

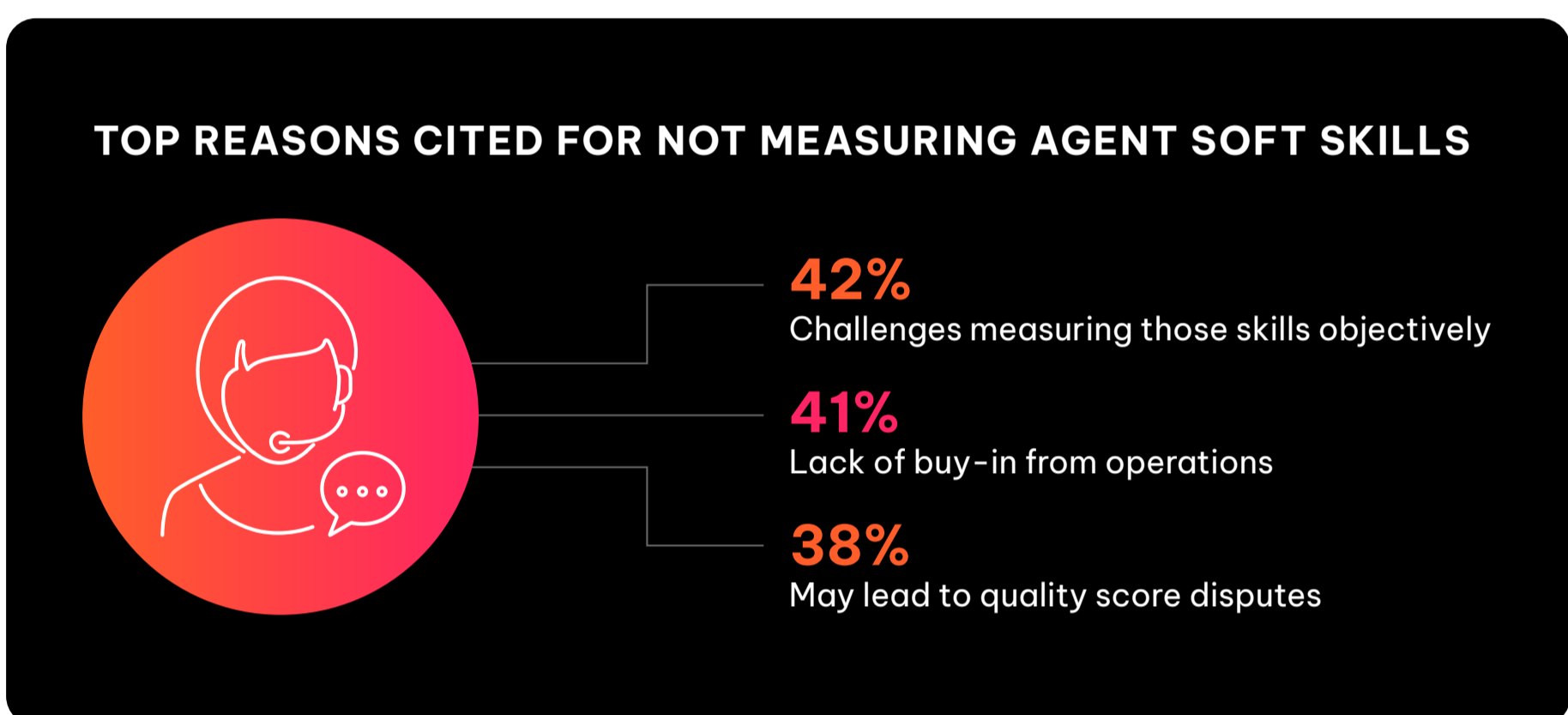
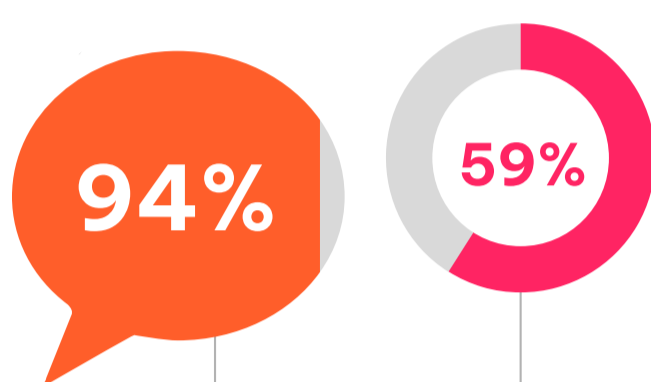
Contact Center Leaders Address Why AI and Agent Soft Skills Are Crucial to Winning CX

NICE conducted a survey of 400 contact center leaders at U.S. and U.K. companies that have contact centers with more than 200 agents. The purpose was to gain a better understanding of the challenges companies face in evaluating their agents' performance to improve the customer experience, as well as their plans for adopting artificial intelligence (AI) in the future. Below are some of the key findings:



SOFT SKILLS DISCONNECT

94% of contact center leaders say they recognize the importance of agent soft skills in delivering great customer experiences, yet **59%** of companies don't measure those skills.

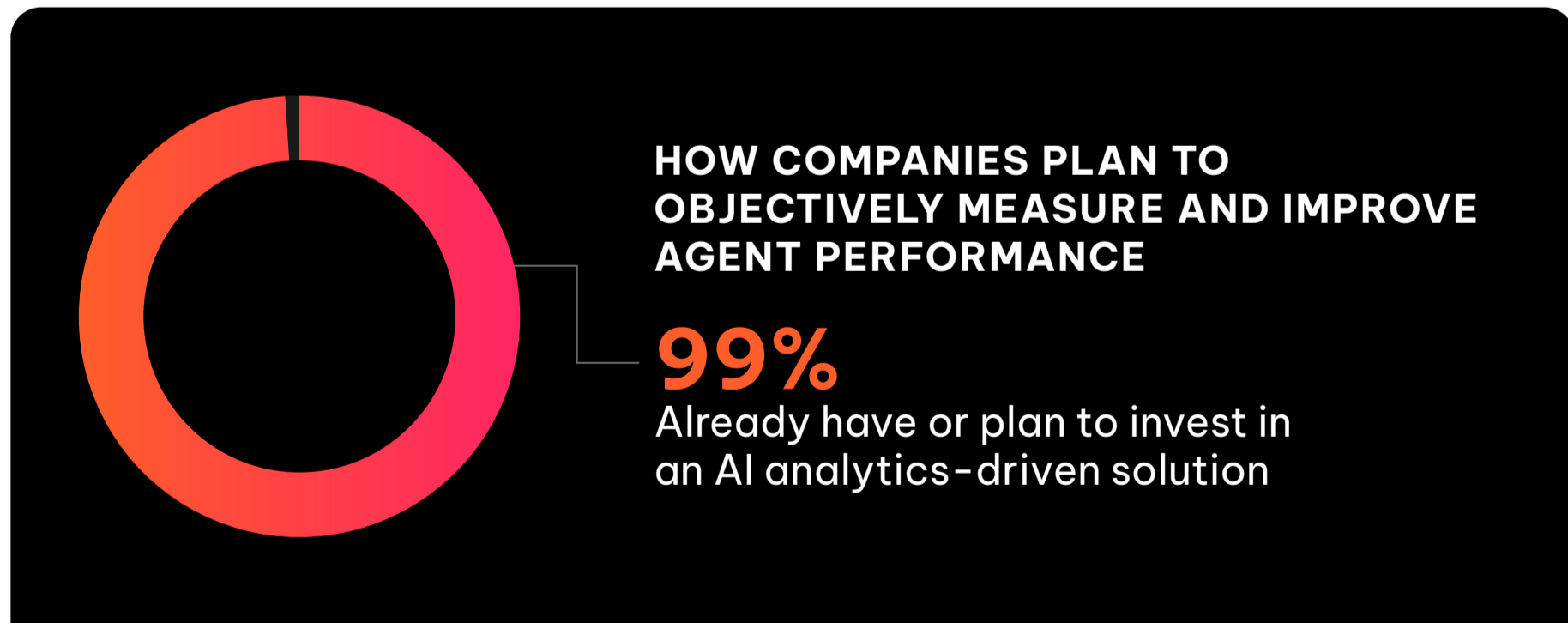


HOW COMPANIES CURRENTLY ASSESS AGENT PERFORMANCE

Many contact center leaders currently rely on a small percentage of samples from a large volume of customer interactions (both voice and digital) that are handled each month to assess an agent's performance, which can distort their results. These samples are selected based on:



Many contact centers are making significant business decisions based on skewed data, which comes from survey results of only extremely satisfied or dissatisfied customers, or from random samples that do not accurately represent all interactions.



ENLIGHTEN AI FOR CUSTOMER SATISFACTION
Analyze every conversation to drive extraordinary experiences and make every interaction count.

To learn more about the NICE survey findings, as well as the challenges that today's contact center leaders face and how they plan to address them, download our complete e-book.

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