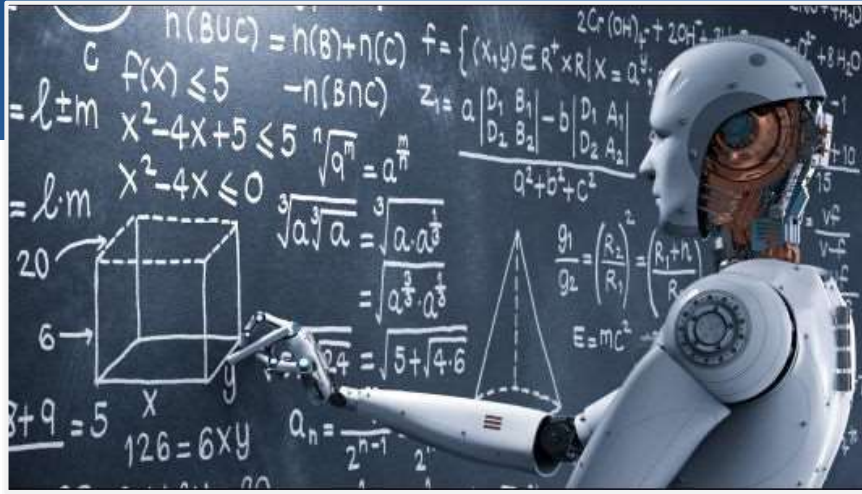


- 
- \* **Tip 4: Improve Agent Efficiency**
  - \* **Tip 5: Enhance your CX (Customer Experience)**

# 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

Agent Quality Monitoring	Score When	Auto-Fail	Weight
— Contact Experience	Present	<input type="radio"/>	0
— Soft Skills	Present	<input type="radio"/>	0
Friendly Hello	Present	<input type="radio"/>	30
Branding	Present	<input type="radio"/>	35
Displayed Empathy	Present	<input type="radio"/>	15
Proper Closing	Present	<input type="radio"/>	20
— Compliance	Present	<input type="radio"/>	0
Disclosure	Present	<input checked="" type="radio"/>	0
Mini-Miranda Statement	Present	<input checked="" type="radio"/>	0
Inappropriate Language	Absent	<input checked="" type="radio"/>	0
Total			100
Target			50

## Flexible Scoring Model

Automatically score agent performance in three areas: Call Quality, Service Excellence, and Call Accuracy.

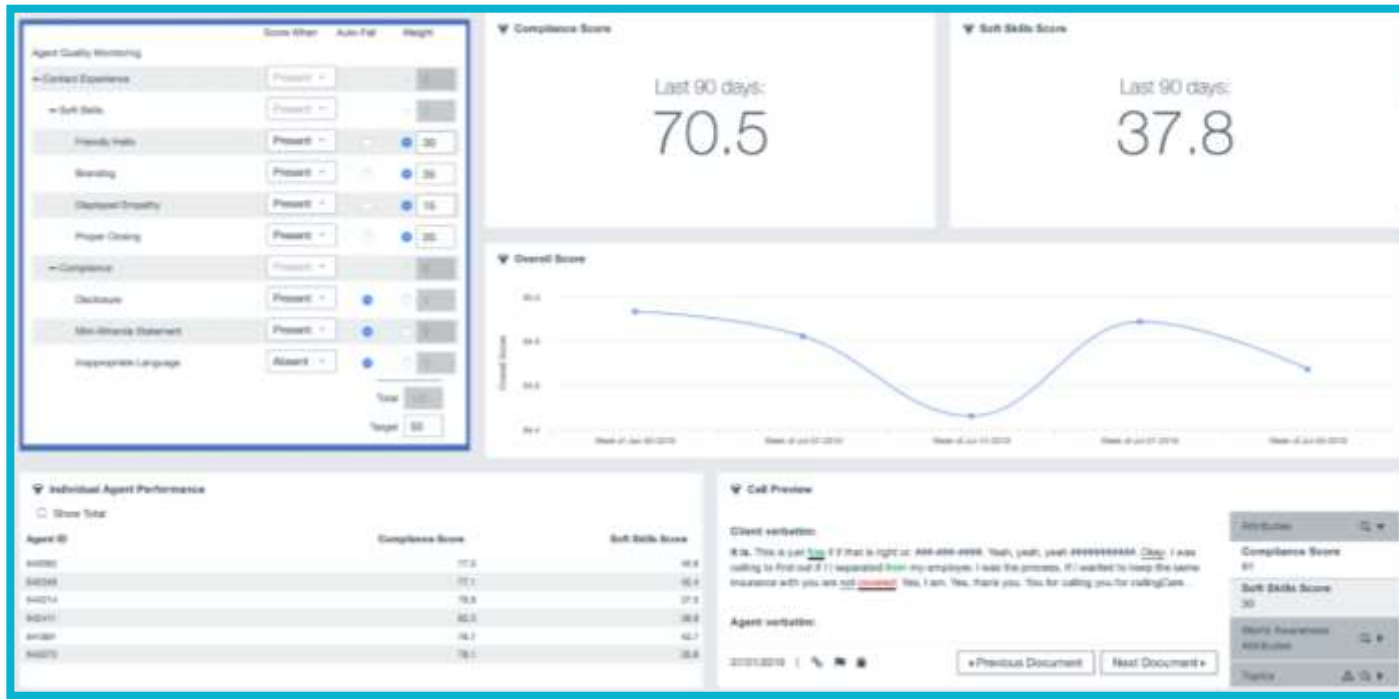
Automatically capture every element of an agent's interaction with a member. Measure the agent's performance across three key areas: Call Quality, Service Excellence, and Call Accuracy - Or create your own monitoring categories.

- Agent Compliance Scorecard
  - 2. Call Quality
    - 2.1 Start the Call Pleasantly
    - 2.2 Ask Probing Questions
    - 2.3 Hold Management
    - 2.4 Transfer Management
    - 2.5 Escalation Management
    - 2.6 Recap
    - 2.8 Close the Call Pleasantly
    - 2.7 Post Call Survey
  - 3. Service Excellence
    - 3.1 Take Ownership
    - 3.2 Conduct Professional Interpersonal Interaction
    - 3.4 Demonstrate Empathy
    - 3.5 Perform Active Listening
  - 4. Call Accuracy
    - 4.1 Verification
    - 4.3 Proactive Problem Solving

Examples of call transcripts with highlighted phrases:

- "Start the Call Pleasantly" examples:
  - On this is **ridiculous**.
  - Yeah, I am very **frustrated** right now.
  - Oh, yeah, well, I do plan to do that is just like you know, it is just **frustrating** and what you are **trying** to pay your bills and I retired.
  - So I just needed the Alpha prefix and the accumulation every it gave everything else, but it is **frustrating**.
  - It is **frustrating**, let me get back over here hold on.
  - This is **ridiculous**.
  - Okay, so I am just I am just very **frustrated**.
  - This is **ridiculous**.

# 4.b: Automate Scoring of 100% of Interactions



- Scoring
  - Finding coaching moments
- +
- Coaching
  - Calibrating
  - Benchmarking
  - Improving






# 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?

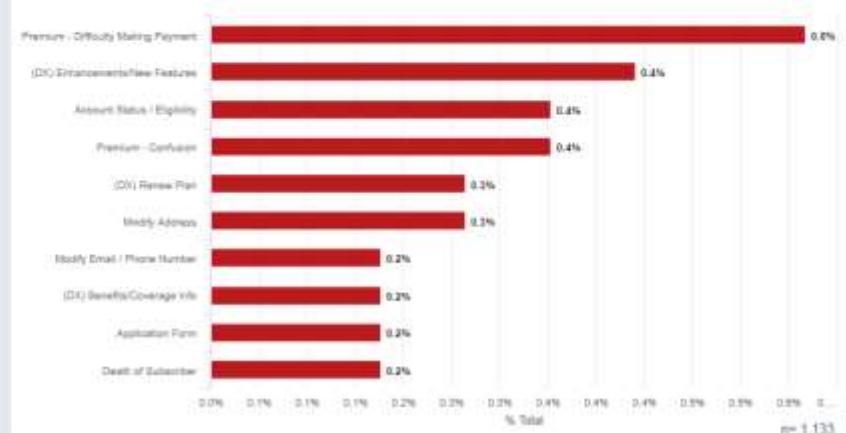
Emotion	Sentiment	Effort						
Discover how customers feel about their engagements with you	Determine the positivity or negativity expressed through text	Examine how much work customers put forth when interacting with you						
<table border="1"><tr><td>Happiness</td><td>Disgust</td></tr><tr><td>Sadness</td><td>Anger</td></tr><tr><td>Fear</td><td>Surprise</td></tr></table>	Happiness	Disgust	Sadness	Anger	Fear	Surprise	<p>I liked the food, but the waiter was rude. </p> <p>I liked the food, but the waiter was rude.  </p>	 <p>VERY HARD HARD NEUTRAL EASY VERY EASY</p> 
Happiness	Disgust							
Sadness	Anger							
Fear	Surprise							

## What is driving high Customer Effort?



**High Effort Calls:**  
Calls that exhibit struggle, anger, confusion and frustration

### High Effort (Struggle Topics) Call Drivers

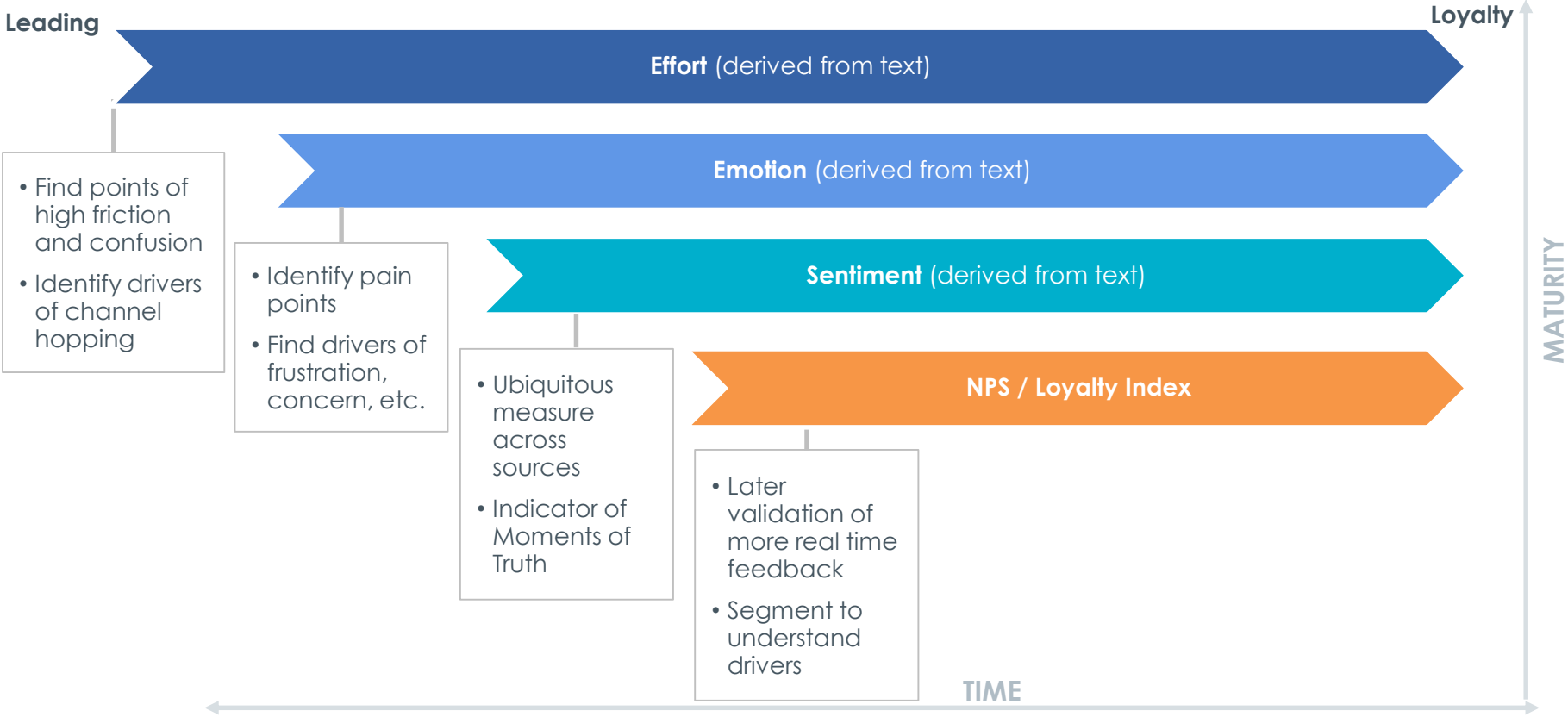


Call Driver	% Total
Premium - Difficulty Making Payment	0.6%
(DX) Enhancements/New Features	0.4%
Account Status / Eligibility	0.4%
Premium - Confusion	0.4%
(DX) Renewal Plan	0.2%
Modify Address	0.2%
Modify Email / Phone Number	0.2%
(DX) Benefits/Coverage Info	0.2%
Application Form	0.2%
Death of Subscriber	0.2%

n = 1,133

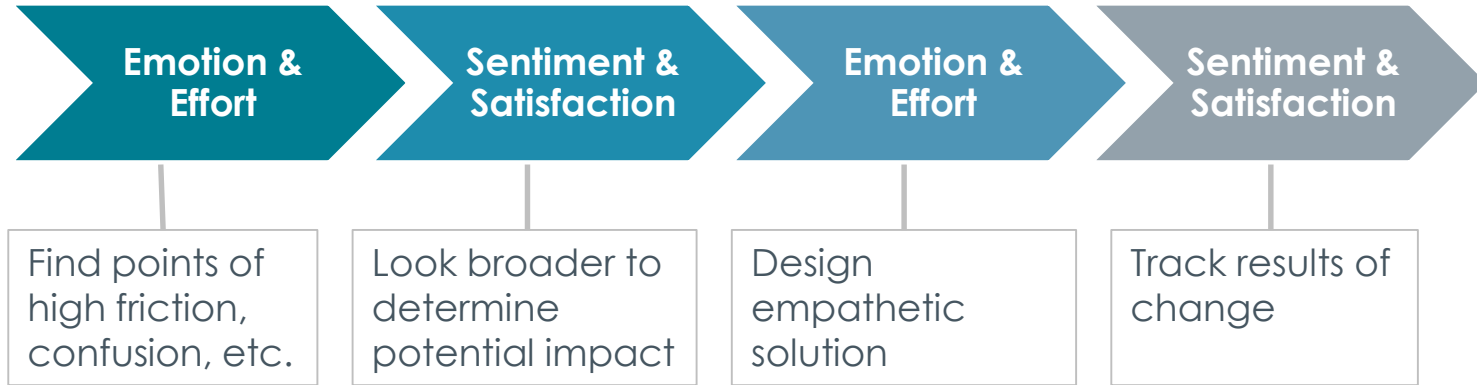


# Tip 5.b: The Value Of Early Indicators of Loyalty



# 5.b: Indicators of Loyalty working together

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



# Automation + Humans





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**Thank you!**