# Contact Center Superagents, AI Is Your Sidekick!

Mohamed El-Geish — Director of AI

@elgeish

DGTL-BRKSEC-1008

# Agenda

- Challenges & Opportunities

- AI Solutions

- Next Steps

Challenges & Opportunities

# Contact Center Challenges

**Competitive** pressures and brand reputation

**Poor** customer satisfaction and retention

**Fragmented** customer experiences

Agent information **overload** and **churn**

**Long** wait times and **high** abandon rates

**Poor** first contact resolution

# Pain Points

| Low CSAT & NPS | High Agent Churn | Process Inefficiencies | High Costs & Low ROI |
|---|---|---|---|
| Poor customer experiences are hurting my CSAT, NPS, and bottom line | Agent productivity challenges and high agent turnover due to burnout and call overload | Cumbersome processes lack automation and create inefficiencies | I need an open platform to leverage technology better and reduce IT complexity |

# What Frustrates Customers?

**Poorly** designed experiences and **rigid** menu choices

**Long** wait times and **lack** of self-service

**Cannot** resolve a problem on the first call

# What Frustrates Agents?

**Top 3** pain points

**Cumbersome, repetitive** tasks to close out tickets

**Slow processes** due to outdated technology

**Too many steps** in processes

# Survey Says

**92%**

User experience is important to their agents

**76%**

Tech and process issues are agents' greatest challenge

**93%**

Tech is highly important in creating better agent experiences

Source: Cisco Global Contact Center Survey

# What AI Can Do for You

### 24/7
Flexible self-service access to your business at any hour, any day

### Fast
Presents the right answer fast to customers and/or agents

### Easy
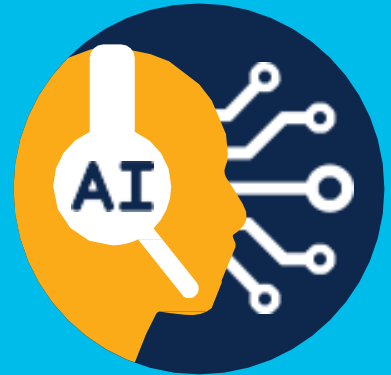Conversational experience that makes it easy for them to do business with you

### Personal
Agents have context, insight, and guidance to give them highly personalized care

By 2025, AI-powered enterprises will be able to achieve *Net Promoter Scores* that are **1.5** times higher than those of their competitors.

Source: IDC Technology Spotlight on AI

AI ➜ Superagents!

# Surrounding Superagents with AI Sidekicks

**Intelligent Self-Service**

Let AI handle mundane tasks and simple queries

Call Volume

**Real-Time Transcripts**

For more accurate notes and faster wrap-up

Avg. Handle Time

**Call Quality & Sentiment Insights**

Identify key issues and provide agent coaching

CSAT and NPS

**Live Agent Assistance**

In-call suggested answers for agents based on conversation

First Contact Resolution

# AI Solutions

# Cisco's Contact Center Portfolio



| Cisco Cloud | On-Premises |
|---|---|
| **Webex Contact Center** | **Contact Center** |
| Webex Contact Center (Multi-Tenant Cloud) & Webex Contact Center Enterprise | Express/Enterprise |

**Artificial Intelligence**      **Collaborative Teams**      **Experience Management**

**Webex Platform for Contact Center**

# Contact Center AI Solutions

→ **Virtual Agent: Voice & Chat**
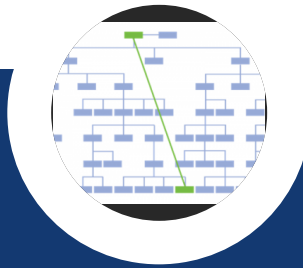
→ **Agent Answers**

→ **Agent Call Transcription**

→ **AI APIs**

# Virtual Agent



| Easy | Fast | Personal |
|------|------|----------|
| Intuitive, conversational experience makes it easy to do business with you | Fast access to answers or a contact center agent when needed | Agent has intent, context and insight to give highly personalized care |

# Improved Self-Service

| Traditional IVR | VS. | Conversational IVR |
|---|---|---|



**"Please listen carefully, our menu options have changed …"**

**"Press 1 to make a new reservation, 2 for …"**

**"Press 0 for an operator"**

**50%** of large CC have **7+** options

**40%** of them need **4+** menu options

**60%** of users **bypass** the menu

**Flattened tree** with dynamic menus & context
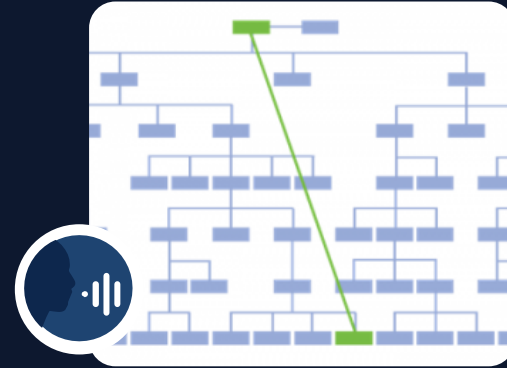
Average customer traversal time **(< 40 sec)**

**Consistent NLU** across different channels

**Better analytics** on unfulfilled intents

**Drive efficiencies** by automating routine tasks

# Agent Answers



## Intelligent

Agent Answers listens carefully in real-time; provides context-driven suggestions and guidance to contact center agent

## Personal

Agents have context and insight to provide accurate, personalized and timely responses on the first contact

# Agent Call Transcription



**Powered by Cisco AI**

## Accurate

Agents can access call highlights to quickly build call summaries from verbatim customer feedback

## Efficient

Ability to sync call highlights to CRM so agents can quickly gain context on customer's previous interactions

Next Steps

# AI Benefits Recap

## Reduces Agent Churn
Minimizes cumbersome, repetitive tasks and improves quality of time spent on complex inquiries

## Equips Agents with Knowledge
Enables agents to provider faster and more accurate service

## Improves Productivity
Reduces agent onboarding time so they can be productive fast

## Improves FCR
Increases agents' ability to meet first contact resolution goals

# How Successful Companies Use Artificial Intelligence

Source: Intelligent Customer Engagement, Nemertes

**96%** Will have their agents only handle highly specialized interactions by 2025

**104%** Increase in CSAT scores when using AI and omni-channel

**53%** Had measurable results using AI to improve customer experience

# 3 Actions to Consider

**1** Focus on **new forms of self-service** with the understanding that human-assisted exceptions will be needed.

**2** Enhance and **augment agent experiences** with an eye on retention.

**3** **Customize** the way you implement AI via APIs & connect to your workflows.

## Takeaways:

**Artificial Intelligence** is advancing quickly and continues to show up in new places, creating **exciting new possibilities** for contact centers, and making a major impact in employee and customer experiences.

Thank you!

cisco Live!