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Fueling CX Success

6 WAYS AI EMPOWERS AGENTS

Presenters

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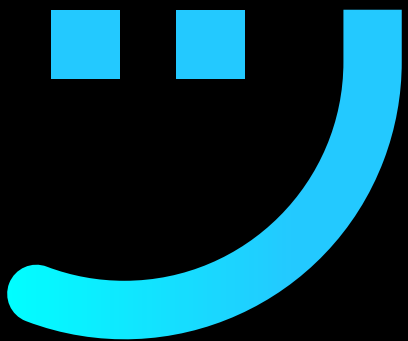
Lead Business Consultant

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Lauren Maschio

Senior Product Marketing Team Manager
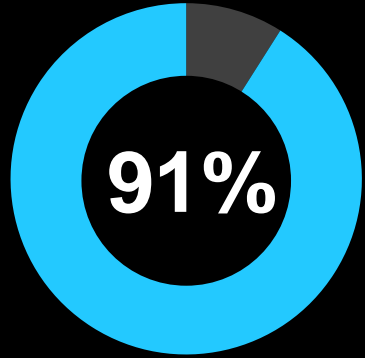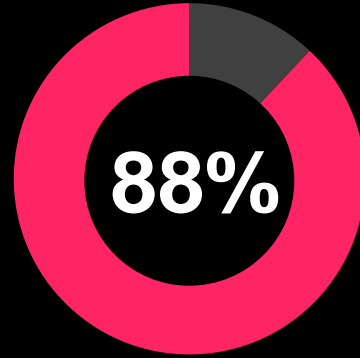
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Agenda

- 6 AI use cases

- Market perspective

- Impact of agent performance on KPIs

- Best practice

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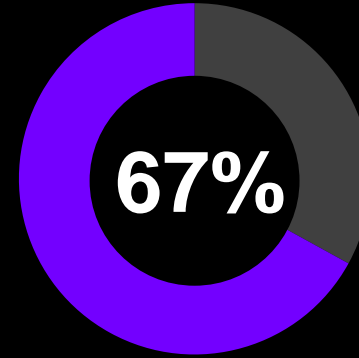# CX Improvements and the AI Empowered Agent

91% of executives agree that improvements in EX directly impact their bottom line
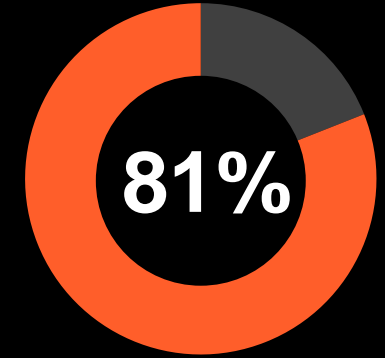
NTT Data Global Customer Experience Report

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
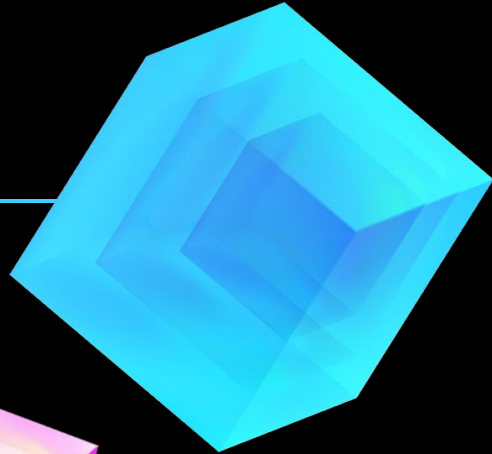
Deloitte Trends & AI in the Contact Center

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Essential Elements of Successful AI
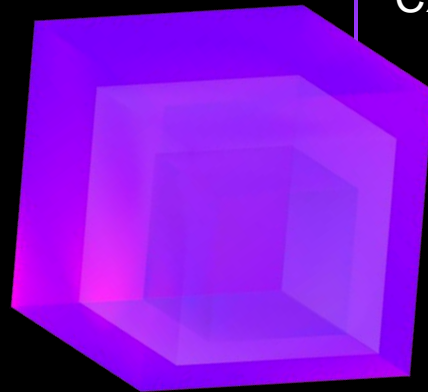
Improve EX and CX Performance

PRECISE
Trained on largest,
labeled CX dataset

SPECIALIZED
Industry Specific
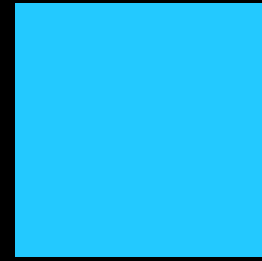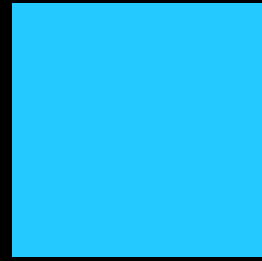CX AI Data

PRE-BUILT
Out-of-the-box
models
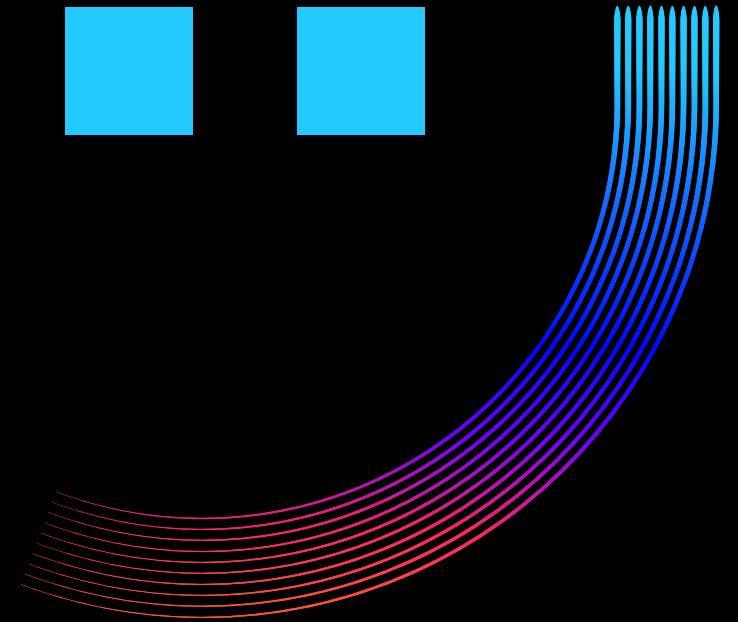
GOALS

Harness a goldmine
of **unstructured data**

Measure and predict
business outcomes

Automate complex
decisions and processes

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# 6 Ways AI Empowers Agents

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1

Eliminate Roadblocks with AI Guided and Automatic Discovery

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# 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?

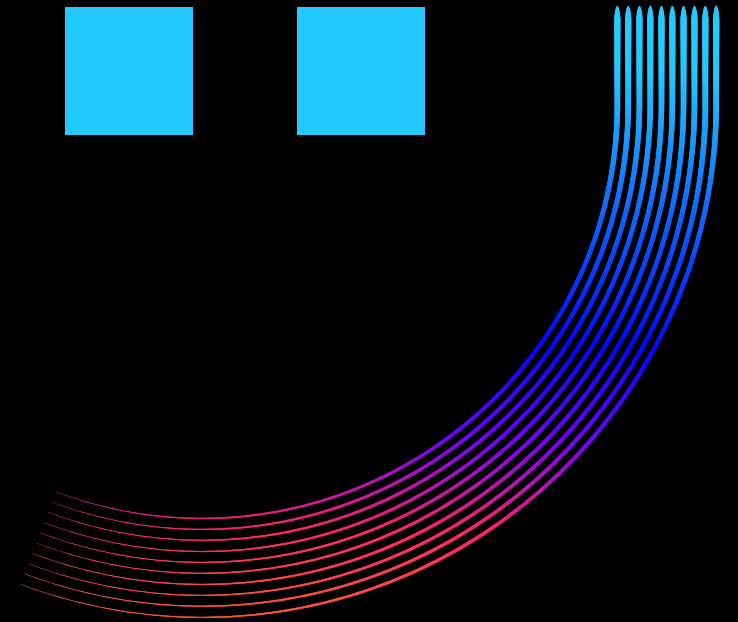- Which agents need the most help or can teach others?
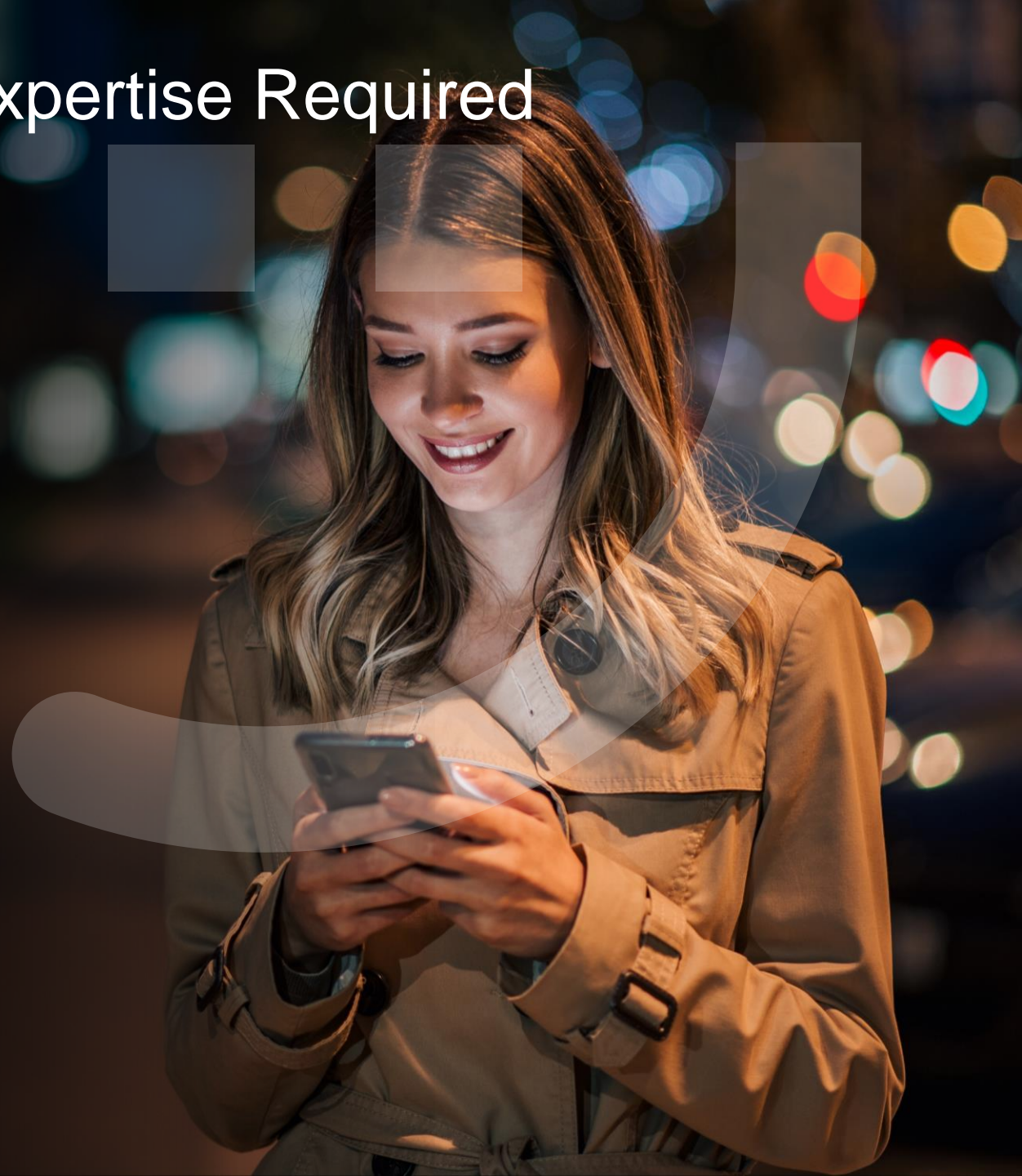
Automatic AI Discovery to Remove Product & Process Roadblocks

- Increase call volume to the contact center with negative sentiment

- Website isn't updating

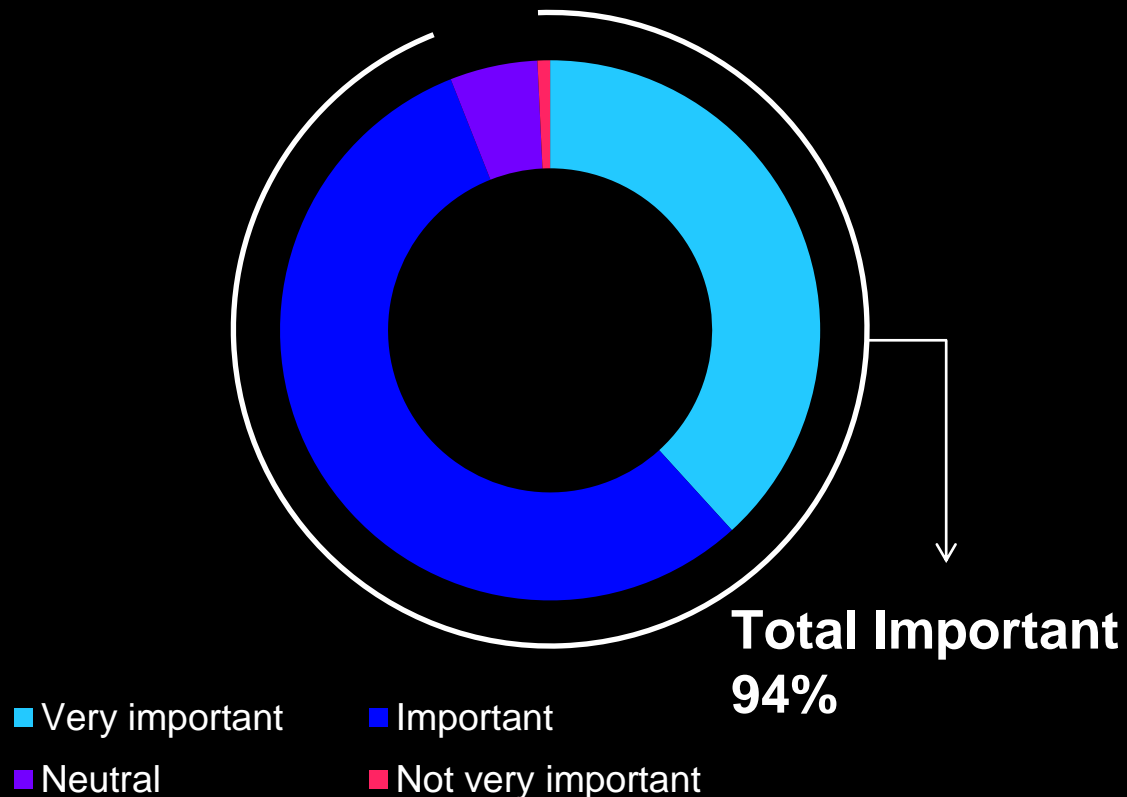- Agents don't have visibility into out-of-stock-items

Product not available
2.39% (11,904)

Product on back order
2.73% (13,797)

Out of stock
8.71% (43,550)
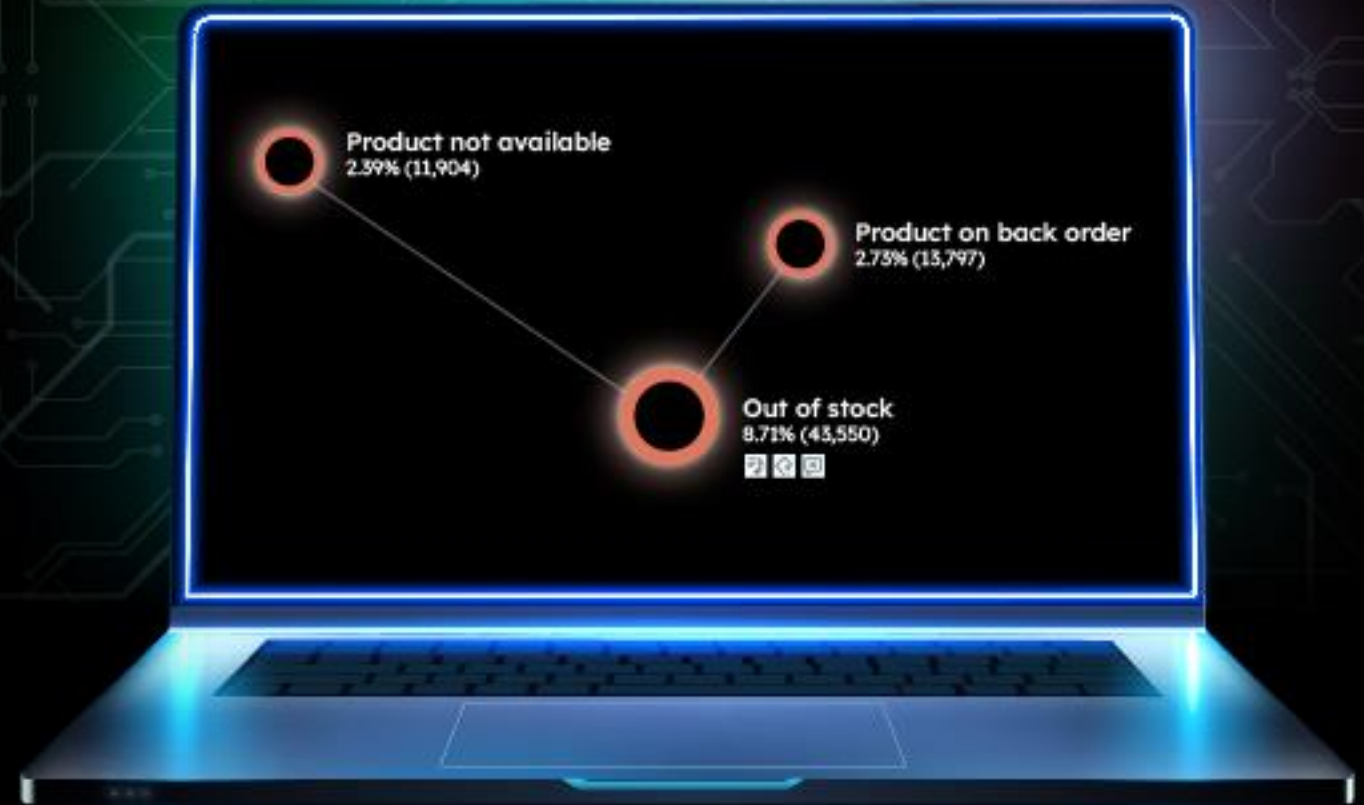
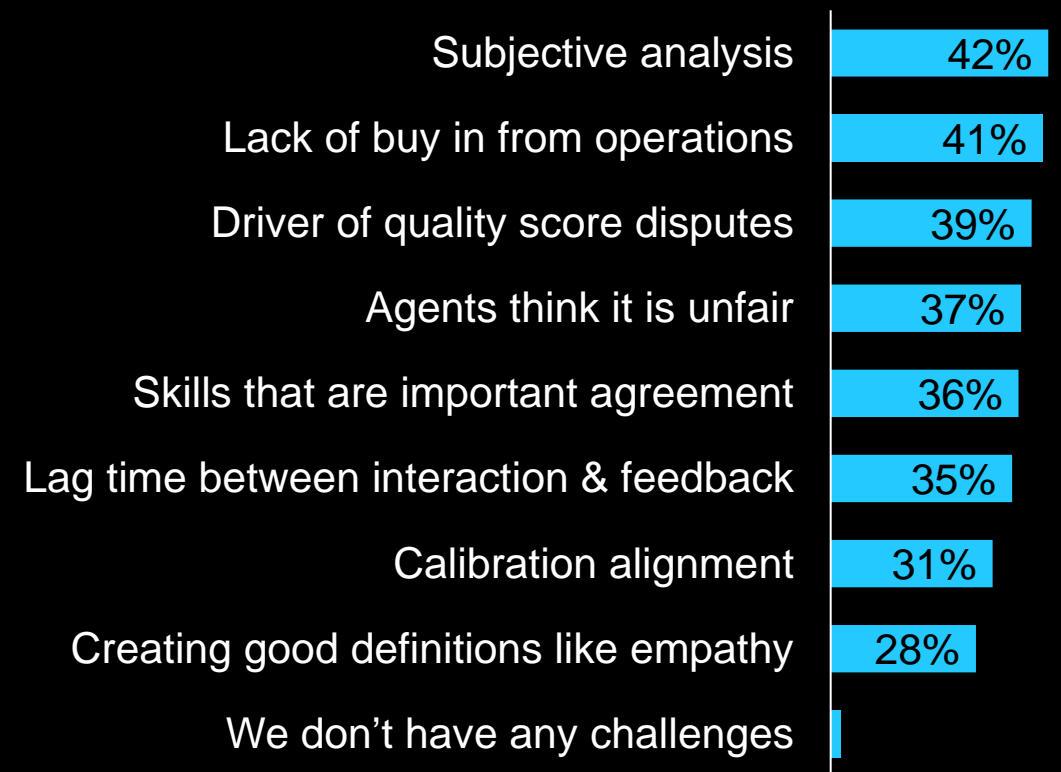# 2 Improve Agent Soft-Skills and CX

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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)

**Total Important
94%**

- ■ Very important
- ■ Important
- ■ Neutral
- ■ Not very important

Subjective analysis	42%
Lack of buy in from operations	41%
Driver of quality score disputes	39%
Agents think it is unfair	37%
Skills that are important agreement	36%
Lag time between interaction & feedback	35%
Calibration alignment	31%
Creating good definitions like empathy	28%
We don't have any challenges	

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AI Analysis to Assess Agent Soft-Skills that Impact Sentiment

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

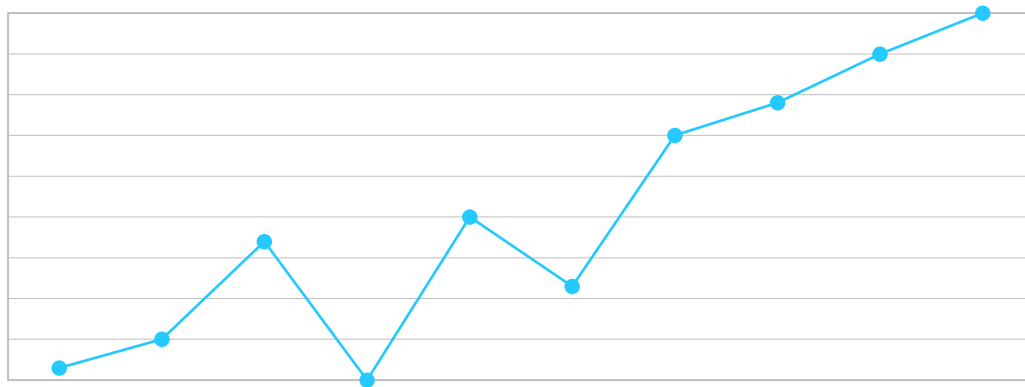✓ Improve analytics and quality program consistency, accuracy and efficiency

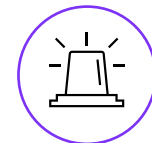✓ Improve tNPS and reduce repeat contact and non-talk time

MEASURE CUSTOMER SENTIMENT
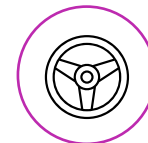
IDENTIFY SOFT-SKILL IMPACT

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

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Customer Cruises into Next-Gen QA
Open Network Exchange Case Study

ONE
OPEN NETWORK EXCHANGE

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"
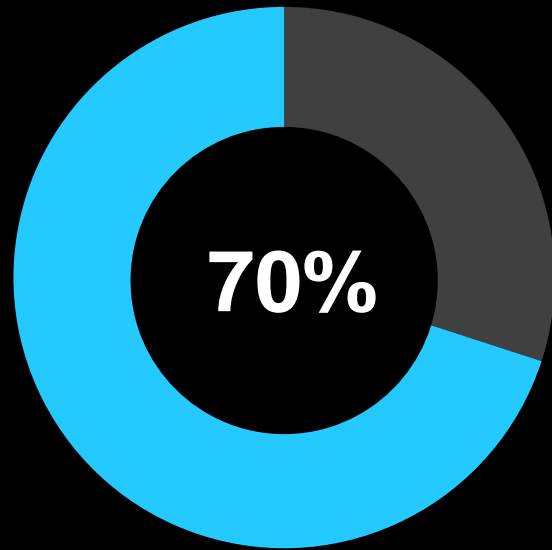
QUALITY ASSURANCE MANAGER

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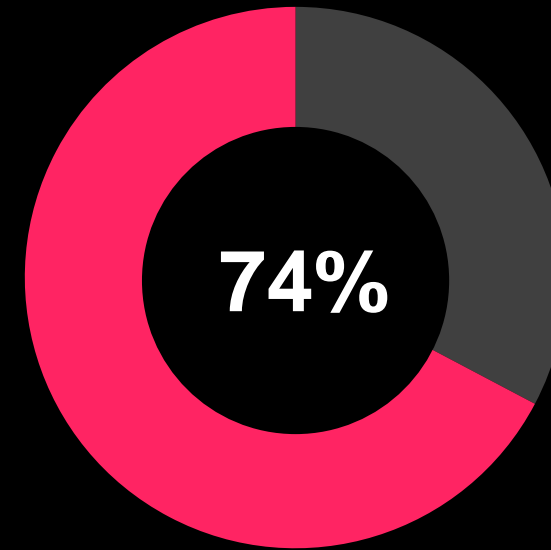# 3 Real-Time Interaction Guidance
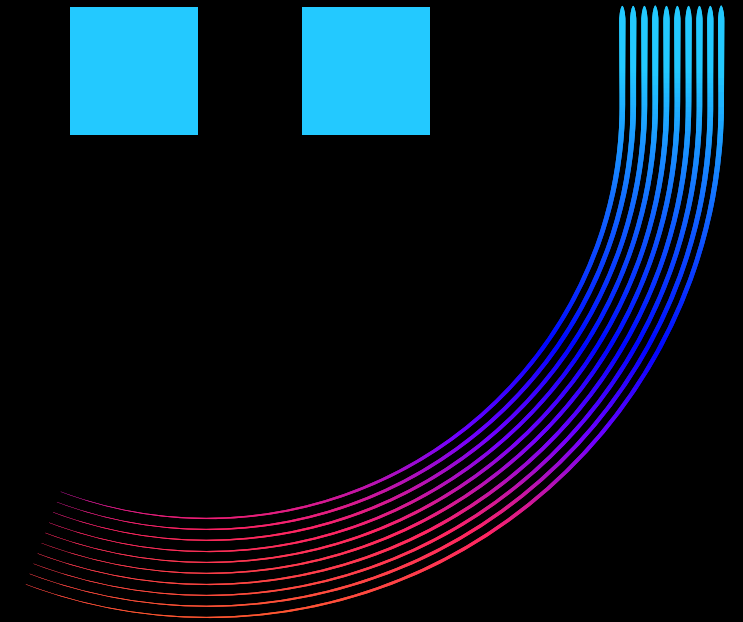
Using Real-Time Interaction Guidance to Increase Positive Outcomes During a Conversation

70%

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

Ebbinghaus Memory Model

74%

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

Omdia

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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…*

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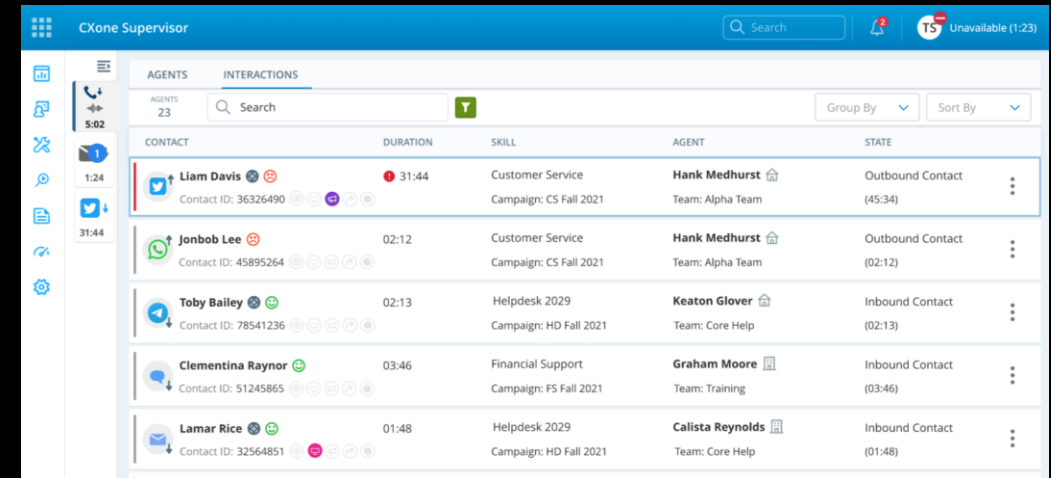
4 Empower Supervisors in Real-time and Post-interaction

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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

AI AUTOMATED COACHING

- Coaching suggestions based on behavioral analysis

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5 Leveraging AI to Automate Agent Summaries

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Leveraging Gen AI to Automate Agent Summaries

28%
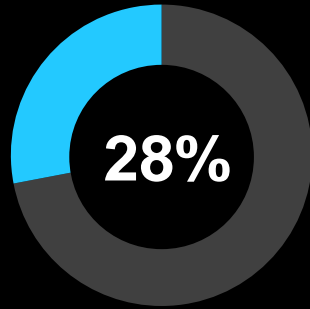
28.8%
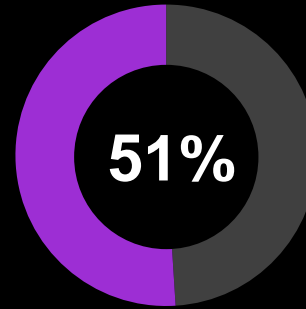
is the average agent turnover/attrition rate in 2023
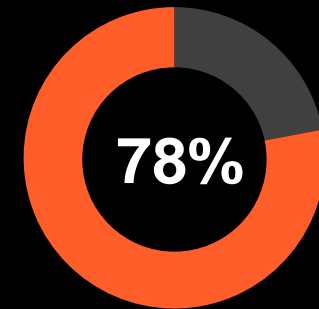
Metrigy

51%

51.5%
of executives say agent burnout is an issue

Metrigy

78%

78%

of respondents plan to use Gen AI to solve Call summarization
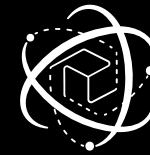
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Automate Agent Summaries

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

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.

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

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

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Cost Saving for Automating Notetaking

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

EXAMPLE 1	EXAMPLE 2	EXAMPLE 3
30	60	120
30 SECONDS OF ACW	1 MINUTE OF ACW	2 MINUTES OF ACW
$3.5 Million Annually	**$7 Million Annually**	**$14 Million Annually**

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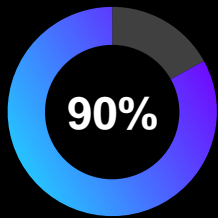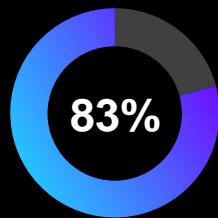
6 Maximize CSAT and EX Before, During, and After Interactions

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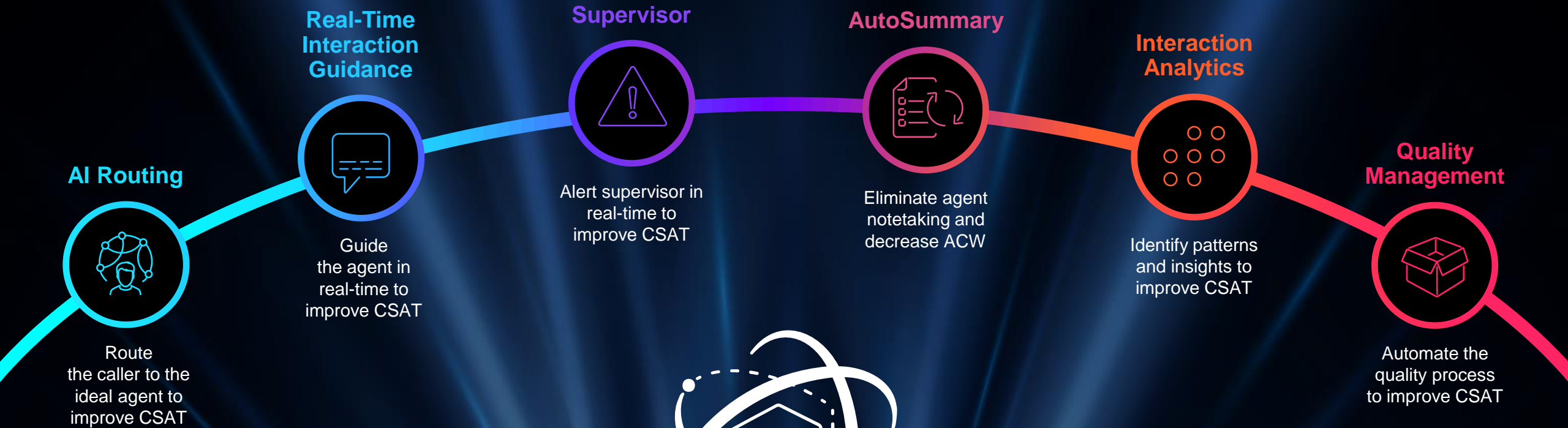
Achieve EX and CX Optimization with Purpose-built AI

IMPROVE DECISION MAKING

90% Can ID bottlenecks and process inefficiencies (vs 45%)

83% Are successfully using data for a root cause analysis impacting CX (vs 48%)

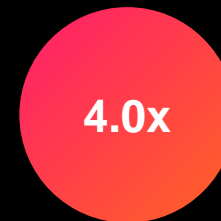## INCREASE METRICS

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

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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

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Thank You

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Make
experiences
flow