



“Pivotal to improving the customer-agent journey is to capture all interaction data in a centralized repository and use it to understand not only the pain points but also the moments of delight and where we can do a better job for customer experience and process efficiency.” –Contact Center Supervisor

CONTACTS

The full list of NICE marks are the trademarks or registered trademarks of Nice Ltd. For the full list of NICE trademarks, visit <http://www.nice.com/nice-trademarks>. All other marks used are the property of their respective proprietors.

Global International HQ, Israel,
T +972 9 775 3777, F +972 9 743 4282

EMEA, Europe & Middle East,
T +44 0 1489 771 200, F +44 0 1489 771 665

Americas, North America
T +1 551-256-5000, F +1 551-259-5252

Asia Pacific, Singapore Office
T + 65 6222 5123, F +65 6222 5459

LEADING BUSINESSES ARE USING AI TO DRIVE EXTRAORDINARY CX

How Leading Contact Centers Are Evolving Their Quality and Coaching Programs

About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center – and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform – and elevate – every customer interaction.



TABLE OF CONTENTS



Enlighten AI Behavioral Models	5
Removing Subjectivity Improves Engagement	6
Delivering Focused Quality Audits and Coaching	6
Automation Upskills Rather than Replaces Employees	7
Leveraging a Pilot Team Speeds Buy-in	7
Real-Time Guidance Boosts Agent Engagement and Customer Satisfaction	9
AI Lets You Focus on the Metrics that Matter Most	10

Contact centers have a wealth of data about what customers are thinking and feeling and where pain points exist, but it can take weeks or months to uncover and act on trends that adversely affect the business. New Artificial Intelligence (AI) Sentiment and behavioral models that are purpose-built for customer engagement harness vast amounts of conversational data and deliver insights in ways that could never be done before with manual data mining techniques.

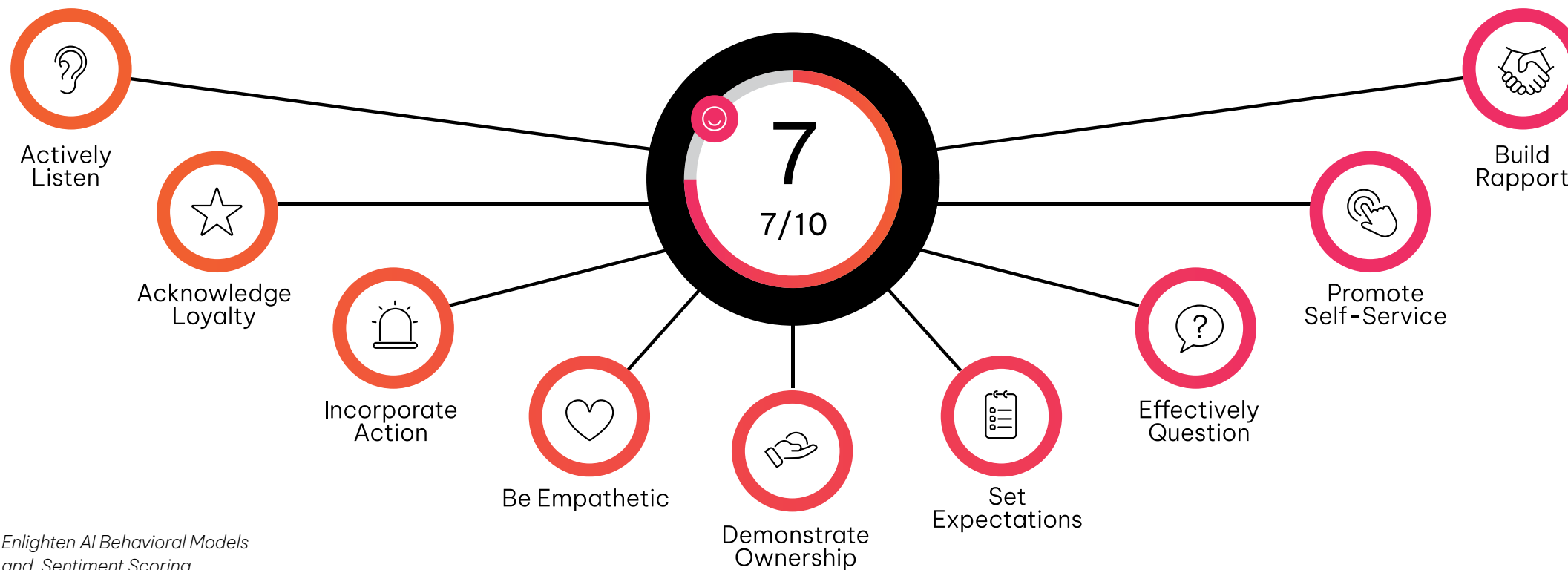
Enlighten AI Behavioral Models

Identifying Key Agent Behaviors that Influence Overall Customer Sentiment or Customer Satisfaction

When paired with CX applications, AI can guide agents on soft-skill behaviors that are proven to drive customer satisfaction across all interactions. The AI learns from top performers and shares what makes them so great – the activities and behaviors that drive success – with the entire organization.

One leading telecommunications provider selected NICE Enlighten AI for Customer Satisfaction because it is purpose-built for customer engagement. It interprets and predicts human behaviors by objectively measuring all interactions consistently and efficiently to drive measurable outcomes.

Here's how contact centers are using this technology and achieving rapid adoption throughout the organization.



Enlighten AI Behavioral Models and Sentiment Scoring

Removing Subjectivity Improves Engagement

The telecommunications provider used Enlighten AI to analyze all interactions instead of having their supervisors listen to a couple of customer calls per agent per week. Using AI, the organization found a strong correlation between scores related to agents' behaviors, such as effective questioning and acknowledging customer loyalty, and their customer sentiment metric. This not only expedited time to insight but has also been proven to be a consistent and objective analysis.

The telecommunications provider found that when agents were evaluated on just a handful of calls per month, it was missing key insights, and coaches had to spend valuable time sifting through interactions to find a coachable moment. Agents felt that the process wasn't fair, and it created mistrust between agents and the supervisors scoring their interactions.



"I love being measured for all of my work, not just six calls a month!"

–Customer Service Agent

By automating objective scoring on 100% of interactions and giving agents performance dashboards, Enlighten AI for Customer Satisfaction empowers them with the opportunity to self-correct and removes any question of whether the process is unfair. The contact center also found that it uncovers good interactions, enabling the organization to give positive feedback about what agents are doing exceptionally well in addition to addressing areas that need improvement.

Delivering Focused Quality Audits and Coaching

A healthcare company that has nurses and physician assistants taking calls in its contact center also benefited by reducing the subjectivity and time required in manual audits. Scorecards automated the monitoring of mission-critical requirements like HIPAA compliance. The organization was able to have more focused quality audits, using fewer resources, while removing the need to listen manually to find "coachable" calls. Additional benefits included significant improvements in the employee experience and retention.

Automation Upskills Rather than Replaces Employees

One organization in the transportation industry has a centralized quality and analytics team that supports various businesses within the organization.

This team uses Enlighten AI to automate parts of its call evaluation process. They found that rather than reducing the size of the team due to automation, the team members expanded their roles and influence within the organization.

Instead of spending time searching and reviewing a sample of calls, they now focus on mining insights that would otherwise go unnoticed. In their new role as data analysts, they listen to calls with a different purpose. For example, they work with the product team to uncover issues with products and help contact center supervisors identify obstacles in their processes that need to be addressed. They were also able to upskill the contact center quality team.

Leveraging a Pilot Team Speeds Buy-in

Many contact centers find that starting with a pilot when deploying new technology enables a smaller group of users to experience the benefits themselves, then serve as ambassadors of the solution across the organization.

The telecommunications provider found that the pilot group team members acted as the project ambassadors, increasing the adoption of the solution throughout the organization. The teams who took part in the pilot communicated to others in the organization how much time Enlighten AI for Customer Satisfaction saved supervisors, and they championed the solution as it was implemented group by group across the organization. They found that the larger the group of pilot participants, the more it enabled them to speed adoption across the organization.

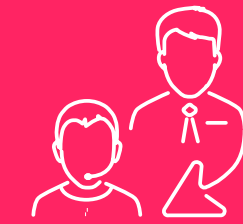
CURRENT STATE

Change happens one person at a time as individuals learn and adopt new ways of working.

FUTURE STATE

Active support by influential leaders is the most determining factor in Change Success*

*Active and visible sponsorship was found to be the #1 factor in initiative success in 9 successive benchmark studies by Prosci Inc.



“Now, we are focused exclusively on developing our coaches and coaching our agents, rather than arguing about the data”

–Contact Center Manager



“I was able to demonstrate specifically what was in it for each stakeholder in terms of improving their performance and making it easier to achieve their goals.”

–Quality Team Lead

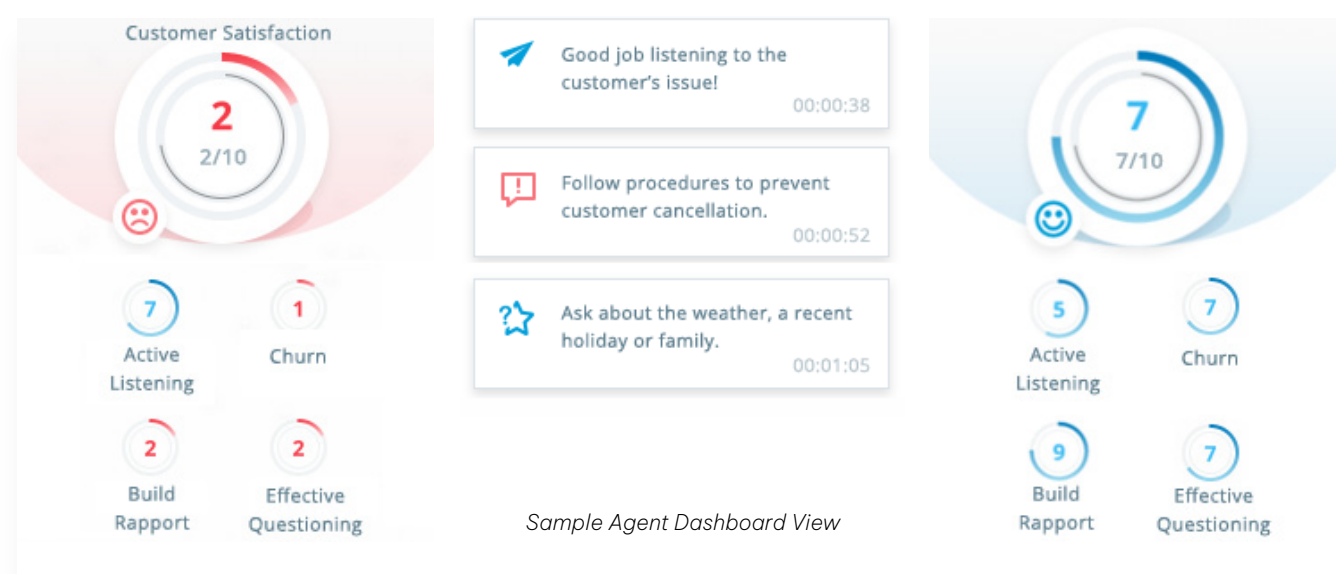
“Now, I can see how my remote agents are doing and can intervene anytime I can see they need assistance.”

–Contact Center Supervisor

Real-Time Guidance Boosts Agent Engagement and Customer Satisfaction

NICE Real-Time Interaction Guidance empowers agents and supervisors to improve every interaction in real-time so that they can proactively improve customer satisfaction metrics. It analyzes conversations as they occur and provides contextually relevant guidance to agents on processes and behaviors (generated from Enlighten AI for Customer Satisfaction) as needed. This helps to reinforce coaching and ensure a consistent service experience from every agent on every conversation. Supervisors are also provided with “in the moment” snapshots of agent performance, giving them instant visibility into who is performing well and who requires coaching.

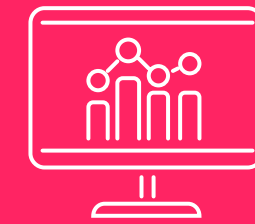
One telecommunications provider found that it was able to empower agents in real-time to help customers who had questions on a promotional offer listed on its website. When a customer called in, it wasn't just the agent listening to the call – Real-Time Interaction Guidance was listening, too. When the phrase “internet upgrade promotion” was detected along with frustration over the customer's current rate, it presented the relevant information about the promotion to the agent as well as guidance on how to own the issue. The automated task saved the agent time while making it easier to engage and stay focused on the customer. The result was improved customer satisfaction, reduced handle time, and agents who felt confident in their ability to proactively improve their conversations in the moment.



AI Lets You Focus on the Metrics that Matter Most

What all of these case studies have in common is that each company's investments in AI-based contact center technology enables them to focus on improving both customer and employee experiences. Here's a look at how these organizations evaluated the performance of contact center agents before and after deploying Enlighten AI for Customer Satisfaction:

BEFORE
Random, manual selection of a few interactions per agent per month.
Manual preparation of feedback based on random sample. Results in lack of agent trust in the system.
Coaching for agents based on random sample.
Repeat coaching sessions to continue reinforcing agents soft-skills.
AFTER
Automated analysis of 100% of interactions.
High priority interactions automatically targeted for review. Accurate feedback can be prepared in minutes.
Agent and supervisor dashboards remove the subjectivity and random review for meaningful conversations.
Training is reinforced with Real-Time Interaction Guidance.



“Rather than checking the box on an evaluation form, members of the QA team now build queries and proactively identify issues. They have been able to uncover large-scale trends and insights that benefit the business as a whole. By removing the more mundane aspects of the task using AI and automation, the quality and analytics team now reports greater job satisfaction and an improvement in employee retention”

– VP of Operations