

Transforming the contact center with actionable AI and Machine Learning

Managing a contact center has never been more complex

AGENTS ARE STRUGGLING

30-45%¹

Agent turnover is high

34%²

of agents say they don't have the right customer data in front of them when speaking to a customer

60%³

of agents say their companies don't always provide the technology they need to address challenges when helping customers

SUPERVISORS ARE STRUGGLING

The global pandemic has shifted the way contact centers operate



20%⁴

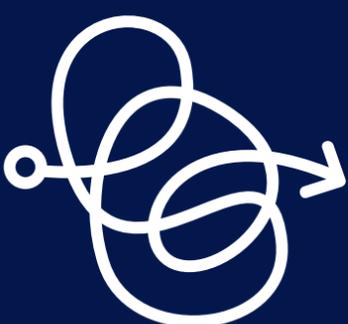
increase in the volume of customer interactions



- ▶ How can supervisors understand agent sentiment and "digital body language"
- ▶ Increase in health issues, burnout
- ▶ Increase in distractions
- ▶ Adherence, Compliance, Training, Security and Fraud

Contact Center leaders are adopting technologies to gain efficiencies...

...but connecting, visualizing and acting on this data is hard!



Leaving managers with disparate systems, unactionable data and not enough time to solve a new layer of problems

A new approach is needed

One that makes the complex possible for business users, brings high impact learnings to a friendly user interface, empowers actions for executives, managers and agents, and improves business outcomes.

Five Steps

to effective implementation of AI and Machine Learning in the contact center

1 Identify business objectives

- What improvements would give you competitive advantage?
- What would improve your bottom line?
- What would improve the effectiveness of your agents?



2 Choose the right platform

- Tailored specifically to the needs of business users
- Has an easy to use interface
- Enables automatic actions based on insights
- Makes analytics actionable
- Pure SaaS



3 Integrate with all your data sources

- Reduce complexity with highly integrated systems
- Integrate directly with your CCaaS Platform
- Eliminate data silos with a system that can ingest ALL your sources of data for the full customer journey



4 Build workflows, AI Models and Controls

- Establish KPIs to measure your objectives
- Make sure your technology stack supports actioning your objectives
- Design around dashboards and actionable plays
- Define a quality monitoring and evaluation processes
- Enable AI Models to assist agents & supervisors



5 Discover, coach, train & measure

- Identify areas for coaching
- Unpack agent knowledge gaps
- Detect inefficiencies
- Define how you will act once you flag
- Define how you will measure improvement after action
- Auto score 100% of calls



Transform contact center performance with actionable conversation analytics

SuccessKPI's speech, text and voice analytics platform will transform your customer experience with enterprise grade contact center analytics powered by AI and ML.

[Learn More](#)



Sources

1 QATC, Exploring Call Center Turnover Numbers

2, 3 The Taylor Reach Group, Inc. Contact Center Industry Stats

4 Orange Business Services, Contact center continuity: essential in the COVID-19 crisis, 2020.



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