ElectrifAi

The Rise of AI in Contact Centers

How ContactCenterAi is reshaping
the future of customer service

Introduction

Over the last three decades, the world has experienced a data revolution that has drastically transformed the way we interact with businesses and engage with brands. Advancements in data-driven experiences, such as personalized shopping recommendations, targeted content delivery, and precise customer segmentation, have allowed companies to better understand and cater to their customers' needs, fostering meaningful connections that are both memorable and efficient.

Contact centers lag in data-driven advancements, causing poor customer experiences.

However, despite these monumental strides, there remains one crucial area that seems to have been left behind in this digital renaissance: contact centers. Often the first point of contact for customers seeking support, contact centers are still marred by antiquated processes, with cumbersome prompts, disjointed hand-offs between agents, and a general lack of contextual understanding. A good customer experience (CX) often depends on luck, either connecting with a competent call center agent or hoping for self-service solutions to work.

Harnessing data can transform contact centers into strategic assets for exceptional service.

It is disheartening that, in an era of unprecedented data-driven innovation, we continue to falter in effectively engaging with both potential and existing clients at the most consequential moments. As a result, contact centers have become stigmatized as necessary cost centers rather than strategic assets. It is high time that we address this glaring discrepancy and harness the power of data to revolutionize contact centers, ultimately enabling them to provide the exceptional CX that has become the norm in other aspects of our increasingly digital lives.

The Barriers That Slow Down Customer Service Operations

The challenges faced by call centers are multifaceted and complex, often impeding their ability to consistently provide exceptional customer experiences.

Post-call summary accuracy and consistency

Thorough and accurate post-call summaries are essential for capturing key details and facilitating smooth hand-offs between agents. However, due to factors such as time constraints, fatigue, or human error, agents may struggle to consistently produce high-quality summaries. Incomplete or inconsistent documentation can lead to confusion, customer frustration, and a diminished overall experience.

Difficulty gauging customer emotions

Understanding how customers feel during an interaction is crucial for guiding agents and shaping the conversation. However, accurately assessing a customer's emotional state in real-time can be challenging, particularly when communication is limited to voice or text. This lack of emotional context can hinder an agent's ability to empathize with the customer and adjust their approach accordingly.

Inconsistency between agents

Despite rigorous training programs, there is often significant variation in the performance and service quality delivered by different agents. Factors such as individual communication styles, problem-solving abilities, and personal experiences can contribute to this inconsistency, making it difficult to maintain a uniform standard of service across the board.

Productivity and proactivity

Agents are often required to handle multiple tasks simultaneously, such as navigating internal systems, researching solutions, and engaging with customers. Balancing these responsibilities while maintaining high levels of productivity and proactivity can be challenging, particularly when agents are faced with unexpected or complex issues. Furthermore, staying up-to-date with the latest product and service information is essential for providing accurate and timely assistance, yet it can be difficult for agents to find the time and resources to continuously expand their knowledge base.

Challenges in Contact Centers

Post-call documentation lacks automation, consistency and accuracy

Difficult in gauging customer emotions in real-time hinders empathy

Lack of transparency and uniformity in agent performance

Limited insight into emerging issues hinders proactivity and productivity

The primary goal of any contact center is to meet and exceed customer expectations. However, achieving high levels of satisfaction can be elusive, especially when grappling with the challenges mentioned above. Providing personalized, efficient, and accurate support is essential for cultivating positive CX, but striking the right balance and consistently delivering on these objectives remains a persistent challenge for contact centers.essential for cultivating positive CX, but striking the right balance and consistently delivering on these objectives remains a persistent challenge for contact centers.

Revolutionizing Contact Center Efficiency with ContactCenterAi's Automated Call Summarization Solution

In today's increasingly competitive business landscape, contact centers are under pressure to deliver exceptional CX while maximizing efficiency and profitability. What they urgently need is a smart, data-driven solution that transforms CX and boosts revenue and profitability with speed and scale. ContactCenterAi, ElectrifAi's state-of-the-art, Machine Learning-powered contact center suite of solutions, does exactly that in just 6-8 weeks. Our solution is designed to elevate agent productivity, enhance customer experience (CX), and seamlessly integrate with any legacy environment. Some of the innovative features of ContactCenterAi's are:

Call Summarization

The vast amounts of calls and data generated daily within contact centers need to be summarized after the call. Traditional call summarization or post-call wrap-up methods involve manually documenting the calls are inconsistent and inefficient. ContactCenterAi addresses this issue by harnessing Natural Language Processing and Machine Learning techniques to identify and summarize key phrases and topics in a conversation. The summaries include the purpose of the call, the actions taken by agents, any feedback or issues, and the final results.

By implementing this solution, contact centers can save an average of 50% on call wrap-up time, leading to faster response times, increased agent efficiency, and complete and consistent post-call summary with no bias. Call analysis is key to boosting revenue growth by pinpointing trends and agent interactions that lead to up-sell and cross-sell. Recognizing these patterns and interactions aids in training agents to recognize and capitalize on revenue-generating opportunities. This solution is also vital for decision-making, as insufficient or inaccurate summaries, hidden biases can hinder problem resolution and lead to subpar customer experiences. Integration is seamless—there is no need to overhaul your current Automatic Speech Recognition (ASR) or Speech-to-Text (STT) system, significantly shortening the time required to realize cost savings and heightened productivity from months or years to mere weeks. In essence, implement the solution now and witness the benefits tomorrow!

Here's an example of ContactCenterAi summarizing a call, the actions taken by agents, any feedback or issues, and the final results in a customer-agent conversation by identifying and summarizing key phrases and topics.

Here's an example of how ContactCenterAi has the edge over other tools while achieving these objectives:

Generated Transcript (Partial)

Agent: Good morning, thank you for calling the pharmacy call center. How can I assist you today?

Customer: Hi, I am calling to refill my prescription for Lipitor and also check if you have a generic for Celebrex.

Agent: Sure. Can you please provide me with your prescription number and date of birth?

Customer: Yes, the prescription number is 12345 and my date of birth is January 1st, 1980.

Agent: We do have a generic for Celebrex available. It's called Celecoxib. And as for your Lipitor prescription, it looks like you last filled this prescription about a month ago. Do you need a refill?

Customer: Yes, please. And can you let me know the cost of Celecoxib?

Agent: Sure, let me check. The cost for a 30-day supply of Celecoxib is $25.99.

Customer: Ok, can you add that to my refill order for Lipitor?

Agent: Not a problem. I can send a refill request to your pharmacy or to your doctor's office. Which would you prefer?

Customer: Can you send it to my pharmacy?

Agent: Sure. Can you please provide me with the name and location of your pharmacy?

Customer: Yes, it's ABC Pharmacy located at 123 Main Street.

Agent: Thank you. I have submitted the refill request to your pharmacy. They should be able to fill it within the next 24 to 48 hours. Is there anything else I can assist you with?

Customer: Yes, actually. I have a new prescription that I need filled for a medication called Metformin. Can you help me with that as well?

Agent: Absolutely. Can you please provide me with the prescription number and the name and location of the pharmacy you would like it sent to?

Customer: Sure. The prescription number is 23456 and I would like it sent to ABC Pharmacy located at 123 Main Street.

Agent: Great. I have submitted the prescription to your pharmacy. They should receive it within the next few hours. Is there anything else I can assist you with?

Customer: No, that's it. Thank you so much for your help.

Call Summary

The customer called to refill their prescription for Lipitor and check if they have a generic for Celebrex. The agent confirmed that there is a generic option called Celecoxib and offered to send a refill request to the customer's pharmacy or doctor's office. The customer agreed to send the prescription to the pharmacy and requested a new prescription for Metformin. The call ended with the agent confirming that the prescription was sent to ABC Pharmacy located at 123 Main Street.

Legend

● Purpose of the call

● Actions taken by agents

● Any feedback or issues

● Final outcomes

In addition, ContactCenterAi differentiates itself from other tools, such as ChatGPT, by providing more reliable and accurate call summaries. While ChatGPT can occasionally generate useful summaries, it may introduce external information or assumptions that could potentially undermine the credibility of the summary. ContactCenterAi delivers precise, high-quality summaries to ensure efficient call resolution and overall customer satisfaction.

Sentiment Analysis

Customer experience is closely linked to call sentiment, making it crucial to comprehend customer sentiment for delivering outstanding experiences. ContactCenterAi reveals essential customer insights by detecting emotions and attitudes, enabling agents to adapt their responses in real-time, fostering positive engagements and heightened customer loyalty. Sentiment analysis aids in reducing churn by addressing challenging situations promptly before they escalate. While organizations value their Net Promoter Score (NPS), it is typically collected manually and infrequently. Our customer sentiment metric serves as a high-frequency NPS proxy with daily updates.

The Sentiment score calculated is very close to the ground truth with an average distance of 0.65, demonstrating high correlation (refer to Image 1). In addition, the solution can predict the Sentiment Trigger by helping narrow down the reasons or triggers that led to a significant change in customer sentiment, whether positive or negative.
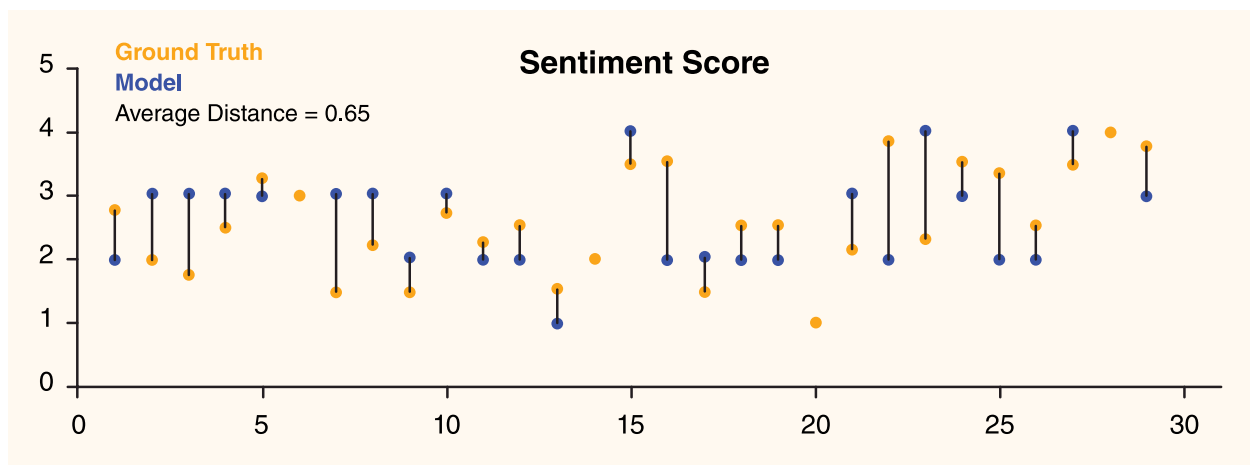

Image #1: Ground Truth Model Example

Other solutions based on large language models such as ChatGPT are not accurate at sentiment analysis because of the inherent bias towards positive sentiment. In the above-given example on Southwest flight cancellation, the customer was obviously frustrated. However, ChatGPT insists that the customer is happy. Here's an example of how ContactCenterAi makes it all possible (refer to Image 2):

Transcript of the first few lines

Agent, 0.9--10.2: Hi, welcome and thank you for calling member travel services ultimately your travel center. My name is Kevin and I will be your travel advisor for today. So may have your full name.
Client, 12.2--13.7: My name is Julia King.

Agent, 14.3--15.5: Hi Ms. King, how are you doing?
Client, 16.6--17.9: So how are you today, Cy?

Agent, 18.1--71.7: I am variable Miss. King, thank you so much for asking. So good to hear also that you're doing well, Miss. King. So yeah, for further assistance, allow me to authenticate your account here on my end. So can I have your billing zip code? All right, got it, thank you so much. And can I have also your best callback number? Okay, got it. And you authorized me to call you back once the call got disconnected? Yeah. All right, thank you so much for letting me know. So by the way, I was able to pull up your account here on my end, so I can see that your card is under platinum program or to Platinum Reserve. So I would like to know, Miss. King, if are you calling about an existing or new reservation?
Client, 73.2--94.5: I'm returning a call. I just received a voicemail message from Cindy at travel service. And she said there was a discrepancy on our reservation for Sunday, June 4th at the Silverbow Inn Hotel in Juneau, Alaska ...
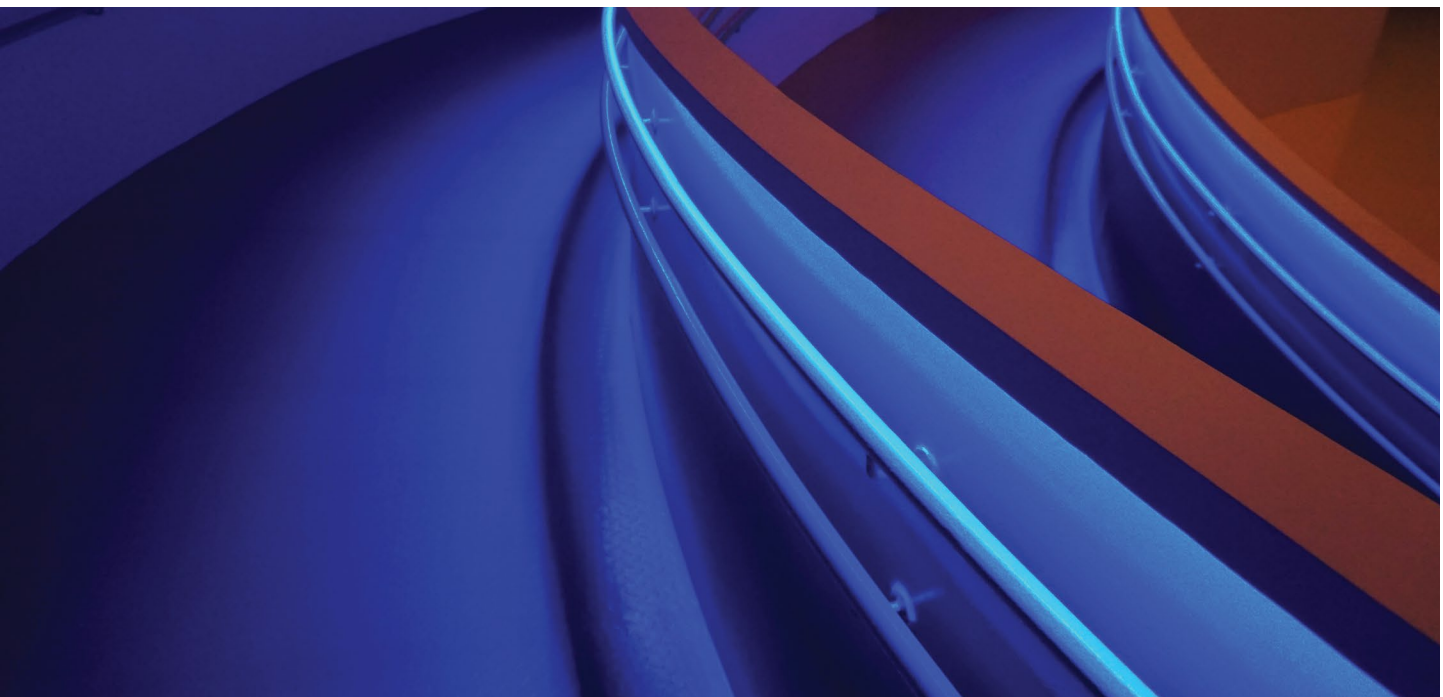
Sentiment Change During Call

Neutral	Neutral	Neutral	Negative	Negative	Neutral	Negative
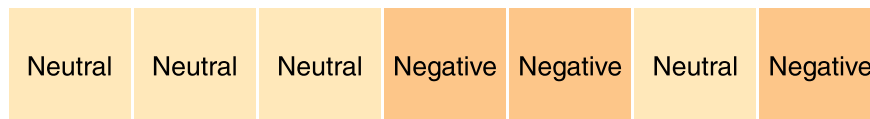
Final Sentiment Score

1 2 3 4 5
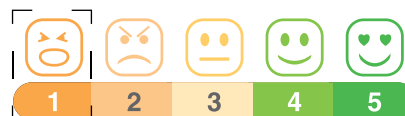
Sentiment Trigger   *"Rebooking"*

Image #2: Sentiment Analysis – Negative Sentiment Example

Call Scoring

Call scoring is an essential aspect of contact center quality management; however, manual scoring is labor-intensive, unscalable, and susceptible to human error. ContactCenterAi enables consistent and standardized evaluations of call handling quality, pinpointing areas for enhancement among agents. This continuous improvement helps agents do well reducing agent churn. By scoring 100% of calls, it becomes possible to proactively engage with customers with negative scores rather than risk losing them. Call scores directly correlate with customer experience, making managing and continuously improving call scores vital to every call center's well-being. Paired with Trending Topics, another key feature in ContactCenterAi, it is feasible to identify the top 3-5 product or service issues leading to poor call scores, and offer targeted training to improve their call handling capabilities.

Here's an example of how ContactCenterAi analyzes call data to capture multiple factors that help contact centers assess agent performance and provide tools and training to improve the scores (refer to Image 3):

Agent	Sentiment Score	Call Closing	Call Opening	Record Reminder	Call Reminder	Transfer Failed	Hold Time	Identity Validation	Final Score
Asilo_Mary	4.7	1	1	1	1	–	0	1	9.7
Bonan, Joshua	1.7	1	1	0	1	−1	−1	1	3.7
Fisher_Emani	4.3	1	1	0	1	–	0	1	8.3
Martinze, Miguel	3.2	1	1	0	1	–	−1	1	6.2
Ramos, Mia	4.8	1	1	1	1	–	0	1	9.8
Mella,Ayeza	4.1	1	1	1	1	–	0	1	9.1
Sia, John	3.4	1	1	1	1	–	−1	1	7.4

Image #3: Agent Score Results Example

Call Reason

In today's fast-paced business landscape, understanding why customers are reaching out is crucial for delivering exceptional service. Our AI-powered Call Reason feature helps in capturing highly accurate and unbiased multi-tiered reasons for each customer call. Dive deeper into customer needs, motivations, and pain points to gain valuable insights that fuel informed decision-making, elevate customer experiences, optimize resource allocation, and proactively address recurring issues.

Agent Insights

Agents form the core of contact centers, and their effectiveness is critical to managing customer relationships. Agent Insights helps in analyzing customer interaction data to deliver key performance indicators like first-call resolution, politeness, and call hygiene. Agents can now receive targeted feedback, enhancing skills and customer experiences. Simultaneously, managers can discern trends and patterns in agent performance, contributing to refined processes and superior business outcomes.

Trending Topics

Our AI-powered solution helps contact centers to predict emerging trends and challenges, empowering agents with targeted training. By analyzing customer interactions, you can now extract trending topics, pinpointing emerging issues for immediate attention. Implement corrective actions and exceed customer expectations with our proactive approach, resulting in better customer experiences and more efficient operations.

Unlock the Full Potential of Contact Centers with ContactCenterAi

ContactCenterAi is a revolutionary solution that brings transformative changes to contact center operations by leveraging cutting-edge AI and ML technologies. Experience unparalleled contact center efficiency with ContactCenterAi's innovative suite of features that will empower your organization with tools that not only streamline operations but also elevate customer experiences and drive revenue growth.

Transforming Contact Centers with Game-Changing Features

Call Summarization

- Saves an average of 50% on call wrap-up time from day one with automatic call summarization
- Boosts revenue by identifying, and training agents on up-sell and cross-sell patterns
- Provides accurate and unbiased summaries for informed decision-making
- Integrates seamlessly with existing ASR or STT systems

Sentiment Analysis

- Enhances customer experience through real-time awareness and action
- Reduces customer churn by addressing challenging situations proactively
- Serves as a high-frequency proxy for NPS to measure contact center healt

Agent Insights

- Offer valuable insights into agent performance
- Enable targeted feedback and coaching
- Improve customer experience and reduces agent turnover

Call Scoring

- Enables consistent and standardized evaluation of every call
- Identifies and helps agents to do better and succeed, reducing agent churn
- Supports targeted training for agents to improve call handling

Call Reason

- Capture highly accurate and unbiased multi-tiered reasons for each customer call
- Dive deeper into customer needs, motivations, and pain points to proactively address recurring issues
- Get valuable insights to boost decision-making, elevate CX, optimize resource allocation

Trending Topics

- Extract insights from customer interactions to identify emerging issues
- Proactive subject matter training and preparation for agents
- Enable better forecasting of query volumes for staffing optimization

What Sets ContactCenterAi Apart: Compelling Advantages You Can't Ignore

Accelerated ROI in just weeks
Enjoy faster returns on your investments with low upfront costs and a flexible pricing model tailored to your needs.

Effortless modernization
Seamlessly upgrade your contact center with AI and ML capabilities without ripping, replacing, or migrating from existing environments.

Quick and seamless integration
Save on implementation costs with no need for product consultants. Avoid runaway operating expenses.

Scalable for businesses of all sizes
Designed to cater to organizations ranging from Fortune 5 to mid-sized enterprises across diverse industries.

Experience rapid results
Witness tangible business value in as little as 6-8 weeks without waiting 6-12 months for rollouts.

Unlock the power of comprehensive call coverage
Leverage the advantages of 100% call coverage and call summarization, revolutionizing your contact center operations.

Minimal disruption to your workforce
Modernize your current environment without retraining staff or investing in costly upgrades.

Don't Miss Out on a 6x ROI Boost

Connect with Us Today and Unleash the Full Potential of Your Data!

Electrif**Ai**

ElectrifAi solves high-value business problems for the C-suite at the Last Mile. We call this Consequential Ai, leveraging years of deep domain expertise and pre-built machine learning solutions to quickly drive top-line revenue growth, cost reduction, and operational efficiency. Our global clients see results in 6-8 weeks, transforming their data into a strategic weapon to drive enterprise growth and profitability.

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