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Accelerating AI Innovation for Awesome CX

What CX Leaders Need to Know About IT
(But Are Afraid to Ask)

Accelerating AI Innovation for Awesome CX

What CX Leaders Need to Know to Work with IT (But Are Afraid to Ask)

Dive into the cutting-edge of AI and revolutionize your customer experience (CX). Whether you're just starting or already on the path, this is your invitation to a game-changing dialogue on AI's role in elevating both customer and agent interactions.

This session will outline how to use accelerators for rapid prototyping and performance assessments of your AI projects. Standard use cases include seamless assistance with post-call enhancement, next-best action recommendations, IVR and dialog flow customization, and knowledge base enrichment.

Drive intelligence, foster innovation, and inject agility into your operations in collaboration with your IT team. This is more than a chance to upgrade your technology—it's a pathway to reshaping your organizational landscape and redefining the CX you deliver.
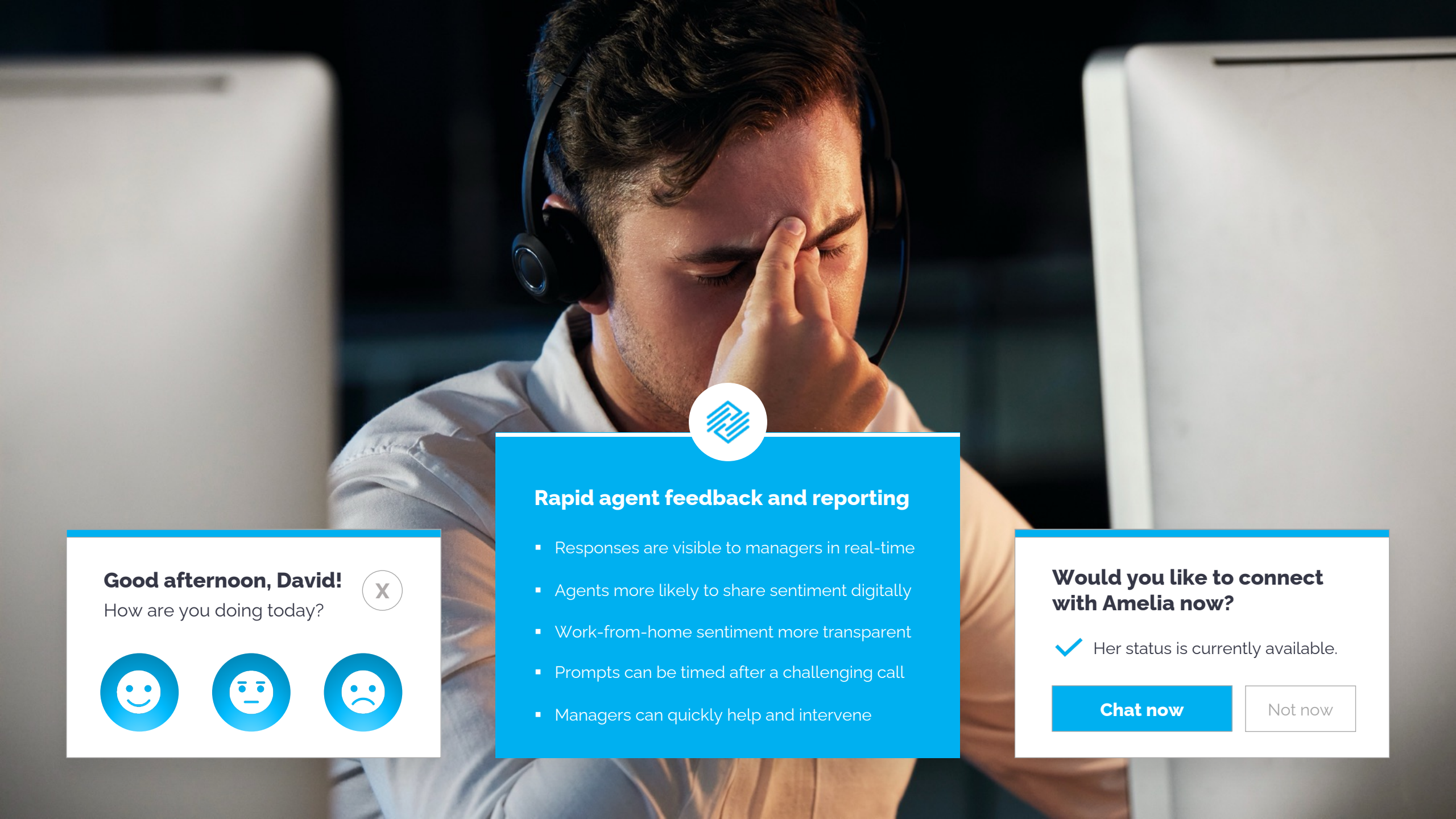
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Generative AI enhances CX operations, retaining agents by 89%

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

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

Good afternoon, David!
How are you doing today?

X

Would you like to connect with Amelia now?

✓ Her status is currently available.

Chat now

Not now

Solutions

JOB SIMULATION
PREVIEW

MICRO MODULE
LEARNINGS

PULSE ON AGENT
EXPERIENCE

BOTS & BRAINS
HGS AGENT X

Gen AI will transform all three pillars of CX management

- Understanding your customers

- Setting your CX strategy

- Coordinating across your enterprise

Gartner®

Source: Gartner, How Generative AI Will Transform Your CX Program, December 2023

Sample Gen AI Use Cases for Services to Enhance CX

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- **Post-call Automation**

- **Knowledgebase Enrichment**

- **Next-best Action Recommendations**

- **Agent Training**

- **Custom IVR, Dialog Flow**

- **Dynamic Report Generation**

Gen AI Enterprise Adoption Framework

Understanding the functions and ecosystem to support AI

UNDERSTAND THE POTENTIAL
- Opportunities and risks
- Educate and engage stakeholders

IDENTIFY USE CASES
- Evaluate current processes
- Find most relevant use cases
- Establish scope of use cases

ANALYZE THE IMPACT
- Cost-benefit analysis
- Extract maximum value

DEVELOP RELEVANT CAPABILITIES
- Establish org structure
- Invest in technical skills and talent
- Operationalize use cases
- Generate business value

CREATE ONGOING GOVERNANCE
- Create governance framework
- Mitigate risks
- Ensure compliance and privacy

Source: Everest Group, 2023

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.

Generative AI enhances CX operations, retaining agents by 89%

Challenges	Time-consuming reporting	Agent attrition	Low revenue generation	Rising contact center costs
Solutions	AUTOMATED AHT REPORTING	GENERATIVE AI + AUTOMATION	AI PROMPTS + ANALYTICS	STRATEGIC CONSULTATION
Outcomes	**11,700** Hours saved each year	**89%** Increase in retention by automating manual tasks	**87%** Increase in cross-selling by agents during calls	**20%** Cost reduction for team leader support staff

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GENERATIVE A.I. USE CASE STARTING WITH:

Customer call

🔊 Play audio excerpt

AI-POWERED, COLLECTED, AND CURATED

Knowledge base

NEXT BEST ACTIONS

1. Did family or neighbors pick up the modem?

2. Investigation with mail courier

3. Ship replacement or issue refund

Ask an Expert Outcomes

64K Queries

1,500 Employees

500 Concurrent Users

- Identified Top Queries by Employees
- Improved Knowledge Gaps
- Delivered ongoing Development modules
- Recognized low to high complex client product process

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.
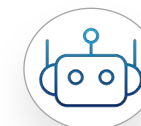
Customer
Alright, thanks for your help.

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

Customer
No, that's all for now. Thank you!
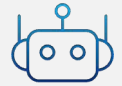
Agent
You're welcome. Have a great day!

AI-generated call categorizations

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

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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

SUCCESS OUTCOMES

20%
Cost reduction for team leader support staff

87%
Cross-selling activity increase by agents

89%
Agent retention increase

Addressing Top CX Resource and Operational Challenges

RETENTION **SPEED-TO-PROFICIENCY** **ENGAGEMENT** **REVENUE** **CUSTOMER SATISFACTION** **AHT**

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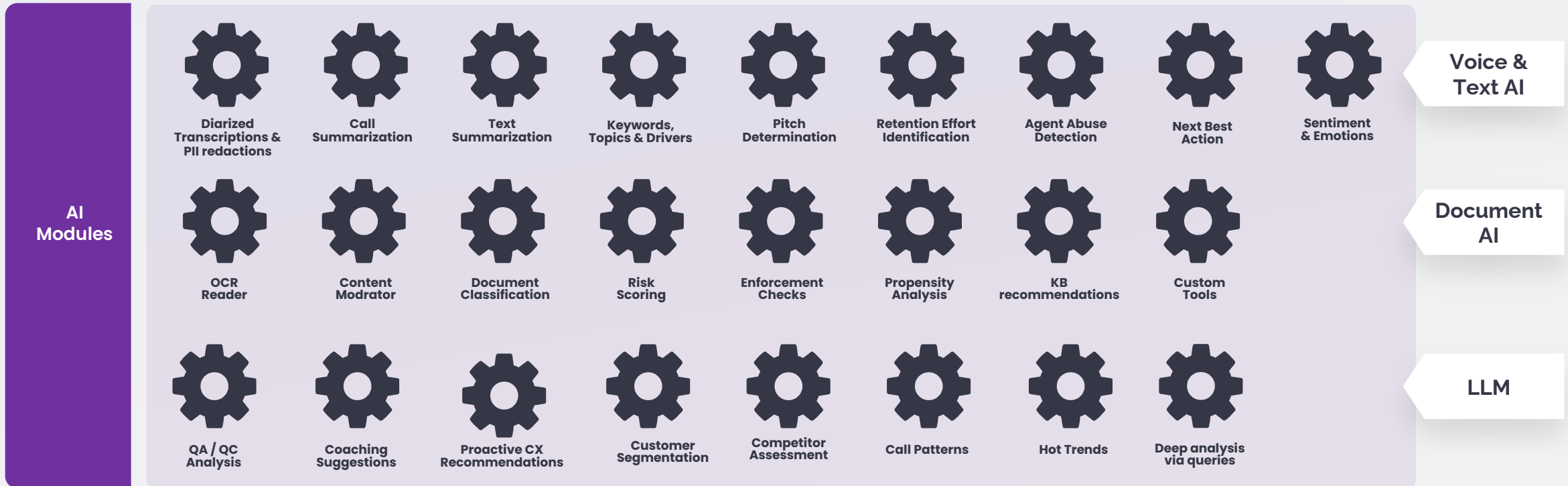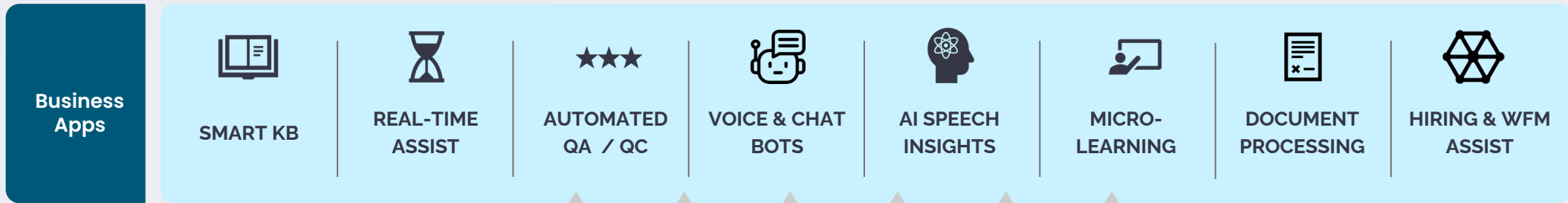**Simplify Agent Experience** **Provide Contextual Learning** **Empower with AI** **Engage to Motivate**

hgs | Agent X
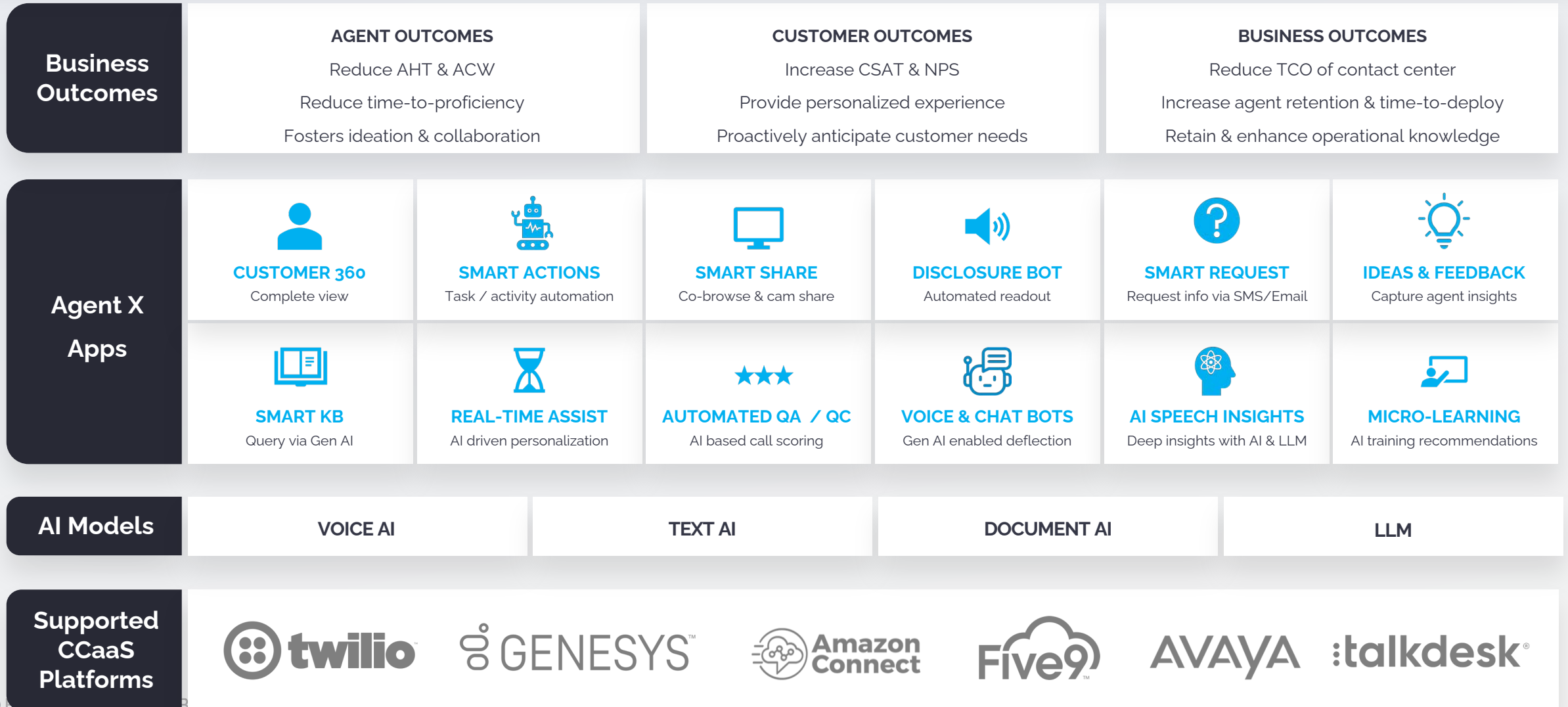
EXTRACT
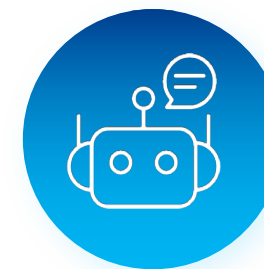**Use speech AI to extract data from previous calls**

- **Speech data extraction via AI**
- **Operational datasets**
- **Data access**

INFER
Infer and analyze historical data to drive insights

- **Operational insights**
- **Proactive CX opportunities**
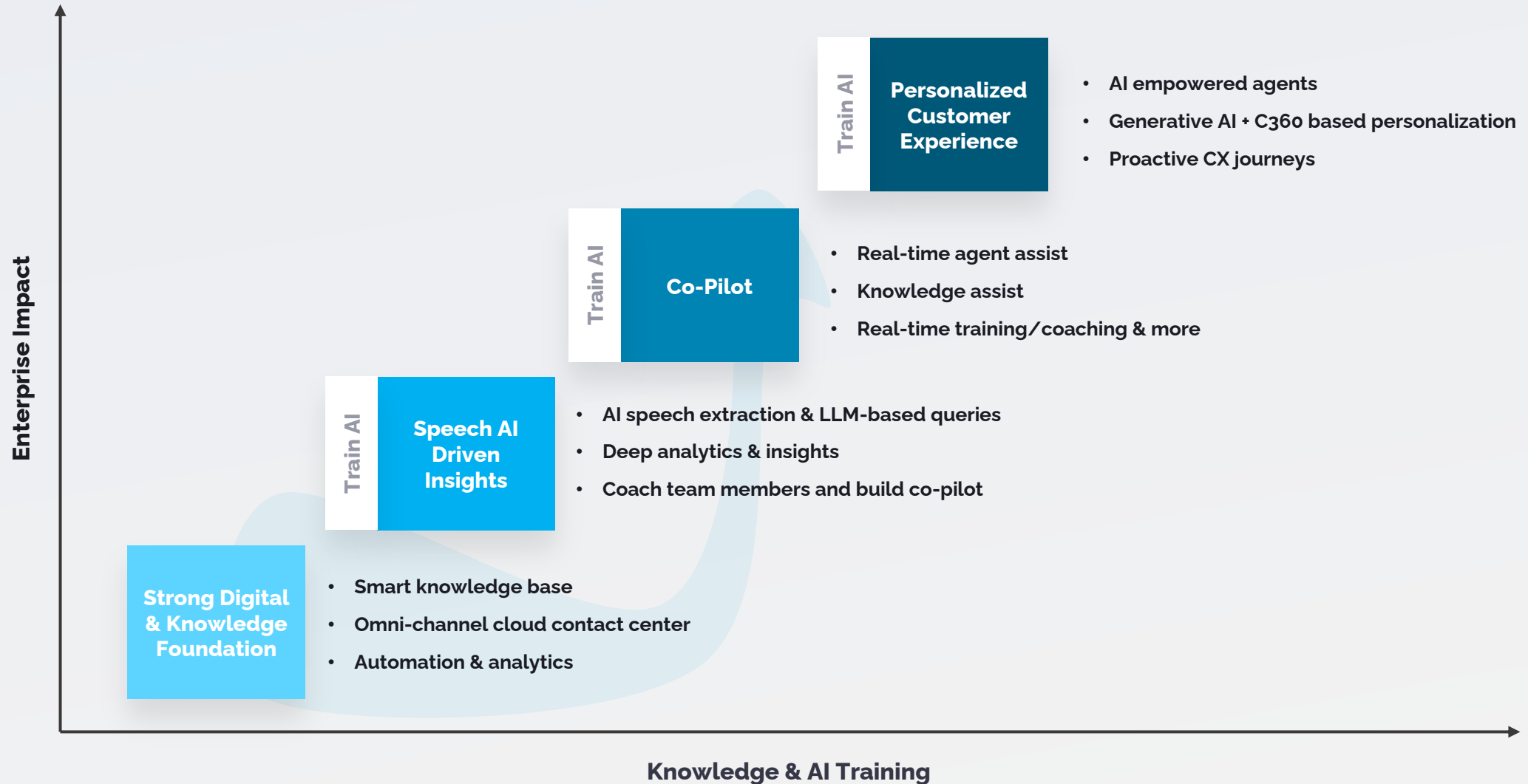- **Deeper insights**

CO-PILOT
Real-time agent assist during interactions

- **Pre-call assist**
- **During call assist**
- **Post-call assist**

AI-Assisted Approach to Personalized CX

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Enterprise Impact (y-axis)

Knowledge & AI Training (x-axis)

Train AI / **Personalized Customer Experience**
- AI empowered agents
- Generative AI + C360 based personalization
- Proactive CX journeys

Train AI / **Co-Pilot**
- Real-time agent assist
- Knowledge assist
- Real-time training/coaching & more

Train AI / **Speech AI Driven Insights**
- AI speech extraction & LLM-based queries
- Deep analytics & insights
- Coach team members and build co-pilot

Strong Digital & Knowledge Foundation
- Smart knowledge base
- Omni-channel cloud contact center
- Automation & analytics
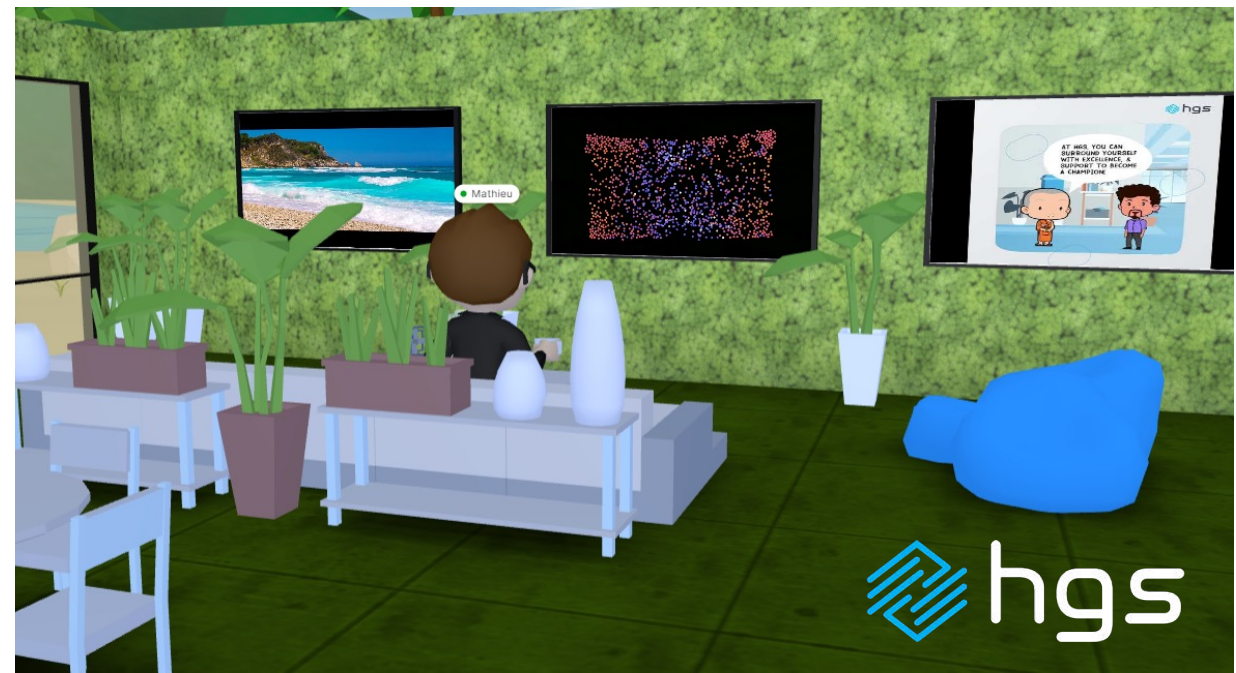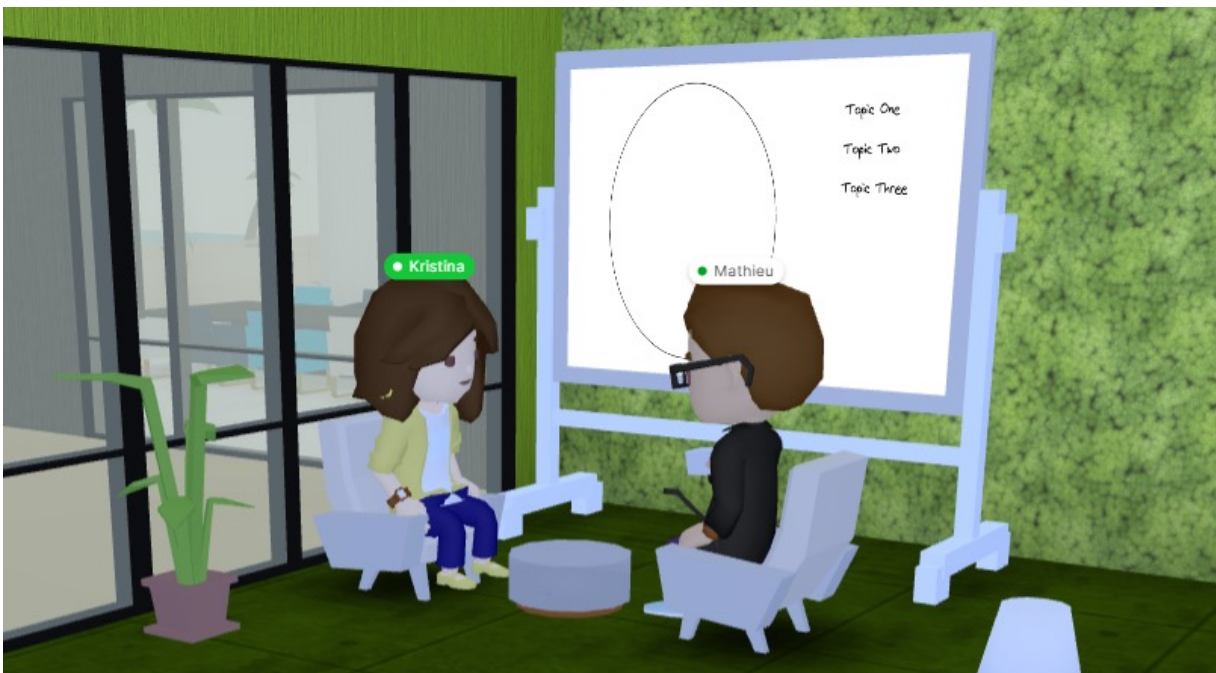
Our virtual health and wellness hub

A 24/7 space for moderators to rest, connect, collaborate, and socialize

Collaborate with folks who share your tastes

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GROUP 01
DARK CHOCOLATE
Problem solvers,
innovative, optimistic

GROUP 02
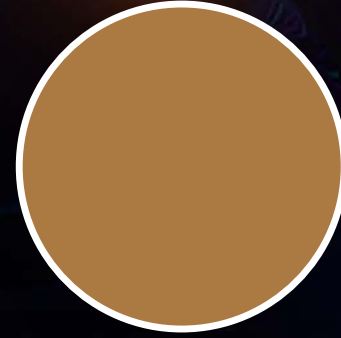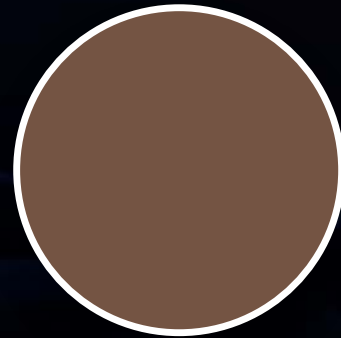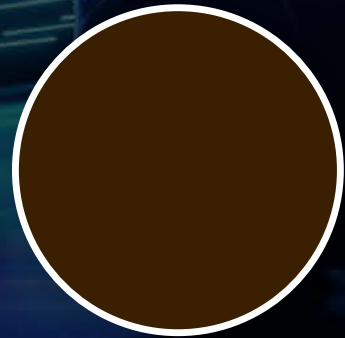### MILK CHOCOLATE
Highly adaptable
to new situations

GROUP 03
COFFEE LOVERS
Focused on
the present

GROUP 04
WHITE CHOCOLATE
Creative and strong
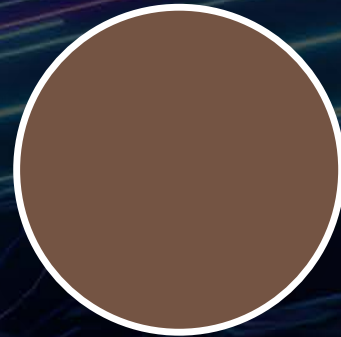sense of fairness

Our delicious CX AI accelerators

GROUP 01. DARK

GROUP 02. MILK

GROUP 03. COFFEE

GROUP 04. WHITE

1. Categorize CX data
2. Redact personal identifiable info (PII)
3. Detect abusive behavior
4. Analyze sentiment

5. Detect if agent tried to stop customer attrition
6. Recommend next best action
7. Scan docs and extract data
8. Moderate content

9. Classify documents
10. Score risk levels
11. Check and enforce compliance
12. Make propensity analyses

13. Provide quality analysis
14. Coach employees
15. Segment customers
16. Identify CX patterns and key trends

Over the next 15 min, please write-down and discuss a use case for each accelerator in your group.
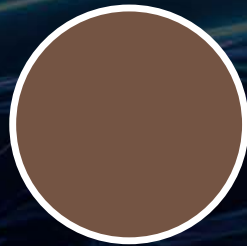
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GROUP 01. DARK

1. Categorize CX data
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GROUP 02. MILK

5. Detect if agent tried to stop customer attrition
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GROUP 03. COFFEE

9. Classify documents
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11. Check and enforce compliance
12. Make propensity analyses

GROUP 04. WHITE + SB

13. Provide quality analysis
14. Coach employees
15. Segment customers
16. Identify CX patterns and key trends

Group leaders, please select one member for each accelerator to present their use cases in 1 minute!

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Thank you

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