







# Improving EX in a Remote Workforce

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Reducing talent attrition



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SENIOR DIRECTOR, BUSINESS DEVELOPMENT



CASE STUDY: TELECOMMUNICATIONS

# Generative AI enhances CX operations, retaining agents by 89%

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Agent and team lead roles eased as  
well with aid of HGS Agent X™





# Power of inclusion

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"Big enough to scale, and small enough to care"



**RECRUITING**



**SUPERVISORS**



**OP LEADS**



**AGENTS**



**QAs**



# Solutions



## ■ JOB SIMULATION PREVIEW



## MICRO MODULE LEARNINGS



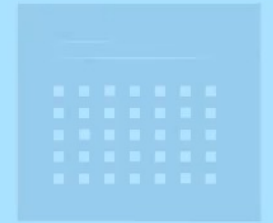
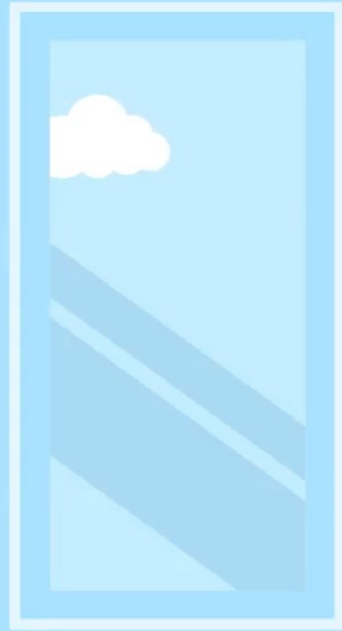
## PULSE ON AGENT EXPERIENCE



## BOTS & BRAINS HGS AGENT X



## *Don the Avatar of your choice*



Disclaimer: Please note that experience may be different and not exactly as shown in the journey here for every candidate joining contact center industry or HGS. This is created solely with the intent to give a glimpse into contact center journey for prospective candidates who may be interested to pursue and build a career in this industry. This is not intended to be any kind of job offer or screening test for any role at HGS.



Training with country-specific accents: [American](#)





Training with country-specific accents: [British](#)





Training with country-specific accents: [Australian](#)





**Good afternoon, David!**

How are you doing today?



### Rapid agent feedback and reporting

- Responses are visible to managers in real-time
- Agents more likely to share sentiment digitally
- Work-from-home sentiment more transparent
- Prompts can be timed after a challenging call
- Managers can quickly help and intervene

**Would you like to connect with Amelia now?**



Her status is currently available.

**Chat now**

Not now



# A.I. analytics assuring consistent quality at scale

A.I. analyzes all calls



**QUICK SUMMARIES**



**SENTIMENT ANALYSIS**



**VOICE-TO-TEXT**



Team lead sees real-time reports



- With A.I. analytics, team leads review ALL calls within minutes.
- Without A.I. analytics, team leads can only review sample calls over many hours.

Team lead helps immediately



- With A.I. analytics, team leads can quickly reach out to agents when problems arise.
- Without A.I. analytics, team leads may not be aware of issues until it's too late.



MODERN CX WITH A.I.	01 Customer call	02 Response	03 Transcription	04 Summary	05 Categories	06 Actions
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GENERATIVE A.I. USE CASE STARTING WITH:

# Customer call



Play audio excerpt





AI-POWERED, COLLECTED, AND CURATED

# Knowledge base

KNOWLEDGE BASE

My Points 1026

Type your query here...

Relevant Articles Knowledge Base Ask Community

Highest Rated Articles

25

ARTICLES WRITTEN

My Points 1026

Customer overcharged

Relevant Articles Knowledge Base Ask Community

How to check if customer got overcharged?

Answered by Chester Gordon - 8/16/22

How to refund the overcharged amount back to customer?

Answered by Angela Brennan - 3/14/22

How to create new invoice with overcharged amount removed?

Answered by Maria Jackson - 2/16/22

How to create and send a new invoice to the customer?

Answered by Michael Priyath - 3/16/22

CONTRIBUTION TREND

THUMBS UP

17

8

2

Ask Community

Raise a Query

## NEXT BEST ACTIONS

- 1. [Did family or neighbors pick up the modem?](#)
- 2. [Investigation with mail courier](#)
- 3. [Ship replacement](#) or [issue refund](#)



# Call transcription



**Customer:** John Smith  
**Agent:** Jane Johnson



**Date:** April 10, 2023  
**Time:** 01:07 – 01:13 PM EST

**Customer**

Hi, I'm calling because I haven't received my modem yet, even though the status online says it was delivered.

**Agent**

I'm sorry to hear that. Can I have your name and order number so I can look into this for you?

**Customer:**

Sure, my name is John Smith and my order number is 12345.

**Agent:**

Thank you, John. Let me check the status of your order. I see that the modem was delivered on March 31st at 2pm. Did you check with your neighbors or family members if they received the package on your behalf?

**Customer**

Yes, I checked with everyone in my building, but no one received it.

**Agent**

I suggest we start a package investigation with the carrier. It usually takes about 5-7 business days to complete. During this time, we'll be in touch with you to give you updates on the investigation.

**Customer**

Ok, that sounds good. When can I expect to receive my modem?

**Agent**

Once the investigation is complete, we'll either ship a replacement modem to you or issue a refund, depending on the outcome. You should receive the replacement modem within 3-5 business days after it's been shipped.

**Customer**

Alright, thanks for your help.

**Agent**

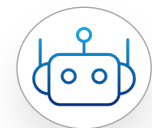
You're welcome, John. Is there anything else I can assist you with today?

**Customer**

No, that's all for now. Thank you!

**Agent**

You're welcome. Have a great day!

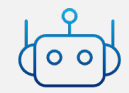




# AI-generated call categorizations

Summary	Category	Sales Pitch
TV/Internet plan restoration. Customer paid balance in full. Agent restored service. <a href="#">Full transcript</a>	<a href="#">Billing and Credit Card Payments</a>	No
Internet plan upgrade. Customer wanted faster speed. Agent upgraded to Premium. <a href="#">Full transcript</a>	<a href="#">Plans and Pricing</a>	Yes
Incorrect billing. Customer received incorrect bill. Agent verified and issued refund. <a href="#">Full transcript</a>	<a href="#">Billing and Credit Card Payments</a>	Yes
Modem not received. Customer checked with neighbors. Agent launched investigation. <a href="#">Full transcript</a>	<a href="#">Internet Services and Equipment</a>	No
TV, phone, and Internet bundle upgrade. Customer called to cancel, but agent offered bundle discount and retained customer. <a href="#">Full transcript</a>	<a href="#">Plans and Pricing</a>	Yes





# AI-generated sentiment analysis

Beginning customer sentiment	Ending customer sentiment	Overall customer sentiment	Agent sentiment descriptor
Negative	Positive	Positive	Supportive
Negative	Positive	Positive	Helpful
Neutral	Neutral	Neutral	Understanding
Neutral	Positive	Positive	Friendly
Negative	Positive	Neutral	Pleasant



## TEAM LEADS

1. **See** near real-time reports on agent and team performance
2. **Provide** additional support and coaching to agents in need
3. **Prevent** attrition with pre-emptive conversations and interventions

## PROJECTED OUTCOMES

**20%**

Cost reduction for team leader support staff

**100%**

Cross-selling activity increase by agents

**89%**

Agent retention increase



## DAILY AVERAGE HANDLE TIME (AHT) REPORTING

# Automation will save 11,700 hours each year

Instead of team leads performing these manual tasks *every day*, our RPA bots will automatically:

**ACCESS**

TM reporting  
website

**DOWNLOAD**

reports to local  
hard drives

**IDENTIFY**

agents AHT, ACW,  
call transfer





**EMAIL**

each agent  
with call details



## Downloading the AHT report

# Benefits of AHT reporting automation

 PROCESS METRICS	 BEFORE AUTOMATION	 AFTER AUTOMATION	 BENEFITS
Manual reporting	11,700 hours per year	0 hours	<i>100% reduction</i>
AHT	30-45 minutes	5 minutes	<i>89% reduction</i>
TAT	12 hours	2 - 3 hours	<i>83% reduction</i>
Human errors	5% - 10%	0%	<i>100% reduction</i>
Productivity	100%	Handles increase TL and agents count	<i>Highly scalable</i>
Team lead satisfaction	Neutral	Happy	<i>Happy team leads!</i>



## Business objectives

- Retain existing agents and legacy knowledge among team members
- Train and onboard new agents faster
- Gain deeper market insights from agents to develop stronger go-to-market
- Improve existing system capabilities to support digital transformation journey
- Provide agents quicker content/information to improve operational metrics

## Solution strategies

- Deploy [HGS Agent X](#), including agent productivity tools such as Knowledge Base and Ideas
- Increase personalized CX using Customer 360, Agent Assist, and Smart Action features to better upsell and cross-sell
- Capture legacy knowledge to reduce repeat of queries answered by team lead

## Key results

**10-15%**

Reduction in AHT with adoption of Agent X

**1,100+**

Knowledge queries captured within 3 months

**50+**

Ideas generated by agents, leading to multiple operational improvements

### CASE STUDY: AUTOMOTIVE

## Auto shopping site lowers AHT by 15% with Agent X adoption

A car listing company that has traditionally earned revenue from ad listings wished to transform its business to become more of a marketplace with listings by various vendors. Additionally, with focus on car auctioning, the business planned to transform their business model significantly.

To assist with the company's digital transformation journey, HGS introduced our core Agent X platform, leading to a number of operational improvements and increased agent engagement.

# Let's help out an auto retailer!

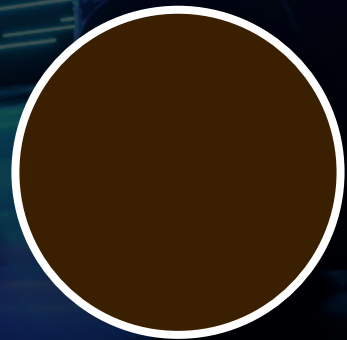
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## GROUP 01

### **DARK CHOCOLATE**

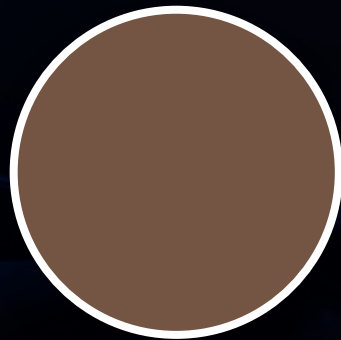
Problem solvers,  
innovative, optimistic



## GROUP 02

### **MILK CHOCOLATE**

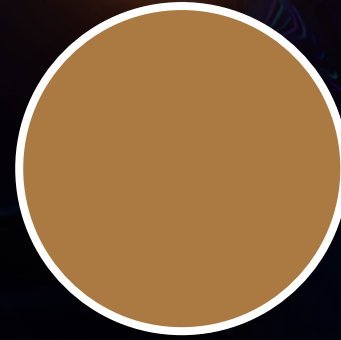
Highly adaptable  
to new situations



## GROUP 03

### **COFFEE LOVERS**

Focused on  
the present



## GROUP 04

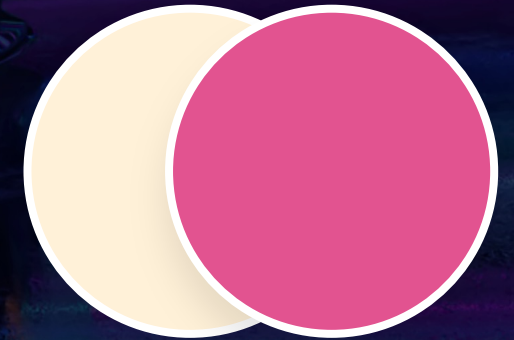
### **STRAWBERRY & CREAM**

Logical & thoughtful

+

### **WHITE CHOCOLATE**

Creative and strong  
sense of fairness







## REDUCING MANUAL TASKS

### Voice-to-text and A.I.

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- Transcriptions
- Summarizations
- Categorizations
- Analysis
- Guidance and alerts



## MITIGATING STRESS

### Measuring sentiment

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- Customer sentiment during call
- Agent sentiment post-call
- Managing stress and anxiety
- Job satisfaction



## SETTING EXPECTATIONS

### Job previews

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- Real-life simulators
- Understanding role and responsibilities
- Setting realistic expectations
- Better preparedness

# Simplifying the employee experience: faster



## ACCELERATED ON-BOARDING

### Training

- New training technologies
- Micro-learning modules
- Real job previews and simulations



## FASTER RESOLUTIONS

### Agent X

- Collective Knowledge Base
- Reduce average handling time (AHT)
- Streamline operations processes







## INCREASED EFFICIENCIES

### RPA process mapping

- Smart actions
- Next best actions
- Single screen experiences



# HGS Agent X 2023.1: Key features and Benefits

SOLUTION CAPABILITIES	DESCRIPTION	BENEFITS
 AI Driven Smart Ask – Knowledge Management	Conversational engagement for Agents to get access to relevant knowledge content	<ul style="list-style-type: none"><li>▪ Reduce Agent dependency on TL for Q&amp;A's</li><li>▪ Improves FCR significantly</li><li>▪ Guided workflows reduced training time for agents</li></ul>
 Unified desktop powered by Automation	Templatization of Customer 360 powered by RPA smart action	<ul style="list-style-type: none"><li>▪ Standardized API's reduces deployment timelines</li><li>▪ Customer IT dependency reduced significantly</li><li>▪ Eliminates Agents need for interaction with multiple systems</li></ul>
 Smart search and query – Ask Colleague	Chat capabilities between Agents & TL's	<ul style="list-style-type: none"><li>▪ Enable TLs to focus more on complex query management</li><li>▪ Retain tribal knowledge with crowdsourced KB</li><li>▪ Streamlined knowledge management curation</li></ul>
 RPA based Smart Action	Enabling business to create attended smart action services powered by RPA	<ul style="list-style-type: none"><li>▪ Automation of After Call work</li><li>▪ Configurable forms for easier and quicker service deployment</li><li>▪ Ability to connect (or switch to) with different RPA tools</li></ul>



GREAT PLACE TO WORK

# Certification achieved!

Culture brief submitted. Research survey:

- Launched on Monday, January 16, 2023
- Deployed to 1000 employees
- Ran for 2-3 weeks
- Achieved a 42.7% response rate
- Achieved a 65% positive responses

Great  
Place  
To  
Work®

Certified

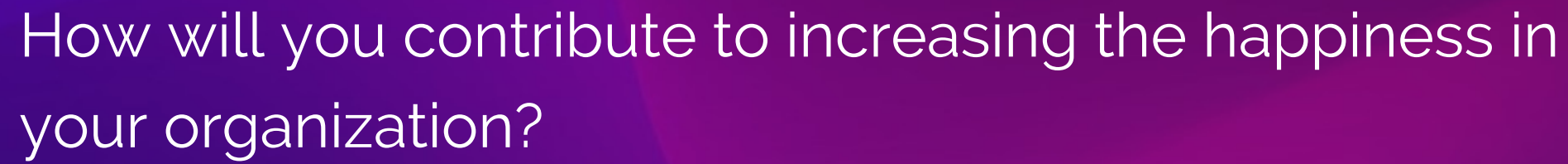
JAN 2022–JAN 2023

CANADA

- ✓ BEST WORKPLACES IN **CANADA**
- ✓ BEST WORKPLACES FOR **WOMEN**
- ✓ BEST WORKPLACES FOR **GIVING BACK**





A large, light blue quotation mark graphic that spans the width of the slide, framing the central text.

How will you contribute to increasing the happiness in your organization?

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**FOOD FOR THOUGHT**



# Thank you.

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