

NICE inContact

The New Thinking Behind Great Contact Centre Leadership



86%

**of CX executives rank
Agent Experience (AX)
as the**

#1

**factor in delivering
Customer Experience (CX)**

Source: Gartner Survey, 2018 – Gartner Survey, 2018 –
“Customer Experience 2019 Benchmarks: Turing Return on Investment into Reality”

15%

**of CC Leaders rank
Agent Experience (AX)
as their**

#1

goal in 2020

Source: Strategic Contact 5th Annual Challenges and Priorities Survey
CC = Contact Center

**You can't move CSAT
without moving aSAT!**

1. Agents want to help, but lack the right tools

THE #1 MOTIVATOR

for agents is helping customers.

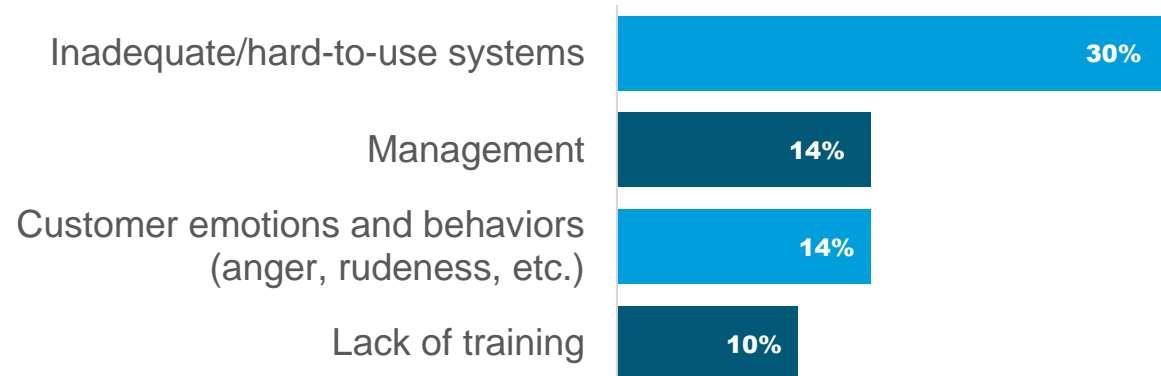
BUT THE #1 CHALLENGE

for agents is using inadequate, complicated systems.

MOTIVATION FOR WORKING IN CUSTOMER SERVICE

Rank	Agents	Supervisors	Managers	Senior Leadership
1	Helping customers	Helping customers	Helping customers	Helping customers
2	Flexible work schedule	Having an impact on the organization's goals	Having an impact on the organization's goals	Having an impact on the organization's goals
3	Having an impact on the organization's goals	Teamwork and camaraderie with peers	Teamwork and camaraderie with peers	Flexible work schedule

CHALLENGES TO WORKING IN CUSTOMER SERVICE

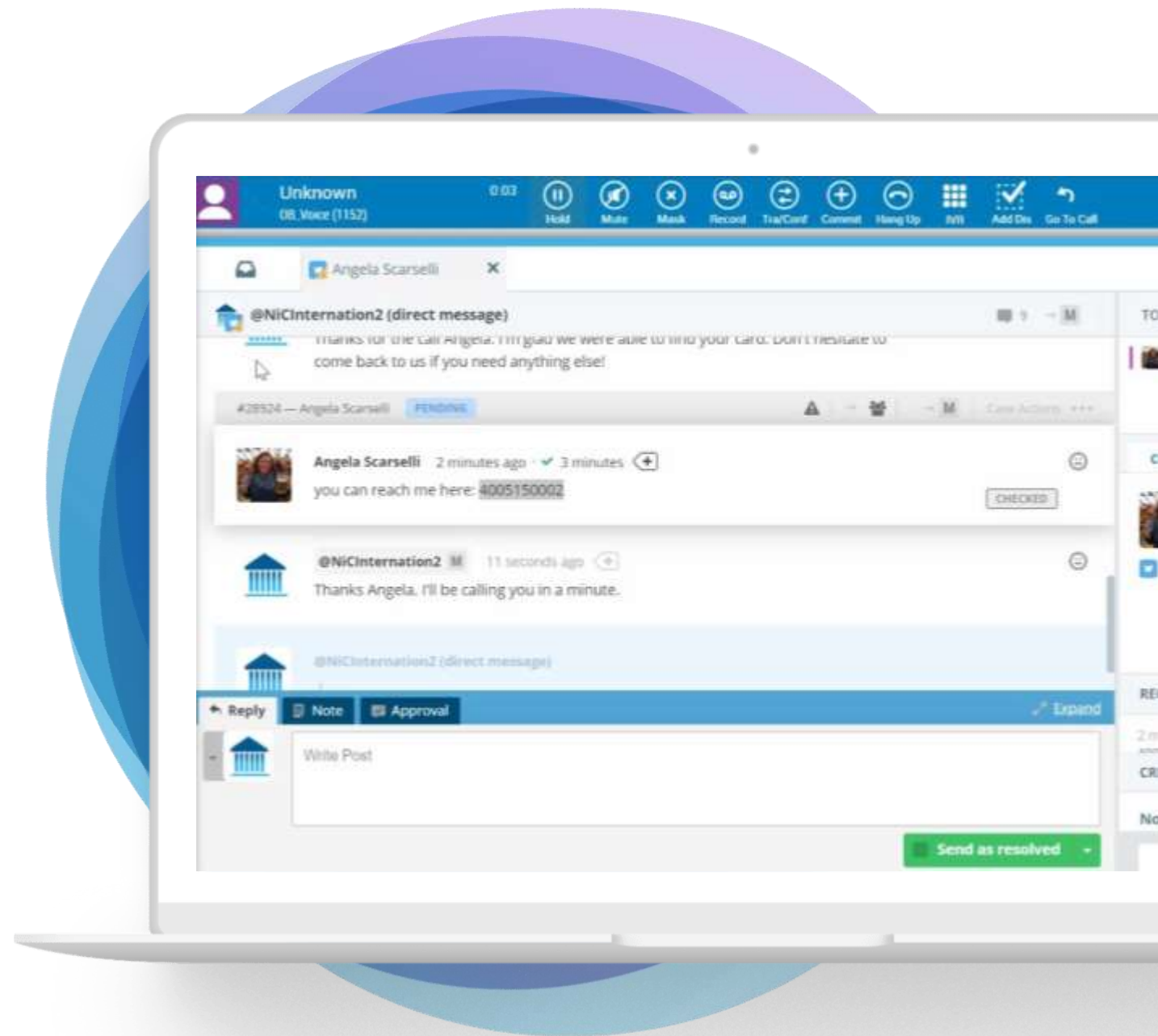


Resolve customer issues **faster** with **better agent tools**

Consolidate applications into ONE intuitive desktop

Eliminate 16% of wasted time switching screens (Aberdeen)

Quickly isolate issues and personalize with full context



2. Agents spend less time on training that matters

2%

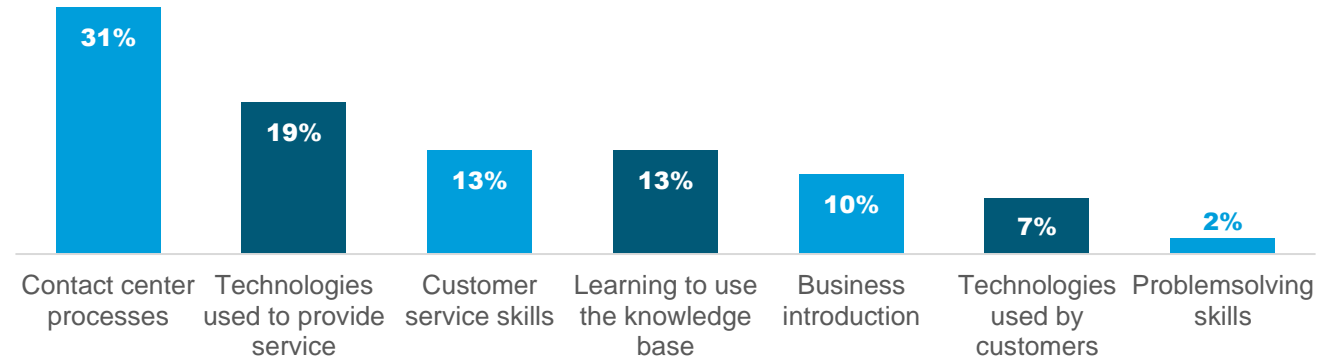
of onboarding time is spent on training for high-value skills like **problem solving**

AND

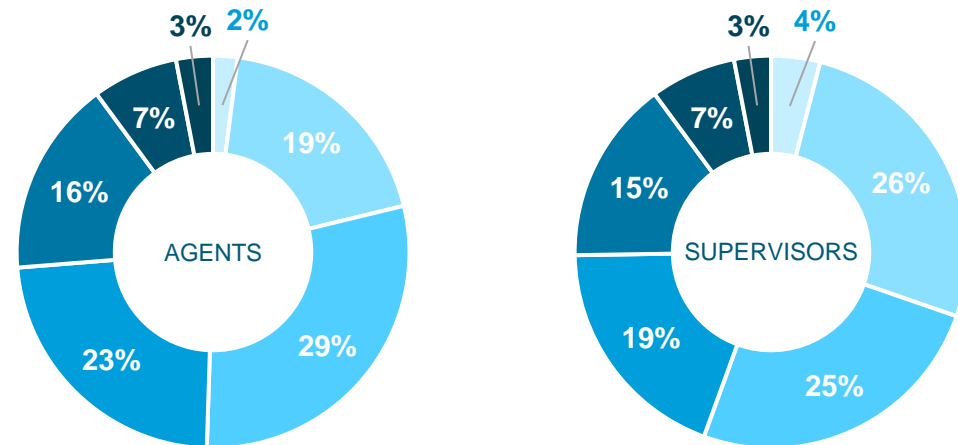
50%

of agents receive **<2 hours** of ongoing training per month

ONBOARDING: PRIMARY TRAINING FOCUS



TIME ALLOTTED TO ONGOING TRAINING, PER MONTH



None Less than 1 hour 1-2 hours 2-4 hours 4-8 hours 8-24 hours More than 24 hours

Solve complex issues by creating time for the right training

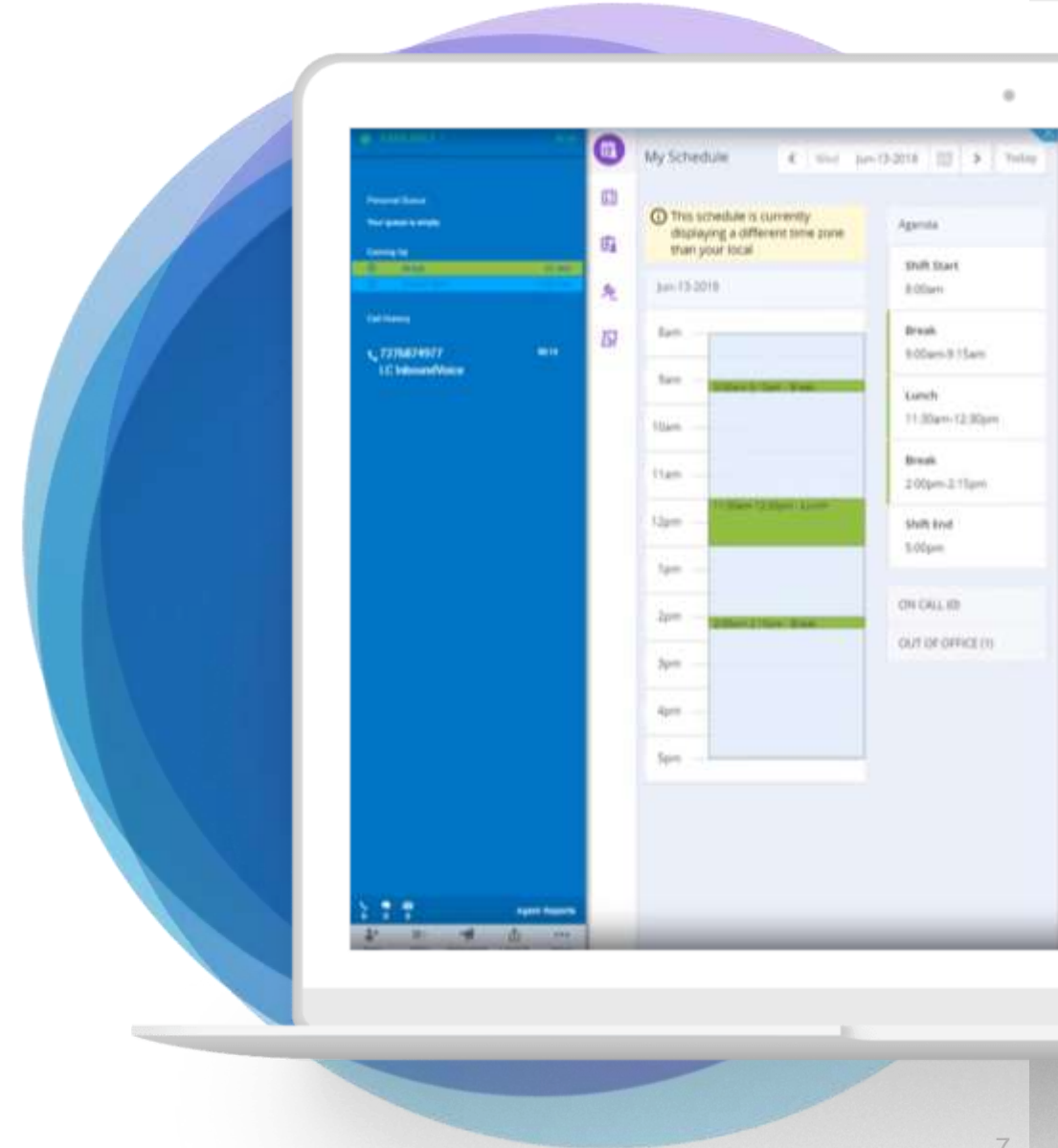
one experience

NICE inContact
CXone

Accelerate new agent onboarding
and spend more time on service skills

Train smart with analytics
to pinpoint skills gap

Push just-in-time, bite sized learning
packages during lulls – while agents
still available

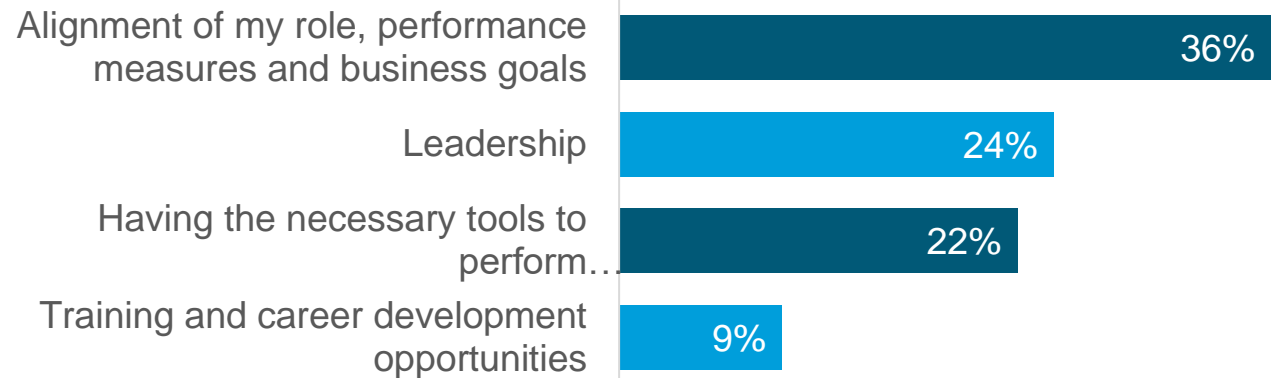


3. Agents are motivated by clear, aligned goals

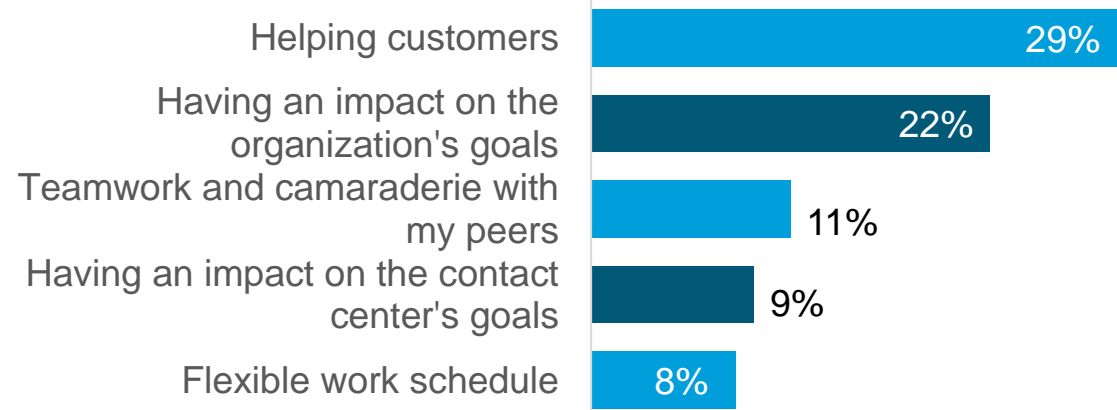
Alignment of roles, responsibilities, and performance with business goals is **#1 contributor** to **high engagement**

Having an **impact on organizational goals** is the **#2 source** of **motivation** for contact center employees

FACTORS CONTRIBUTING TO HIGH ENGAGEMENT

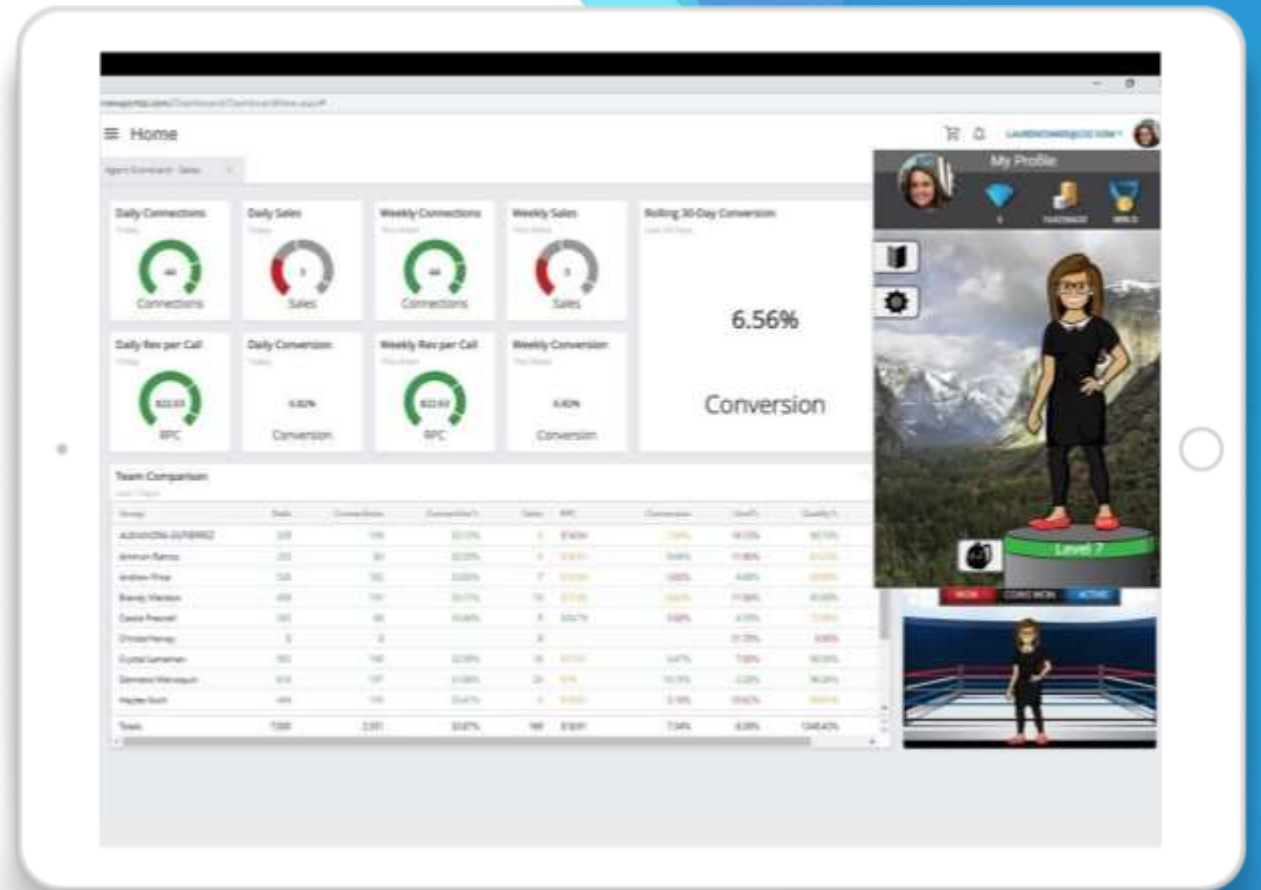


MOTIVATION FOR WORKING IN CUSTOMER SERVICE



Deliver consistent service through transparent & aligned goals

- **Real-time visibility** and alignment on goals
- **Fair, transparent data-driven gamification**
- **Team collaboration** and personalized incentives



Give agents...

Speed

Skills

Focus

and drive better CX....

CXone@home offer



Move Your Contact Center Agents
Home in 48 Hours

Stay Safe and Available With
CXone@home at No Charge

Up and running in 48 hours

No charge for CXone cloud software for 45 days*

No commitment, no contract

CXone Call Center Bundle: **no max agent count**

- ACD/IVR
- Audio recording
- Integrated softphone for B-leg (agent)
- Call forwarding for A-leg (customer)
- 5 GB active storage and 3 voice ports per agent
- Free unlimited voice ports for 211/311/similar agencies
- Care customer success package

<https://get.niceincontact.com/cxoneathome>

**Nominal one-time activation fee applies*