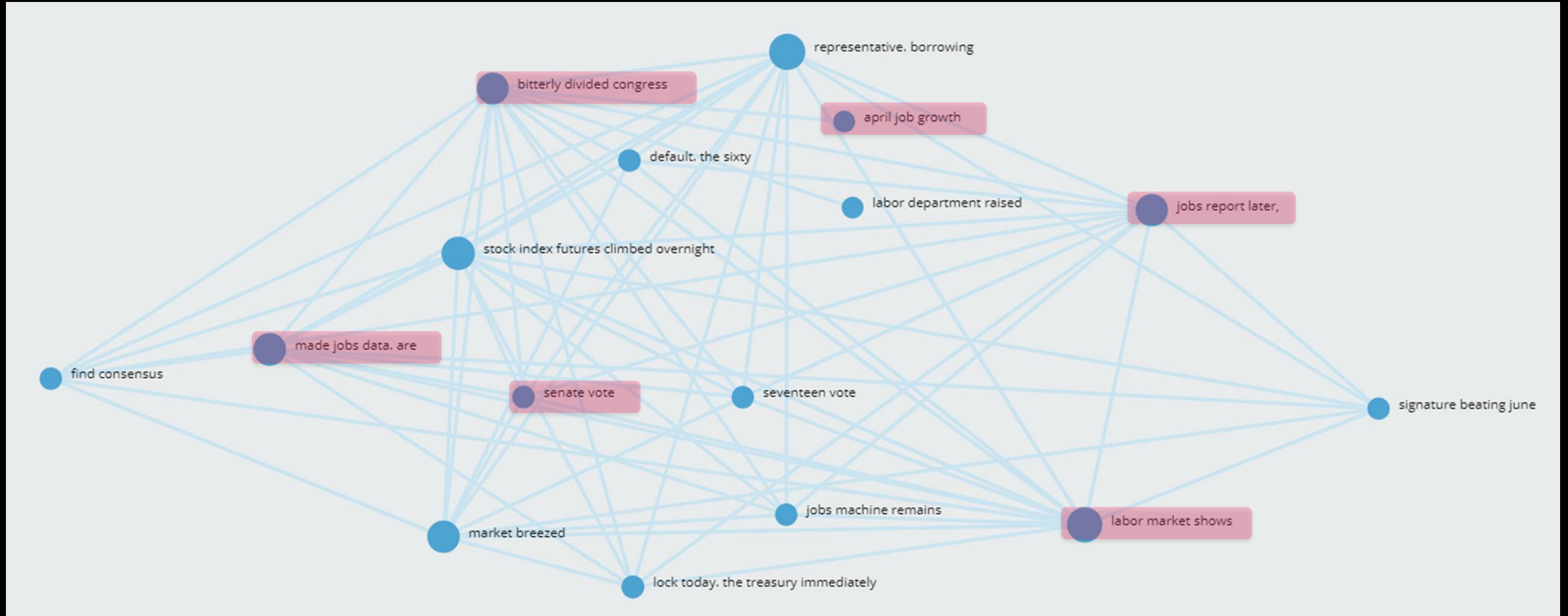
- **Reduce costs** - Change IVR to address customer concerns, reducing the need to speak to an agent. Anticipated reduction is 10% or \$300k per incident
- **Improve CSAT** Anticipate future events and upskill agents to increase customer sentiment metric





# Phrase Network May-June

By using Explore we identified customer phrases indicative of concerns about the economy, their investments and mortgages, and government action.



# Example 2 – Technology Company

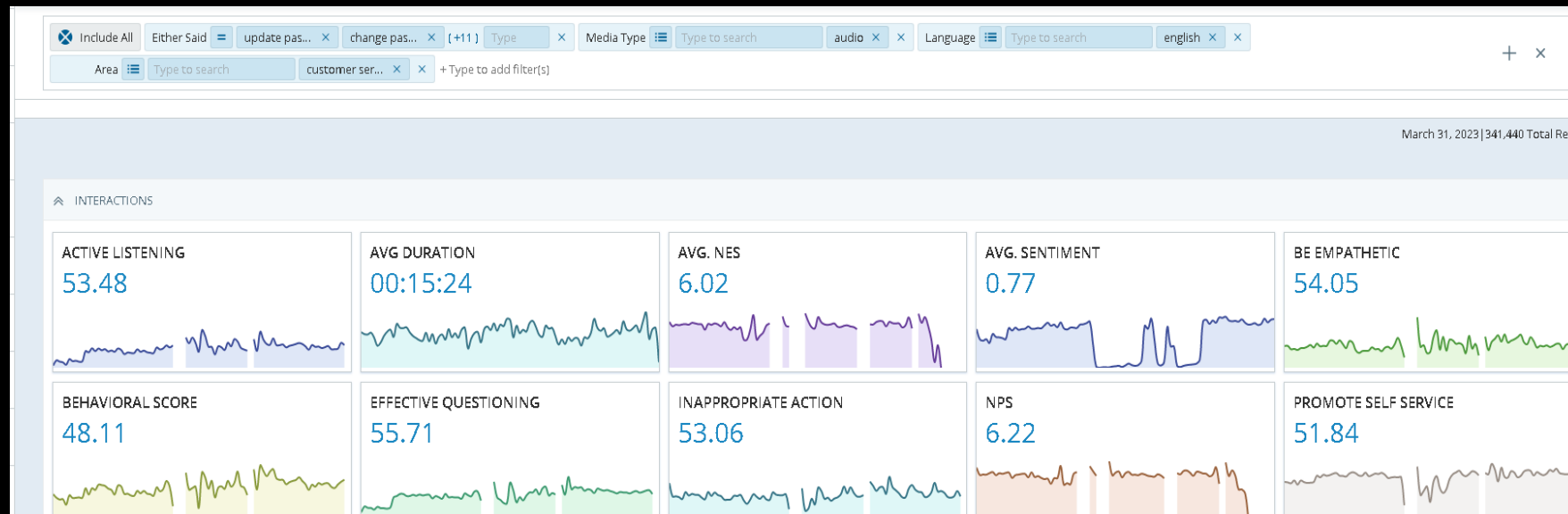
## Improve Agent skills Around High Volume Interaction Types at a Technology Company

### Situation

- Identified high volume around “password reset”
- Review ‘top phrases’ results for additional phrases to add to search
- Saved and shared the Explore dashboard with operations leaders

### Solution Benefit

- Reduce costs with potential savings of \$116k per quarter due to reduced handle time
- Improve Coaching Effectiveness by quickly identify high volume and long duration topics and deliver focused coaching



# How AI Can Improve 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



# Save \$7 million annually

with 30 seconds of ACW  
for 1,000 agents

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



## 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



15 sec.  
ACW

30 sec.  
ACW

60 sec.  
ACW



# 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**.

# View Data-Driven Summaries – Example Agent View

The screenshot displays a user interface for an agent named Liam Davis, titled "Liam Davis – Outcomes". Under the "Inbound Voice" section, the phone number "253-895-8956" is shown. A "NOTES" section contains a text summary of a customer interaction, with key phrases highlighted in colored boxes. A green badge in the top right of the notes area indicates "Autosum Completed". A blue "Save" button is located at the bottom right of the notes area.

**Liam Davis – Outcomes**

Inbound Voice  
253-895-8956

NOTES Autosum Completed

The customer requested a new insurance card for their daughter, mentioning their employment with the company. The agent confirmed the policy number and offered assistance with ordering the cards. The agent provided a delivery timeframe of 10 business days. They also informed the customer about eligibility for a covered annual physical. The issue was resolved successfully. Customer sentiment was positive.

Save

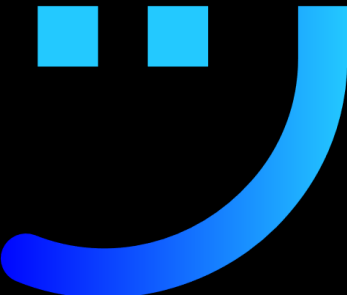
- ◆ **Capture** customer intent and integrate into your analytics program
- ◆ **Deliver** summarized actions based on key phrases and AI-driven inferences
- ◆ **Identify** key outcomes from AI-based models
- ◆ **Measure** customer satisfaction and AI-based sentiment scoring

# 3 Keys to Amplify CX with AI

- **Align AI with your goals**
  - Seek out solutions to improve customer and agent experiences, reduce costs, and streamline your business operations
- **Train your agents on proven soft-skill behaviors**
  - Proven to influence sentiment and drive customer satisfaction
- **Save time and money with automated notetaking**
  - Reduce AHT, ACW, reduce agent frustration



Thank You

NICE 

Make  
experiences

*flow*