Driving Up Customer Satisfaction

Aruf Khan

NICE

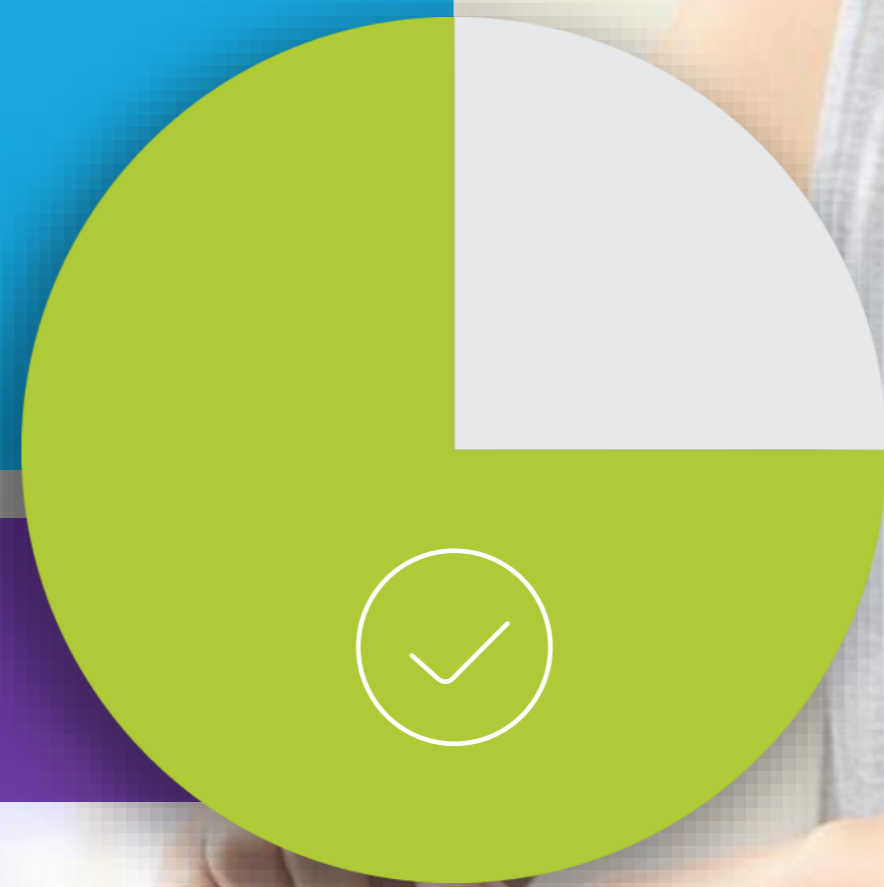# Agent Behaviour, CSAT and the New WFH Reality

WHAT HAS CHANGED

- Home office technology

- Different conversations can result in longer AHT, repeat calls and escalations

- Less visibility into agent activity and CX

- Quality evaluators helping with increased volume

WHAT HASN'T CHANGED

- Customer expectations still require excellent service

- Agents are critical to ensuring customer satisfaction

THE MAJORITY OF CUSTOMER SATISFACTION IS INFLUENCED BY AGENT BEHAVIOR

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Customers Expect More

58%
Make My Experience Effortless

82%
Personalize My Experience

63%
Treat me the way I want to be treated

89%
I will buy more from a company after an exceptional experience

Organizations must compete with differentiated service

Agent performance is critical to ensuring customer satisfaction.

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The Reality

Only 16% of contact center leaders strongly agree that their QA programs are vital to their organizations' success.

Only 9% of agents feel that the QA program can help them be successful

Challenges of Delivering Exceptional Customer Experiences

Measuring What Matters Most
- Agent soft skill behaviors
- Measurement not tied to CX
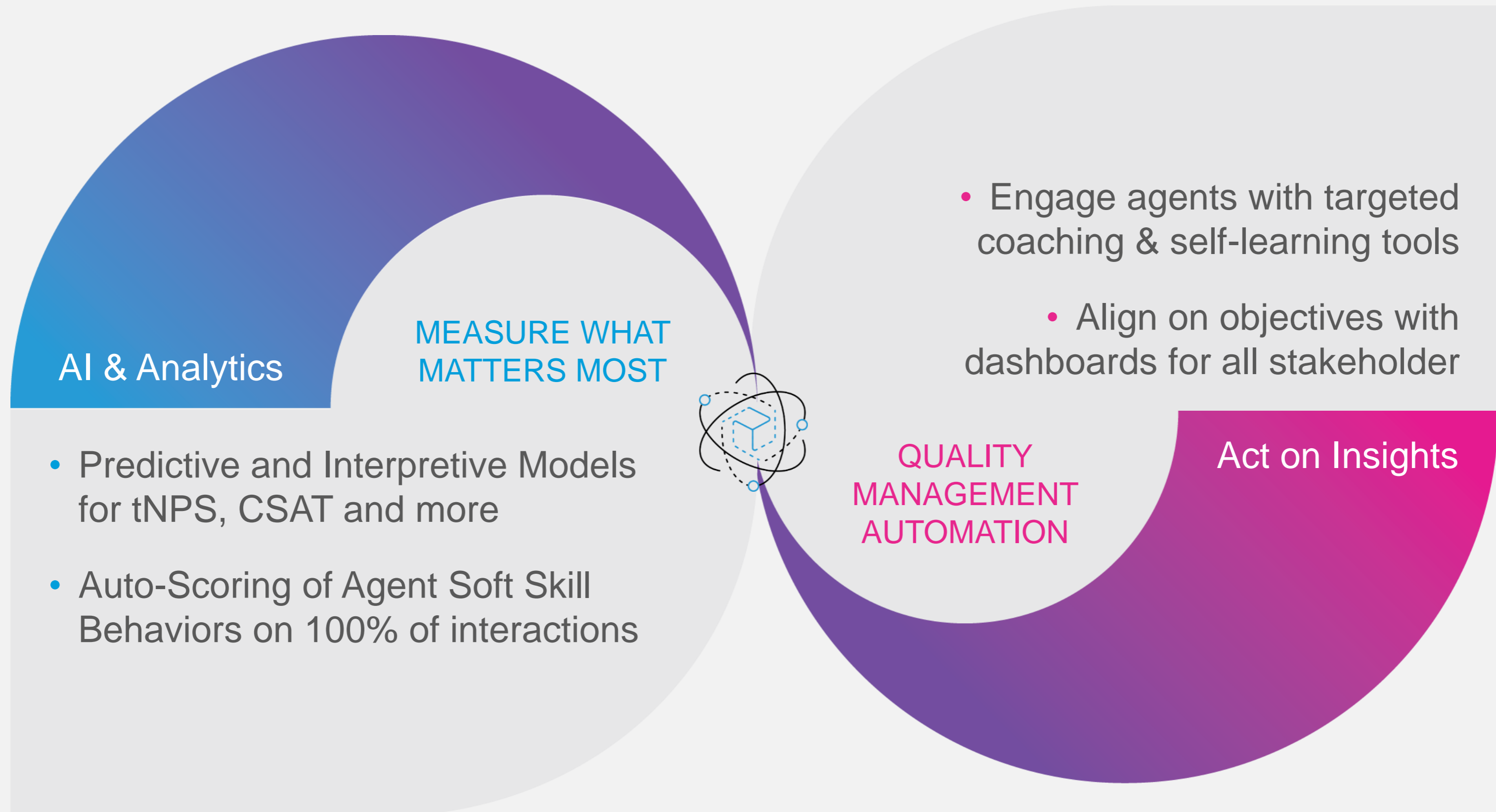
Traditional Manual Quality Program
- Manual
- Expensive
- Sample

Agent Engagement
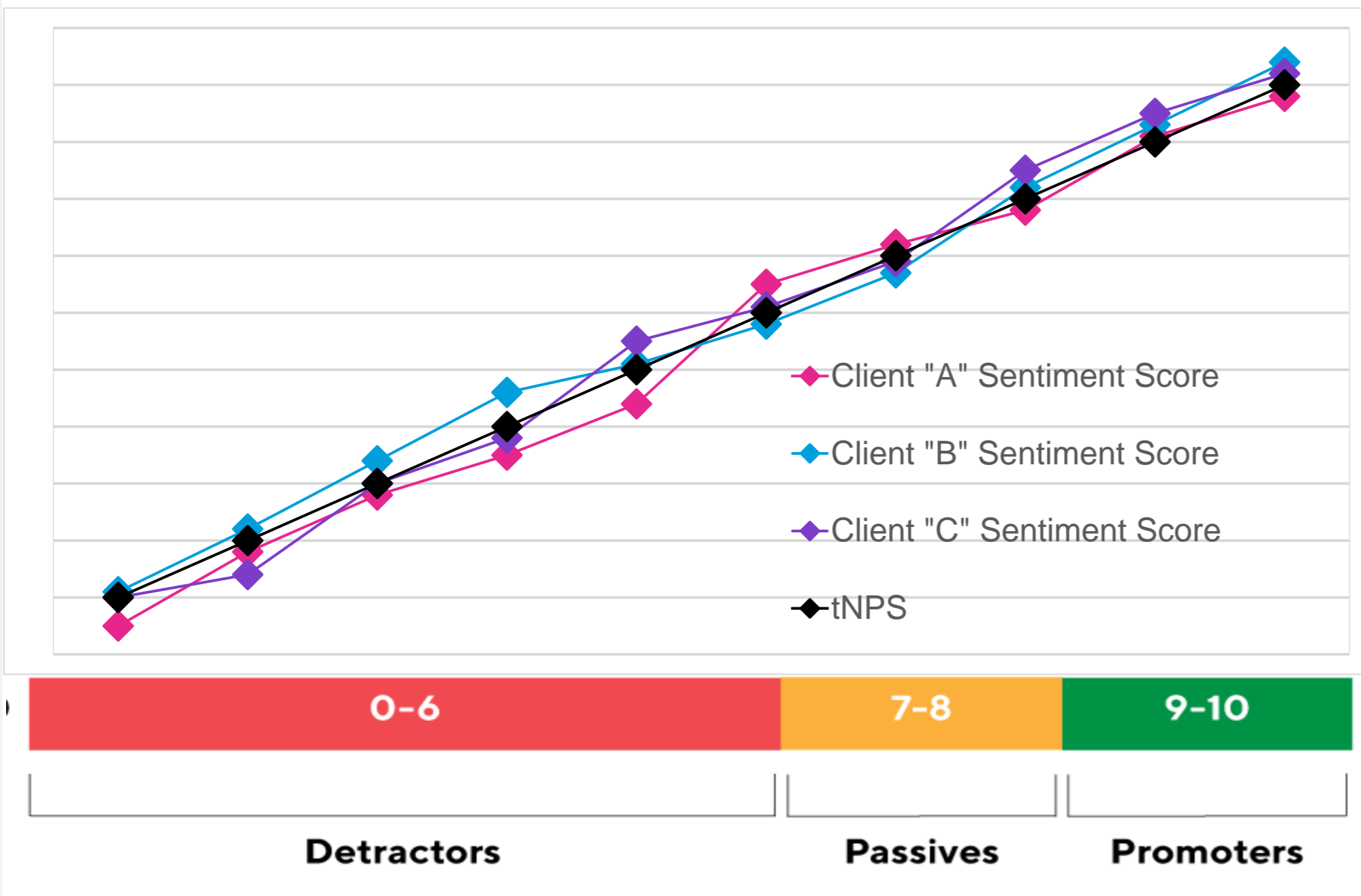- Not getting enough or the right kind of feedback
- No agent buy-in

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Artificial Intelligence for Customer Satisfaction

AI & Analytics

MEASURE WHAT MATTERS MOST

- Predictive and Interpretive Models for tNPS, CSAT and more
- Auto-Scoring of Agent Soft Skill Behaviors on 100% of interactions

- Engage agents with targeted coaching & self-learning tools
- Align on objectives with dashboards for all stakeholder

QUALITY MANAGEMENT AUTOMATION

Act on Insights

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NICE Enlighten AI Solution - Aligns tNPS and Agent Behaviors

How Do you **Measure** Customer Satisfaction?

Past – Survey Results → Today – AI Sentiment Score

- Client "A" Sentiment Score
- Client "B" Sentiment Score
- Client "C" Sentiment Score
- tNPS

0-6	7-8	9-10
Detractors	Passives	Promoters

Sentiment Score is a reliable predictor of an Post Call Survey Score

How Do I **Improve** Customer Satisfaction?

Agent Behaviors are Proven to Influence Sentiment Scores

Active Listening	Effective Questioning
Empathy	Set Expectations
Build Rapport	Demonstrate Ownership
Acknowledge Loyalty	Inappropriate Action

Trusted, reliable, consistent data.
Available out of the box.

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NICE Enlighten for Customer Satisfaction Case Studies

TELECOMMUNICATIONS

Revamped Quality Program

- tNPS improved 28% in 4 months
- Reduced human listening program cost by 95%
- Employee Satisfaction Improved by 25%
- Removed quality score disputes

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

—AGENT

ENTERTAINMENT

Focus on agent retention and increase operational efficiency

- 3-year ROI of $30M+
- 5% increase in FCR ($8.7M)
- Quality Program Automation ($3M)
- Agent Attrition reduction of 10%

"It used to take me an hour to prep for a coaching session, but now ….I'm having a meaningful conversation with my agent in just a couple of minutes."

—TEAM LEADER

HEALTHCARE

Identify inefficiencies and improve agent performance

- Annual cost reduction of $6M
- Reduced manual quality audits by 50% per month per Quality Analyst
- Improved agent efficiency and a 4% reduction in AHT saved $2.8M

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Why NICE Enlighten for Customer Satisfaction

Measure What Matters Most

- Score agent behaviors objectively that influence customer satisfaction
- Leverage the most comprehensive interaction database in the world – right out-of-the-box

Automate Quality & Coaching

- Save time & scales efficiently
- Gain a holistic view with 100% monitoring

Engage & Empower Agents

- Deliver targeted, focused coaching and feedback in real-time
- Provide access to performance dashboards & self-learning tools

The Impact

- ✓ Increase customer satisfaction
- ✓ Improve agent satisfaction and retention
- ✓ Reduce costs while driving efficiencies