

# BOOST AGENTS' BEHAVIORAL PERFORMANCE

Make experiences *flow*

## About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.



# IDENTIFY AGENTS' 'ENLIGHTEN' BEHAVIORAL SCORES AND COACH THEM TO IMPROVE



## THE CHALLENGE

NICE Performance Management (NPM) is already a staple for service centers interested in gaining an accurate picture of their operations so they can improve their metrics. Using desktop analytics, quality assurance, and more, NPM gives supervisors clear insights into employee performance within a single space so they can connect the dots and build them personalized coaching packages, gamification, and incentive programs that provide measurable results. Employees also have access to their own performance data, so it goes a long way to empowering self-improvement and team trust.

And yet, the critical ability for everyone to measure nuanced behaviors within that picture is still missing, left instead to the subjectivity of employee reviews and interaction evaluations.








Traditional KPI's alone may prove that an agent may have a low CSAT score because of distractions or lack of knowledge – yet it cannot detect if something more subtle is at play, like inactive listening, ineffective questioning, or lack of empathy. **How can a supervisor objectively get to the root of the problem and initiate improvements?**

## THE INTEGRATED SOLUTION

Through its ML modeling, NICE Enlighten can measure and analyze the sentiment and behaviors in agent interactions. These metrics provide a deeper understanding of an agent's performance and include KPIs such as demonstrating ownership, active listening, and building rapport. Each organization defines the types of data and activities that are tracked and collected on their NPM dashboard, including voice and digital metrics together with the behavioral KPIs from Enlighten. Ultimately, the Sentiment Score provided shows each agent's interaction trends over time as they line up with the organization's requirements.

Enlighten's back-end integration combines these behavioral KPIs with all other agent KPIs in NPM. The result is the ability to eliminate any subjectivity or guesswork and better explain low agent performance. NPM leverages the insights from Enlighten to dive deep to illuminate the root causes of interactions in calls, and identify patterns, enabling improvement programs touching on the core behaviors.

				
Manage goals for individuals and across teams.	Analyze both individual and team behavior over time, identifying positive and negative trends.	Form a full picture of operations performance and where to focus improvement.	Create coaching and gamifying strategies to best impact associated behaviors and relevant KPIs.	Measure the impact of coaching and gamifying packages on behaviors and performance, and tailor accordingly.

# THE BENEFITS



**Tailor** Each organization customizes its metadata, and the data generated for each interaction. They also define criteria for Targeted Media Sets, or how interactions are grouped. All is displayed on one pre-defined dashboard on a daily scheduled basis.

**Track** Insights can show if an agent is on-track in their Sentiment Score, using pre-defined metrics like Active Listening or Being Empathetic.

**Compare** Supervisors can then correlate NPM Enlighten data, to data from other sources such as AHT and customer feedback. They can observe trends, make comparisons to team level scores, access reports detailing interactions that were off mark, and then go back to listen to those calls.

**Improve** Once a supervisor homes in on agents with gaps in sentiment and behavior, they can put them on the path to improvement:

- Prepare a coaching session, utilizing the most effective learning activities proven to connect with that employee – for example, one-on-one conversations or trivia.
- Have the coaching session, and then encourage the employee with a gamification program over time that incentivizes accomplishing goals and rewards better behaviors through fun tasks and prizes.
- Monitor the employee's activity in the program and assist as needed in the short term. Track the long-term success of the program by measuring improvement and engaging in follow-up sessions.

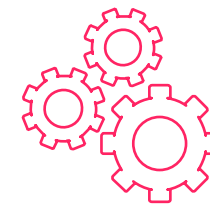


# THE SUCCESSES

Contact centers that use Enlighten and NPM, leveraging their insights for effective coaching and gamification, see impressive returns:



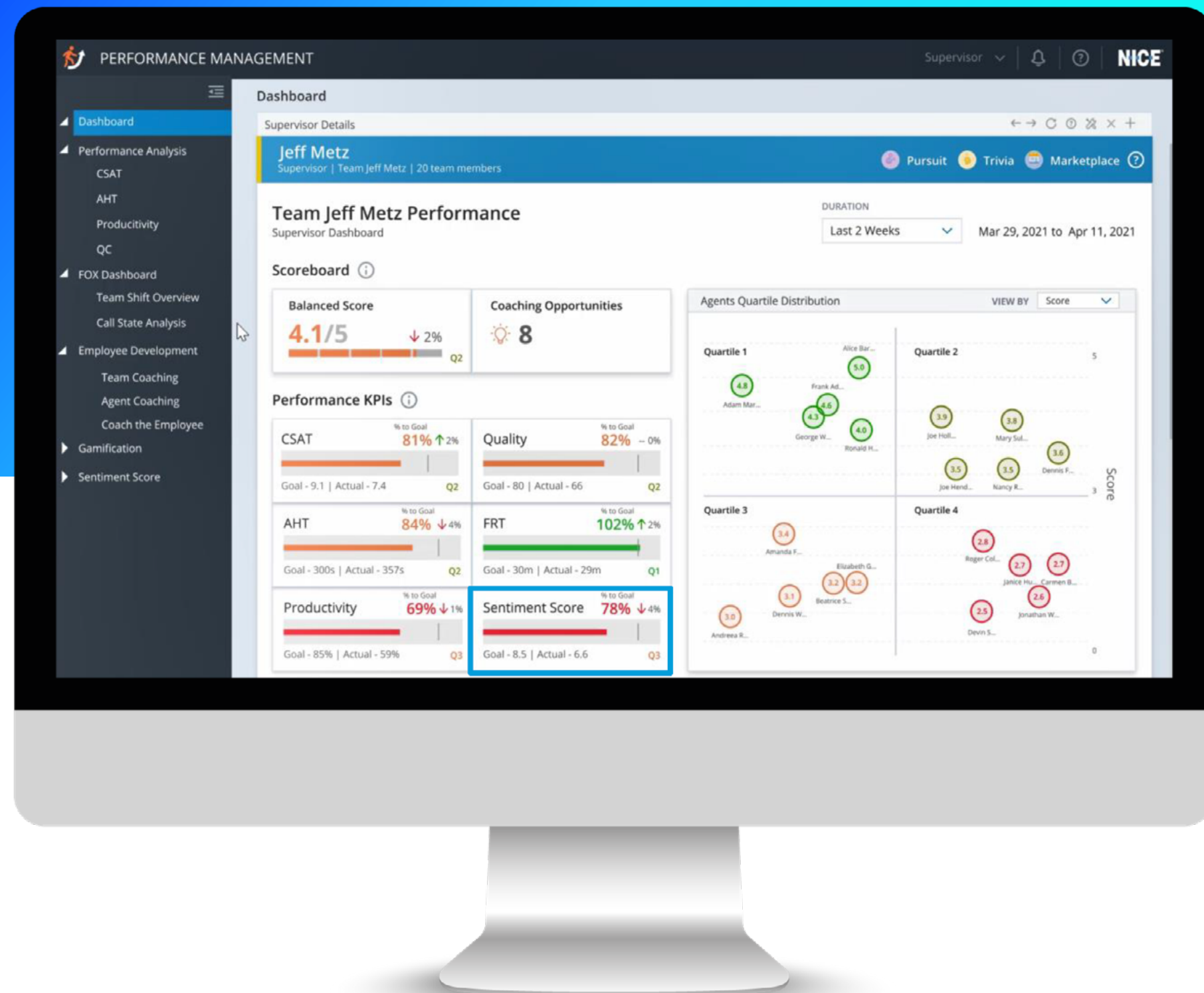
**30%**  
increase in  
customer  
satisfaction



**15%**  
increase in  
operational  
efficiency

When organizations can more effectively consolidate and contextualize data around what is most important, they are empowered to identify improvement opportunities, operationalize insights, and transform behaviors – ultimately achieving a faster ROI and a more engaged workforce.

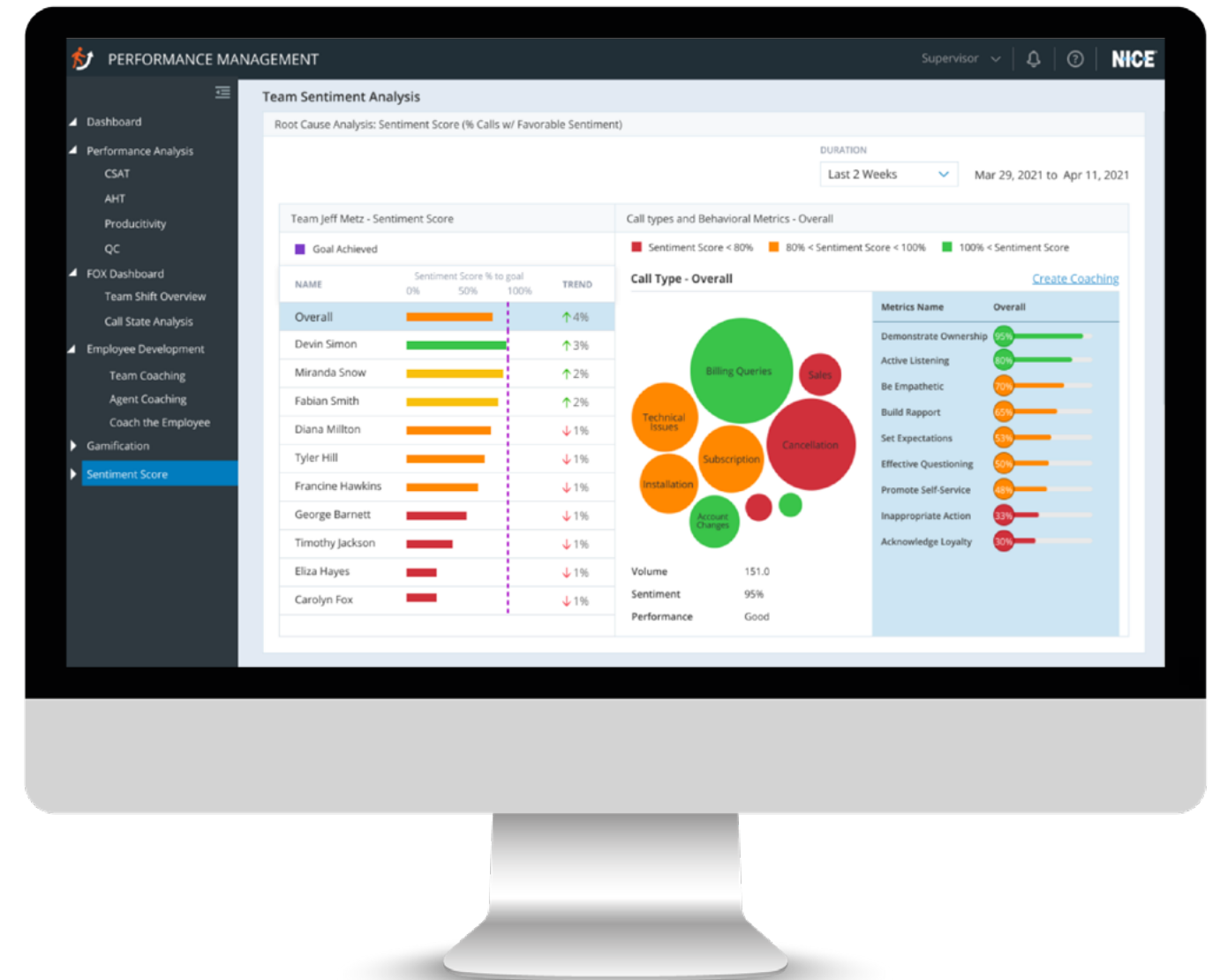
# DEEP-DIVE THE DASHBOARD



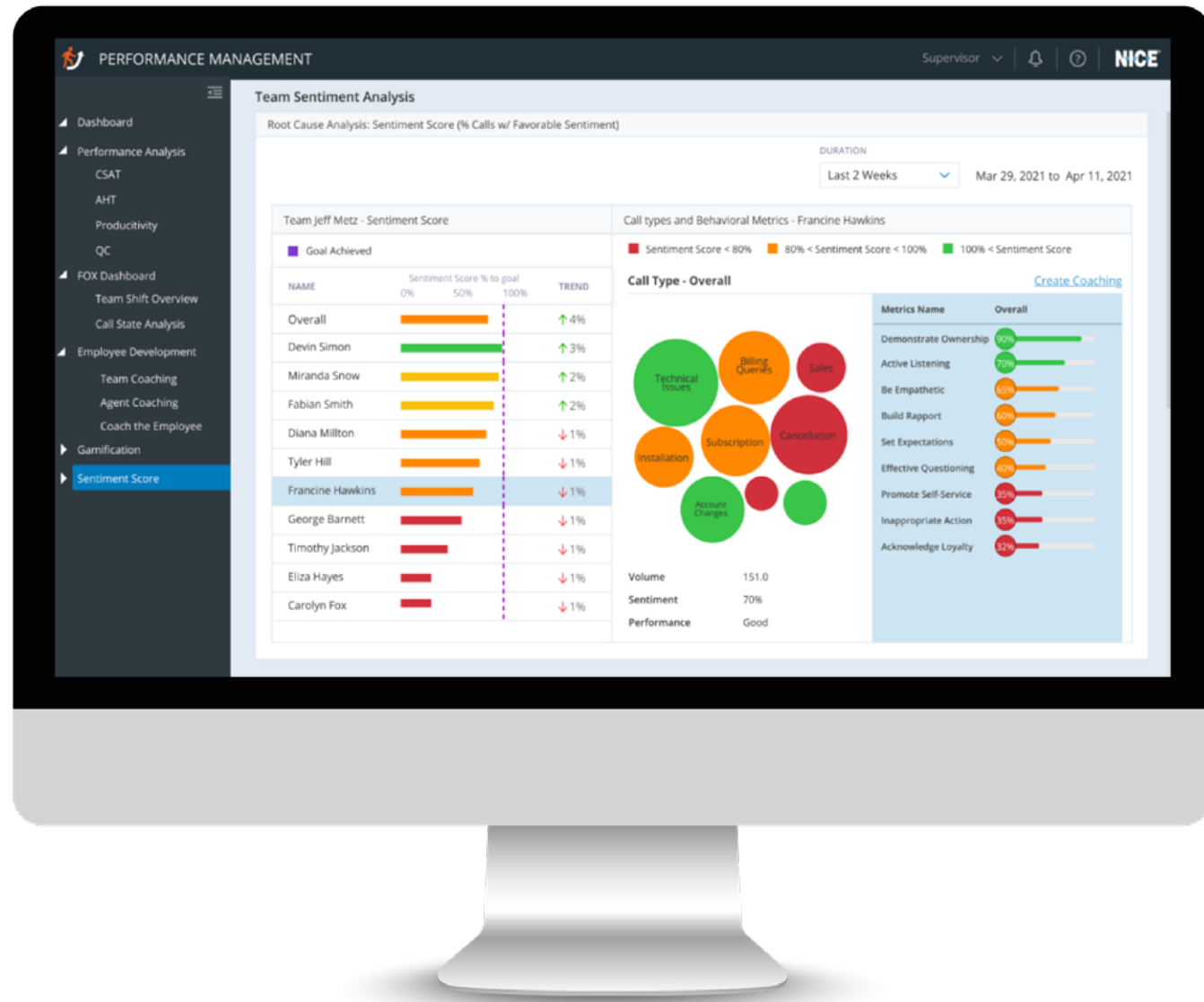
After a recent merger which brought a lot of agent overtime and some fluctuations in morale, Company X's manager, Jeff, wants to see how agents are faring in their performance. Reviewing the Supervisor Dashboard, he gets a good sense of where his team stands. But the KPI screen shows that the team's Sentiment Score is trending down and needs to be addressed.



Probing further, he looks at the Analysis breakdown by each agent on his team, which shows the overall team behavior scores both generally, and based on each call type. It's clear that for the larger team, Billing Queries have a high behavioral score, while Cancellations and sales type calls have a lower behavioral score. But Jeff wants to see how each agent individually is scoring.



Surprisingly, agent Francine Hawkins, who has been with the company for years, is showing a low sentiment score. The manager hopes to identify why this is and looks at the KPIs that are low. The problematic areas include "Promote Self-Service," "Inappropriate Action," and "Acknowledge Loyalty." He makes a note to improve these areas with some targeted coaching sessions.



Jeff provides Francine with three coaching sessions which focus on improving the metrics in question. After plowing through the company merger, she appreciates this opportunity to step back, recharge, and work on some self-improvement. Afterwards, Jeff sets up gamified tasks to further enhance improvement, along with an incentive program that encourages her to keep up her skills for points. With her birthday just around the corner, Francine is looking forward to redeeming the points for a gift to herself at the company marketplace.

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