AI Strategies for Business – How to get Started and Drive Results
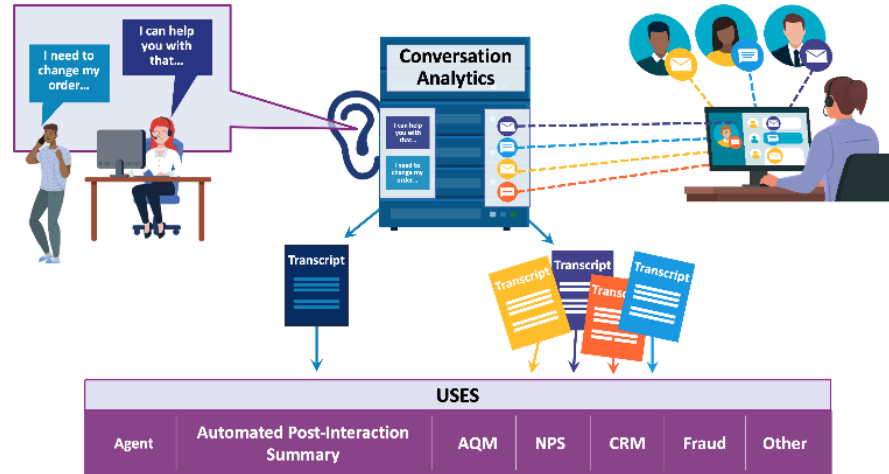
September 2024

Agent Assist Applications
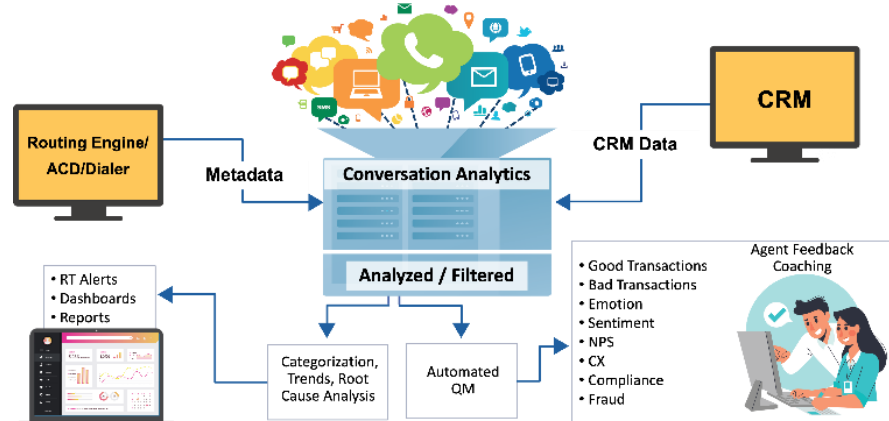
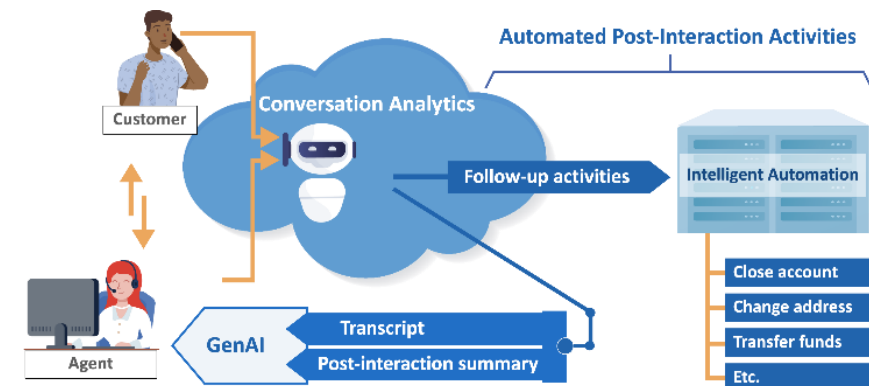# Real-Time Guidance

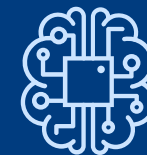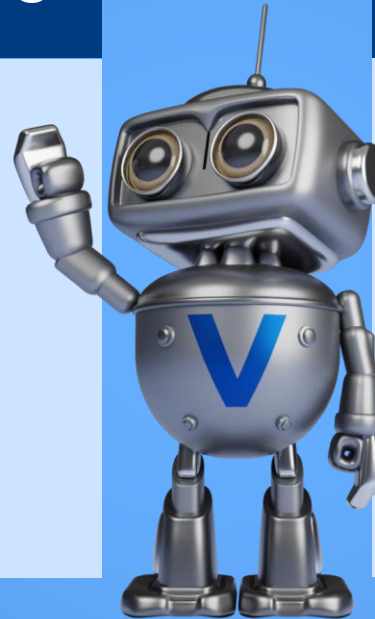# 'Agent Ask' and 'AI Suggest' Coaching

Agent Ask
AI-powered Coaching

Agents ask question during the

call and get AI-powered answers

- **IVA for Agents**

- **Knowledge Automation Bot**

AI Suggest
AI-powered Coaching

AI listens to the call and delivers

guidance and next best action

- **Coaching Bot**

This combination provides the most effective coaching solution on the market

Coaching Bot Outcomes

Proven AI Business Outcomes With the Coaching Bot, Now

Reduce Call Duration	Increase Sales Conversion	Improve Customer Retention	Improve Compliance Adherence	Improve Sentiment
20 second reduction per interaction	10% improvement to sales conversion	10% improvement to retaining at-risk customers	100% adherence with compliance standards	20% improvement to measured CSAT/NPS

Automated Post-Interaction Summarization
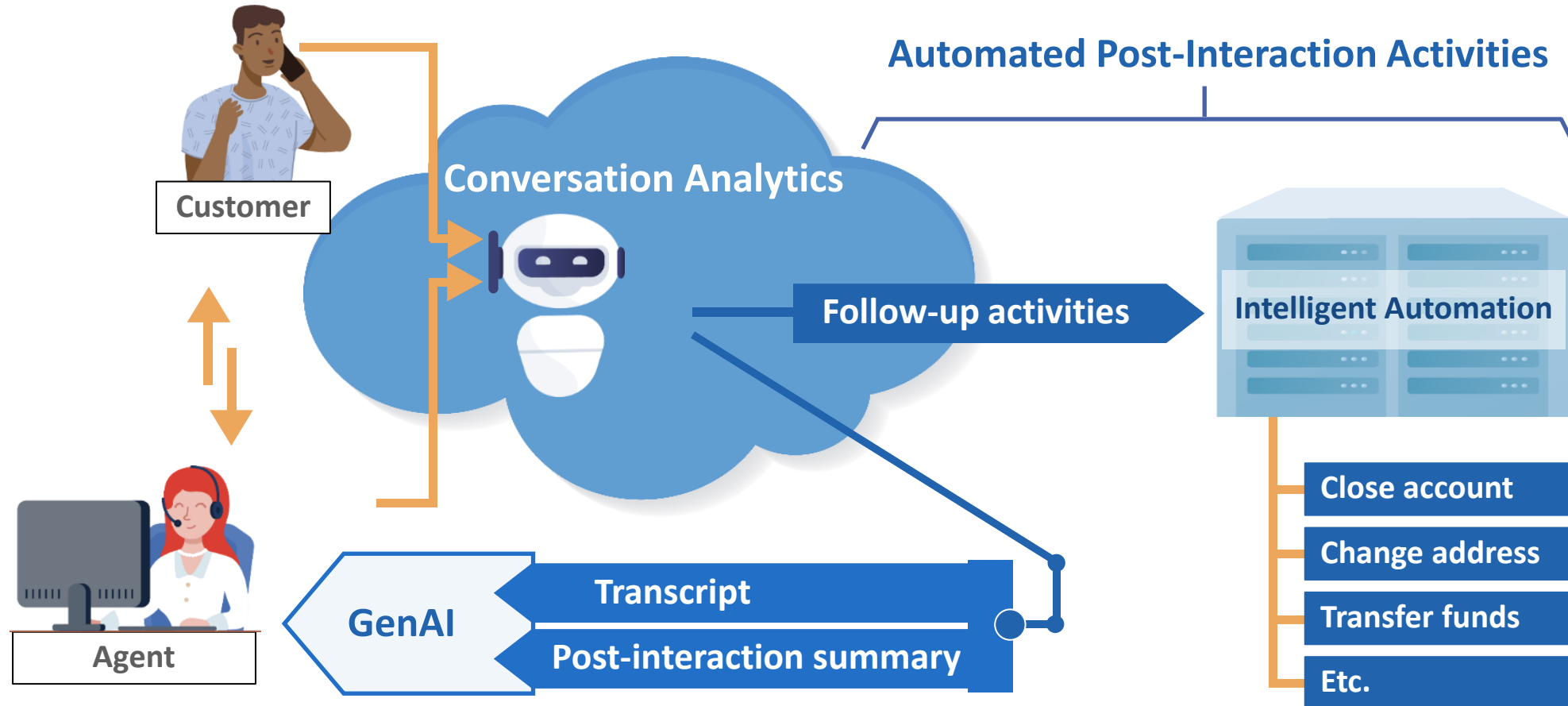
Wrap Up Bot - AI Business Outcomes, Now

Increase Agent Capacity With A Shorter Wrap Up Time:

- AI automatically creates summaries, reducing call duration.

- Summaries automatically posted into your system of record.

Increase Agent Capacity With Better Summary Quality:

- Accurate, consistent, unbiased summaries.

- Customers don't need to repeat themselves when they call back.

An insurer reduced average call length by 30 seconds using AI for wrap-up

Initial deployment across 300 agents. Expanded deployment to 30,000 agents. Targeting **$70M** in agent capacity

- **Improve wrap-up time & quality**

- **Wrap Up Bot saves $70M**

Assumptions: Average call length = 5 minutes, average cost per call = $5

Automated Quality Management
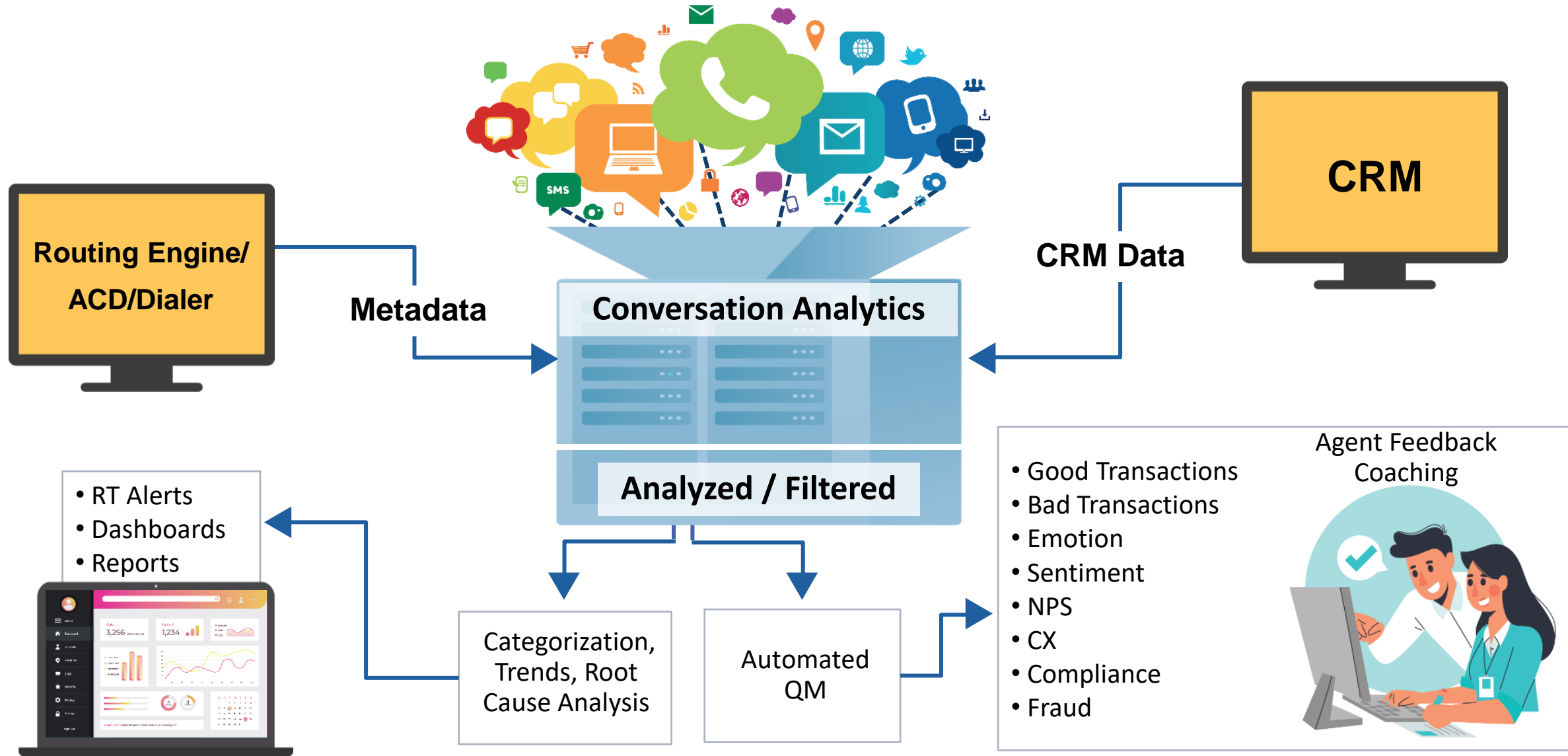
Quality Bot Delivers AI Business Outcomes, Now

QM provides a robust process and workflow
Bots Automate Manual Agent Evaluations and Manual Compliance Evaluations

Save Money	Enhance Quality Program	Reduce Compliance Risk
Reduce supervisor cost related to manually evaluating agents	Avoid evaluation errors caused by sampling – 100% call coverage	Avoid compliance risks resulting from sampling - 100% call coverage

Quality Bot Increases Supervisor Capacity

A healthcare brand automated 100% of evaluations, increasing supervisor capacity by 33%

Saving **$1.5M** annually

An auto and life insurer automated 100% of evaluations, increasing supervisor capacity by 30%
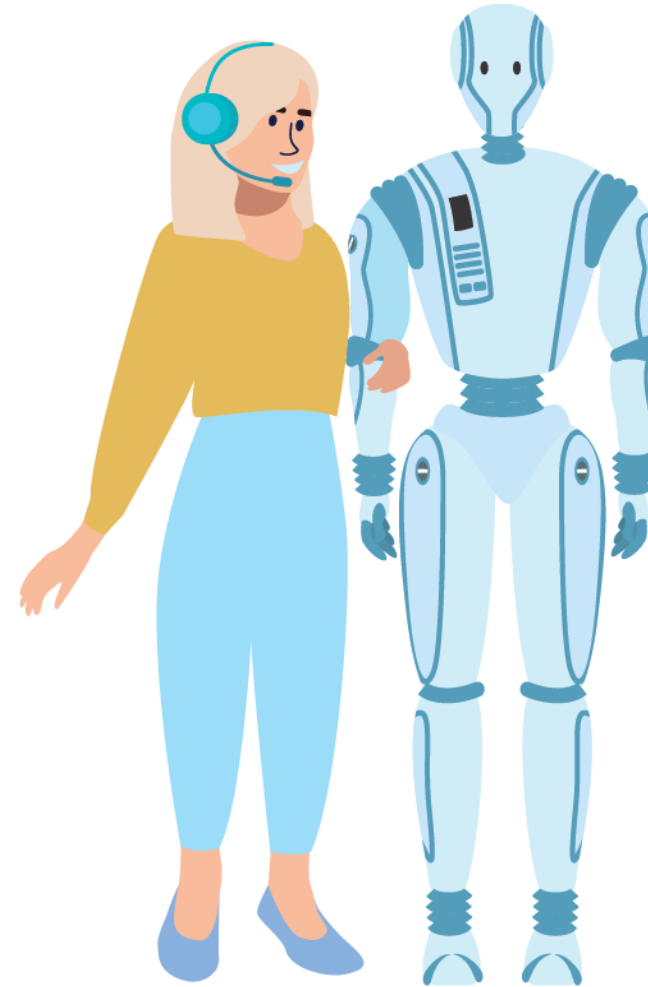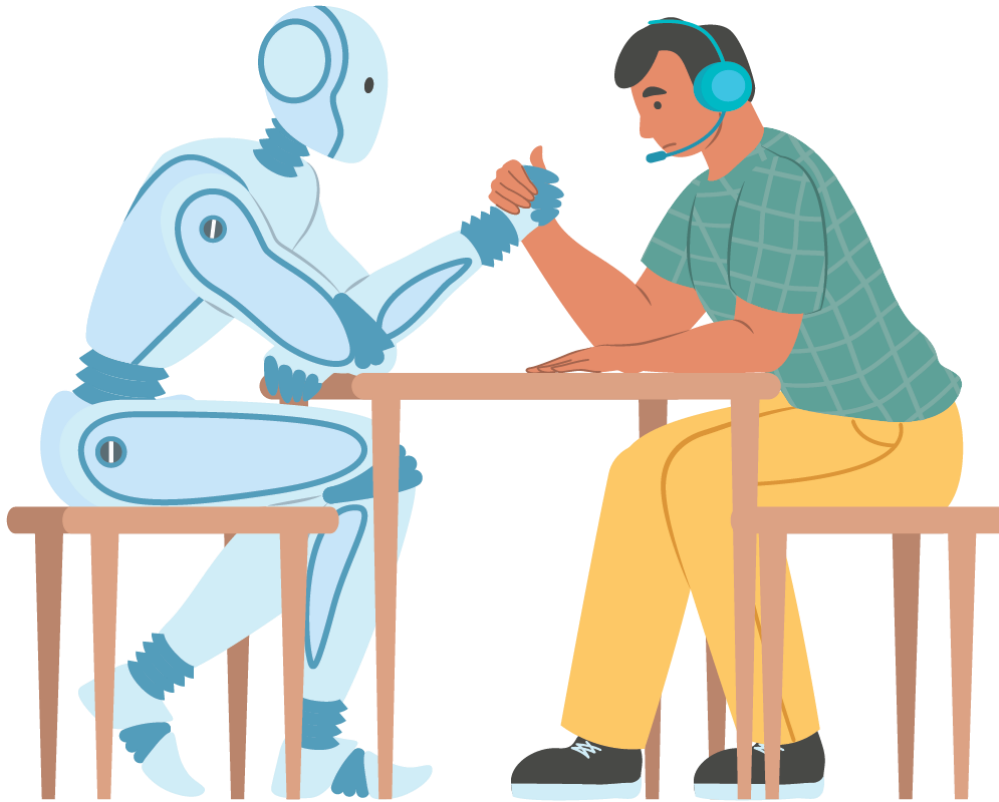
Saving **$1.1m** annually

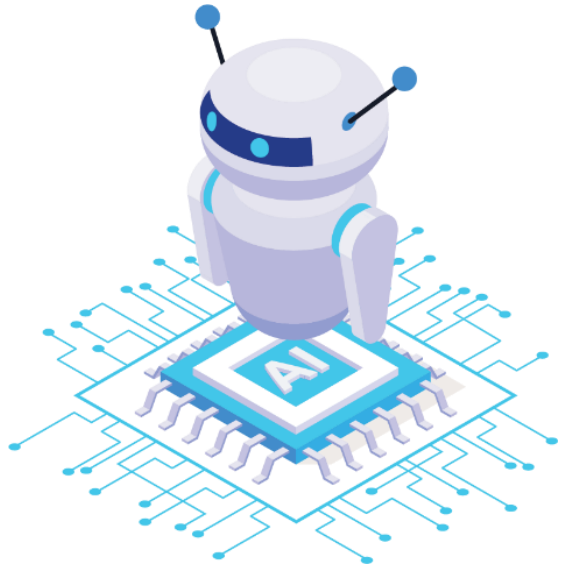A telecommunications company evaluated 1.8m interactions without adding resources

Saving **$4m** annually

Assumptions: Average supervisor cost = $75,000

Will AI Augment or Replace Agents?

Getting Started with AI

1. Create a working committee of 5 or 6 employees, including 1 from IT, who are strategic, technically knowledgeable, and understand the business

2. Draft a contact center AI strategy, along with a couple of specific objectives that can be achieved in 3 to 6 months, e.g., enhance self-service, increase FCR, reduce post-interaction wrap-up time

3. Identify solutions that will address the identified strategic goals

4. Establish a baseline for comparison by benchmarking the existing system and processes prior to conducting the AI pilot

5. Assign an individual from the AI working committee to coordinate and facilitate the pilot

6. Decide on the timeframe and success criteria for each phase of the pilot

7. Select a contact center team or function to participate in the pilot

8. Communicate and explain the pilot to all employees who are part of the team/group so they are on board with the effort

9. Conduct the pilot

10. Build a business case to obtain funding for additional contact center rollout

11. Deploy the solution throughout the department

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Q & A

Thank you

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