

# AI in the Contact Center

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# Contact Center AI Initiatives

- What are appropriate uses for AI within the Contact Center?
- What does AI excel at? Where does it fall down?
- Why trust AI?
- AI Readiness
- Examples of AI-driven workflows

### Strengths of AI

- Mundane Tasks
- Thankless Tasks
- “Always On” processes
- Data-Heavy Tasks
- Finding Emerging Patterns

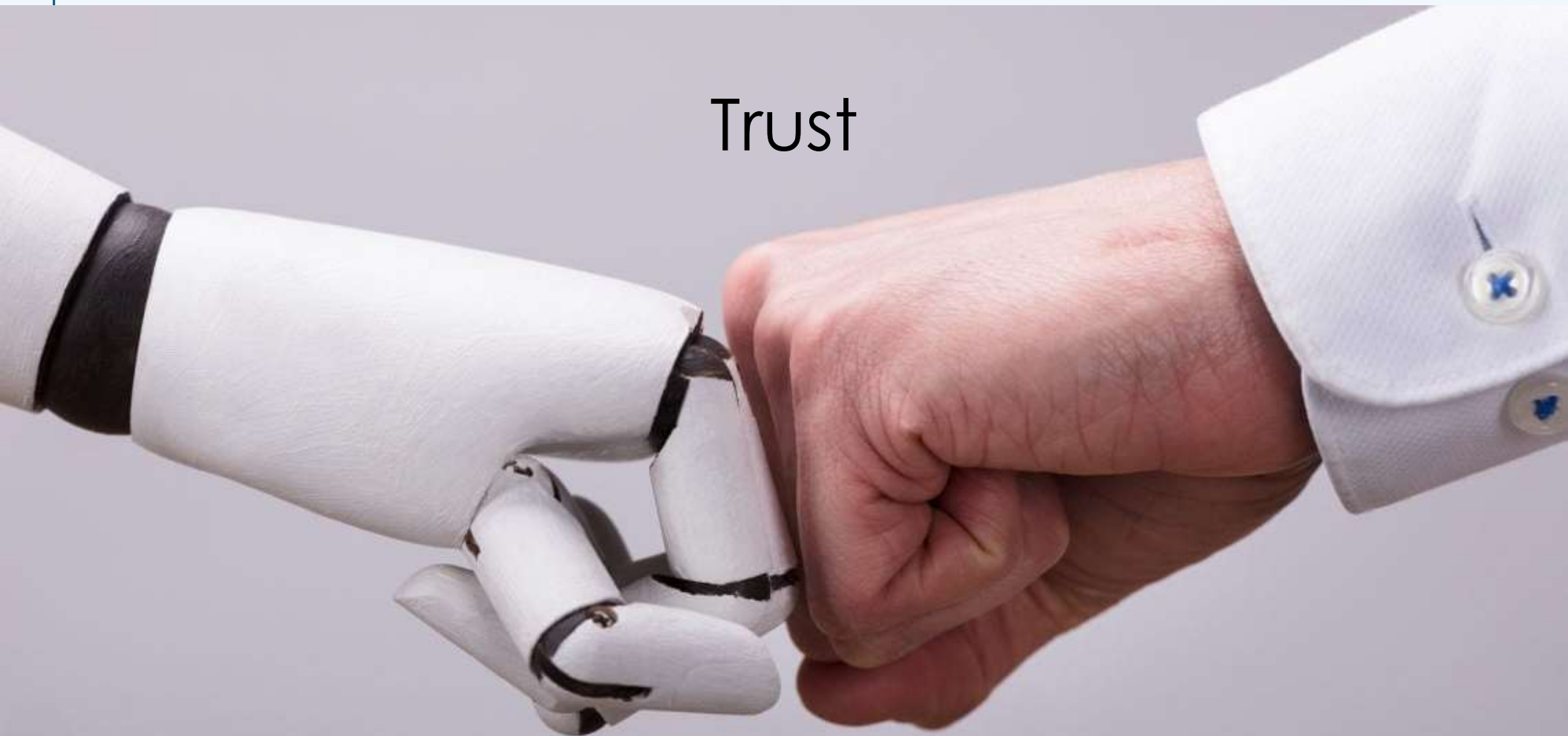
# AI: Appropriate Use Cases

- Time-consuming, repetitive processes
- Tasks for which a well-defined output exists
- Processes that rely on or benefit from leveraging large amounts of data





# Trust



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# Guiderrails/Training Data

- AI is only as good – or as trustworthy - as the data it's trained on
- Training data dictates the results that the AI produces
- Train your AI on data relevant to your business
- Trust, but verify

# AI Readiness

- Your contact center does work similar to what we've just discussed
- You have infrastructure to support the kinds of connections AI requires (APIs, etc)
- Talk to our friends at Benchmark Portal



# Example Solutions

- Interaction Wrap-Up Bot
- TimeFlex Bot
- Data Insights Bot





# Interaction Wrap-Up Bot



## Where is it used?

Anywhere there is a live interaction between a human agent and a consumer.



## What does it do?

Augments the agent by summarizing the call in real-time to automate wrap-up.



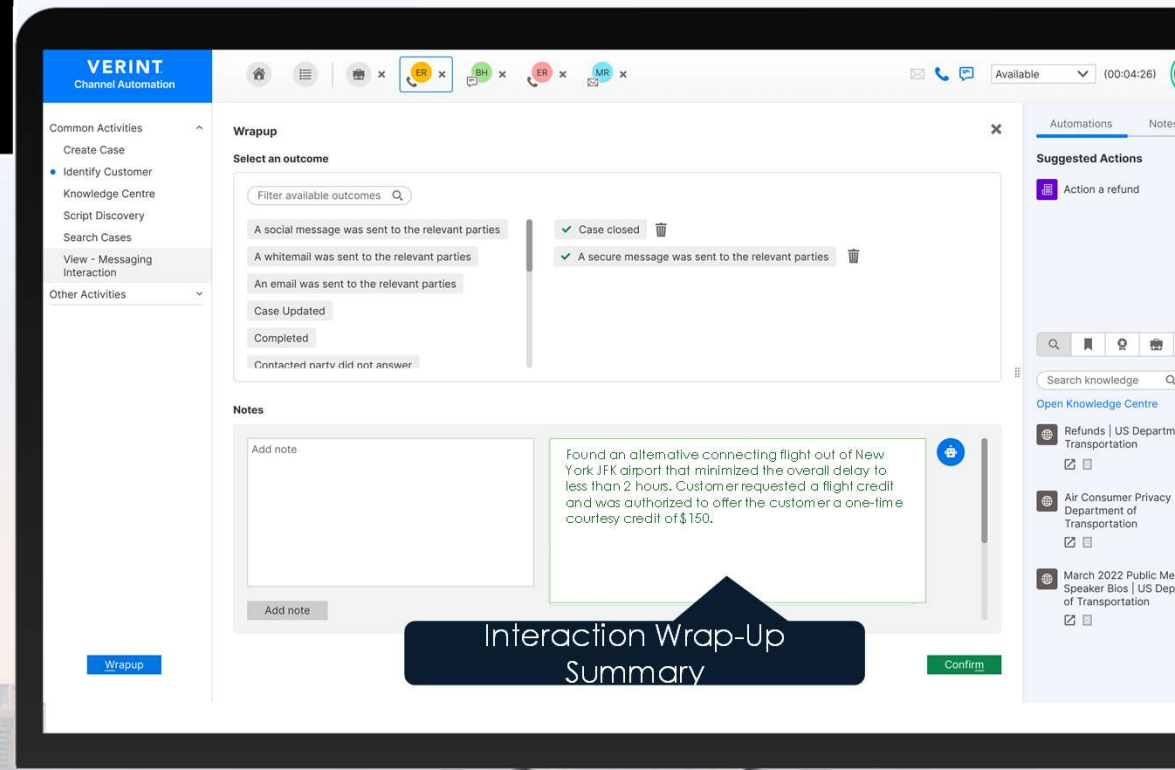
## What is the value?

By automating call summary, the after-call work related to summarization is reduced from 30-45 seconds to 5 seconds.

# What Does it Do?

The Interaction Wrap-Up Bot delivers precise summary notes, seconds after a call concludes.

- Leverages Verint Da Vinci Real-Time Transcription & generative AI
- Agents can review, edit, and approve the summaries
- Summaries can be integrated for publication in CRM systems



# What is the Value?

## Reduce Operational Cost

Reduce expense of manual after-call summary creation, which can cost organizations millions of dollars annually.

## Gain Efficiency

Real-time nature of bot improves agent efficiency and enables agents to focus on customer interactions rather than lower-value effort.

## Optimize Effectiveness

Deliver summaries in a consistent format reducing content gaps, eliminating bias, and increasing accuracy and quality.



## Decrease Compliance Risk

Remove the risk of capturing sensitive customer data in handwritten notes or notetaking applications.

## Elevate Agent Experience

Replace mundane, manual post-call summarization to enable agents to quickly transition to helping the next customer.

## Improve Customer Experience

Thorough, accurate summaries in CRM help agents understand previous interactions and provide faster, more personalized support to customers.



## Situation

A 1000 agent contact center handling 6M calls per year currently spends 2.5 minutes in after-call work manually creating summaries. That would equate to spending \$15M annually on this task at \$1/min on after-call work.



## Solution

Verint Da Vinci Real-Time Transcription & Interaction Wrap-Up Bot were implemented to automate interaction summaries immediately upon completion of calls.



## Result

- Reduced after-call work time per call by **90 seconds**.
- Reduced annual spend on after-call work by **\$9M**.
- Achieved ROI for the solution in less than **60 days**.

# TimeFlex Bot



## Where is it used?

Any time an agent wants to make a change to their schedule.



## What does it do?

Leverages CX data and innovative game mechanics to enable permissionless, agent initiated, schedule changes at scale.



## What is the value?

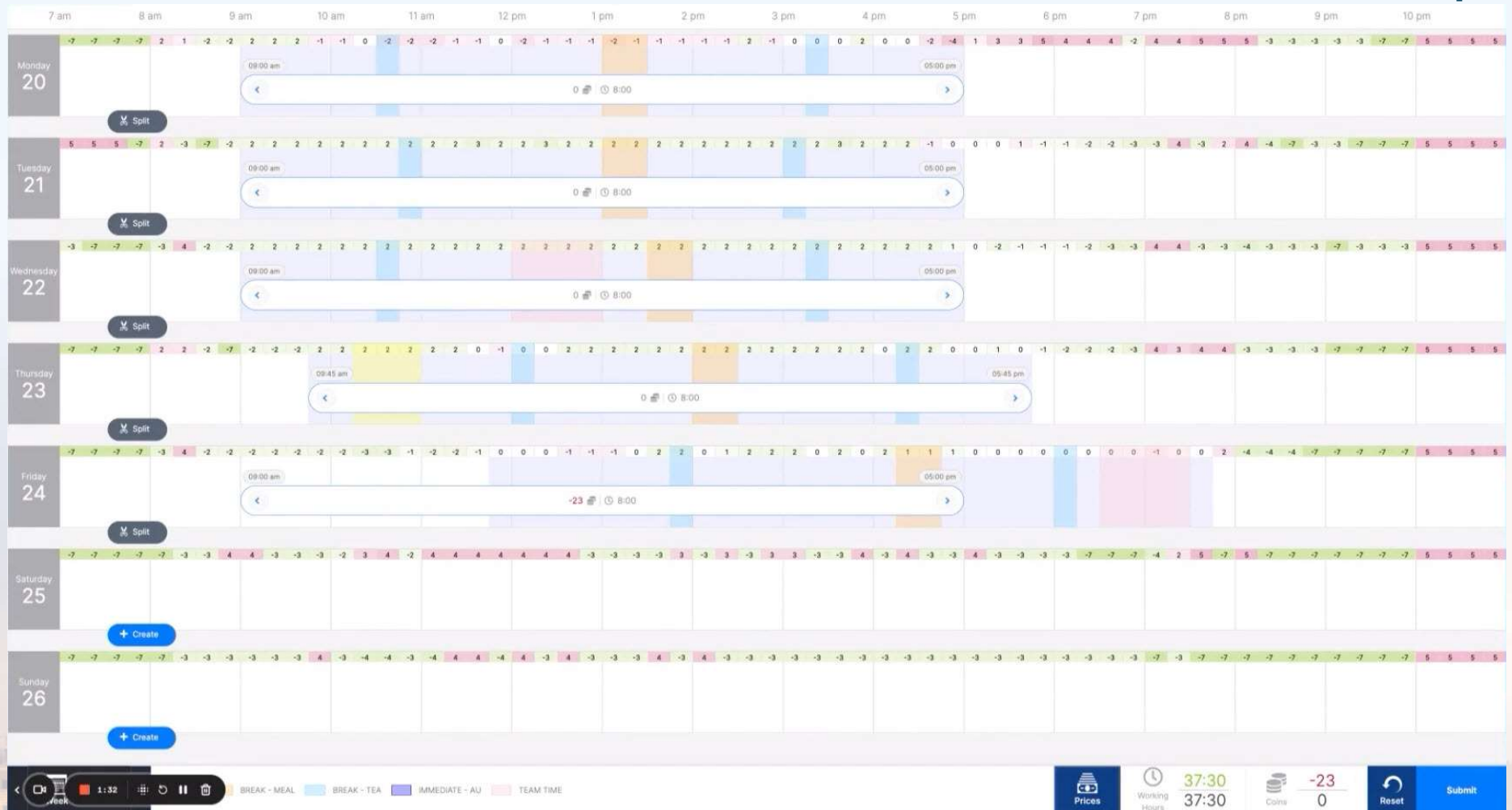
Empowering agents to manage their own schedules delivers significant improvements to absenteeism and attrition.



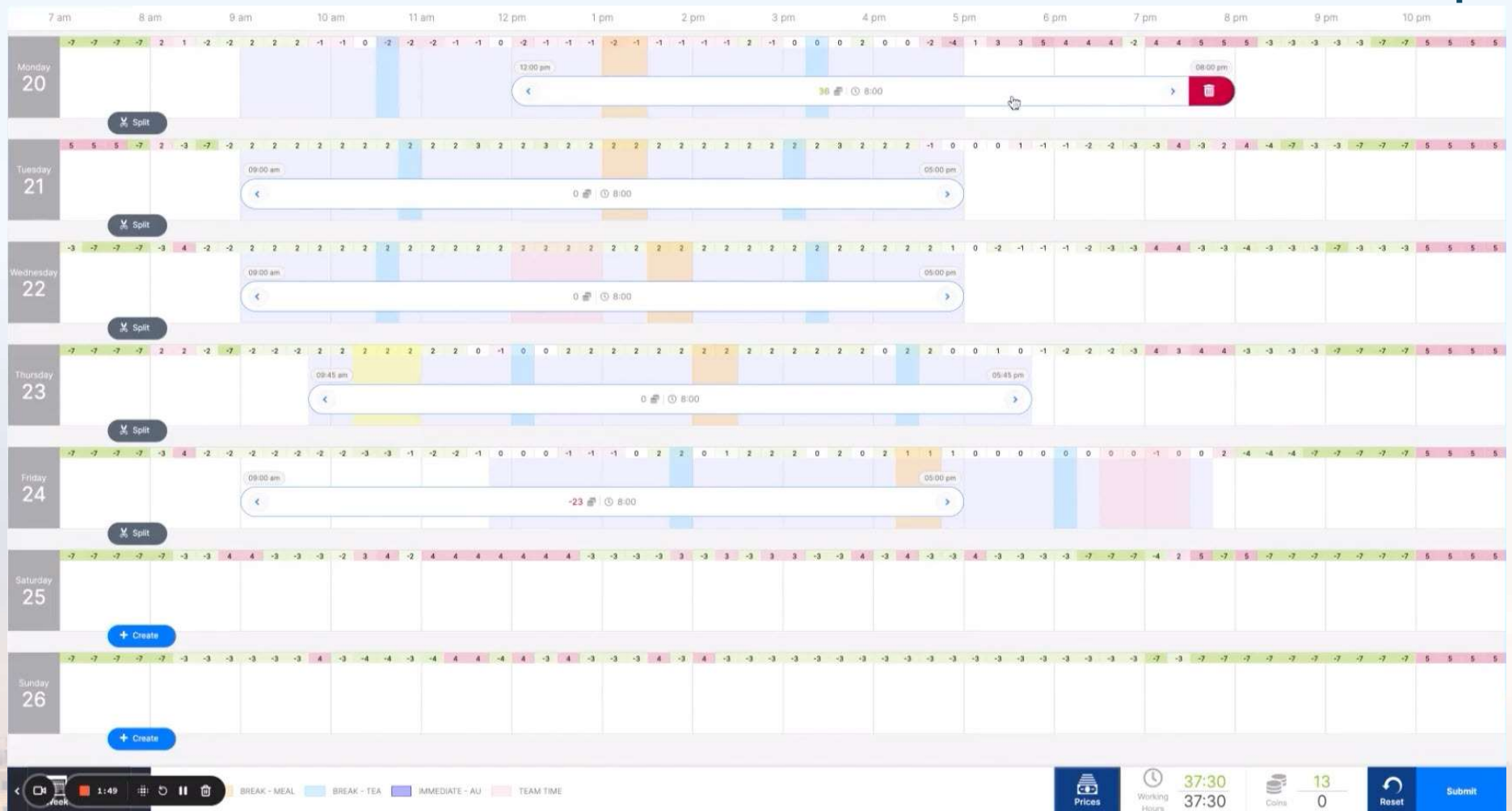
## Call CenterCampus'24



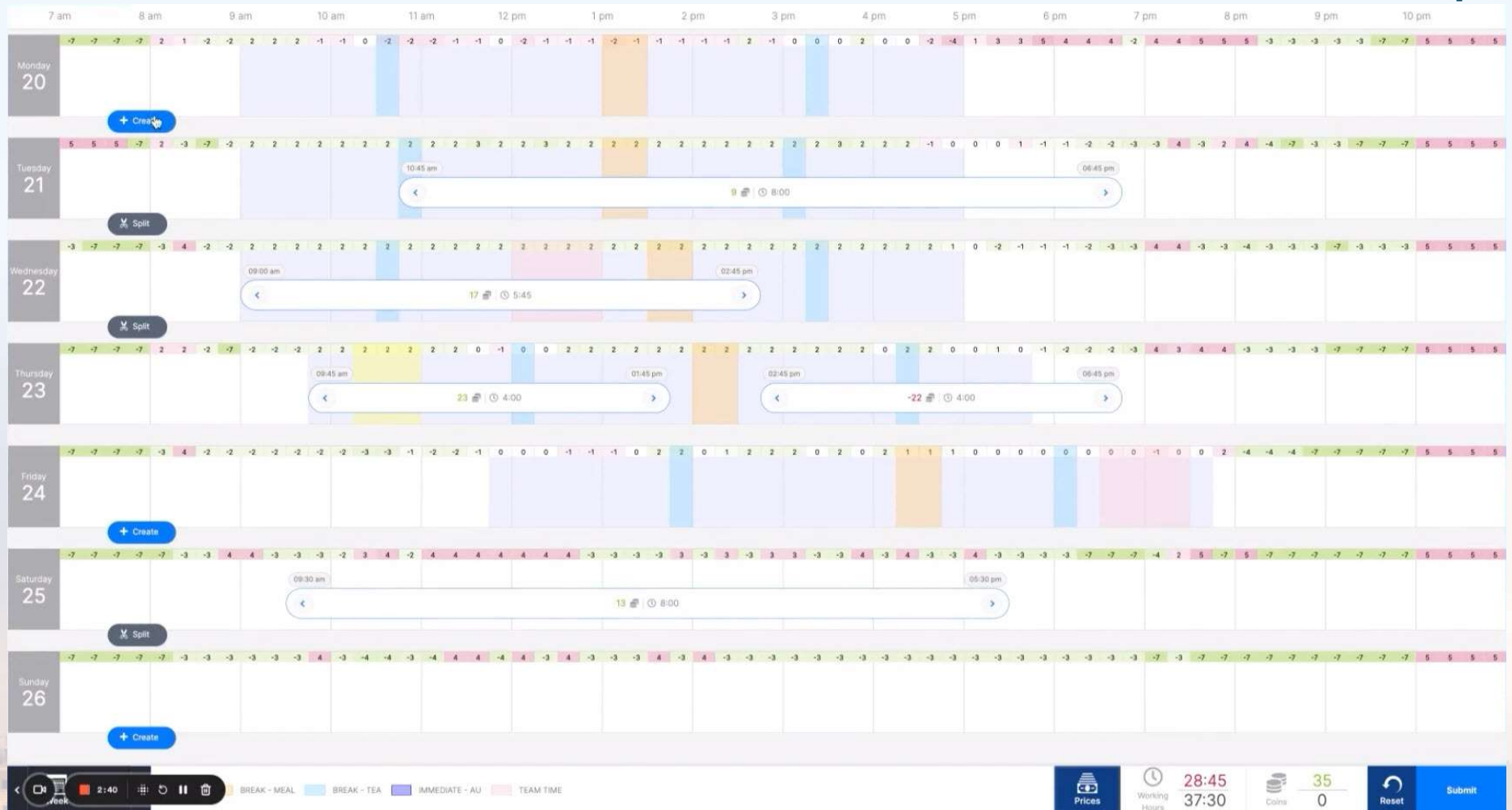
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## Call CenterCampus'24



## Call CenterCampus'24





# Data Insights Bot



## Where is it used?

Anywhere in the enterprise, by business and operational users alike, who need to easily access analytics to gain insights.



## What does it do?

Allows any user to search and discover actionable insights quickly and efficiently, across all the data within the Engagement Data Hub, without any data analytics skills.



## What is the value?

Helps organizations reduce complexity of data analytics, increase productivity, and expand access to the insights needed to elevate the customer experience.





## How Does It Work?

Engagement data flows from all applications, including from external sources, and populates the data hub.



**Data Consolidation**

Algorithms classify the engagement data to enable search and discovery.



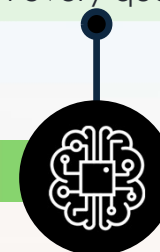
**Data Classification**

Data Insights Bot delivers automated insights and provides natural language query capabilities.



**Insights Delivered**

Data Insights Bot learns from your organization's data and prior searches, improving accuracy with every query.



**Continuous Learning**

Effortlessly discover and understand your engagement data, making complex analysis consumable via meaningful visualizations and AI-driven explanations.

Thank  
You!