



Improving Contact Centre Efficiency **with AI**

Ben Hill, AI & Digital Expert, NICE

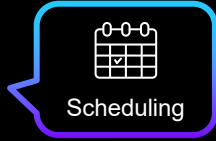
We're in a rapidly changing complex world



Purchase



Resolve



Scheduling



Research



Order Status



Service



Meet me on my preferred channel of choice

Address the full range of my expected needs

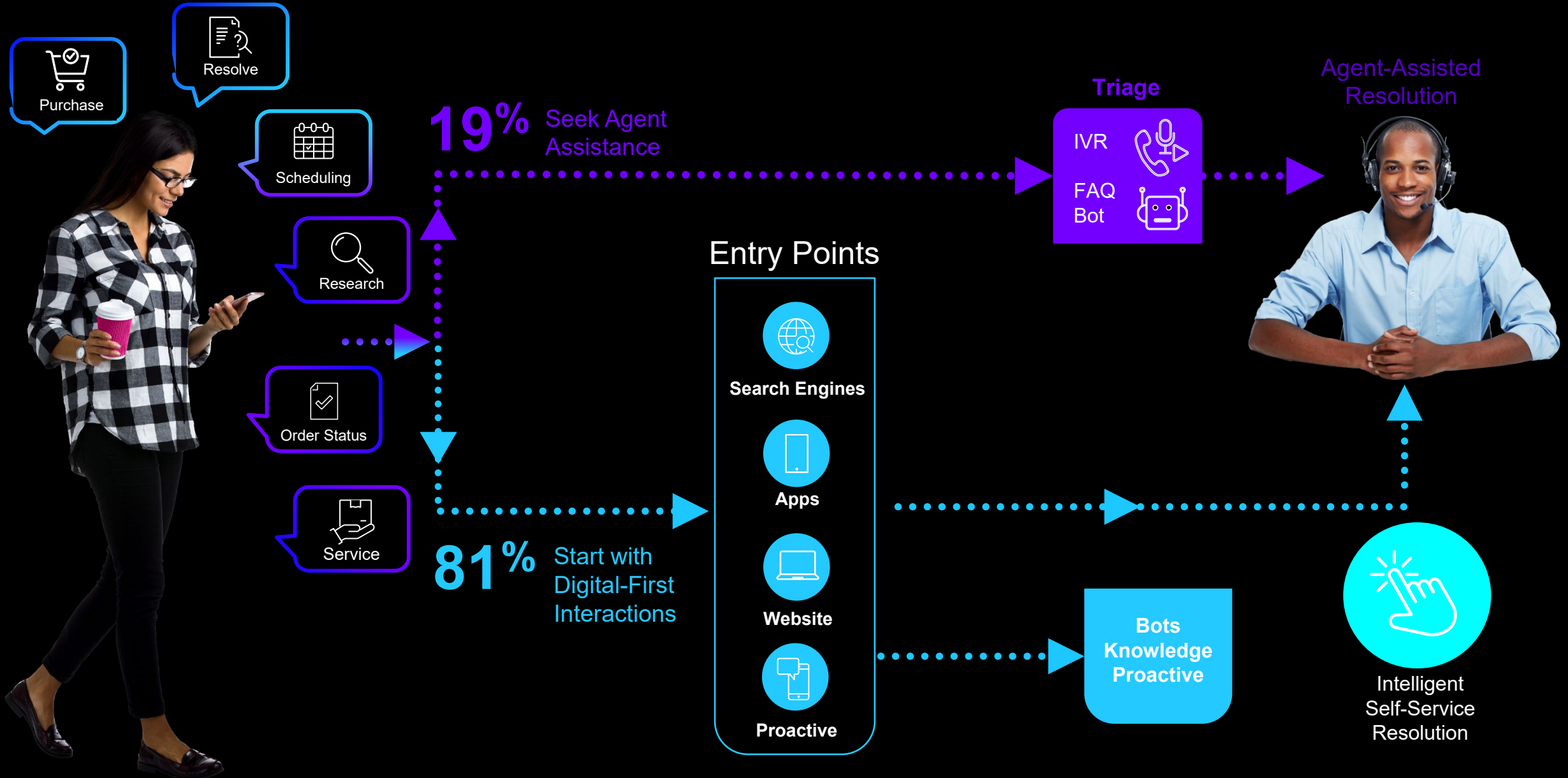
Offer me intelligent self-service options

Allow me to effortlessly move between channels

Make my experience unique and personal



Traditional service approach misses full journey and set of needs



Consumer Experience



Consumer Experience

Research

Purchase

Order
Status



Delivery/
Service

Scheduling

Resolution

Consumer Experience

Research

Purchase

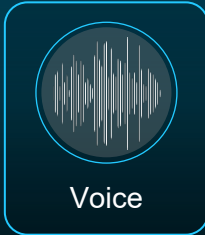
Order
Status



Delivery/
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Consumer Experience

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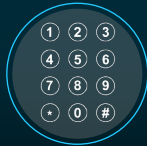
Order
Status



Delivery/
Service

Scheduling

Resolution



IVR



Voice



Chat



Consumer Experience

Research

Purchase

Order Status



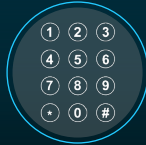
Delivery/ Service

Scheduling

Resolution



Email



IVR



Voice



Chat



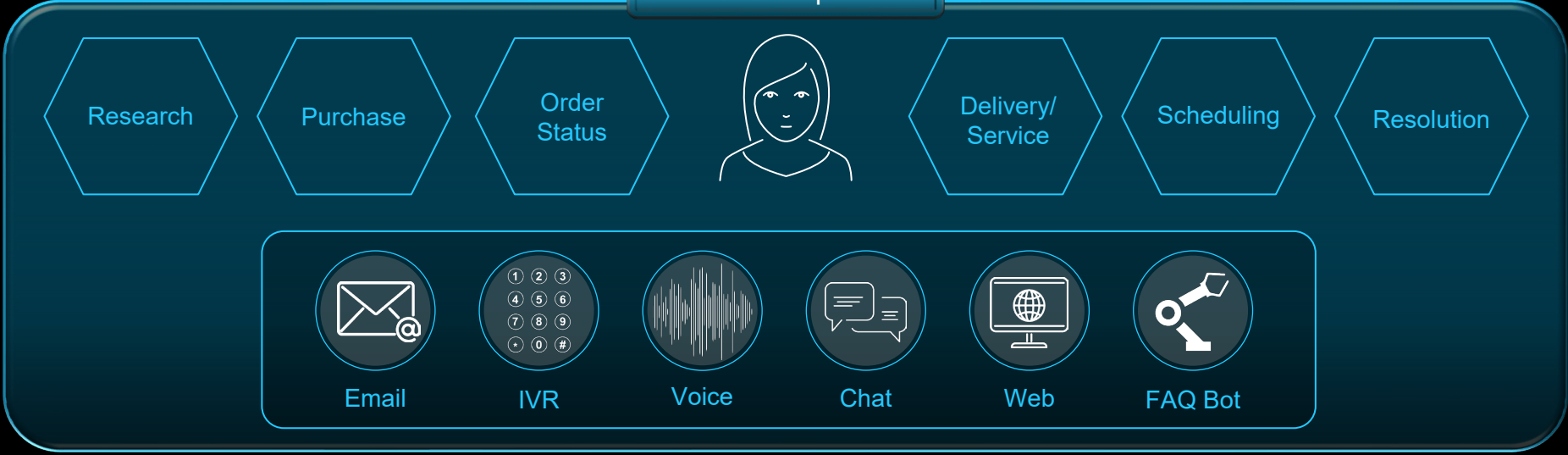
Web



FAQ Bot



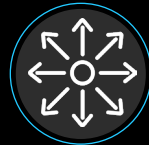
Consumer Experience



In App



Google Messages



Proactive



Apple Bus. Chat

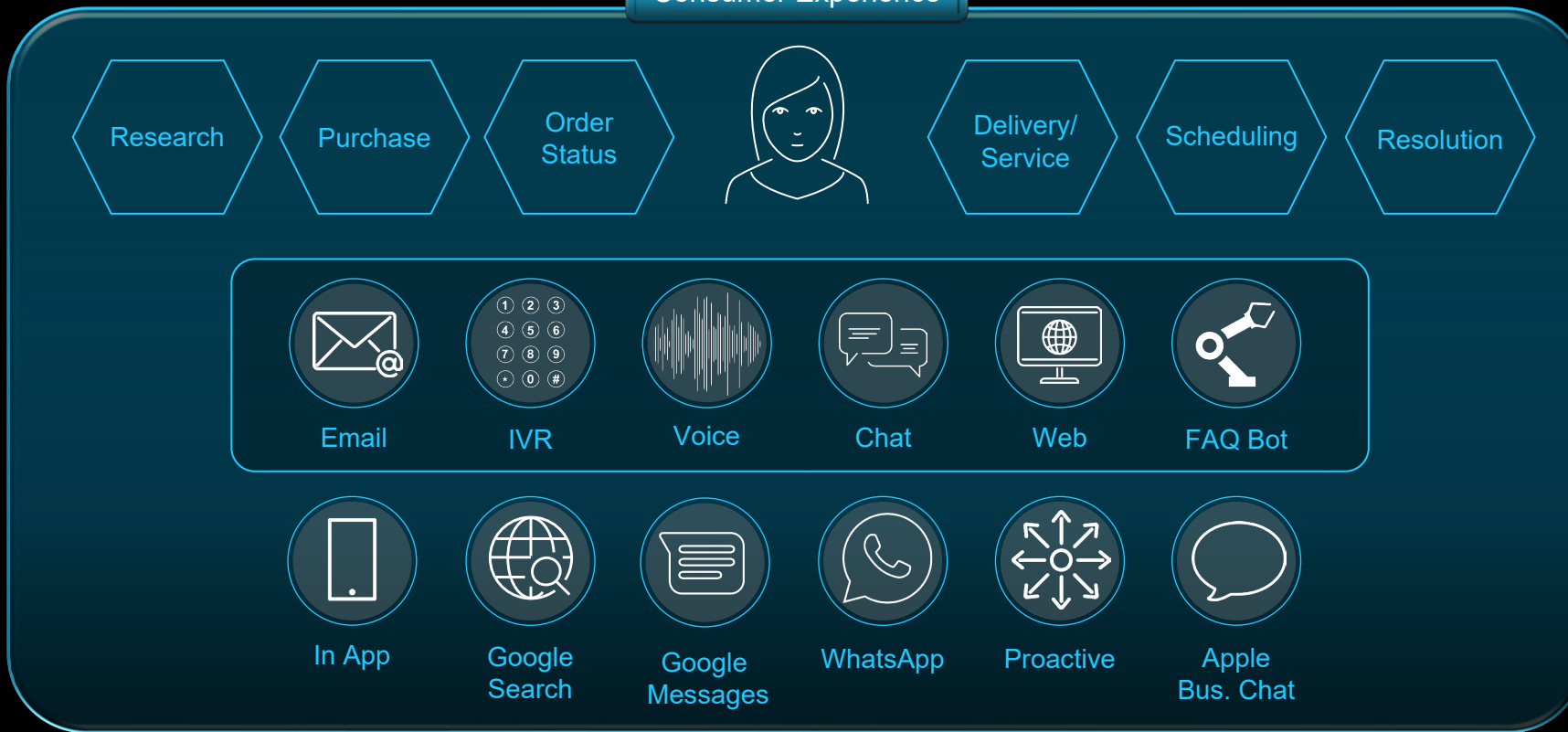


Google Search

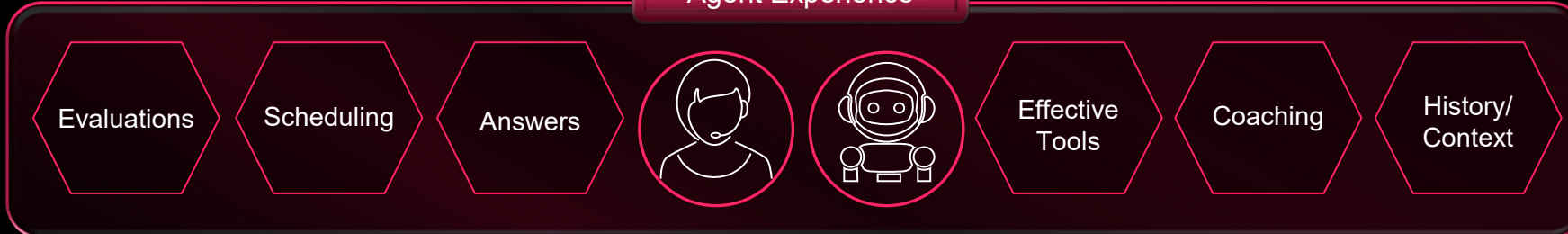


WhatsApp

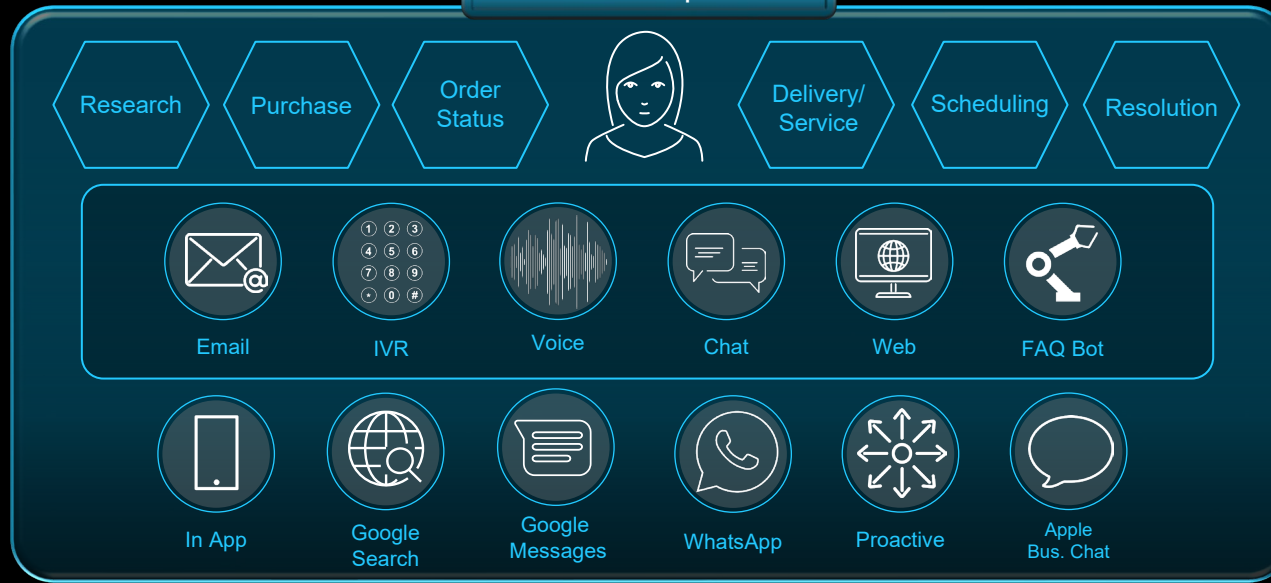
Consumer Experience



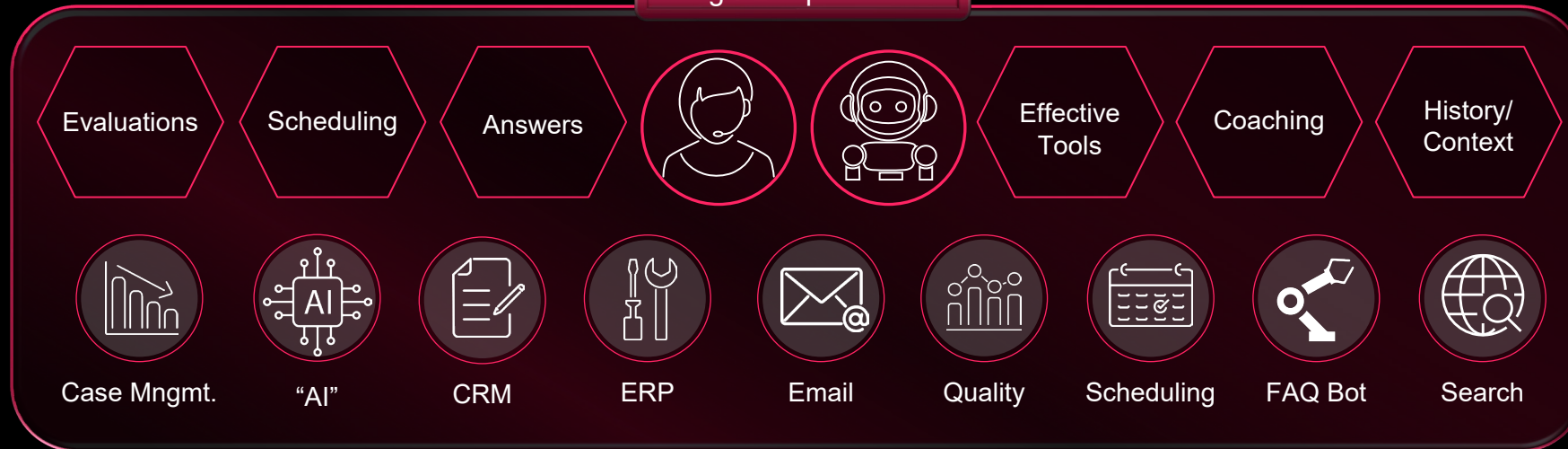
Agent Experience



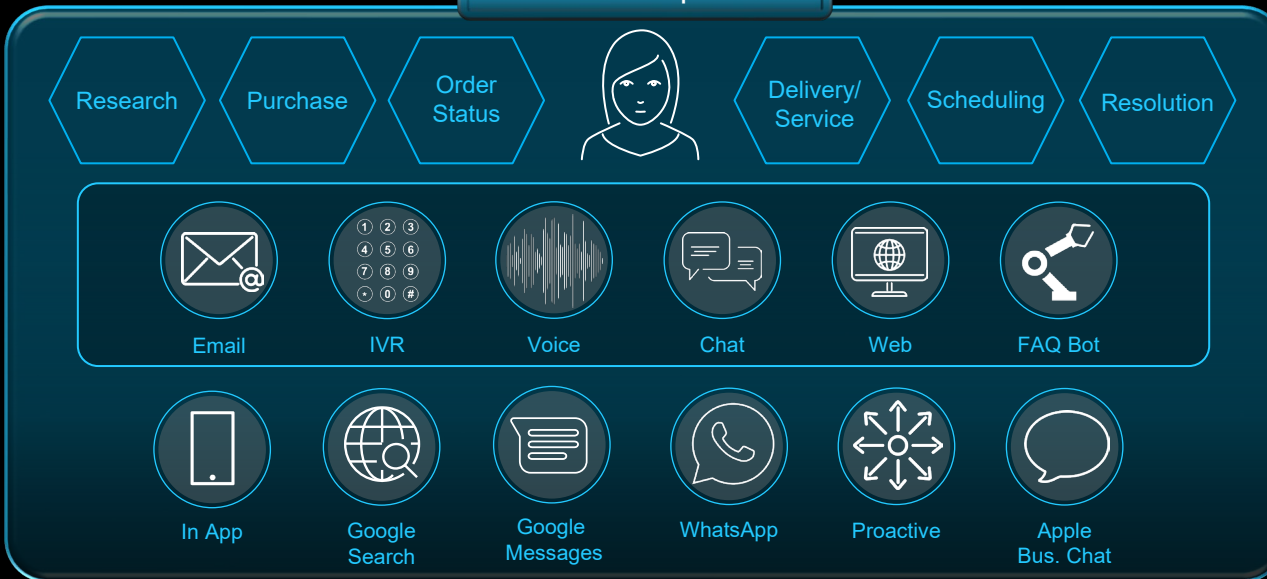
Consumer Experience



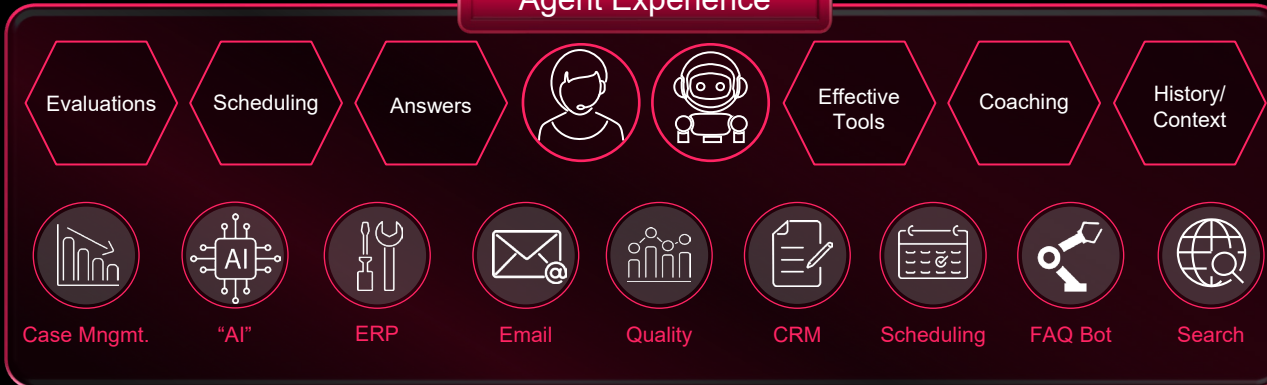
Agent Experience



Consumer Experience



Agent Experience



Business Experience



What Has Been Built to Manage this Complex Market

Channels					NLU						
<p>IVR</p>		<p>Voice Channel</p>		<p>SMS</p>	<p>Chatbot</p>		<p>Emergency Comms</p>	<p>Mobile Web Secure Messaging</p>	<p>Voicebot</p>	<p>Employee Comms</p>	<p>NLU</p>
<p>Live Chat</p>		<p>Workforce Optimization</p>		<p>Knowledge Management</p>		<p>Video</p>		<p>Microservices</p>		<p>Reporting & Analytics</p>	
<p>Billing & Payments</p>		<p>CRM</p>		<p>Data Warehouse</p>		<p>Carrier Networks</p>		<p>Cloud Platforms</p>		<p>Professional Services</p>	

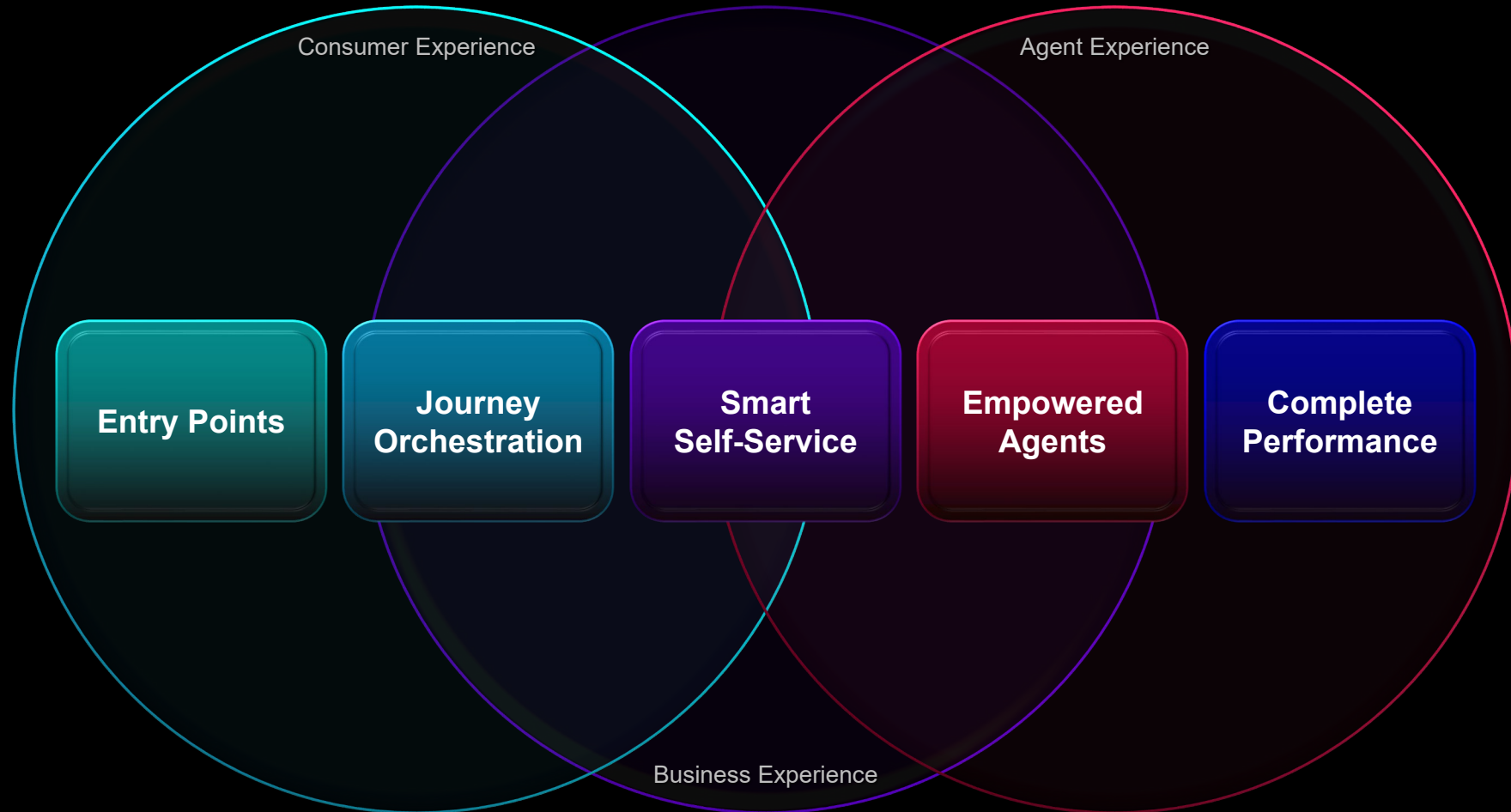
Our Answer to the Problem

One complete, comprehensive platform built around 5 foundational needs



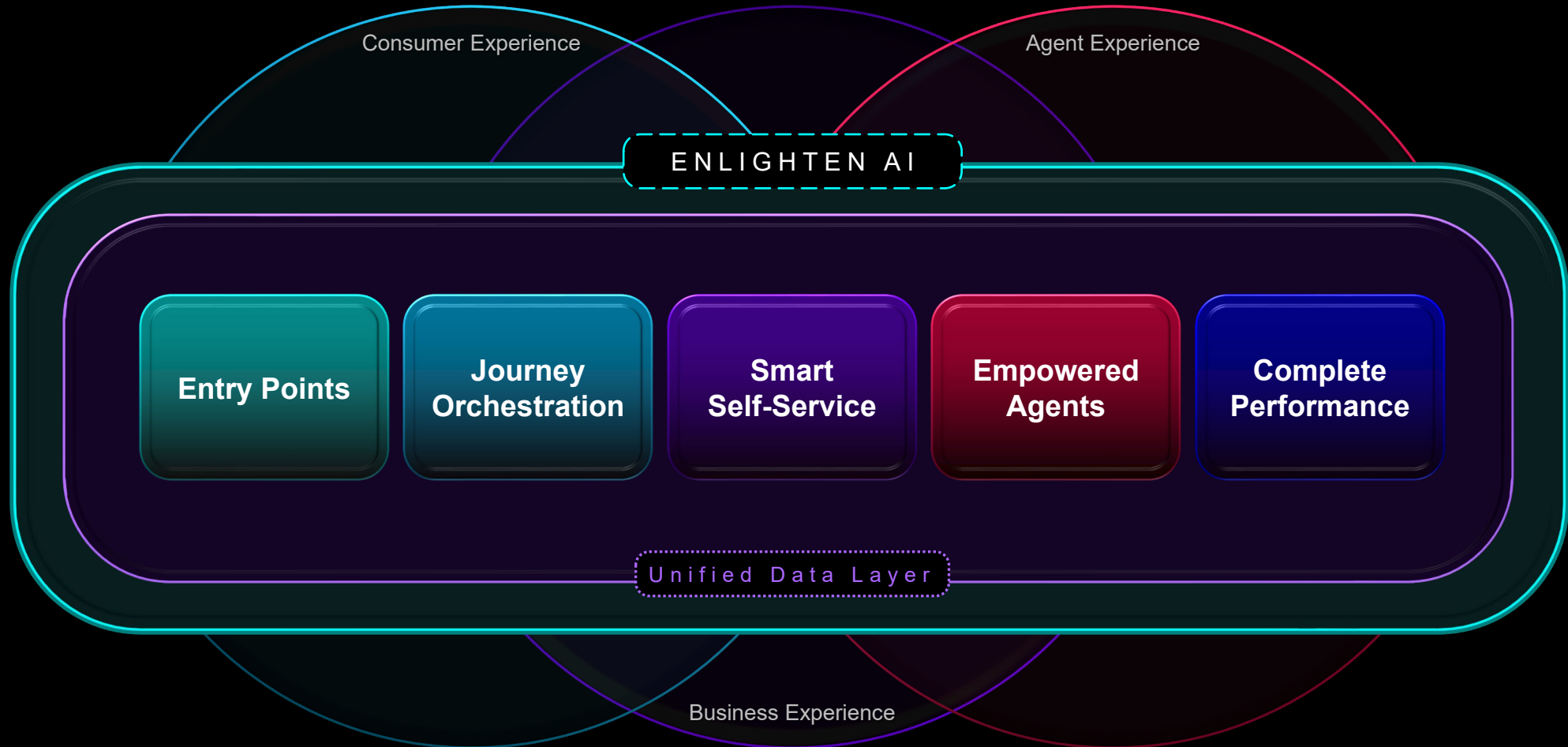
Our Answer to the Problem

These needs encompass the entire CX journey, consumers, agents, and businesses



Our Answer to the Problem

Infused with the intelligence of Enlighten, the worlds smartest purpose-built AI



Entry Points

- Voice
- SEO Enhanced Knowledge
- Async In-app Messaging
- 30+ Channels
- Proactive Outreach

Journey Orchestration

- AI-Driven Omnichannel Routing
- Contextual Knowledge
- Unified Config. & Design

Smart Self-Service

- Proactive Virtual Agents
- Responsive Virtual Agents
- Knowledge Presentation
- Web & Mobile Guidance
- Self-service Analytics
- 3rd Party Bot Integration

Empowered Agents

- Unified Agent Experience
- Contextual Knowledge
- Knowledge Presentation
- Real-Time Guidance
- Task Automation

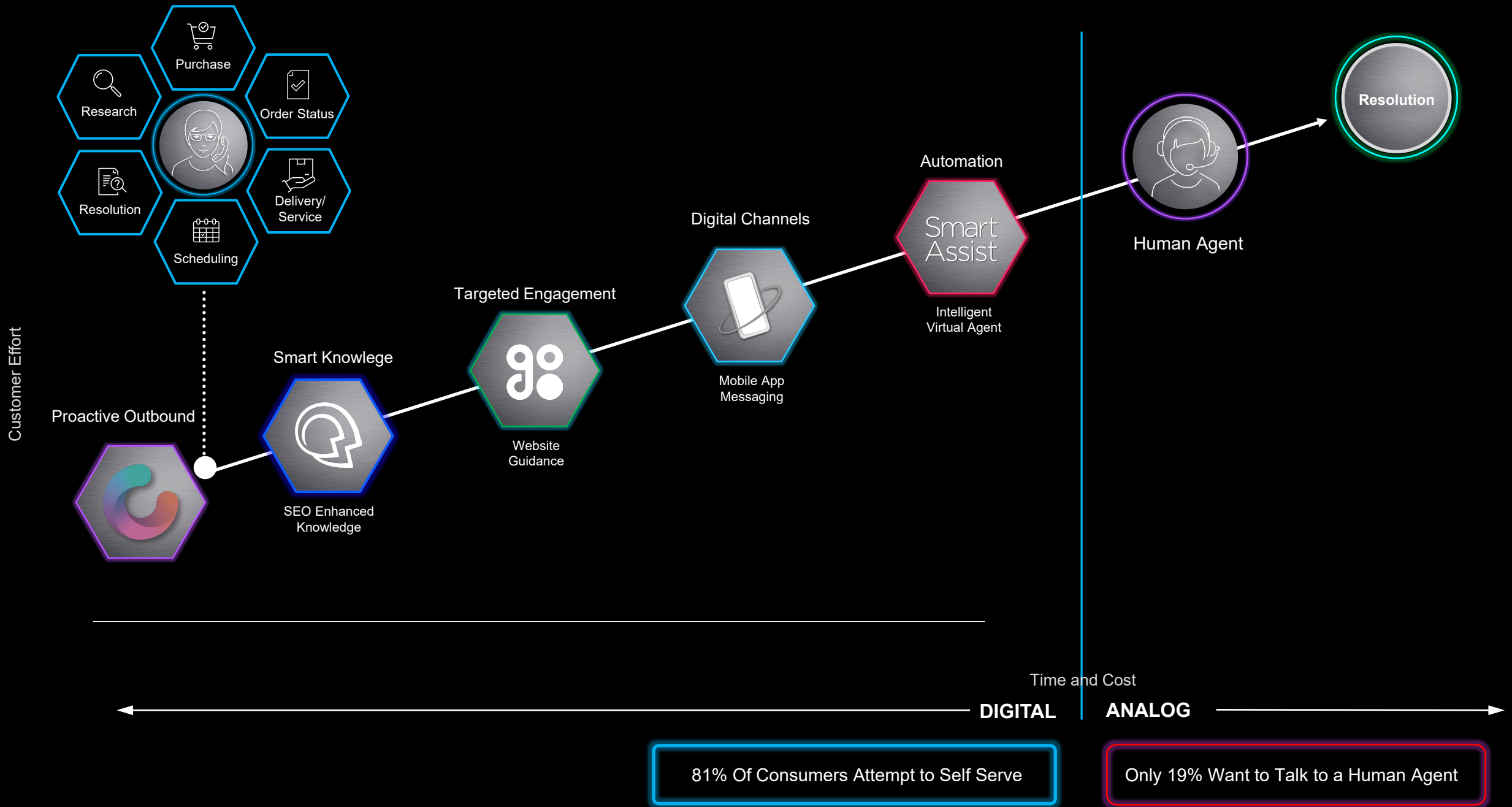
Complete Performance

- AI-driven Forecast/Schedule
- Analytics driven Quality Performance Mgmt.
- Journey & Context Analytics
- Voice of the Customer

ENLIGHTEN AI

Unified Data Layer

CXone



In every boardroom across the world, the hot topic is AI



NEW
levels of
productivity



NEW
business
models



NEW
customer
experiences



NEW
workforce
tools & skills



NEW
technology
strategy

“How can AI be leverage to improve contact centre efficiency?”

The industry's only comprehensive
AI and ML framework for CX

Enlighten AI

Proven, Purpose-built, Powerful



Developed with 20+ years of
analytics innovation on the most
comprehensive CX data sets

Complete, objective, and automated
analysis of every interaction to drive
business outcomes

Embedded across the platform
to easily operationalize and
deliver immediate impact



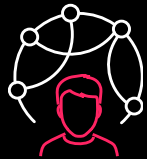
Enlighten AI

The Broadest AI Portfolio for CX



EXPERIENCE OPTIMIZATION

Build smart bots, fast



AI ROUTING

Personalize every connection



CUSTOMER SATISFACTION

Improve behaviors & sentiment



SALES EFFECTIVENESS

Drive sales skills in real time



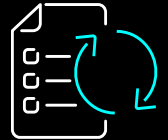
COMPLAINT MANAGEMENT

Identify root cause



VULNERABLE CUSTOMERS

Comply with FCA regulations



AUTOSUMMARY

Eliminate manual notetaking

Purpose-built AI for CX
Developed on the Largest Labeled CX Data Sets

Fast Smart Self-Service with Enlighten XO



Identify the Best Automation Opportunities

- ✓ Prioritize the intents best-suited for automation based on complexity metrics like volume, duration and sentiment

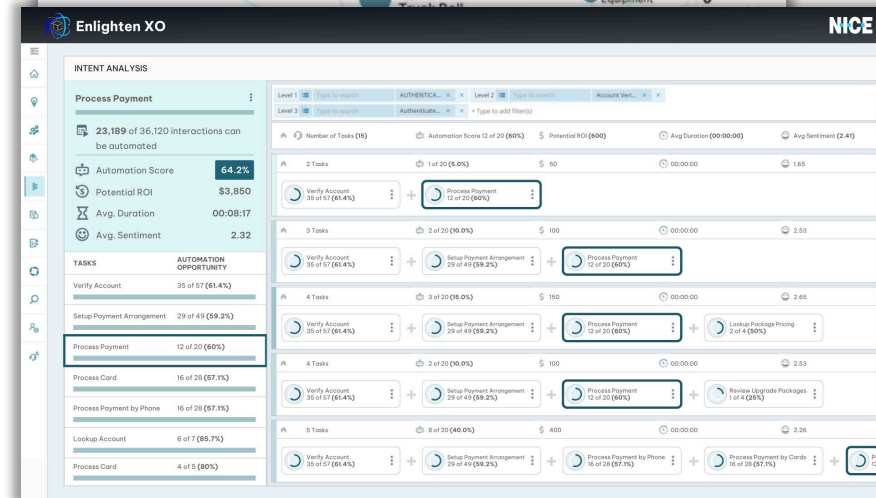
Design Optimal Conversational Flows

- ✓ Reverse-engineer the conversations from top-performing agents to determine the ideal tasks and their order

Build Quickly with No-Code Autoflow

- ✓ Export insights and data directly into CXone proactive and reactive conversational automation solutions

Caller Intents



Agent Tasks

RESULTS

- Increase digital resolutions by solving more complex intents
- Decrease cost to serve with fewer calls to human agents
- Build self-service in hours vs months



2.2x

Greater YoY annual revenue with smart self-service

“Simply put, our self-service needed to get better, and Enlighten XO got us on the path to success.”
Senior Director of Digital Experience



Automate Agent Notetaking with Enlighten AutoSummary



BEFORE

Typical Manual Agent Summary

CXJames Smith 25854116585858/
concerned about missing pymnt/
DM researched/no record in acc/
Informed not posted/prms cb”

RESULTS

- Requires minutes of manual work
- Unclear, inconsistent, slow
- Type during or after an interaction



AFTER

Enlighten AutoSummary

Mr. James Smith's called 7 days ago about **billing** because his **payment was missing**. The agent **offered a bill of credit** which Mr. Smith **declined**. The agent **promised a call back**. The issue was **not resolved**, and the call ended with **negative sentiment**.

RESULTS

- Immediate summary
- Accurate with purpose-built AI models for CX and generative AI using LLMs
- Saves time and money

Eliminate Costly Manual Agent Notes

Save up to £3 million annually



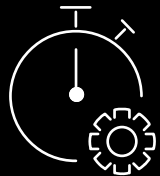
Reduce costs

Decrease ACW and AHT



Increase accuracy

Consistent, data-driven next steps



Improve productivity

Agents focus on the customer



Boost CX

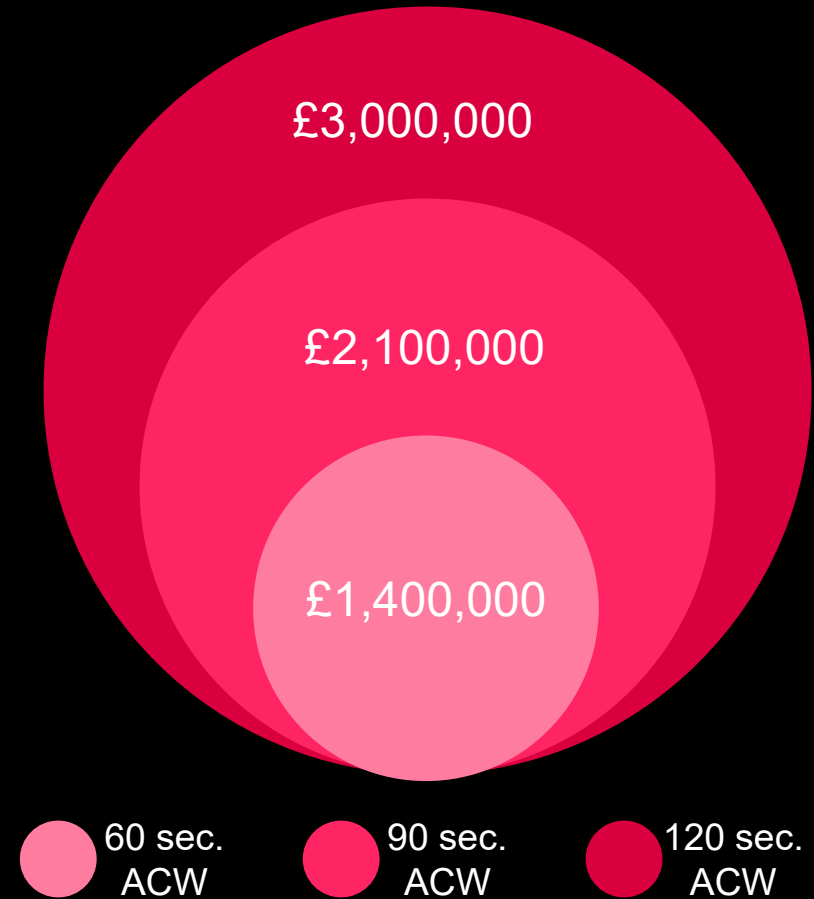
Provides context to the next agent



Reduce agent frustration

Eliminate the busy work

The Average Yearly Cost of Manual Note-Taking for 400 Contact Centre Agents



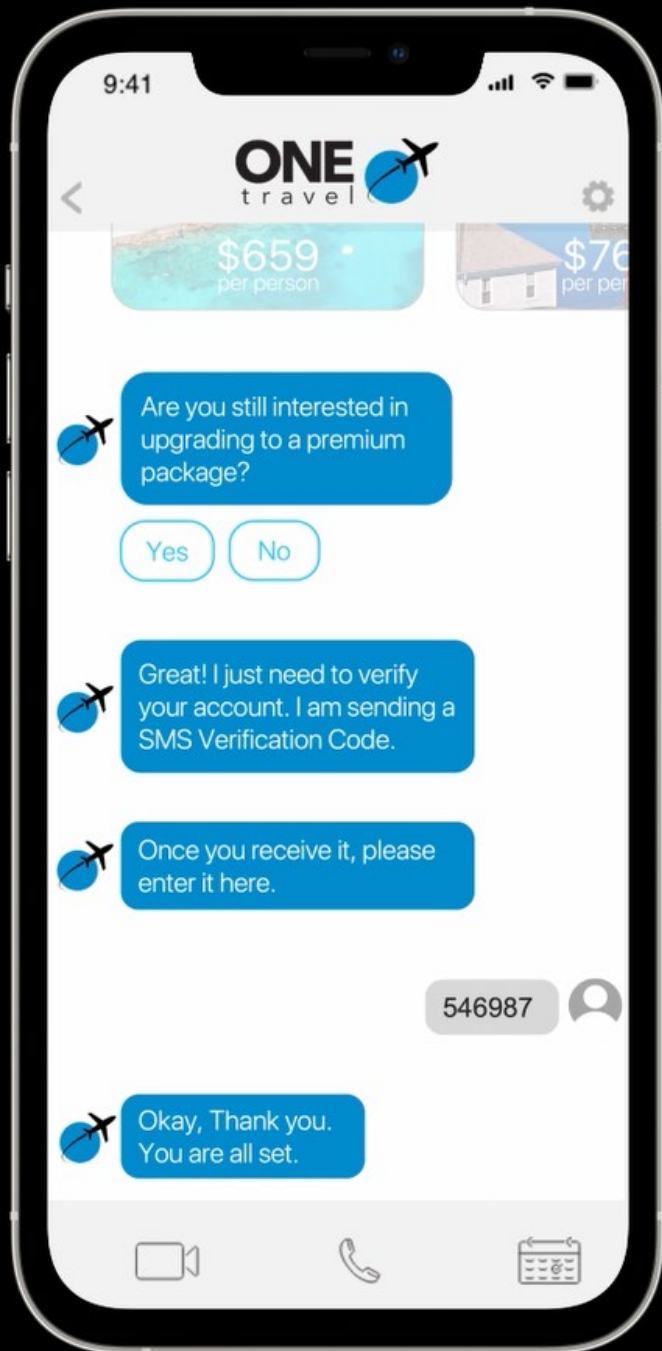
Mastering with

AI for **CX** that

FUSES PEOPLE WITH PROCESSES

- **Purpose Built for CX:**
Brand Aligned, Precise, Operationalised, Secure
- Augmented Intelligence and Artificial Intelligence
- Invisible transitions





Enlighten Autopilot

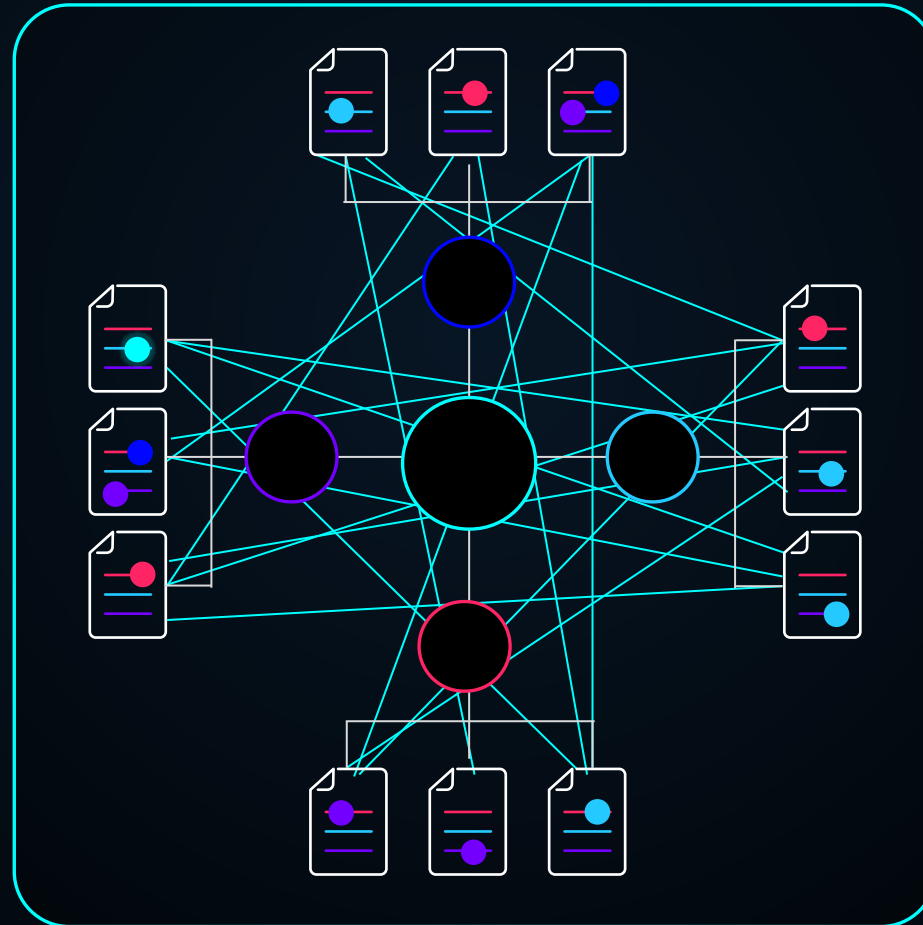
Consumer-facing conversational AI based on trusted company knowledge, aligning responses with business goals, creating fully personalized experiences.

- Conversational Knowledge
- Web & Mobile Guidance
- AI-Driven Proactive Virtual Agents

Expert Finds the Interrelationships of the Knowledge

Information Architecture

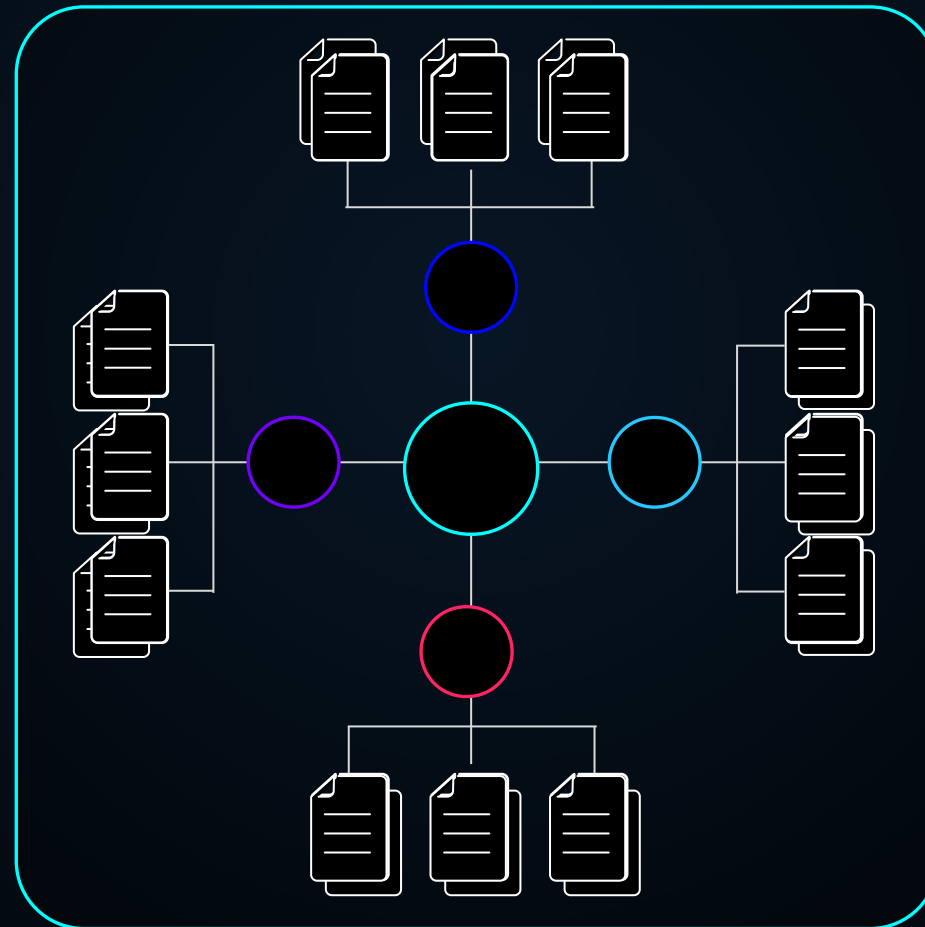
Interrelationships



Expert Knowledge is Optimally Structured

Information Architecture

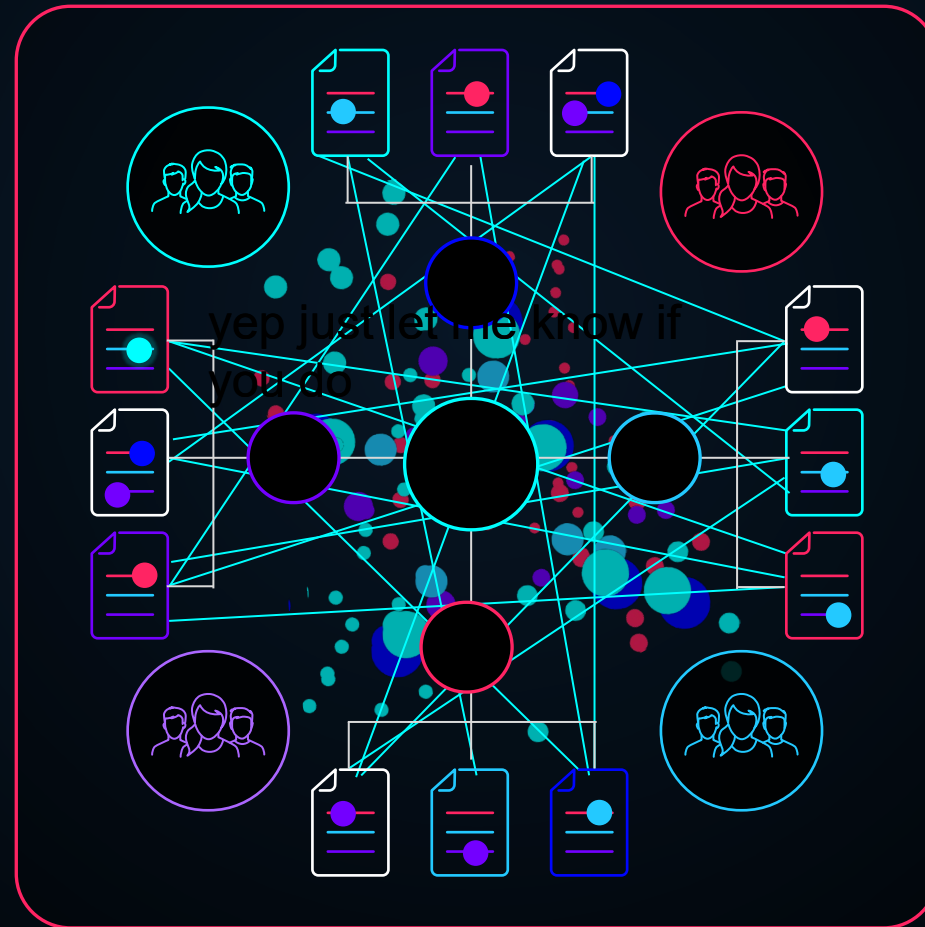
Organization



Usage of the Knowledge Provides Additional Context

Information Architecture

Usage



The screenshot displays the CXone Agent interface. On the left, there's a sidebar with 'Assignments' for various agents: Jamie Gordon (VIP Client, 1:43), Liam Davis (Email, 2 hr), Kelsey Walter (WhatsApp, 2 hr), Amara Kapadia (Facebook, 2 hr), Maggie Winslow (Tweet, 1 hr), and Sam Gomez (Instagram, 1 hr). The main chat window shows a conversation between Jamie Gordon and Patrick Jordan. The chat history includes:

- Patrick Jordan: "For your 5 night stay it would be 50,000 points plus \$380. Would you like me to go ahead and process that order for you?" (2 minutes ago)
- Jamie Gordon: "Yes" (2 minutes ago)
- Patrick Jordan: "Jamie, your premium upgrade is confirmed and an email confirmation has been sent your address on file." (2 minutes ago)
- Patrick Jordan: "Is there anything else I may assist you with?" (2 minutes ago)
- Jamie Gordon: "No, thanks." (2 minutes ago)
- Patrick Jordan: "Thank you for contacting OneTravel and have a great day." (2 minutes ago)

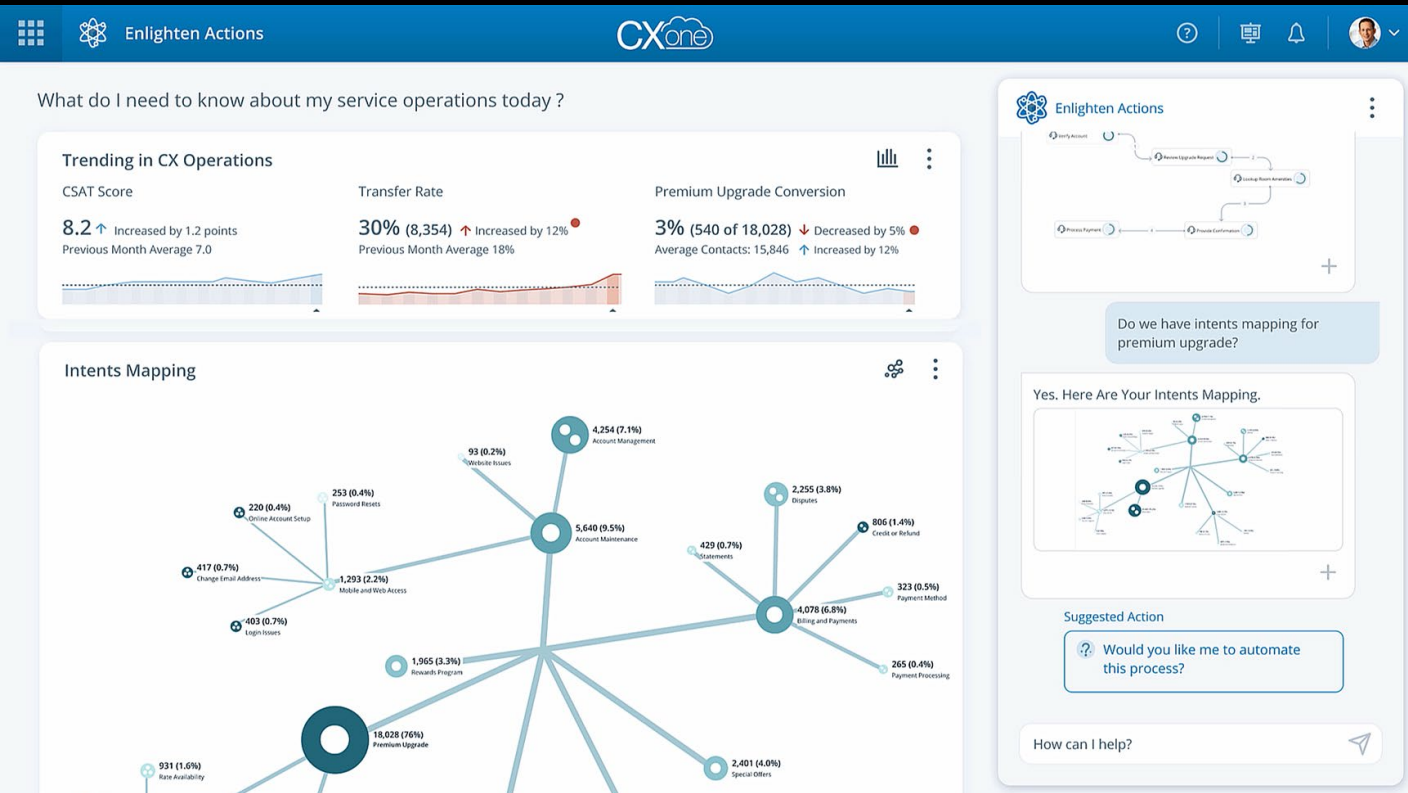
 The 'Enlighten Copilot' sidebar on the right provides real-time assistance:

- Customer has started chat
- Customer is making a reservation: Paradise Cove Hotel, 233 Ocean Breeze Lane, Key West, FL 33040
- Customer Sentiment is Improving
- Suggested Action: "It looks like you are about to process a premium upgrade. Would you like me to update the details and send a confirmation email?" with 'Yes' and 'No' buttons.
- Request completed
- Confirmation email sent
- Customer is happy
- Input field: "How can I help?"

Enlighten Copilot

Centralized conversational AI employee assistance that promotes smarter guided interactions, AI-driven personalized coaching and task automation, creating better agent and supervisor experiences.

- Conversational Knowledge
- Real-Time Guidance
- Task Automation



Enlighten Actions

Unleashes unprecedented power to orchestrate your CX business, proactively uncovering areas for AI-driven optimization and carrying out complex automation to accelerate execution for all CX leaders.

- Conversational Knowledge
- Journey Routing & Orchestration
- Scheduling & Performance Automation
- CX Benchmarks

Enlighten Actions

Do we have intents mapping for premium upgrade?

Yes. Here Are Your Intents Mapping.

Suggested Action

Would you like me to automate this process?

How can I help?

ELEVATE

YOUR CONTACT CENTRE
EXPERIENCE THE **AI FUTURE** NOW




NICE

**CALL & CONTACT
CENTRE EXPO**

29-30 November 2023
Stand: **CC-N30**

Thank You

NICE 

Make
experiences

flow