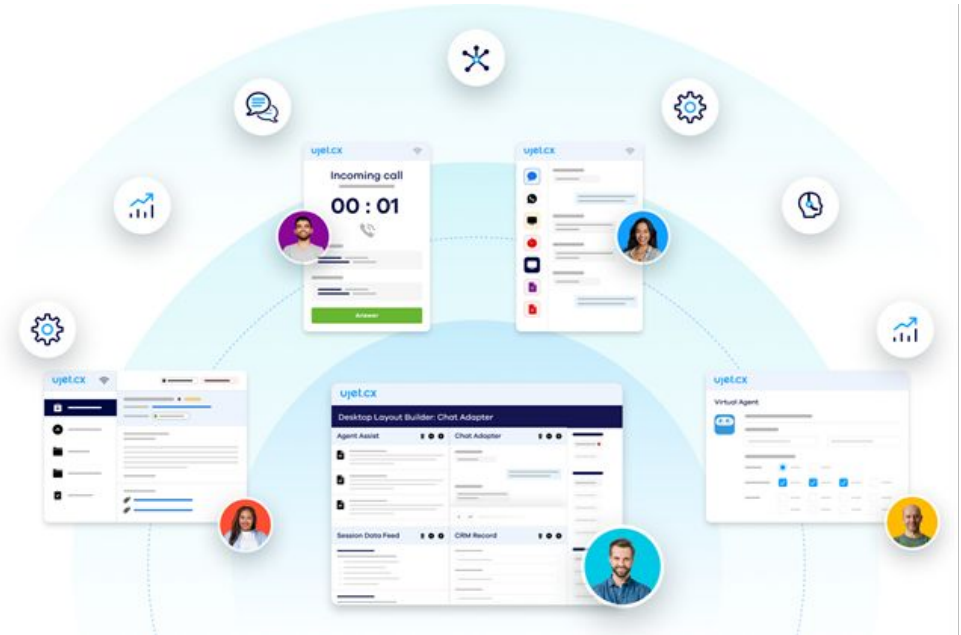




# Improving CSAT with Modern, AI-Powered CCaaS Technology

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# Communications have completely transformed...



## 2024 - Generative AI

Automation, agent support, personalization, and deep analytics can improve efficiency, performance and CSAT.



## 2007 - Smartphones

Consumers engage through multiple channels simultaneously, visually and contextually, anytime, anywhere.



## 2000 - The Internet

The cloud and digital channels replace voice-only call centers (and raise the stakes for CX).

# Contact Centers have not!



**Frustrated customers**



**Data security risks**



**High operational costs**



**Limited insights**



**Difficulty scaling**

# And Customer Expectations... *Are Higher than Ever!*

Customers expect  
personalization

71%

Majority of consumers (71%) expect personalized experiences from brands and 76% are frustrated with a lack of personalization

Source: McKinsey

Customers expect  
channel flexibility

3.6x

Satisfied customers 3.6x more likely to buy additional products and services from brands that are invested in omnichannel CX

Source: Deloitte

Customers expect  
proactive service/support

13%

Only 13% of 6,000 customers reported experiencing any kind of proactive customer service

Source: Gartner

# The Cost of Poor CSAT



**96% of customers will cut ties with a company if they receive bad service** *(Source: Shep Hyken/Forbes)*



**Only 15% of consumers will forgive a “very poor” experience with a brand** *(Source: Qualtrics)*



**Cost of poor CX is incredibly high, estimate to cost companies \$3.7 trillion in losses annually** *(Source: Qualtrics)*

**Brands that invest in seamless, omnichannel experiences have customers **3.6x** more likely to buy additional products and services, with a **1.6x** higher lifetime value** (Source: Deloitte)

**So...** how is technology  
modernizing CX and improving  
customer satisfaction?

# Modern Solutions to Improve CSAT



## Personalized Experiences

- Ability to connect AI agents to sensitive business and customer data for personalization
- Mobile-device integration for biometric authentication, location, etc.
- Contextual, real-time data



## Seamless Omnichannel

- Products and process that are digital and omnichannel native
- Consistent experience across channels and teams
- Seamless pivot from channel to channel



## Multimodal Experiences

- Visual IVR
- Audio/Video sharing before and during interactions
- Sensitive data share via text channel
- Workflow automation (ex. PCI payments)

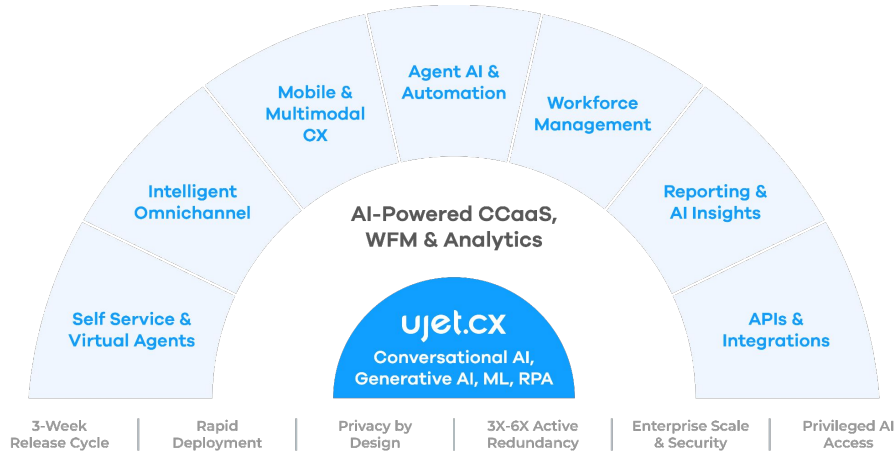


## Insights & Intelligence

- AI-powered insights, dashboards, and reports
- CSAT surveys, automated conversation scoring, and sentiment detection
- Tools to stay grounded in conversational data

# Introducing UJET: A Modern Approach

Exceptional CX through AI-powered automation, intelligence, and omnichannel orchestration.



**Advanced AI for Deeper Customer Understanding & Powerful Automation:** automation of routine, mundane interactions puts agents on higher value work; AI assistants drive employee productivity and improve efficiency.

**Mobile & Multimodal:** features like biometric authentication, media sharing, and location awareness empower customers and agents alike for seamless interactions in the modern world.

**CRM-First for Unmatched Insights & Security:** streamline the agent experience, improve data access and automation with a unified system of record in the CRM to reduce handle times and drive first contact resolution

**Prioritized Ease of Use:** UJET's intuitive design minimizes agent training time, boosts adoption rates, and maximizes the rapid return on your AI investment.

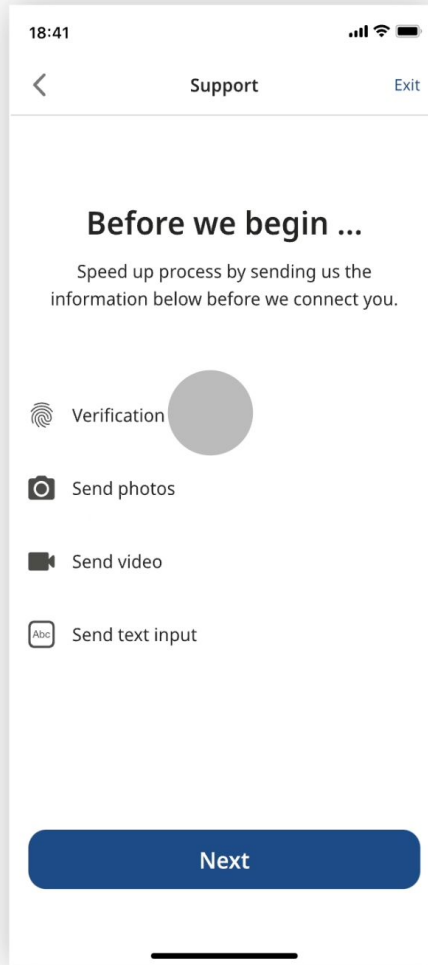


# 76% of customers are frustrated by lack of personalization

(McKinsey)

**Customers pre-authenticate and can pre-share media** via their mobile device so agents can get to work helping resolve inquiries

- Streamline customer interactions
- Lower Average Handle Time (AHT)
- Improve Customer and Employee Satisfaction (CSAT/ESAT)



# 90% of customers expect seamless omnichannel experiences (CX Today)

Agents execute tasks and cross-application workflows via the core agent interface to simply the employee experience

- Streamline EX with a unified agent desktop experience
- Improve FCR
- Lower AHT
- Improve CSAT

**Customer**  
Of course, it's 301408.

**Customer**  
It's 94102.

Payment card update

Booking ID  
301408

Zip code  
Enter zip code

Next

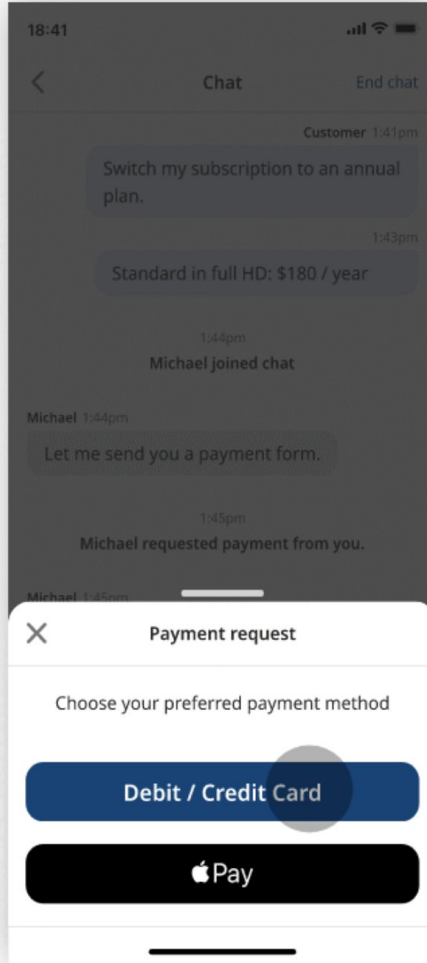
**Agent**  
May I have your Booking ID, please?

**Agent**  
And may I have your zip code as well?

# 90% of customers say immediate responses are important to the CX *(HubSpot)*

Leverage the capabilities of modern smart devices to drive contextual, informed, and efficient interactions

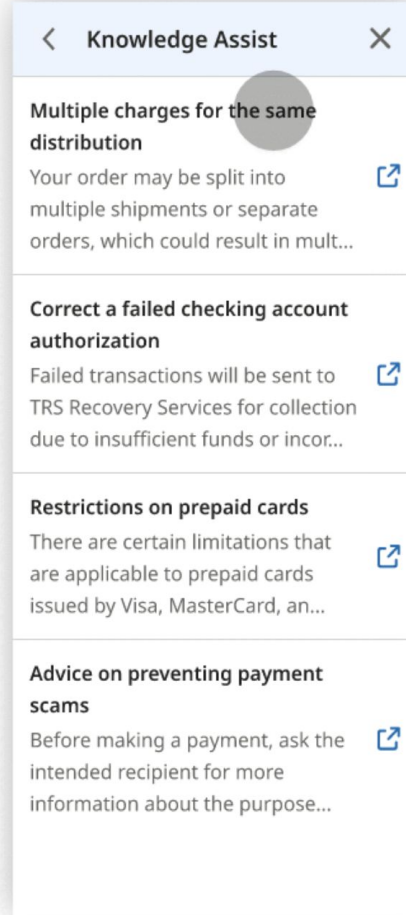
- No channel switching
- Streamline CX and EX
- Improve FCR
- Improve CSAT



# 1/3 of customers expect their problem to be solved in a single interaction *(Statista)*

Agents are empowered with real-time AI assistant tools to help your newest hires respond with confidence

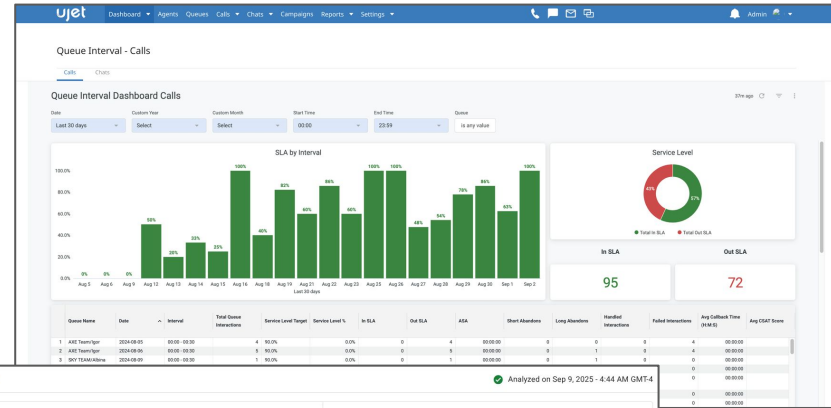
- Drive next-best-action and ensure process compliance and quality responses
- Lower AHT and improve First Contact Resolution (FCR)



# 77% of customers say poor self-service is worse than not offering support at all (CX Today)

Real-time and historical views of everything that matters, from CSAT to KPIs and agent performance

- Automate CSAT and sentiment analysis
- Identify root causes, uncover trends, and predict customer needs
- Empower proactive, data-driven improvements to your operations



Conversation ID: 1588862733484839816

Conversation spotlight

Customer: [Redacted]  
Agent: [Redacted]

Positive Sentiment: [Blue bar]  
Negative Sentiment: [Red bar]

Message 1: Hello, I'm calling about my recent order. 9/8/25, 10:02 PM

Message 2: Thank you for calling Gadget Galaxy. My name is Alex. How can I assist you today? 9/8/25, 10:03 PM

Message 3: I placed an order for a new phone last week, order number GX7845, and I haven't received any shipping updates. The website still says "Processing." 9/8/25, 10:04 PM

Message 4: Let me take a look at that for you. One moment please. 9/8/25, 10:05 PM

Message 5: Okay, I've pulled up your order. It looks like there's been a slight delay with the LunatLife phone due to unexpectedly high demand. We're expecting more stock to arrive tomorrow. 9/8/25, 10:06 PM

Message 6: Oh, I see. So when can I expect it to ship? 9/8/25, 10:06 PM

Message 7: We should be able to ship it out within 24 hours of receiving the new stock, so likely by Wednesday. You'll receive an email notification with tracking 9/8/25, 10:06 PM

Agent: Elena (888301)  
Start date: September 8, 2025 at 10:02:30 PM GMT-4  
Duration: 9m 54s  
Channel: Chat  
CSAT: 4  
Primary topic: Inquiring about order status

Annotation: Quality Summary Information

Entity Mention: Other (2)  
order name

Smart Highlights (1)  
Check Issue Resolved

Custom Highlights (4)  
Orders request-email-address  
Orders

Topics (3)  
Inquiring about shipping date  
Inquiring about order status  
Inquiring about a charge


# World Class CX : Real World CX Results





**Capital On Tap** is a financial technology company that offers a business credit card and spend management platform tailored for small and medium-sized enterprises (SMEs). Founded in 2012 and headquartered in London, UK, the company has expanded its services to the United States, with offices in Atlanta & Cardiff.

**Financial Services | EMEA**

 SLA delivery improved from **88% to 92%**

 Average hold time dropped by **12%**

 CSAT rose from **4.4 to 4.6**, with **92%** overall satisfaction

 **90%** of calls now answered in 20 seconds or less