



Turning Turbulence into Triumph

Ways to Empower Your Agents

May 2025

Market Turbulence Impacts Your Customers and Agents

Rapid market changes are driving new customer concerns and new daily call types

Agents may not be equipped to handle these new call types and volume spikes

Traditional contact center analytics may not be fast enough to uncover these new trends

Traditional quality and coaching may not be fast and scalable enough to rapidly empower agents

Shift Toward AI-Driven Experiences

52% of business decision-makers have prioritized AI specifically to increase customer support efficiency

Shift from fragmented AI solutions to comprehensive orchestration that can analyze company information, customer history and previous interactions in seconds. This holistic approach enables delivery of personalized experiences at every touchpoint.

FIGURE 2

“How does your organization currently use AI in CX operations?”

- Planning to implement in the next 12 months
- Currently using
- Expanding or upgrading implementation

AI for self-service automation (e.g., chatbots, virtual assistants)

33% 47% 20%

AI for agent assist capabilities (e.g., real-time recommendations, automated summaries)

38% 41% 21%

AI for comprehensive data analysis and customer journey optimization

45% 33% 23%

AI for advanced orchestration and routing of customer interactions

47% 28% 25%

AI for predictive analytics and decision-making

48% 32% 20%

Base: 415 decision-makers in NA, APAC, EMEA, LATAM responsible for their organization's CX strategy
Note: Multiple responses accepted; percentages may not total 100 due to rounding
Source: A commissioned study conducted by Forrester Consulting on behalf of Avaya, November 2024

Forrester Consulting
From Automation To Orchestration: The Future Of AI-Powered Customer Experience, March 2025

What are your biggest challenges identifying new issues impacting customers and agents?

Select the number that best reflects your current state

1. Ad-hoc insights - ask agents or listen to sample of calls
2. Call transcripts but limited analytics tool to mine them
3. Full speech analytics but not enough analysts
4. Analytics teams, but takes time to generate insights
5. All set! Accurate transcripts and analytics driving actionable insights

Customers Report Strong and Fast AI Business Outcomes From New AI Driven Business Analytics

\$5M
Increased
Revenue

A bank now resolves process inefficiencies in loan applications and increases revenue

\$8M
Saved

An insurer creates over \$8M in value from agent capacity and increased revenue from multiple call studies each year

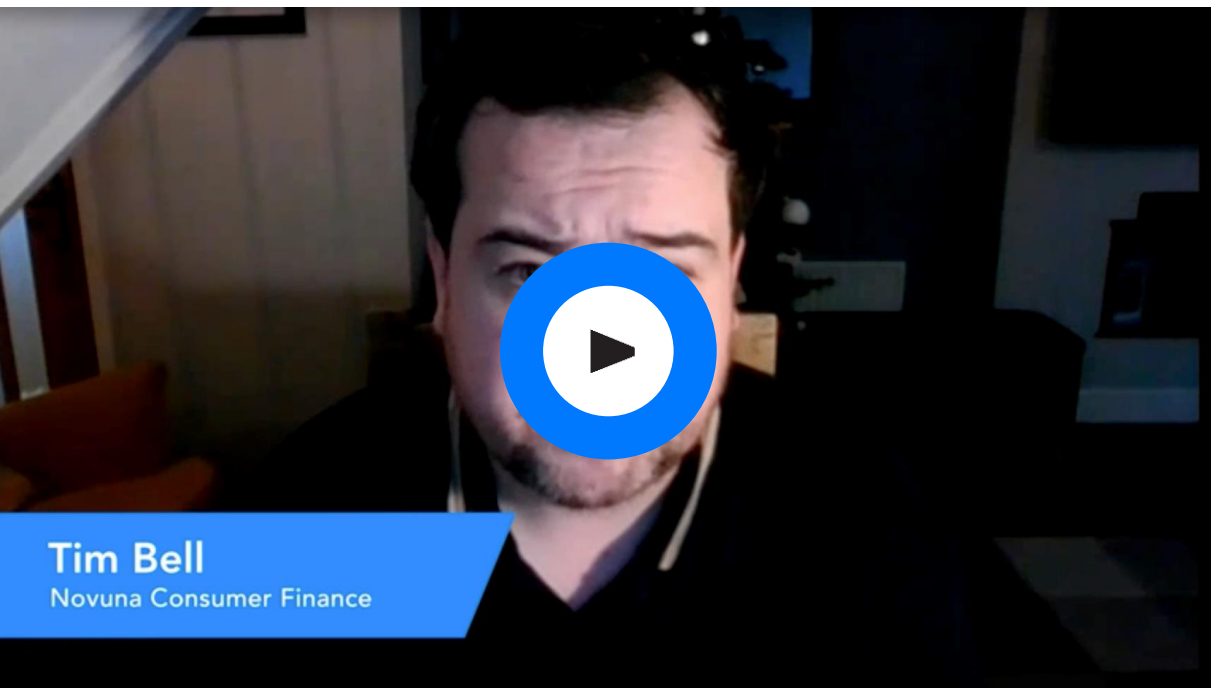
+14
NPS

A telco improved CX metrics while also increasing revenue by helping customers understand the best service for their needs.

Faster Outcomes with Genie Bot

Adding Genie Bot to Speech Analytics dramatically accelerates time to insights and increases value by supercharging the analytics team

Novuna



Tim Bell
Novuna Consumer Finance

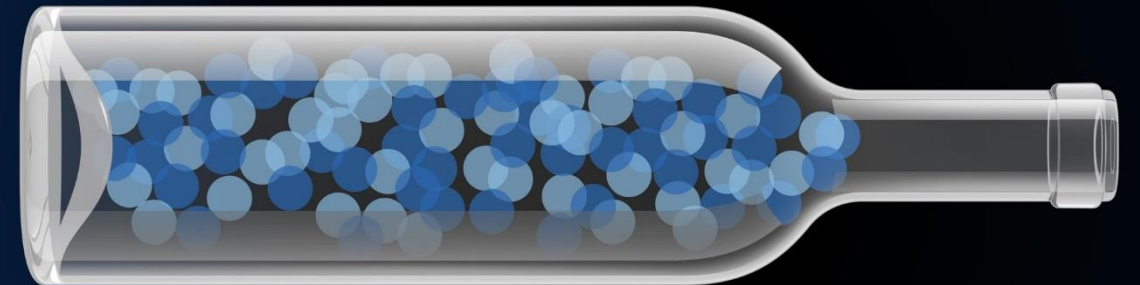
Consumer finance firm added Genie Bot to accelerate time to insights.

They quickly uncovered additional revenue opportunities worth millions.

THE ANALYST BOTTLENECK

Not enough analysts

Too long to find
insights



VERINT GENIE BOT SUPERCHARGE ANALYSTS

Accelerate
time to insight
across the
enterprise



Stronger AI Outcomes = Greater Business Value

Customers Can Measure Tangible Value Across Key Metrics

Increase
Agent Capacity

10%

Increase Revenue
Per Interaction

15%

Improve
CX Metrics

10 pts
NPS

Example: 1,000 person contact center creates \$4M in value through agent capacity, increases revenue by \$15M and elevates NPS.

Delivering Actionable Insights to Maximize Value

For Operations & CX Users

On demand insights from holistic behavioral data for Contact Center and CX users and management

Data Insights Bot

For Business Analyst Team

Deep dive data analysis for even more actionable insights delivering millions of dollars of value

Analytics with Genie Bot



On-demand insights provide immediate value - Deep dive analysis delivers much greater value

CX Automation Platform Is Core to Your IT Architecture

Exact Transcription Bot with
market-leading transcription
accuracy at a lower cost

Value

Open, easy & secure access to
holistic behavioral data

Value

Business Analytics Accelerates IT Value

What are your biggest challenges in translating insights into actions and coaching your agents?

Select the number that best reflects your current state

1. Coaching not customized to agent knowledge gaps
2. Customized coaching based on small sample of manual quality evaluations
3. Automated quality for 100% of calls but manual coaching
4. Automated real-time coaching but limited quantifiable outcomes
5. All set! Automated quality, real-time coaching, and quantifiable AI outcomes

Quality & Compliance Delivers AI Outcomes

↑16%
NPS

A healthcare provider boosted NPS based on interventions from Verint **CX/EX Scoring Bot**

\$4M
Saved

New hires at a telco reached targets 10 weeks faster with interventions from Verint **CX/EX Scoring Bot**

\$10M
Saved

An insurer increased management capacity by 70% with Verint **Quality Bot**

\$6M
Saved

A fintech brand increased management capacity by 50% with Verint **Quality Bot**

Fiserv Upgraded Verint QM, Added Verint Quality Bot

Reporting strong AI business outcomes

fiserv.

Fintech Provider



Becky Collins
Fiserv

AI Outcome:

Verint Quality Bot automated their compliance workflows, doing the work of 1,200 quality managers

Stronger AI Outcomes = Greater Business Value

Customers Can Measure Tangible Value Across Key Metrics

Increase
Management Capacity

Double

Increase
Agent Capacity

5%

Increase
Revenue Per Interaction

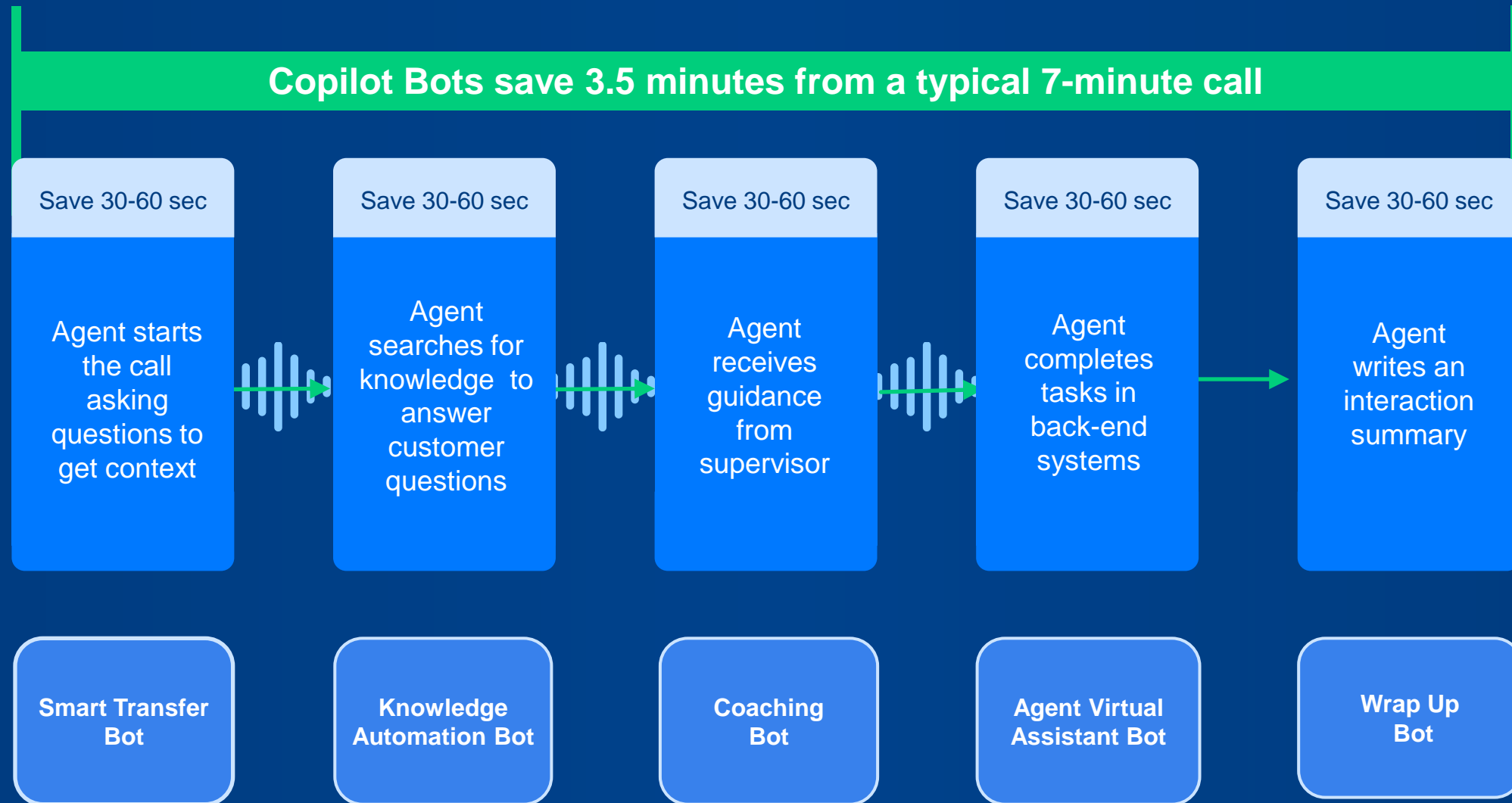
10%

Improve
CX Metrics

10pts
NPS

Example: 1,000 person contact center creates \$4M in value through agent and manager capacity, increases revenue by \$10M and elevates NPS.

Agent Copilot Bots Can Double Agent Capacity



Agent Copilot Bots Deliver Strong AI Outcomes

\$79M
Benefits

A telco with 30k agents reduced call duration by 30s while increasing revenue and elevating CX

\$10M
Saved

A bank reduced call duration by 20 seconds by providing 2k agents with faster access to knowledge

\$70M
Saved

An insurer with 30k agents reduced call duration by 30 seconds with AI-powered wrap up

+33pt
NPS

A bank helps 300 agents navigate complex mortgage applications in real-time

Utilita Started with One Agent Copilot Bot

Start small to prove value in your existing ecosystem and then scale



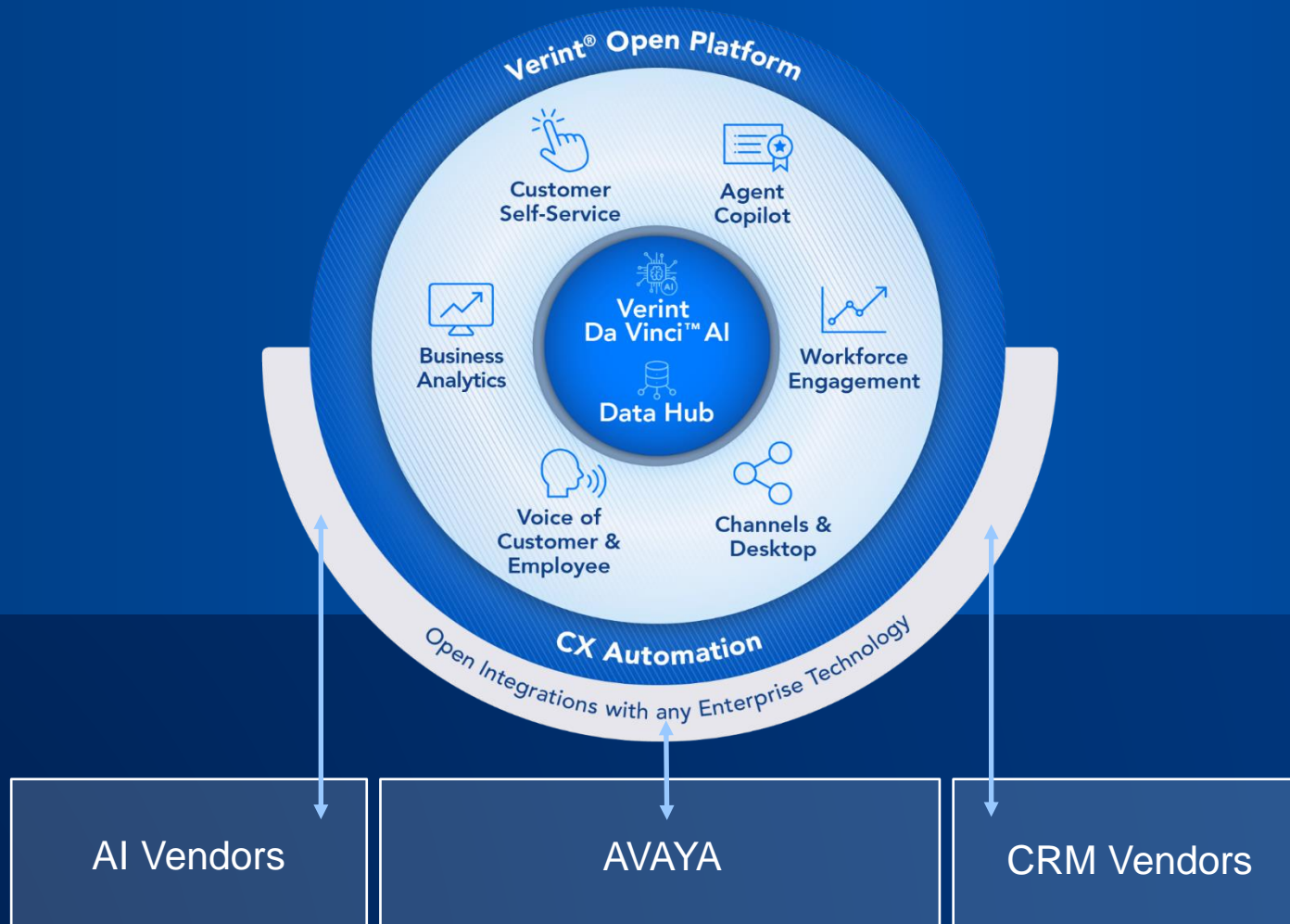
Utility company started with Wrap Up Bot and realized immediate outcomes through increased agent capacity



Lenard Smith
Utilita

Easily Add Verint CX Automation Without Disruption

Verint Open Platform seamlessly fits into your existing ecosystem



Everything you need to
automate your manual CX
workflows

No changes
required

Navigating Implementation Barriers

FIGURE 4

“Which of the following are key concerns when implementing AI in your customer interactions?”



Addressing these challenges

- **Phased implementation:** gradual AI adoption is critical to maintaining service quality
- **Business continuity focus:** prioritize ensuring operations remain stable throughout transitions
- **Strategic alignment of AI initiatives** with broader corporate strategies
- **Integration flexibility:** solutions that integrate smoothly with existing and future AI tools
- **AI compliance tools** for regulatory adherence

Massive AI Business Outcomes. Now.

Open Platform delivers fast results
Easily fits into your existing ecosystem with no disruption

Resources

Forrester – [From Automation to Orchestration: The Future of AI-Powered Customer Experience](#)

Case Study – [Novuna, a financial services company](#)

Case Study – [Fiserv, global fintech company](#)

Case Study – [Utilita, an energy company](#)

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The Avaya logo is rendered in a red, italicized, sans-serif typeface. A solid blue vertical bar is positioned to the left of the logo.

AVAYA

The Verint logo is displayed in a blue, bold, sans-serif font. A thin vertical line separates it from the Avaya logo to its left.

VERINT®

The text "Thank You" is centered within a light blue rectangular box.

Thank You