

:talkdesk®

Workforce Engagement Strategies You Need to Know



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Jay Gupta

Director, Product Marketing -
AI & Automation

Automation - first customer experience solutions.

CX Platform

- Global communications network
- Low-, no- and custom-code tools
- Flexible deployment options
- 60+ pre-built integrations
- 30+ security certifications
- 90+ AppConnect solution marketplace

CX Services

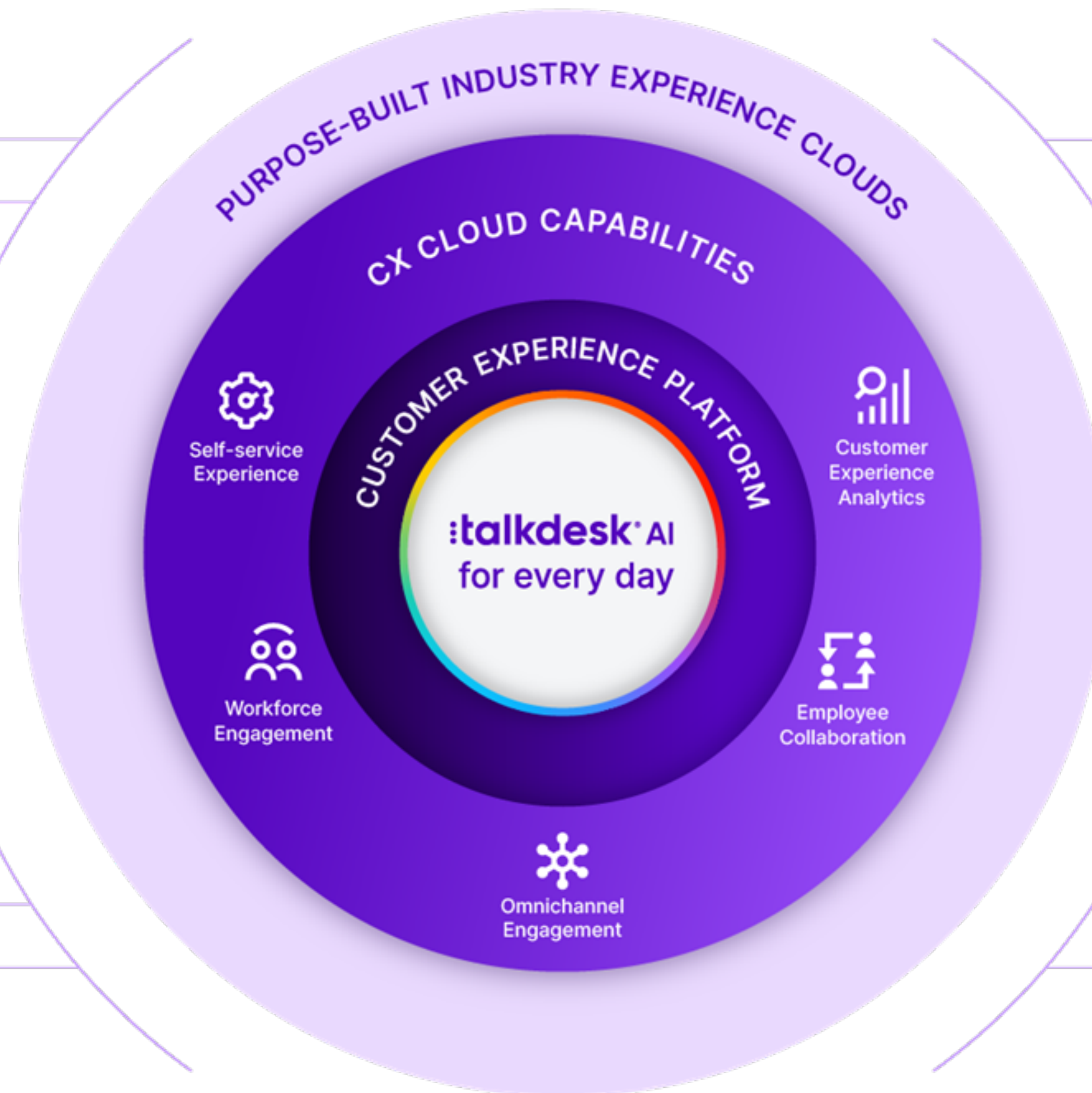
- Success services
- Success community
- Success ecosystem

Industry Experiences

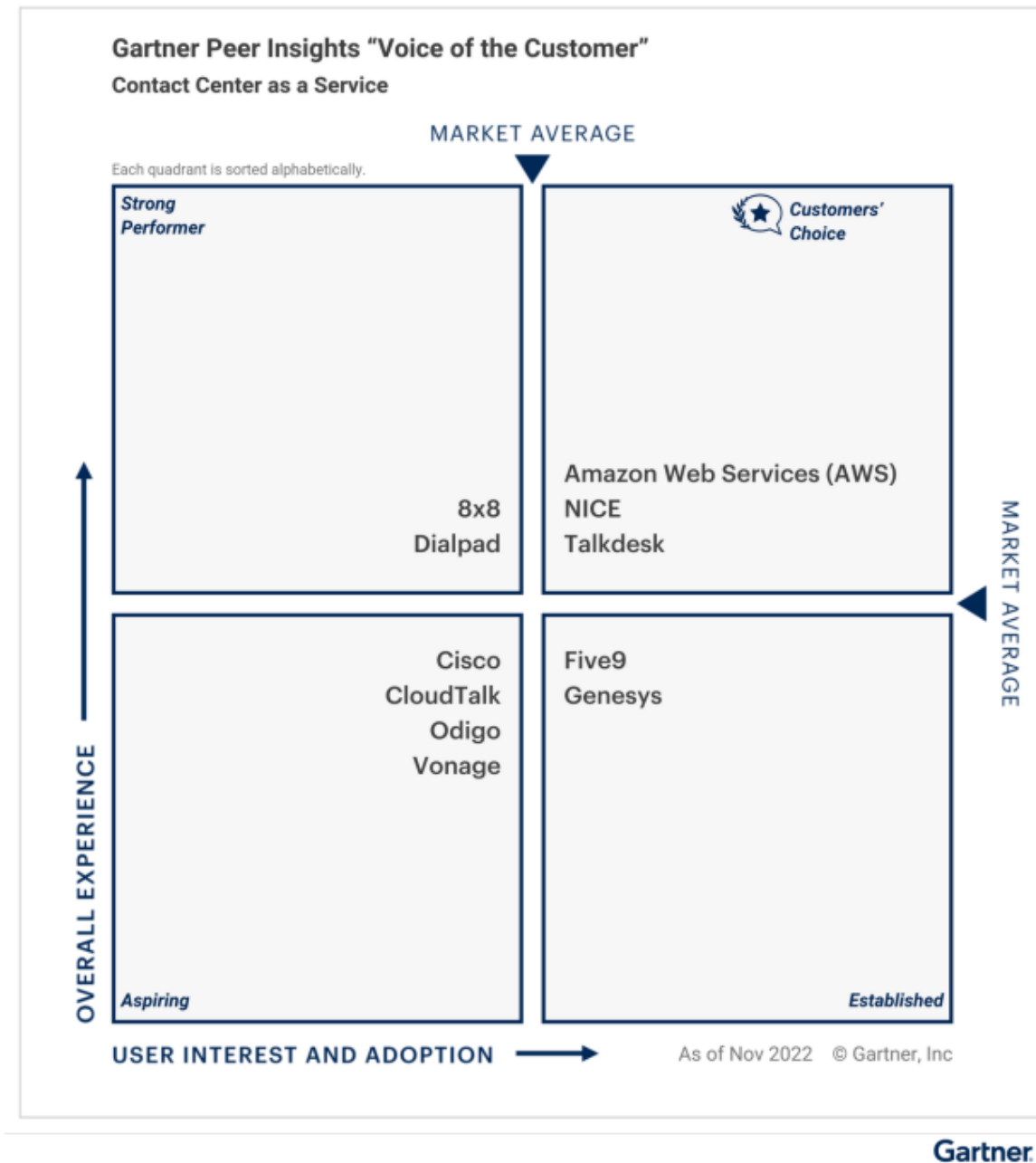
- Industry Workspace
- Pre-integrated with core industry systems
- Pre-designed with custom workflows and automation
- Pre-trained with AI for industry expertise

Talkdesk AI

- Customer self-service
- Agent empowerment
- Authentication & fraud
- Operationalizing AI



Talkdesk receives Customers' Choice Distinction in the 2023 Gartner® Peer Insights 'Voice of the Customer' for CCaaS.



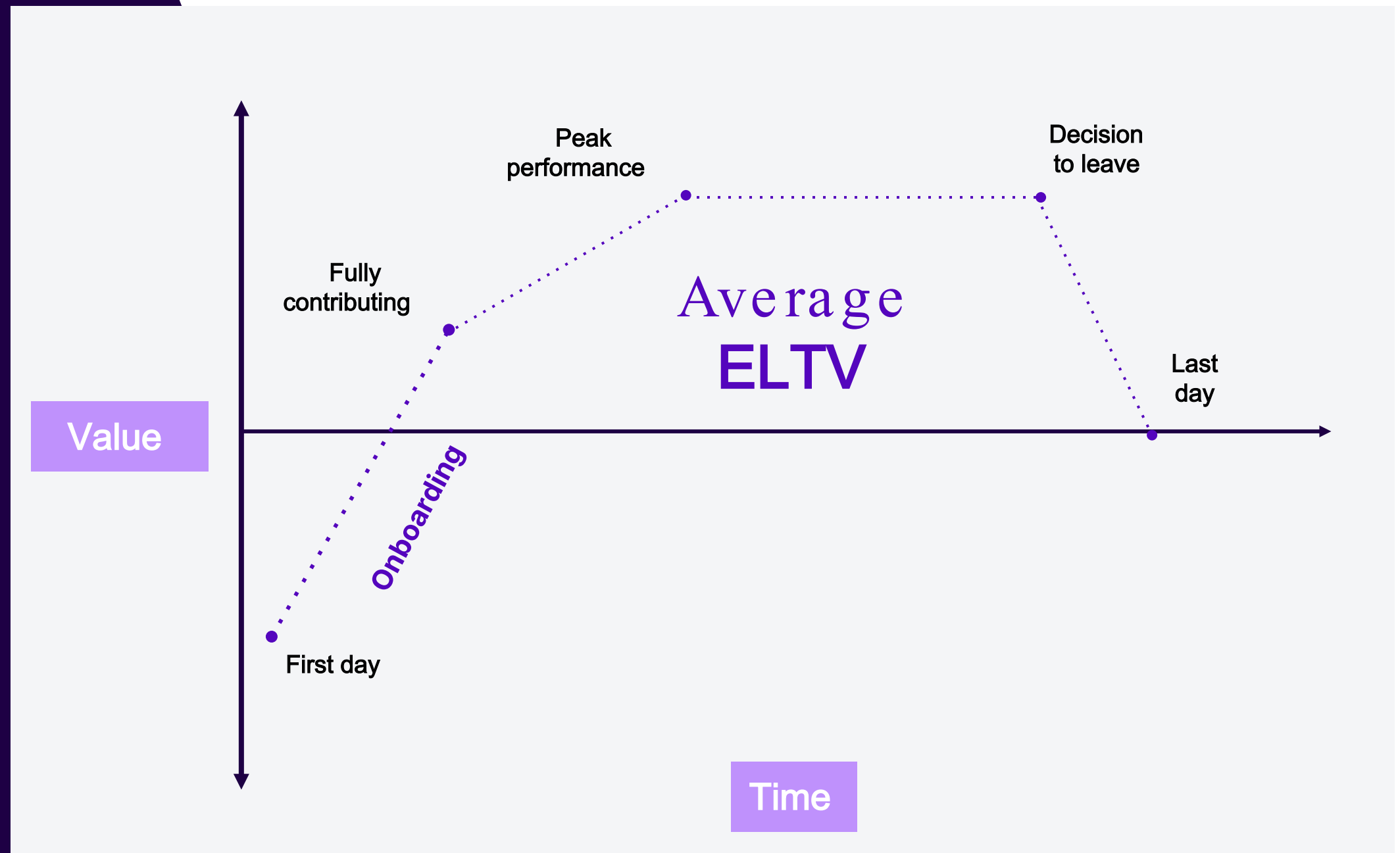
Source: Gartner (January 2023)

- Gartner Customers' Choice distinctions recognizes **vendors and products that are highly rated by their customers**.
- We are placed **ahead of major competitors**, including Genesys and Five9.
- This Gartner research can play a **key role in our prospects' buying process**, as it focuses on direct peer experiences of implementing and operating a CCaaS solution.
- If you are in a head-to-head competition with Five9, Genesys, Vonage, Dialpad, 8x8, Cisco: Use the report to show that Talkdesk has **higher product ratings** and **more satisfied customers**, and we'll take better care of them.

[GET THE REPORT](#)

Two Workforce Engagement Strategies You Need to Know

Strategy 1: Measuring Employee Lifetime Value (ELTV)



“After experiencing onboarding at their organization, only 29% of new hires say that they feel fully prepared and supported to excel in their new role.”

- Gallup

The purpose of onboarding is setting new hires up for long term success.

-



Meet Edgar, a real -life call centre agent (and TikTok star!)



Edgar has a bad onboarding experience.

Argh...why does it take me so long to get things done here?!

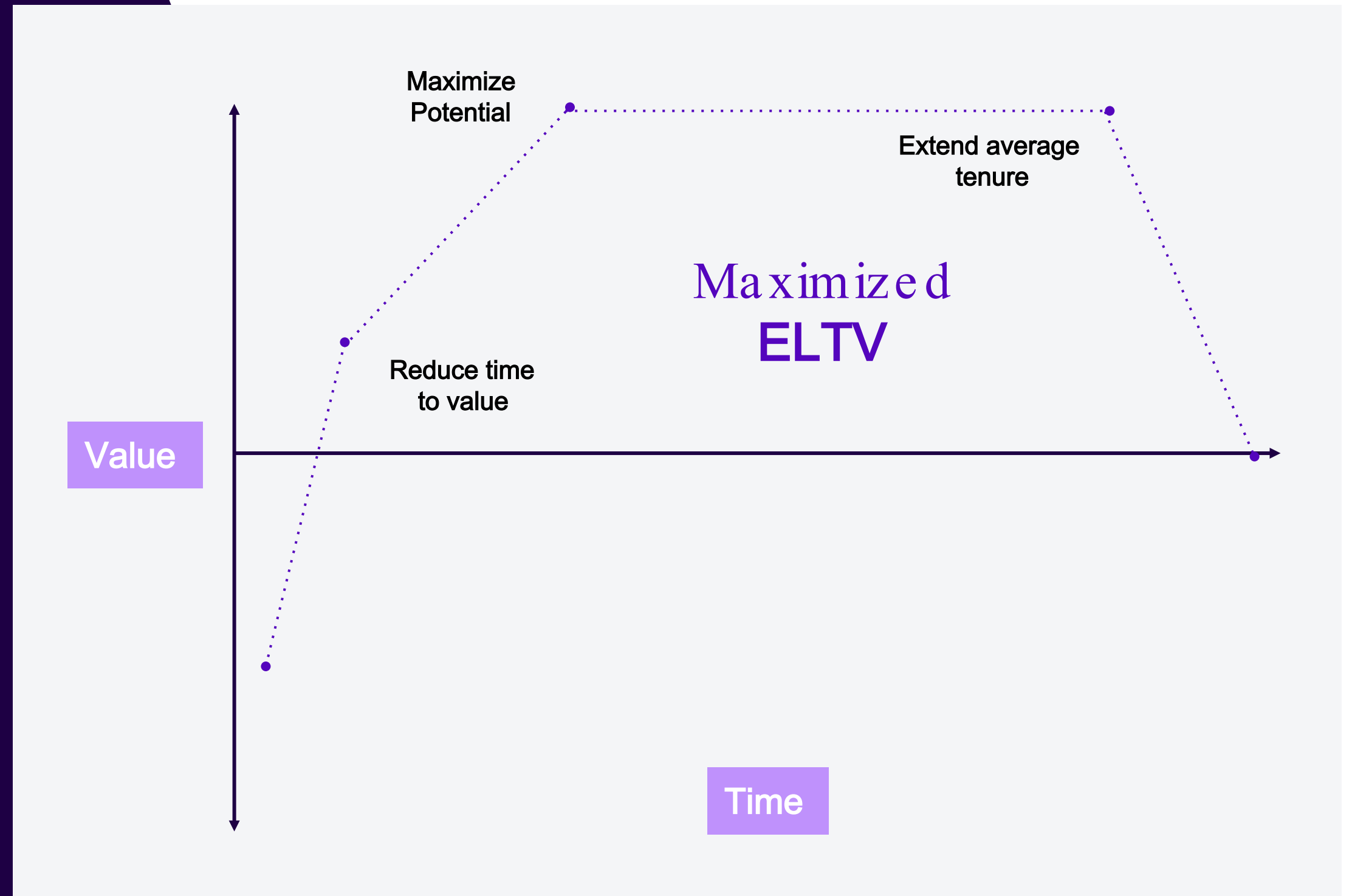


“Right I’m done. It’s been a month, and I can’t take it anymore...I’m calling the recruitment company....

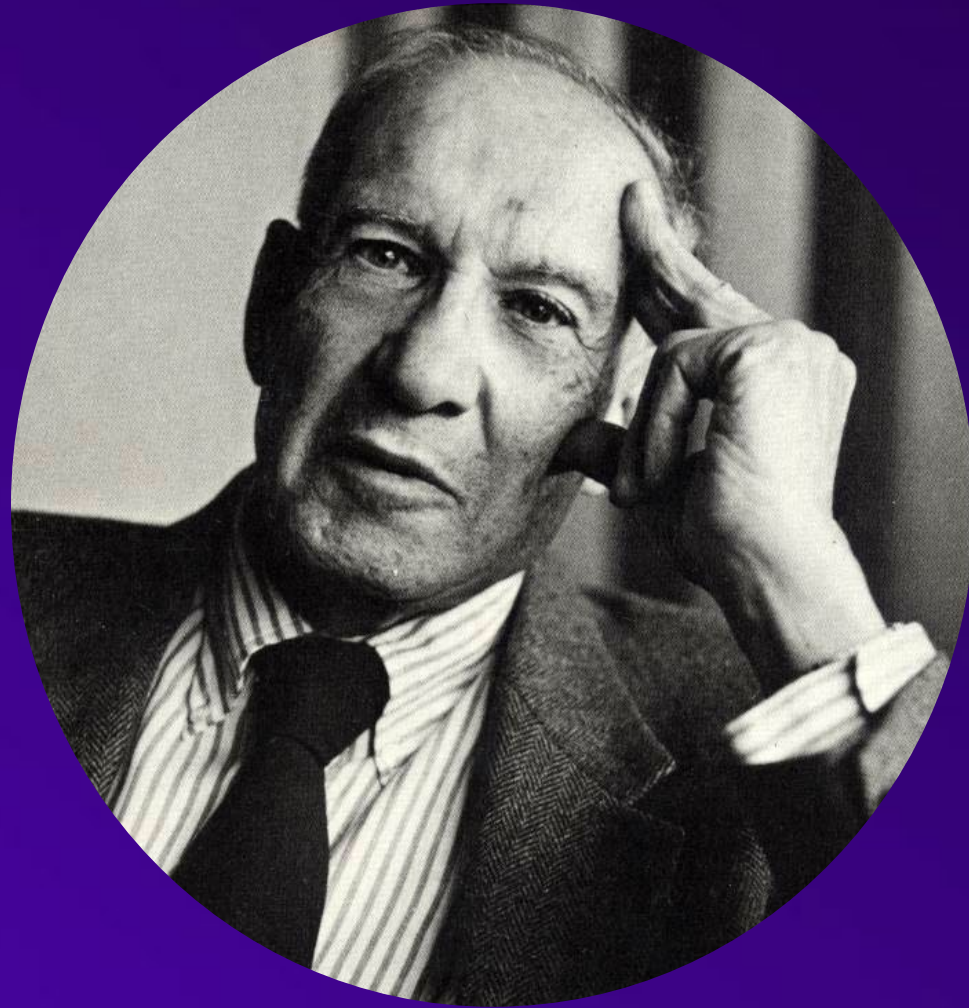
Hi, please find me a new job!”

Growing the value zone with the help of AI and easy to use tools.

- Reducing time to value during onboarding
- Maximizing potential with automated agent assistance.
- Extending average tenure by making automating mundane tasks.



To help employees do their best work, the onboarding process should be part of a culture that supports ongoing learning and growth.



**“Culture eats strategy for
breakfast.”**
- Peter Drucker

Strategy 2:
'Shifting Left'



‘Shifting left’ is a practical strategy that moves support and fulfilment as close to the front line and customers as possible.

← **Shift left:** lower cost and improve customer satisfaction



Customer



Agent

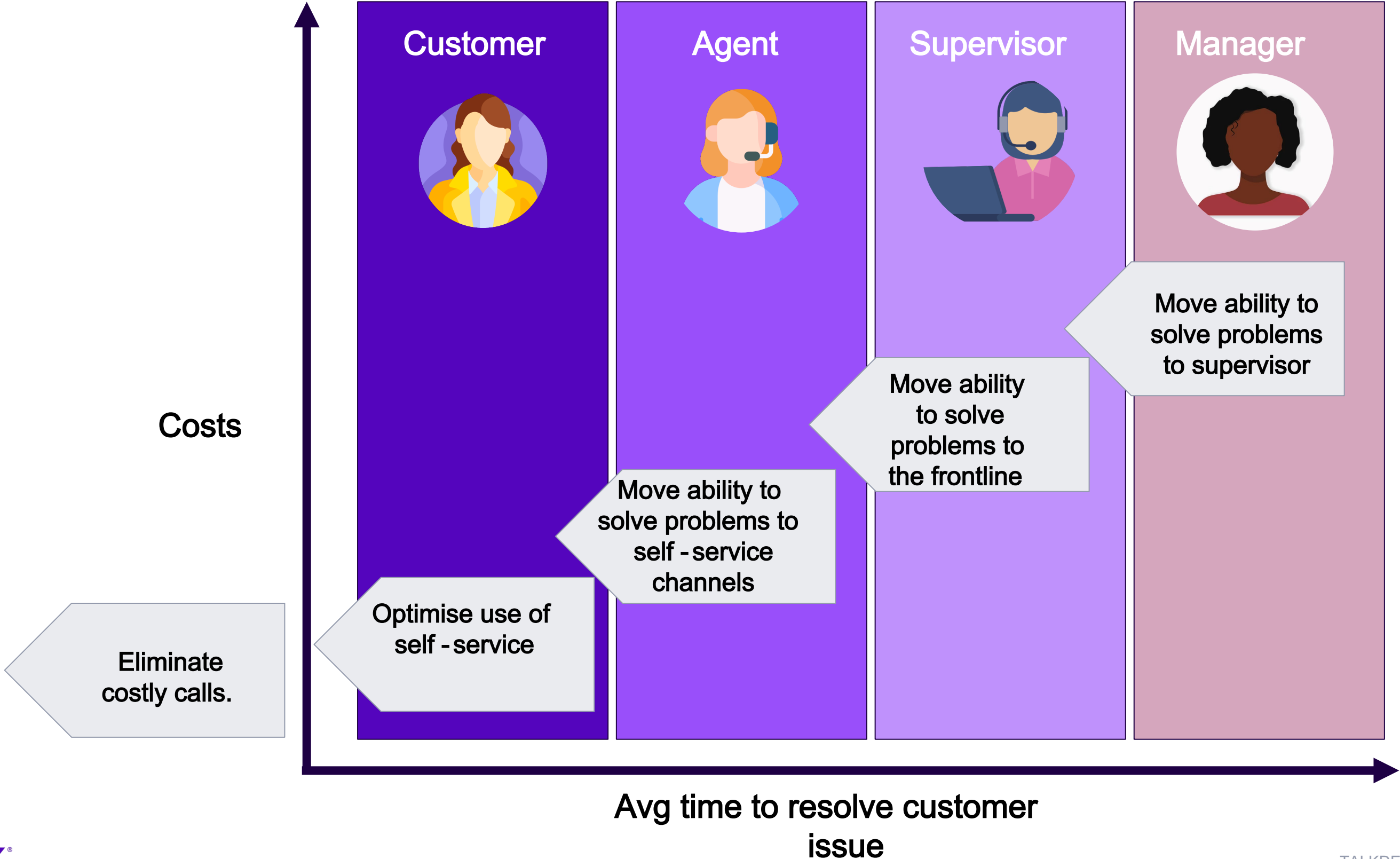


Supervisor

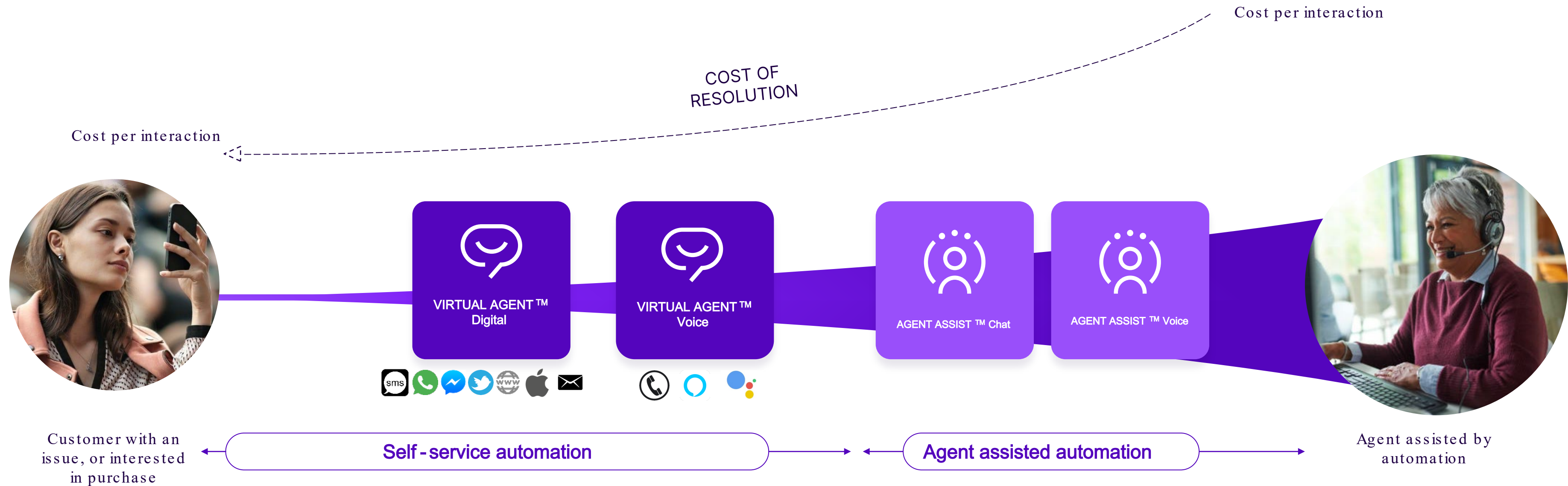


Manager

Reduce costs and resolve issues faster.



Shifting left to self -service & digital channels.



So let's talk about AI!

Q: Who's heard of ChatGPT?

ChatGPT....a small step for AI, a giant leap for language.



It took ChatGPT just five days to reach 1 million users.

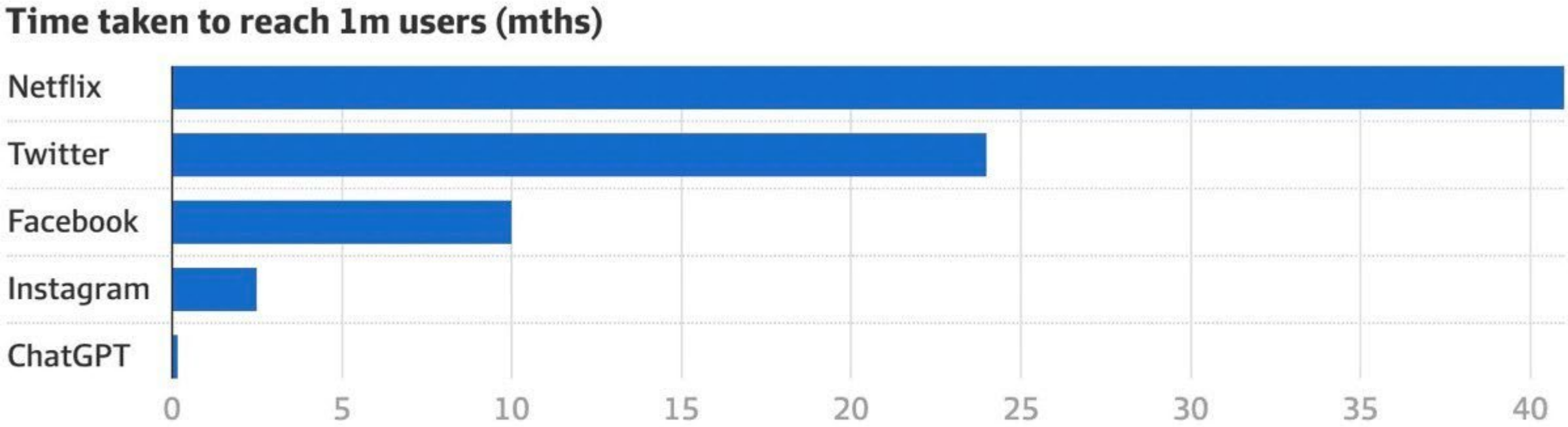
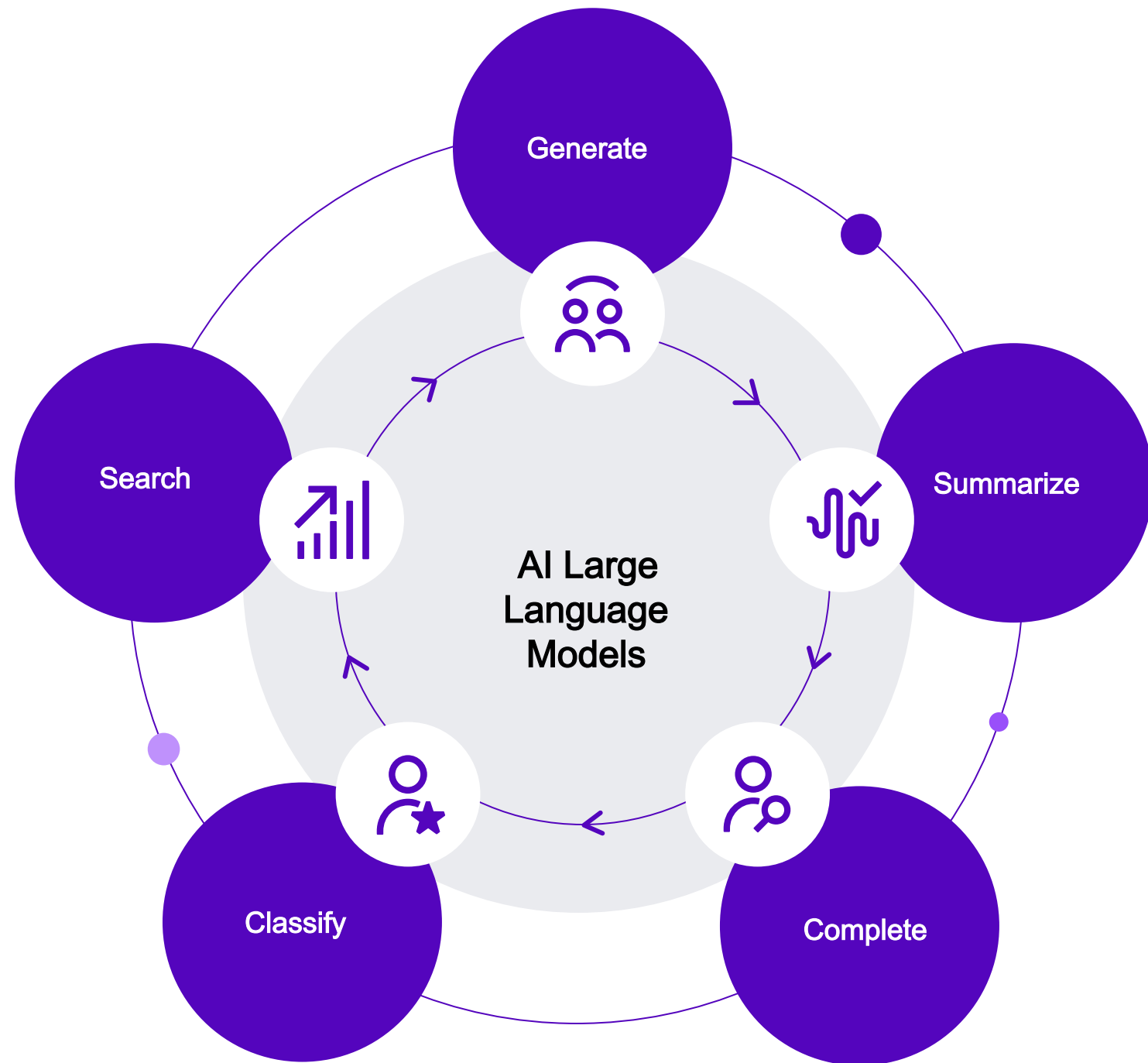


Chart: Financial Review • Source: Genevieve Roch-Decter, CFA

ChatGPT is powered by an AI model called a 'Large language model' (LLM)



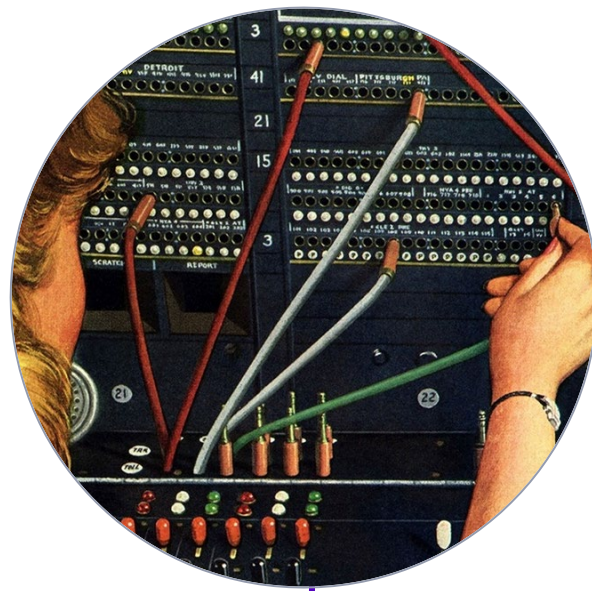
“Language is at the core of what the contact center does and it’s why the impact of LLMs on customer service is so profound.”

— BEN RIGBY, SVP, GLOBAL HEAD OF PRODUCT & ENGINEERING: ARTIFICIAL INTELLIGENCE, AUTOMATION & WORKFORCE AT TALKDESK



The era of Large language models (LLMs) and generative AI.

It's a leap forward for every business that deals in language.



Switchboards

Call routing by teams of humans enabled early growth of telephony.



On Prem

Contact centers moved to software based on-premises systems, which enabled massive growth of the contact center industry.



Cloud

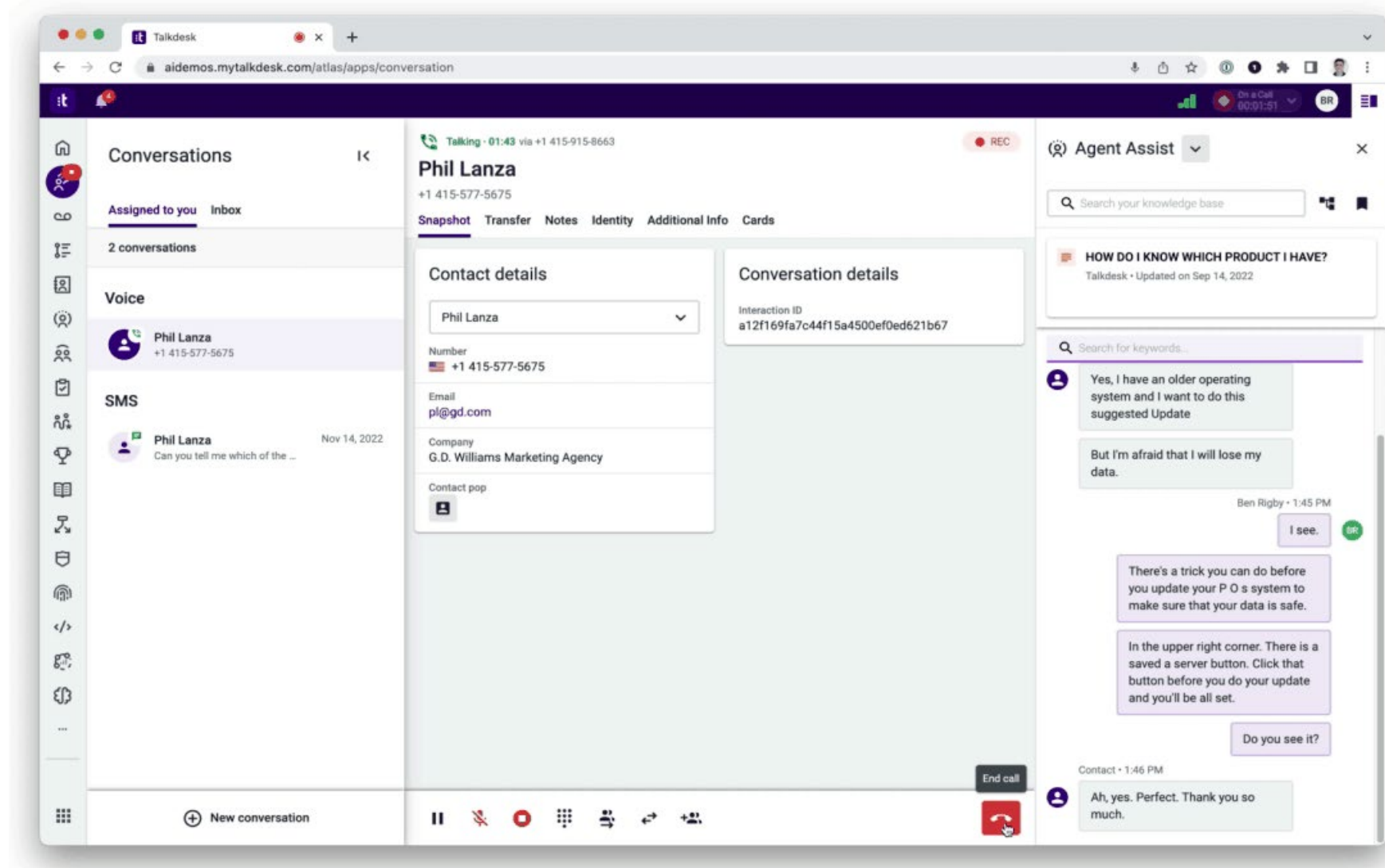
Moving that software to the cloud enabled lower cost and efficiencies and was the birth of Talkdesk.



AI

Generative AI and Large Language Models like GPT, will transform how customer conversations are handled.

Revolutionizing contact center tools: infusing AI, like Large language models for improved performance.



Better Self-service

Precise **Virtual Agent** responses to customer queries by **generating answers** based on Knowledge Management content

Faster After Call Work

Summarizes the key points of a customer interaction, including automatic suggestion of **call disposition** and follow-up actions

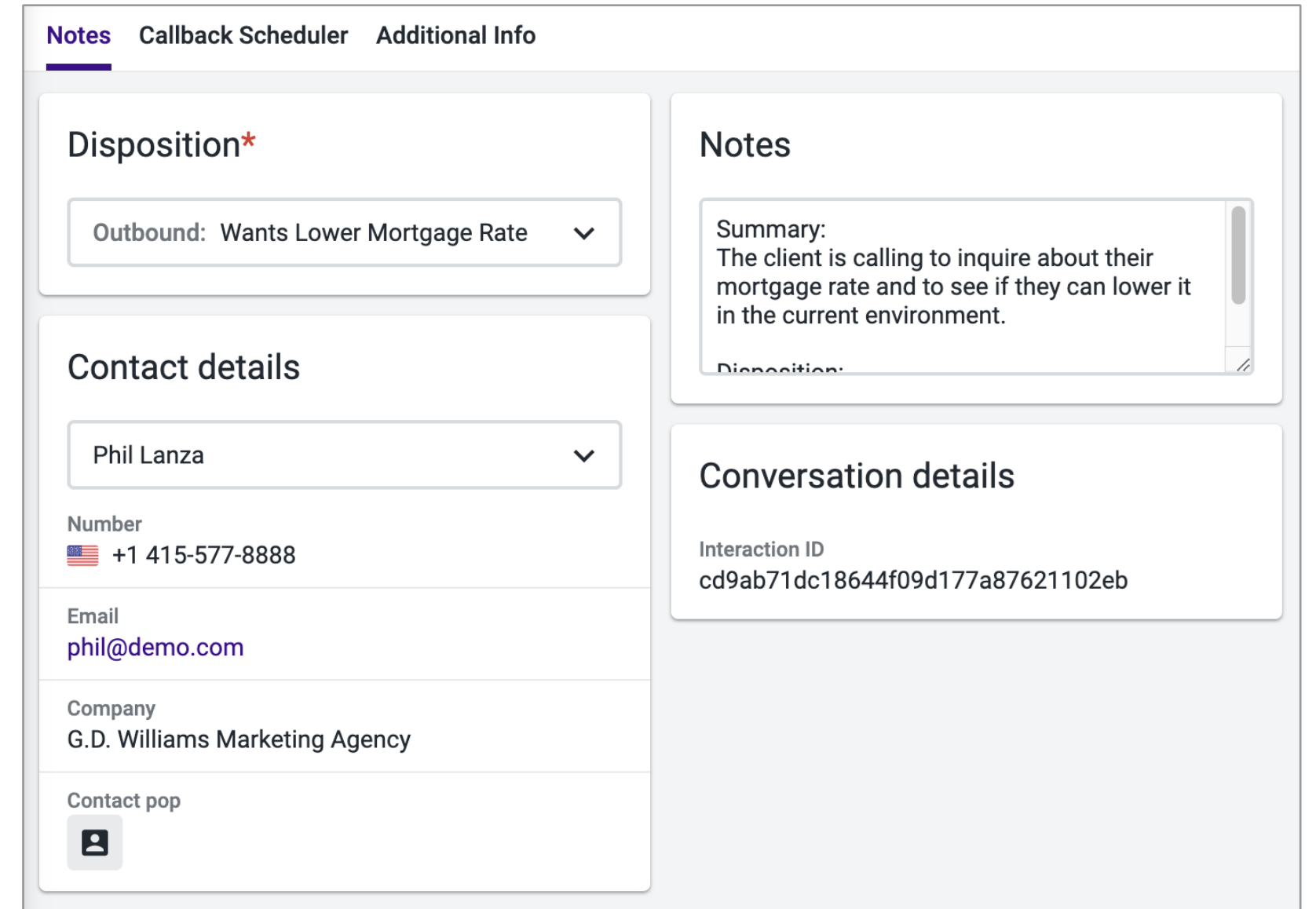
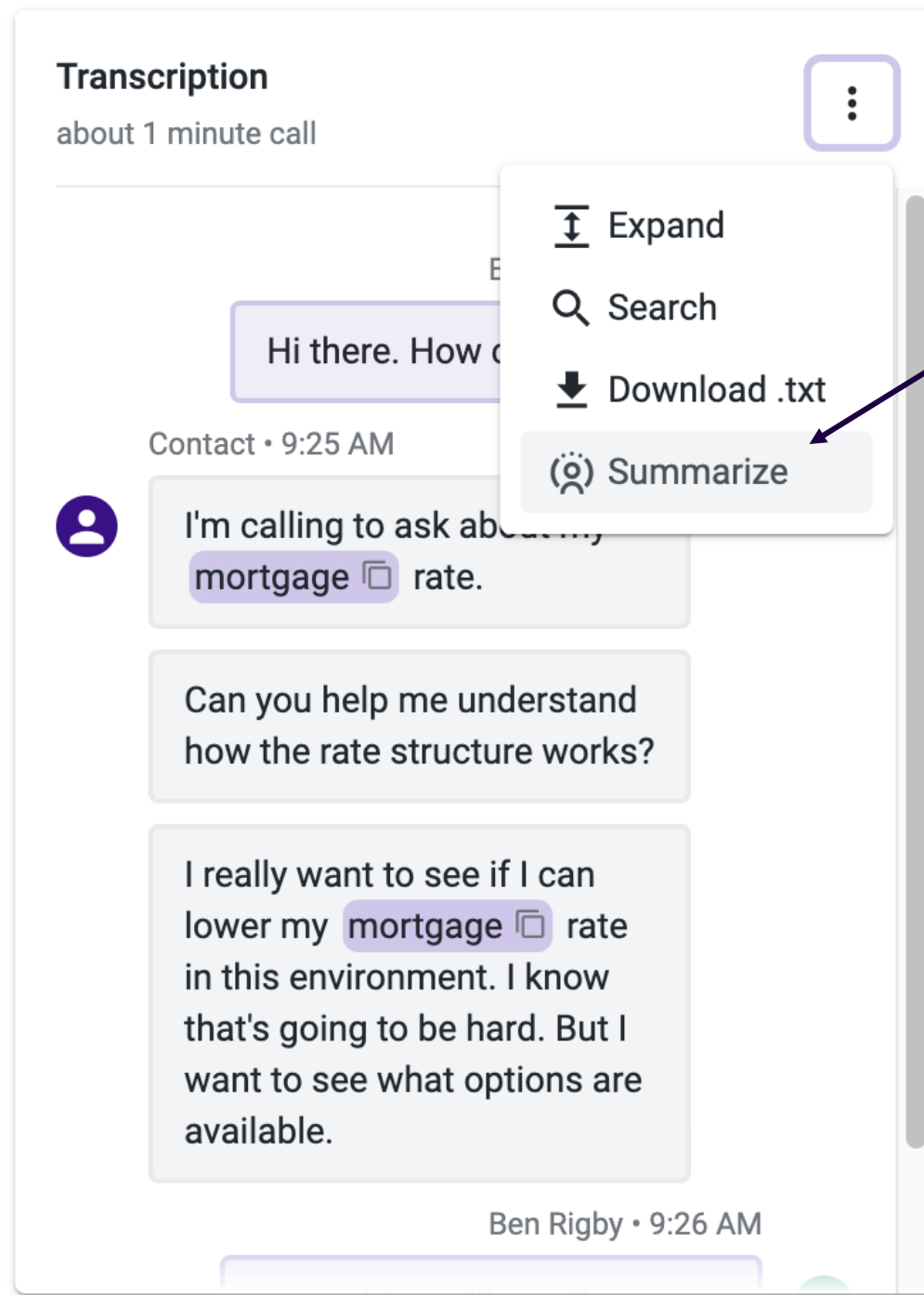
Faster & Better Responses

Helps agents to save time responding to contact's questions, with **contextual AI generated responses**

Actionable Insights

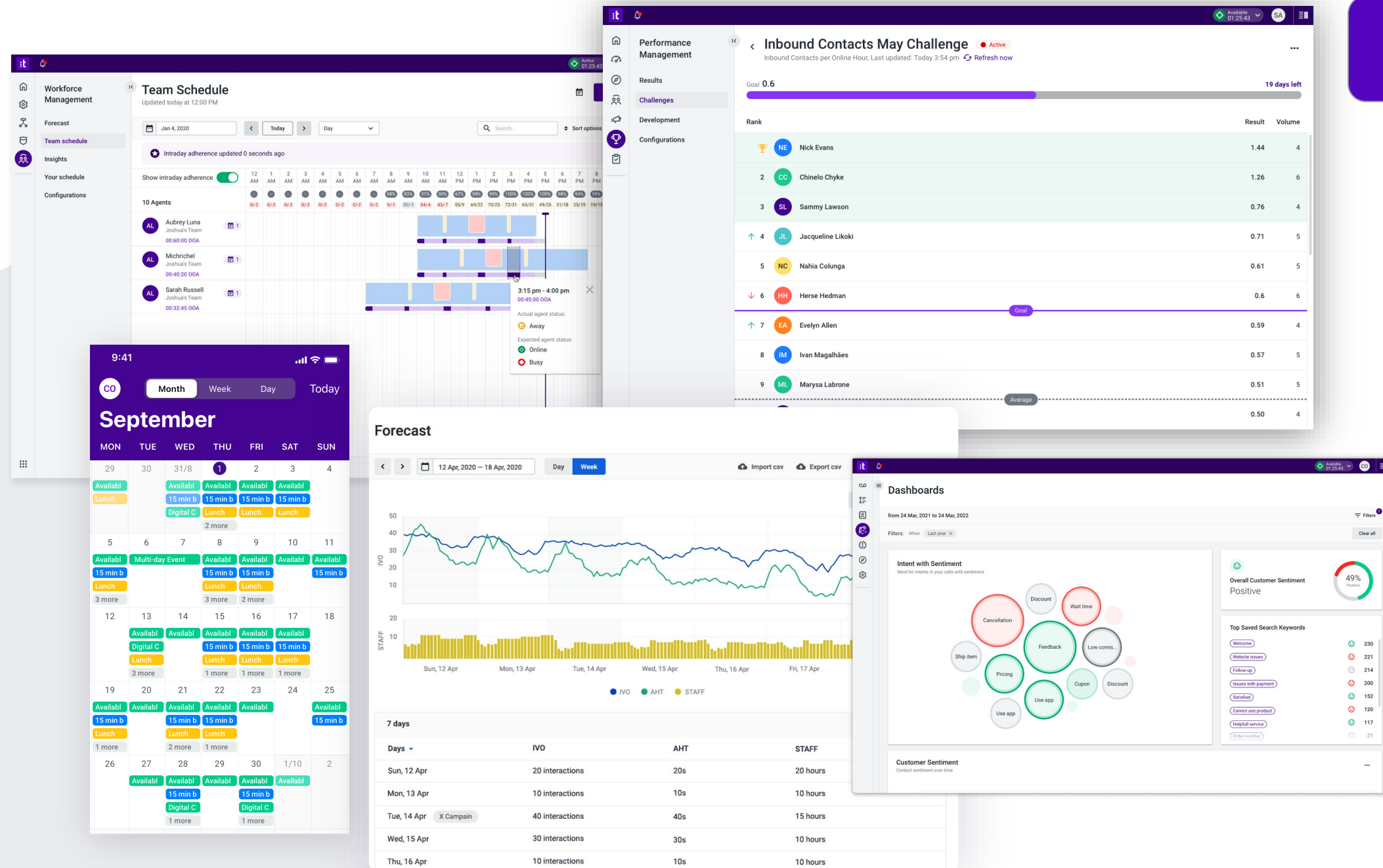
One-click automation, via user-friendly dashboard that **self-discovers trending topics** of conversation in the Contact Center

One small button with far -reaching benefits.

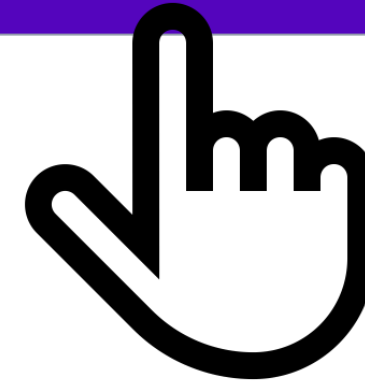


Can shave **30 - 60 seconds** from every interaction by automatically summarizing the key points and selecting the appropriate customer disposition.

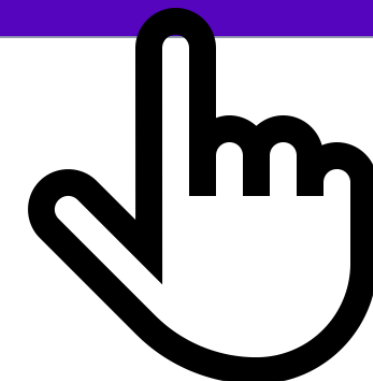
Boosting workforce engagement with time - saving automations powered by AI.



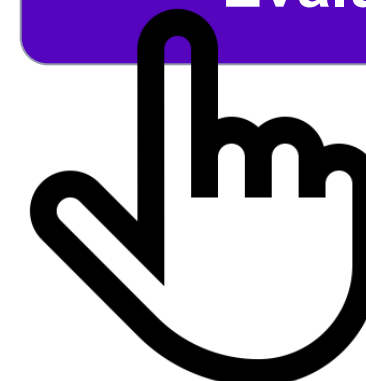
Summarize this call



Generate a response



Evaluate this

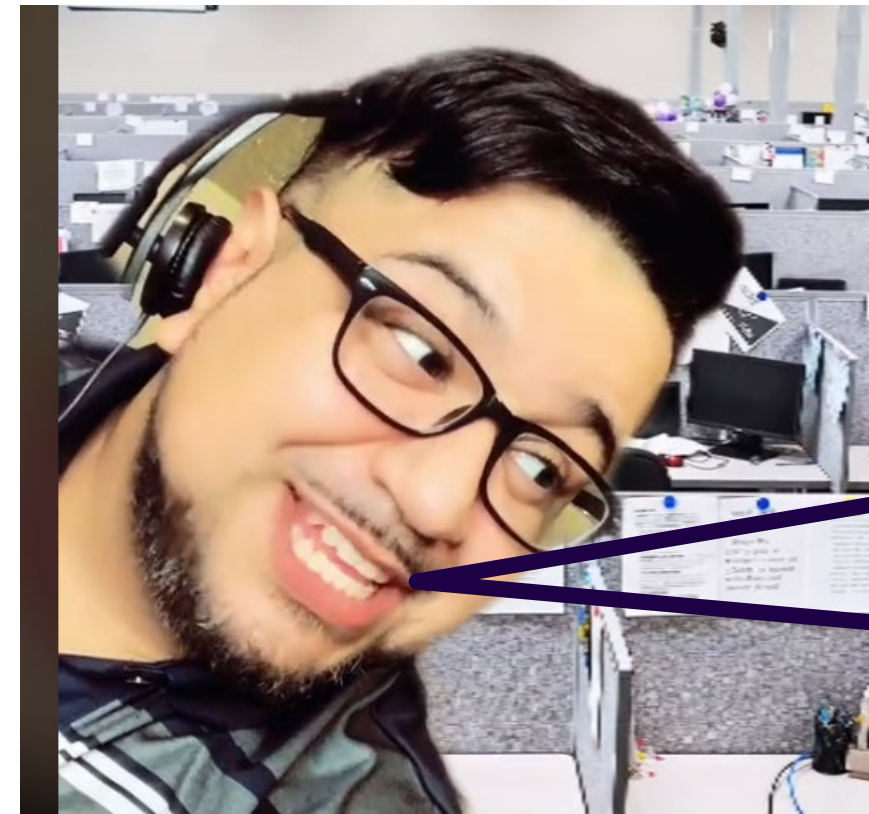


Edgar doesn't care about AI. But he does care about how he spends his time at work.

This summary is so taking me so long to finish.



From this...



to this!!

“Did you see that?!...This tool just automatically summarized my call!”

Conclusion: two strategies to consider for workforce engagement

- 1. Measuring Employee lifetime value (ELTV)**
- 2. 'Shifting left' with AI**



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Thank you!