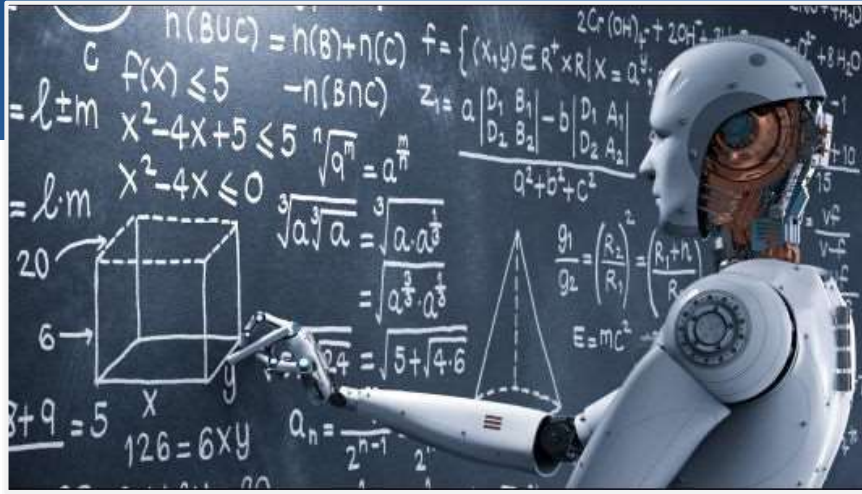* Tip 4: Improve Agent Efficiency
* Tip 5: Enhance your CX (Customer Experience)

Complementary Systems

Machines are good at the things humans are bad at.
Humans are good at the things machines are bad at.

Humans in the Contact Center Today

- **Coaching and Training of Agents**
- **Manual QA Evaluations**
- **Customer Experience Analytics**
- Post Call Documentation
- Root Cause and Complaints Research
- Compliance and Risk Monitoring

Tip 4

Use the power of NLP, *Machine Learning* and AI to dramatically improve agent performance

Improve Agent Efficiency by coaching teams faster.

1. Analyze 100% of your interaction data

2. Voice + Post call surveys together

3. Create weighted scorecards. Apply conditional logic to your scoring

4. Measure soft skills as well as specific business rules.

5. Curate your own calls for listening

6. Benchmark your agents

4.a: Flexible Scoring Model

4.b: Automate Scoring of 100% of Interactions
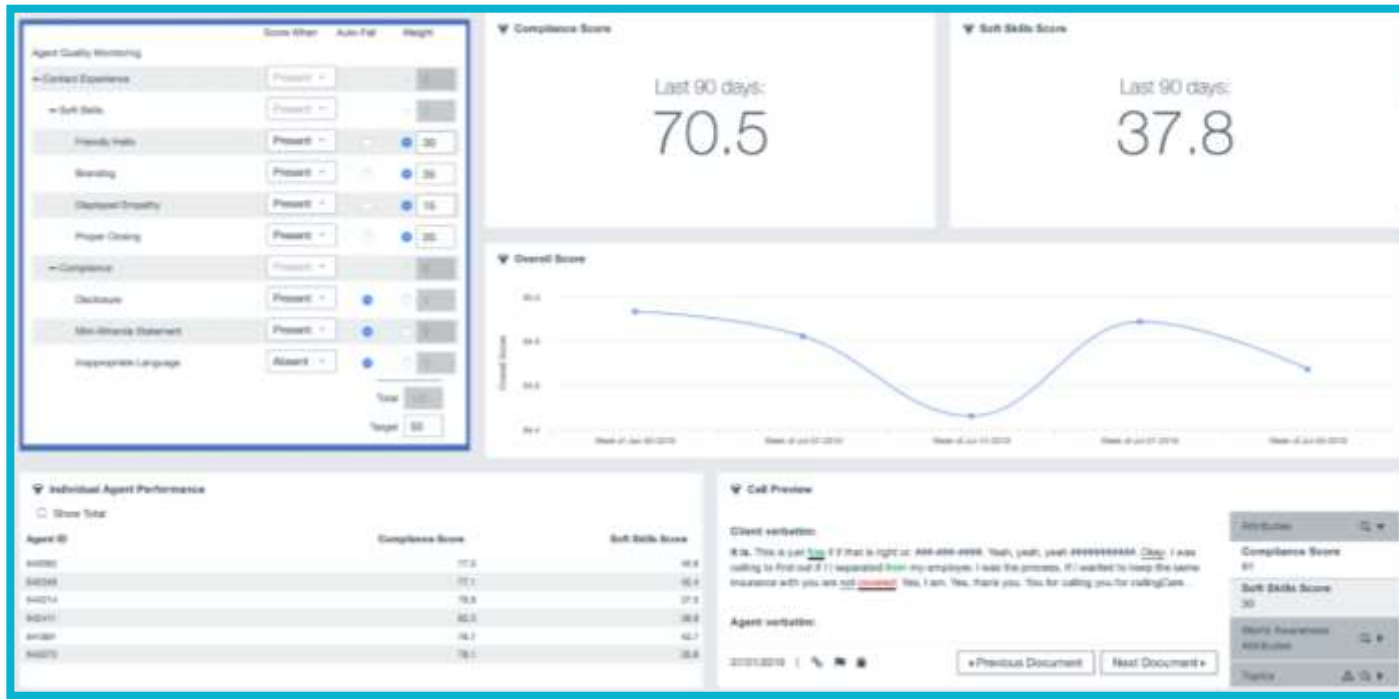
- Scoring
- Finding coaching moments

+

- Coaching
- Calibrating
- Benchmarking
- Improving

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Tip 5

Understand contact drivers that cause the most friction

Improve CX by measuring and identifying Effort, Sentiment and Emotions

1. Overlay Sentiment, Effort and Emotion on contact drivers

2. Measure effort for every interaction - including all your unstructured data.

3. Close the loop with your customers - across all your interaction data.

4. View "moments of truth" or "peak emotions" before listening to a call.

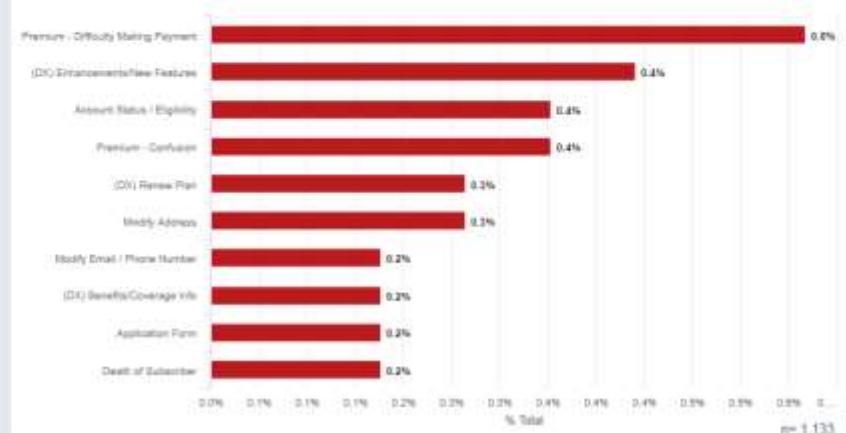# Tip 5.a: What calls drive high customer effort?

Tip 5.b: The Value Of Early Indicators of Loyalty

Leading

Loyalty

Effort (derived from text)

Emotion (derived from text)

Sentiment (derived from text)

NPS / Loyalty Index

MATURITY

TIME

- Find points of high friction and confusion
- Identify drivers of channel hopping

- Identify pain points
- Find drivers of frustration, concern, etc.

- Ubiquitous measure across sources
- Indicator of Moments of Truth

- Later validation of more real time feedback
- Segment to understand drivers

5.b: Indicators of Loyalty working together

**One possible workflow for how to use these pieces together

Emotion & Effort	Sentiment & Satisfaction	Emotion & Effort	Sentiment & Satisfaction
Find points of high friction, confusion, etc.	Look broader to determine potential impact	Design empathetic solution	Track results of change

Automation + Humans

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Thank you!