



**NICE**

# Fueling CX Success

6 WAYS AI  
EMPOWERS  
AGENTS

# Presenters



**Nick DelleCave**

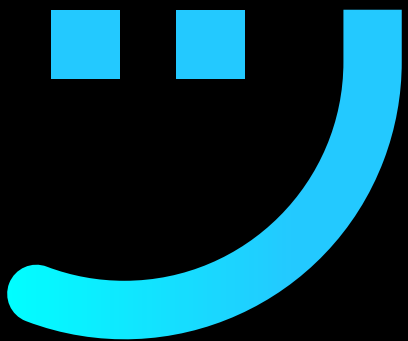
Lead Business Consultant



**Lauren Maschio**

Senior Product Marketing  
Team Manager

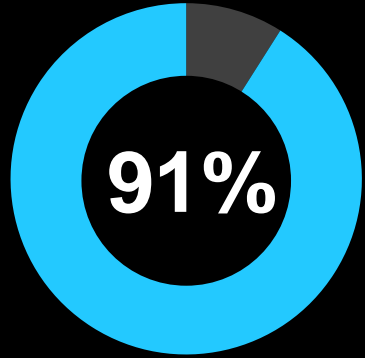




# Agenda

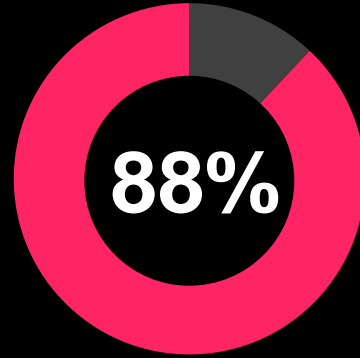
- 6 AI use cases
- Market perspective
- Impact of agent performance on KPIs
- Best practice

# CX Improvements and the AI Empowered Agent



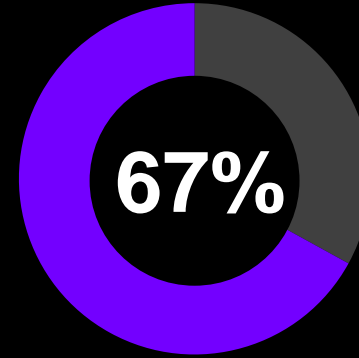
**91%** of executives agree that improvements in EX directly impact their bottom line

*NTT Data Global Customer Experience Report*



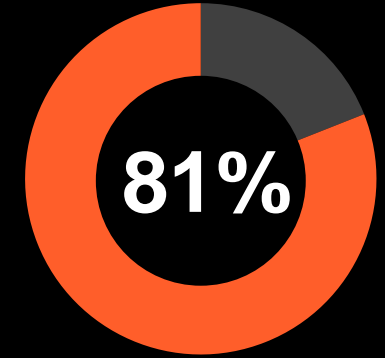
**88%** of CX managers agree that human-led support remains a critical channel

*NTT Data Global Customer Experience Report*



**67%** of CX interactions still require some form of human support

*NTT Data Global Customer Experience Report*



**81%** of contact center executives are investing in AI for agent-enabling technologies to improve EX and operational efficiency

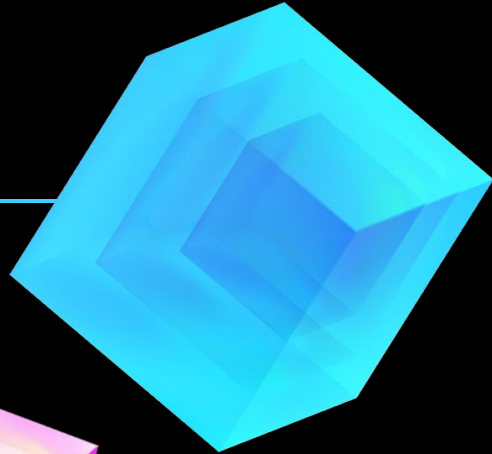
*Deloitte Trends & AI in the Contact Center*

# Essential Elements of Successful AI

Improve EX and CX Performance

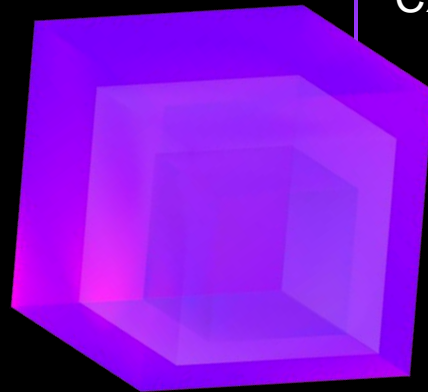
## PRECISE

Trained on largest,  
labeled CX dataset



## SPECIALIZED

Industry Specific  
CX AI Data



## PRE-BUILT

Out-of-the-box  
models



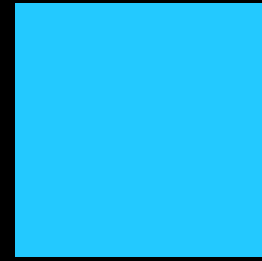
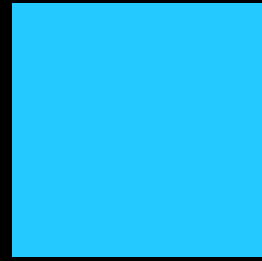
## GOALS

Harness a goldmine  
of **unstructured data**

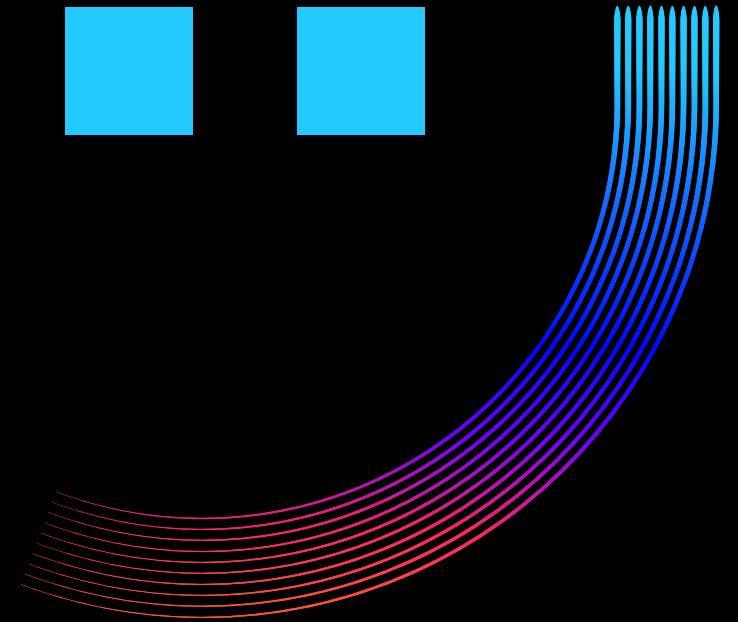
Measure and predict  
**business outcomes**

**Automate** complex  
decisions and processes

# 6 Ways AI Empowers Agents



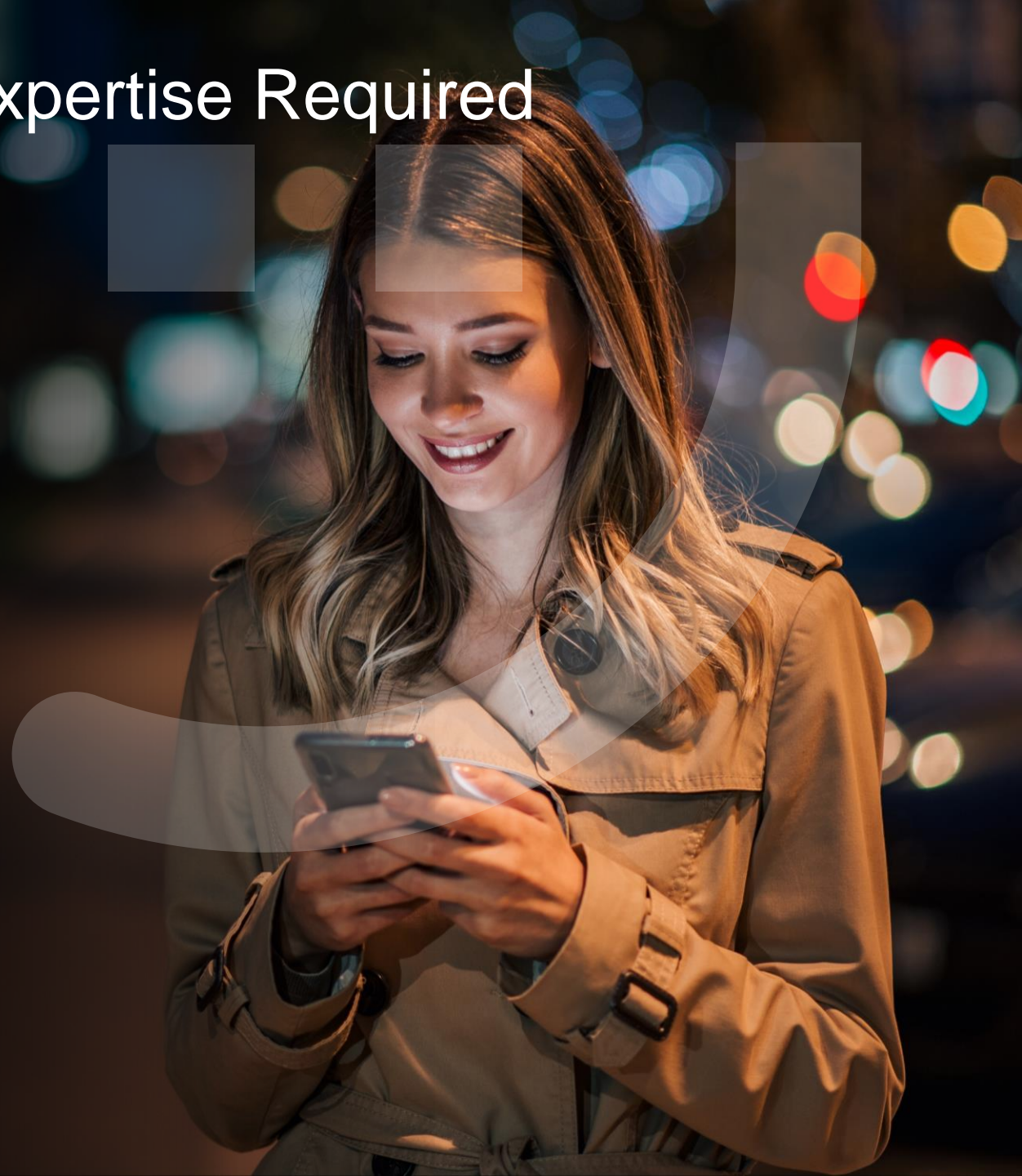
# 1 Eliminate Roadblocks with AI Guided and Automatic Discovery





# Let the Data Tell a Story – No Expertise Required

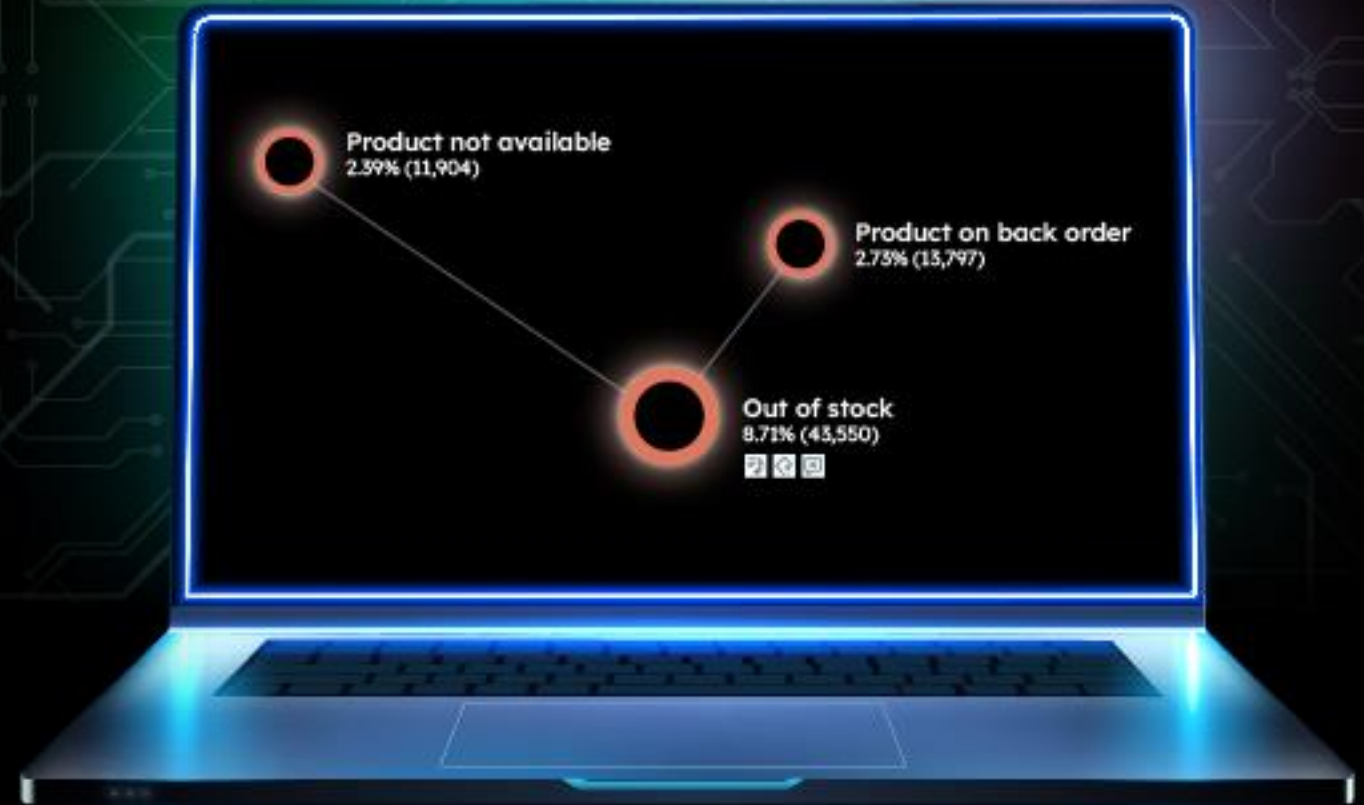
- What are customers talking about and how often?
- How are we doing at answering their questions?
- What impact does recent change have on our KPIs?
- What is the best opportunity to improve our performance?
- Which agents need the most help or can teach others?



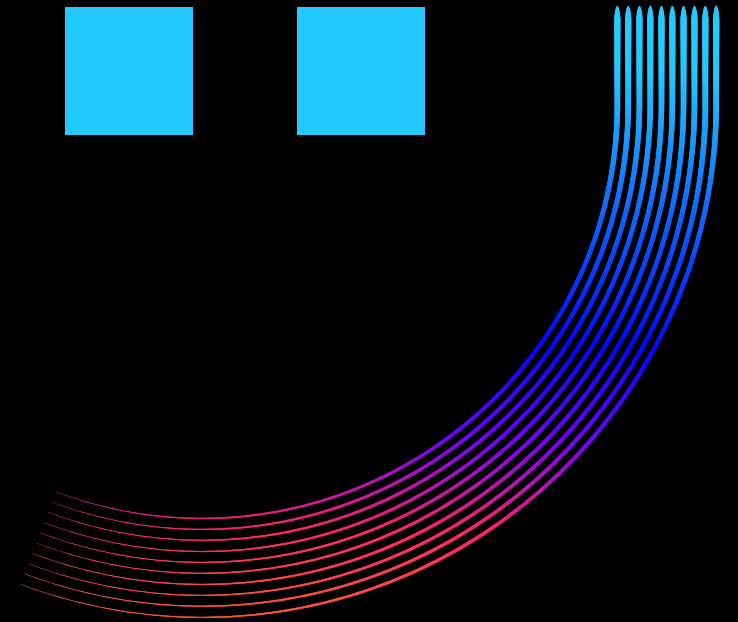


# Automatic AI Discovery to Remove Product & Process Roadblocks

- Increase call volume to the contact center with negative sentiment
- Website isn't updating
- Agents don't have visibility into out-of-stock-items

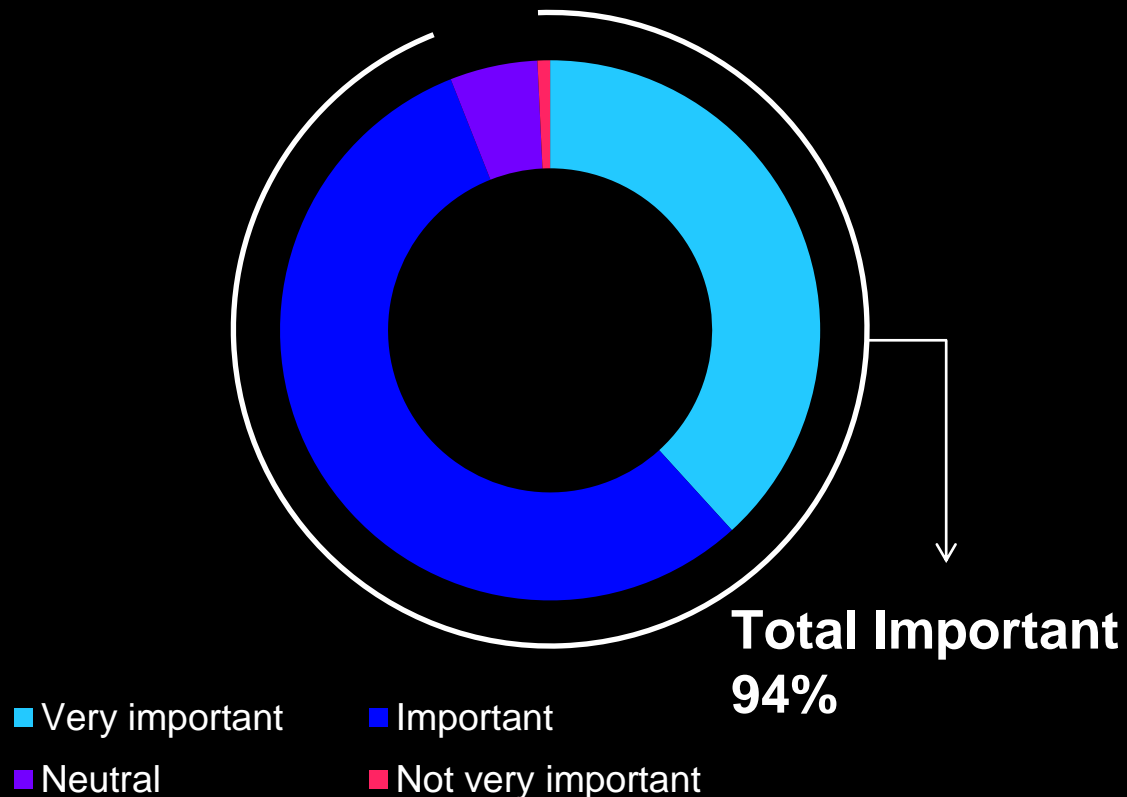


# 2 Improve Agent Soft-Skills and CX

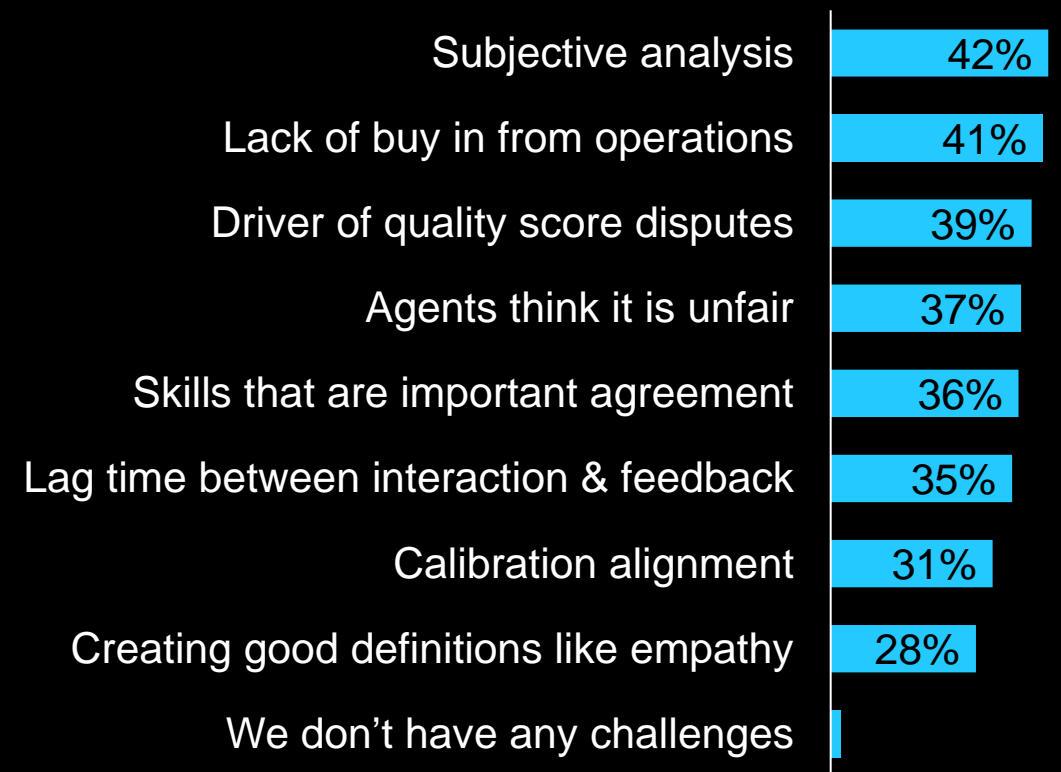


# Improve Agent Soft-Skills and CX

When agents are interacting with customers, how impactful are agent soft skills to overall customer satisfaction?



What is the greatest challenge when it comes to assessing agent soft-skills? (Please select top 3)



# AI Analysis to Assess Agent Soft-Skills that Impact Sentiment



Gain an objective analysis of agent soft-skills that influence customer satisfaction



Improve analytics and quality program consistency, accuracy and efficiency

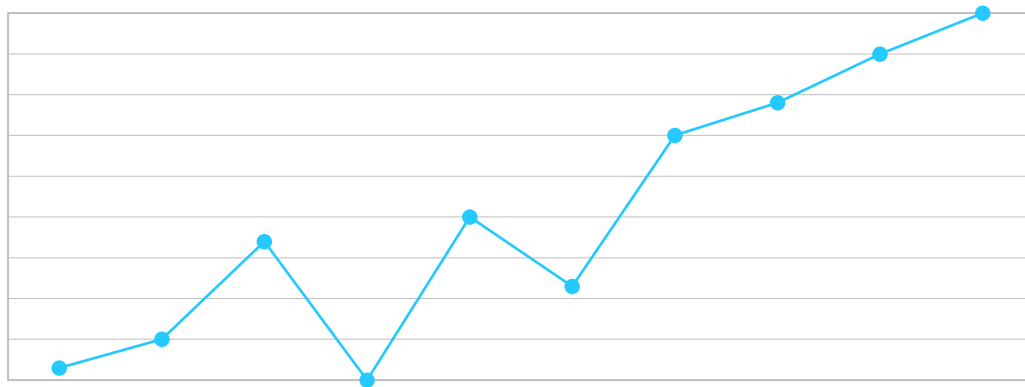


Improve tNPS and reduce repeat contact and non-talk time

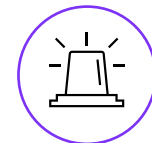
## MEASURE CUSTOMER SENTIMENT

## IDENTIFY SOFT-SKILL IMPACT

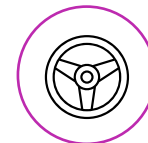
SENTIMENT TRENDS BY TIME, VOLUME, TOPIC, AGENT, ETC.



Predictive tNPS



Inappropriate Action



Demonstrate Ownership



Effective Questioning



Promote Self-Service



Active Listening



Be Empathetic



Acknowledge Loyalty



Set Expectations



Build Rapport

# Customer Cruises into Next-Gen QA

## Open Network Exchange Case Study



### CHALLENGES

- Highly manual QA processes
- Calls chosen randomly for evaluation
- Evaluating less than 1% of total interactions
- Inability to assess agent soft skills that impacted CSAT
- Hard to provide meaningful coaching

### SOLUTIONS

- Implemented Enlighten AI Analytics driven Quality
- 100% interaction analysis to identify and deliver automated coaching



### RESULTS

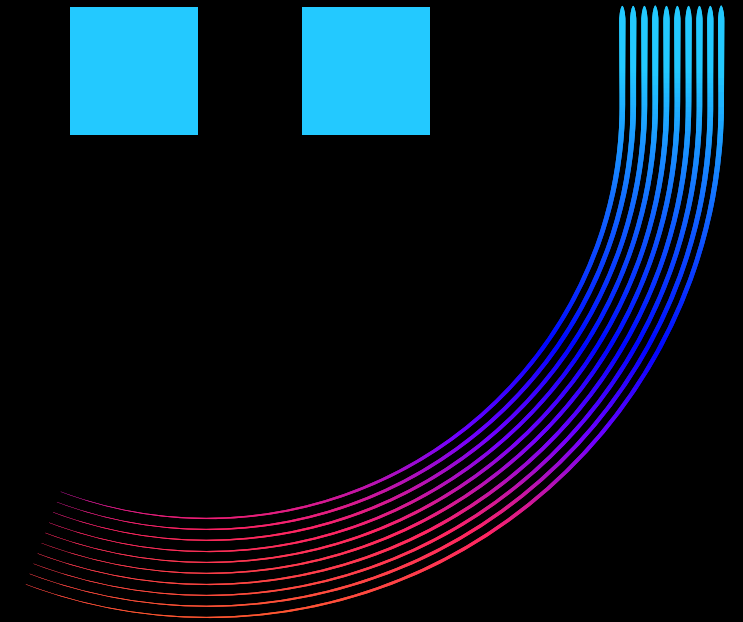
- Transformed agent coaching within 90 days
- Saved significant time
- Provided easier coaching insights for supervisors
- 30% decrease in volume

“Our evaluations weren’t giving us the full picture. Everything was focused on compliance and policies – on protecting the back end rather than on our guest experience during those interactions”

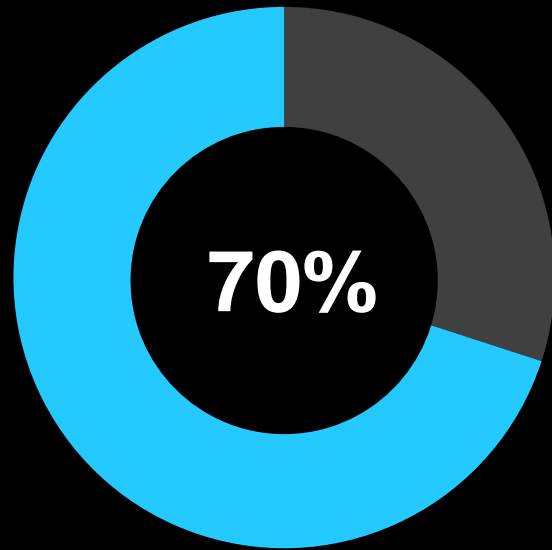




# 3 Real-Time Interaction Guidance

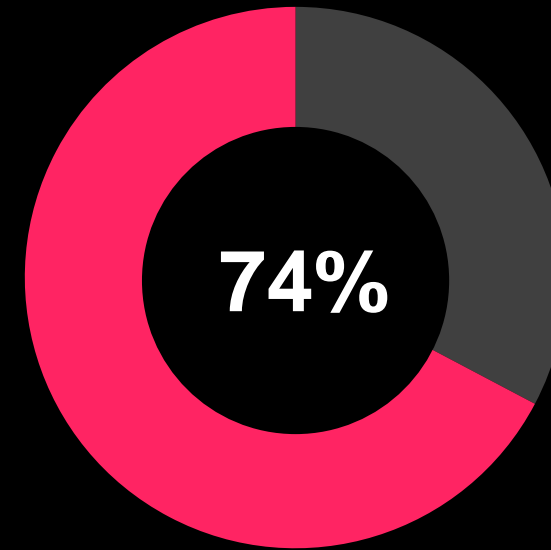


# Using Real-Time Interaction Guidance to Increase Positive Outcomes During a Conversation



The average person forgets 70% of what they learned within 24 hours

Ebbinghaus Memory Model



74% of agents must use 3-8 apps to access customer info

Omdia

# Agents Prompts on Behaviors or Next Best Actions

- Reinforce coaching or positive behaviors
- Reduce cognitive load
- Increase performance metrics
- Accelerate agent onboarding

**Sales Effectiveness**  
*Offer extended warranty with purchase*

**Customer Satisfaction**  
*"I will help you solve this."*

**Compliance** – *Disclose these terms...*

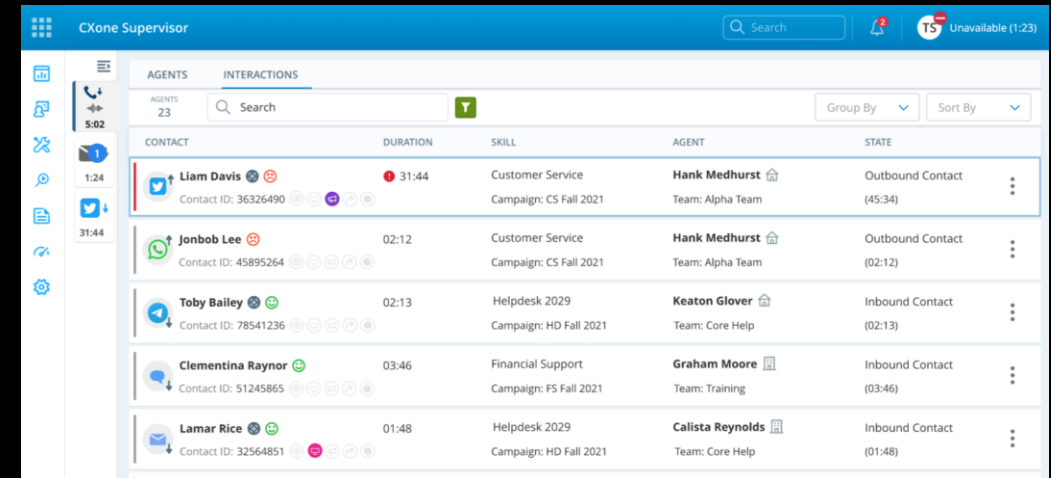
# 4 Empower Supervisors in Real-time and Post-interaction



# AI Live Monitoring & AI Automated Coaching

## AI LIVE MONITORING

- View team progress in real-time
- Prioritize live coaching with agents' needs and customer CSAT
- Increase CSAT during interactions



The screenshot shows the CXone Supervisor interface. At the top, there's a search bar and a notification for 'Unavailable (1:23)'. Below that, there are tabs for 'AGENTS' and 'INTERACTIONS'. The 'INTERACTIONS' tab is active, showing a list of interactions. The table has columns for CONTACT, DURATION, SKILL, AGENT, and STATE. The data is as follows:

CONTACT	DURATION	SKILL	AGENT	STATE
Liam Davis Contact ID: 36326490	31:44	Customer Service Campaign: CS Fall 2021	Hank Medhurst Team: Alpha Team	Outbound Contact (45:34)
Jonbob Lee Contact ID: 45895264	02:12	Customer Service Campaign: CS Fall 2021	Hank Medhurst Team: Alpha Team	Outbound Contact (02:12)
Toby Bailey Contact ID: 78541236	02:13	Helpdesk 2029 Campaign: HD Fall 2021	Keaton Glover Team: Core Help	Inbound Contact (02:13)
Clementina Raynor Contact ID: 51245865	03:46	Financial Support Campaign: FS Fall 2021	Graham Moore Team: Training	Inbound Contact (03:46)
Lamar Rice Contact ID: 32564851	01:48	Helpdesk 2029 Campaign: HD Fall 2021	Calista Reynolds Team: Core Help	Inbound Contact (01:48)

## AI AUTOMATED COACHING

- Coaching suggestions based on behavioral analysis

### Coaching Opportunity: Demonstrate Ownership

Agent Kayla could have demonstrated more ownership by taking responsibility for the error and assuring the customer that she will personally handle the situation. Instead of saying, "I'm not sure what happened, but I will try to figure it out," she could have said, "I apologize for the error in the refund amount. Rest assured, I will personally investigate this issue and make sure you receive the correct refund."

### Coaching Opportunity: Active Listening

Agent Kayla could have actively listened to the customer's concern by acknowledging the frustration and validating their disappointment. Instead of saying, "I'm not sure if there's anything I can do," she could have said, "I understand how frustrating it is to not receive the full refund you were expecting. I will do everything within my power to resolve this issue for you."

### Coaching Opportunity: Empathy

Agent Kayla could have shown more empathy towards the customer's situation and the importance of receiving the correct refund amount. Instead of saying, "I can't guarantee anything," she could have said, "I completely understand how crucial it is for you to receive the correct refund. I will prioritize your case and work tirelessly to ensure a resolution as quickly as possible."

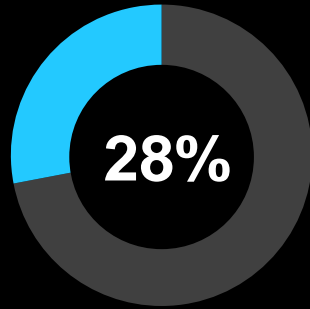
By demonstrating ownership, active listening, and empathy in these coaching opportunities, Agent Kayla could provide a more reassuring and supportive experience for the customer, showing understanding of their concerns and commitment to resolving the issue effectively.



# 5 Leveraging AI to Automate Agent Summaries



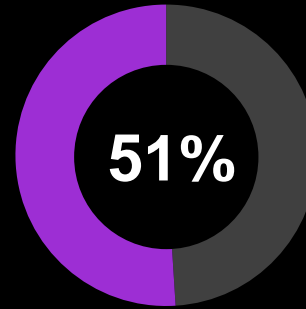
# Leveraging Gen AI to Automate Agent Summaries



**28.8%**

**is the average agent turnover/attrition rate in 2023**

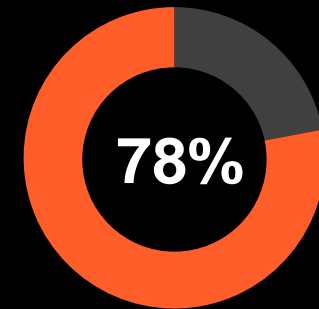
*Metrigy*



**51.5%**

**of executives say agent burnout is an issue**

*Metrigy*



**78%**

**of respondents plan to use Gen AI to solve Call summarization**

*Omdia*

# Automate Agent Summaries

## MANUAL NOTES

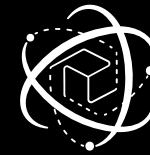


CXJames Smith 25854116585858/concerned about missing pymnt/DM researched/no record in acc/informed not posted/ prms cb”

- Costly, slow, inaccurate, inconsistent
- Increases agent frustration
- Poor CX with no context for next agent

## AUTOMATED NOTES

*Intents, Events, Outcomes and Sentiment*



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**.

- Reduce costs by decreasing ACW and AHT
- Agents focus on the customer, not busy work
- Provides context to the next agent

# Cost Saving for Automating Notetaking

Example: 50% ACW Average Manual Notetaking Savings Annually for 1,000 Agents

## EXAMPLE 1



30 SECONDS OF ACW

**\$3.5 Million  
Annually**

## EXAMPLE 2



1 MINUTE OF ACW

**\$7 Million  
Annually**

## EXAMPLE 3



2 MINUTES OF ACW

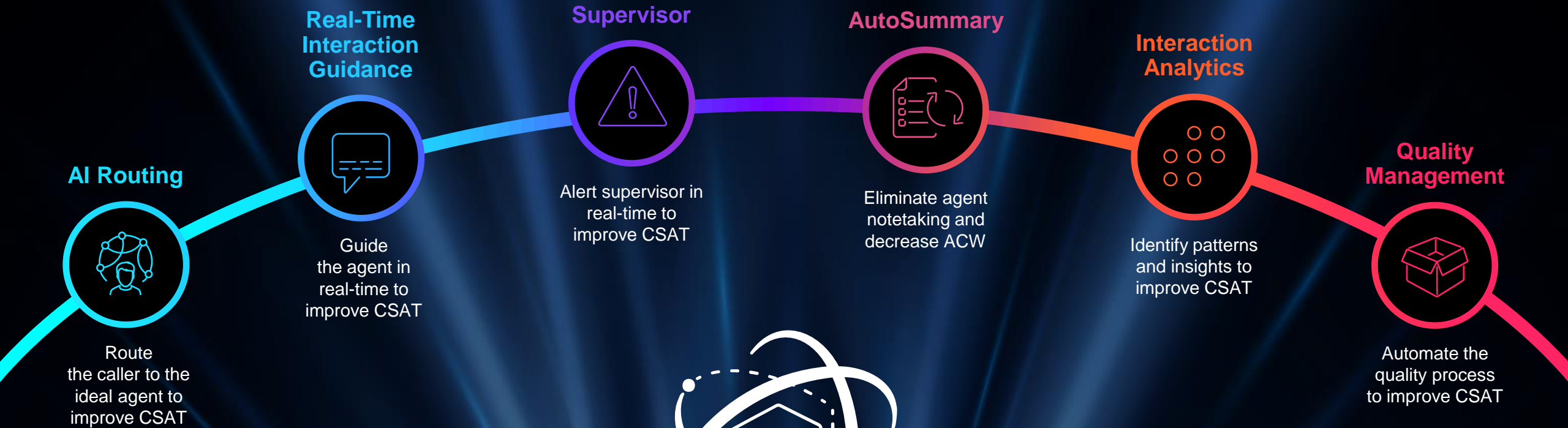
**\$14 Million  
Annually**

# 6 Maximize CSAT and EX Before, During, and After Interactions





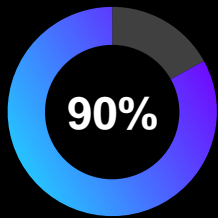
# Maximize CSAT Before, During, and After Interactions



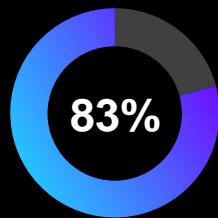
AI for Customer Satisfaction

# Achieve EX and CX Optimization with Purpose-built AI

## 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



greater YOY improvement in AHT

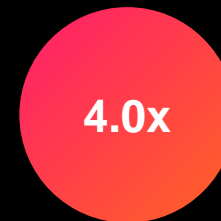


greater YOY improvement in FCR

## OPTIMIZE OUTCOMES



greater YOY improvement in CSAT




greater YOY improvement in customer effort scores

# Resources

- [The State of AI in the Contact Center](#) - ICMI Research
- [The Changing Role of AI in CX](#) - Aberdeen Research
- [Redefining Success - The Impact of Soft Skills and AI on Contact Center Performance](#) - NICE Benchmark



Thank You

NICE 

Make  
experiences

*flow*