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AI Simulation Training- Speed to Proficiency in a Dispersed Workforce

An Immersive Workshop

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Agenda

- CX & Training Insights and Challenges
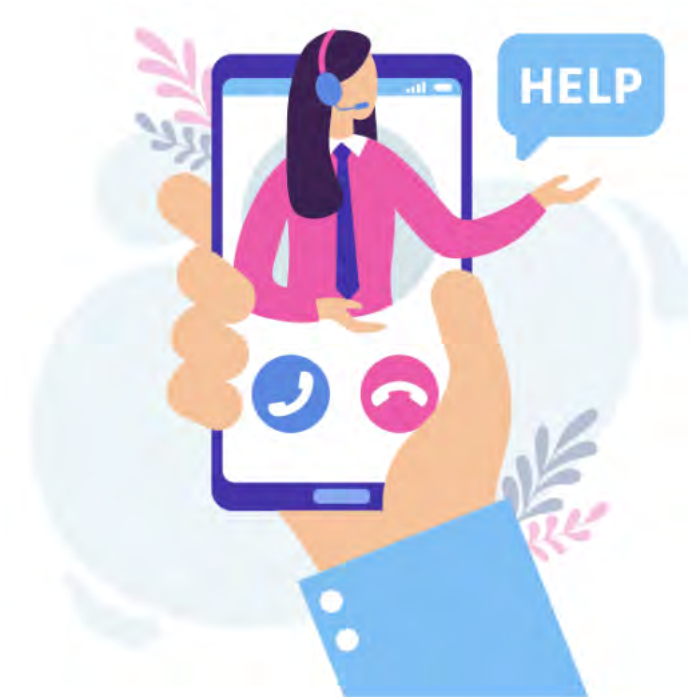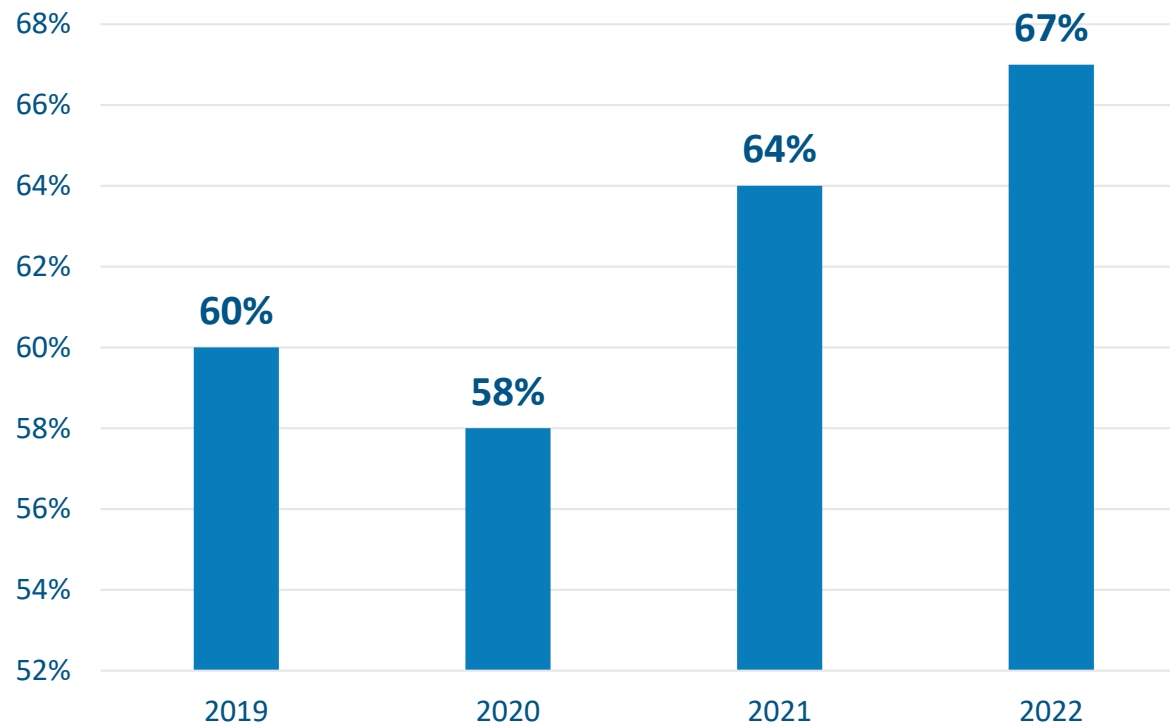- **AI Simulation Workshop**
- Case Study – Western Union

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CX Insights

Execs In The Know

Human Power is More Important than Automation

67% of Customers prefer a **LIVE** Agent

Bar chart data:
- 2019: 60%
- 2020: 58%
- 2021: 64%
- 2022: 67%

Execs in the Know: CX Agent Survey 2023

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Voice & Text Channels Dominate CX

~80% of Customer Resolution

happens with a **LIVE** Agent
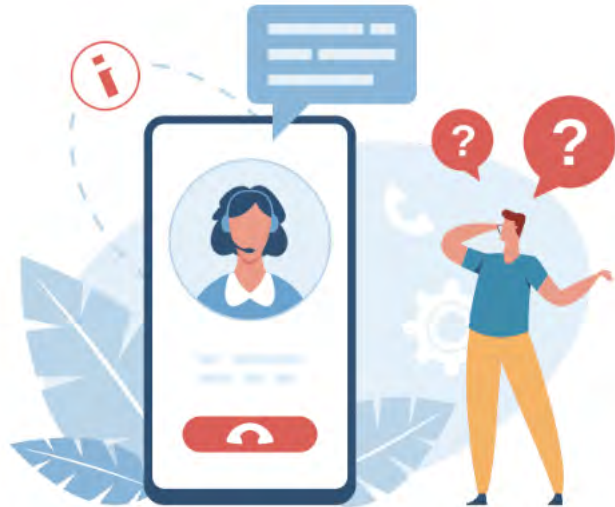
70%+ want businesses to focus

on the **Customer Care Experience**
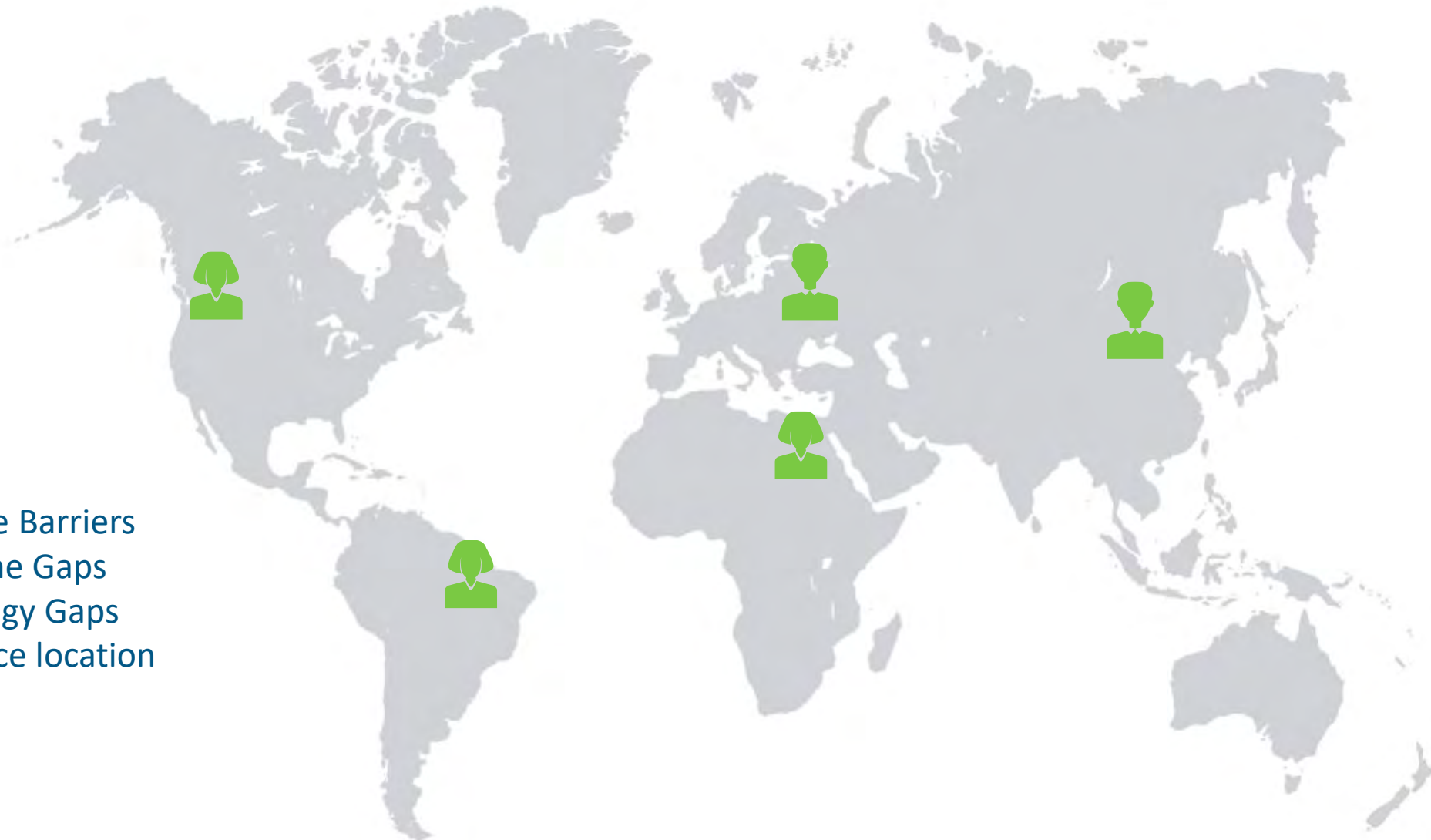
Execs in the Know: CX Agent Survey 2023

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Training Insights & Challenges

Distributed Teams Create Additional Challenges

- Language Barriers
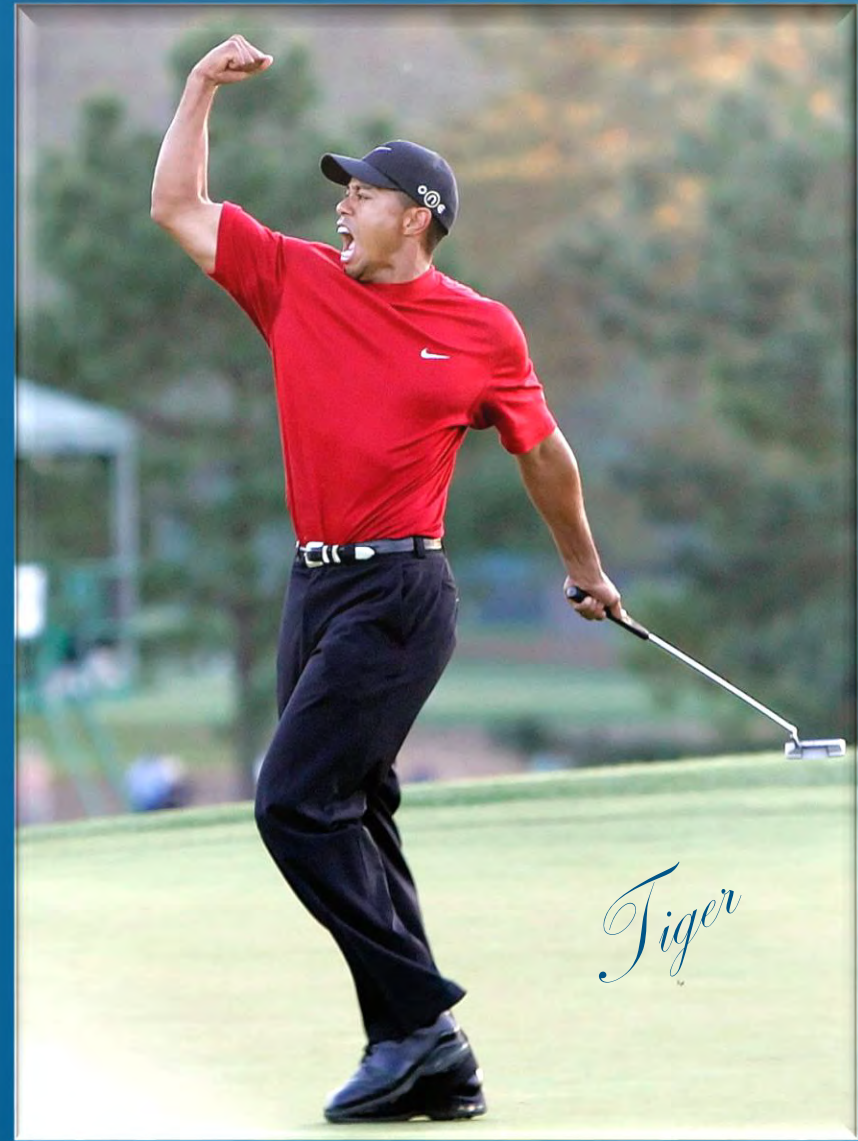- Time Zone Gaps
- Technology Gaps
- Workplace location

Where Does CX Happen?

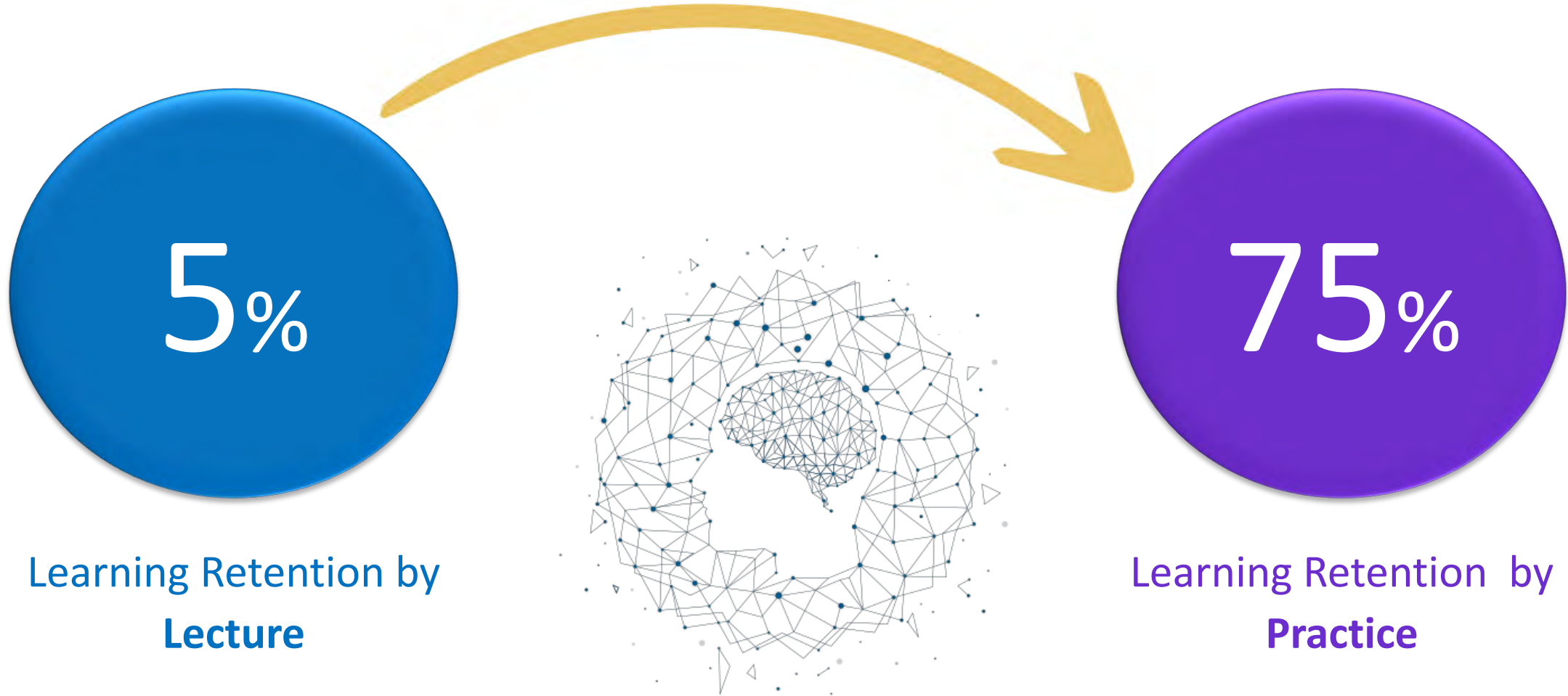**85%+** of CX Agent teams are working **Hybrid or Remote**

Execs in the Know: CX Agent Survey 2023

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Griffey

Tiger

70%

Learn by
DOING

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Learning Retention Stats

5%

75%

Learning Retention by **Lecture**

Learning Retention by **Practice**

Challenges - Customer Engagement Jobs Are Difficult

1 New Hire Attrition

2 Speed to Proficiency

3 Performance Gaps
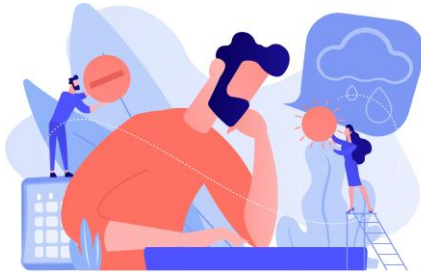
4 Compliance Anxiety

5 Work From Home

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The Solution

AI Simulation Training

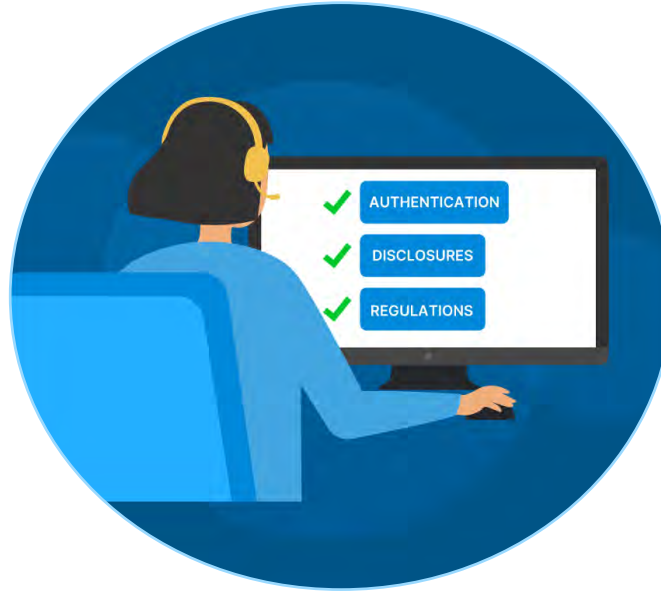"With Zenarate AI Coach our agents are hitting the floor at much higher level of performance."
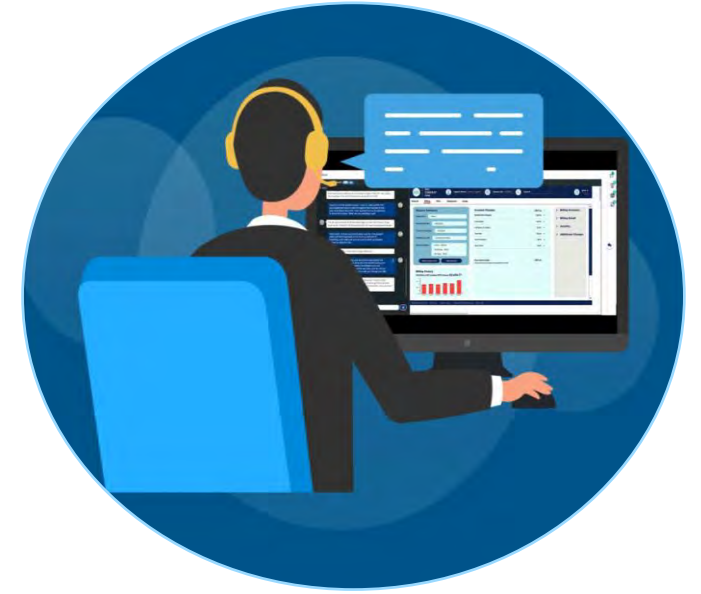
- Matt, Sallie Mae

What is AI Simulation Training?

1 **Watch Example**
'SHOW me how'

2 **Practice Guided**
'GUIDE me through'

3 **Practice Unguided**
'GUIDE me through'

Important throughout Agent Lifespan

Pre-Hire Screening

Hiring managers hear candidates in action before they hire

New Hire Training

Develop confident prepared new hire agents before they speak with live customers

Tenured Agent Upskilling

Close tenured agent call type and skill gaps

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Simulation Workshop

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Workshop Results

The Benefits

(1) **56%** **Faster Speed to Proficiency**
from AI Conversation Simulation

(2) **33%** **Higher CSAT Scores**
from Mastering Soft Skills

(3) **31%** **Better Call Quality Scores**
from Implementing Best Methods

(4) **23%** **Lower Operating Cost**
from Improving FCR & Conversion Rates

(5) **32%** **Lower Employee Attrition**
from Confident Prepared New Hires

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Why Zenarate

"Zenarate AI Coach is helping build confidence in our agents and conversational fluency with customers."
- Brooke, Elevance Health

Developing world class Call Center Agents with an industry leading platform of AI Simulation Training, Live Agent Analysis, and Expert Services

zenarate AI Coach Platform

| Call Simulator | Call Analyzer | Services |

By the Numbers

100+

Global Employees

100k+

Simulations Built

15M+

Agent Sessions

14+

Awards   Won

15+

Language Options

100+

Enterprise Customers

#1

Simulation Training Platform on the Market

Questions?

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