3 WAYS TO USE REAL-TIME INTERACTION GUIDANCE

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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.

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TABLE OF CONTENTS

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3 WAYS TO USE
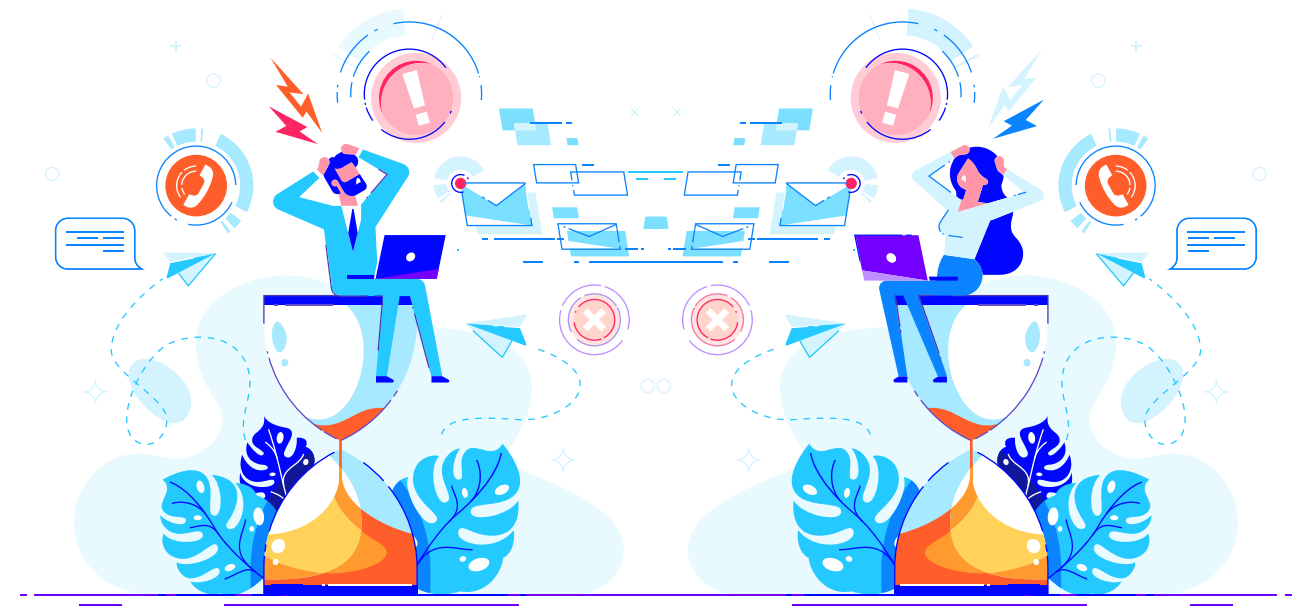## REAL-TIME INTERACTION GUIDANCE

On average, call centers in the US have turnover of 30-45%. Losing staff is expensive.

— Quality Assurance and Training Connection (QATC)

There are two critical sides to every contact center conversation: the customer, and the agent. But the balance is often tipped against an agent during a live conversation because of the overwhelming number of tools and applications they are managing while trying to maintain a consistently positive customer experience outcome. Especially skilled agents manage to navigate these applications while applying appropriate behaviors at the proper time, often with positive outcomes for their customers. Even when they can't solve the customer's issue, they can influence a positive outcome simply because they exhibit the right mix of behaviors that makes the customer feel heard, respected, and helped.

But agents with fewer skills or less experience can exhibit inconsistent behaviors or have difficulty following internal processes, which leads to customers feeling unappreciated, frustrated, and dissatisfied. What's worse, agents struggling with a complex desktop setup can lead to costly regulatory fines, increased operational costs, and employee dissatisfaction.

The Two Sides of Customer Satisfaction

Manual Processes	High Effort	Distraction

| Anxiety	Frustration

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Introduction: What is Real-Time Interaction Guidance?

Real-Time Interaction Guidance provides both passive and active guidance directly to each agent during every interaction. Passive guidance provides easy visual insights on customer satisfaction and behavior performance, while active alert messages prompt agents on process, procedure, and soft-skills such as building rapport or showing empathy.
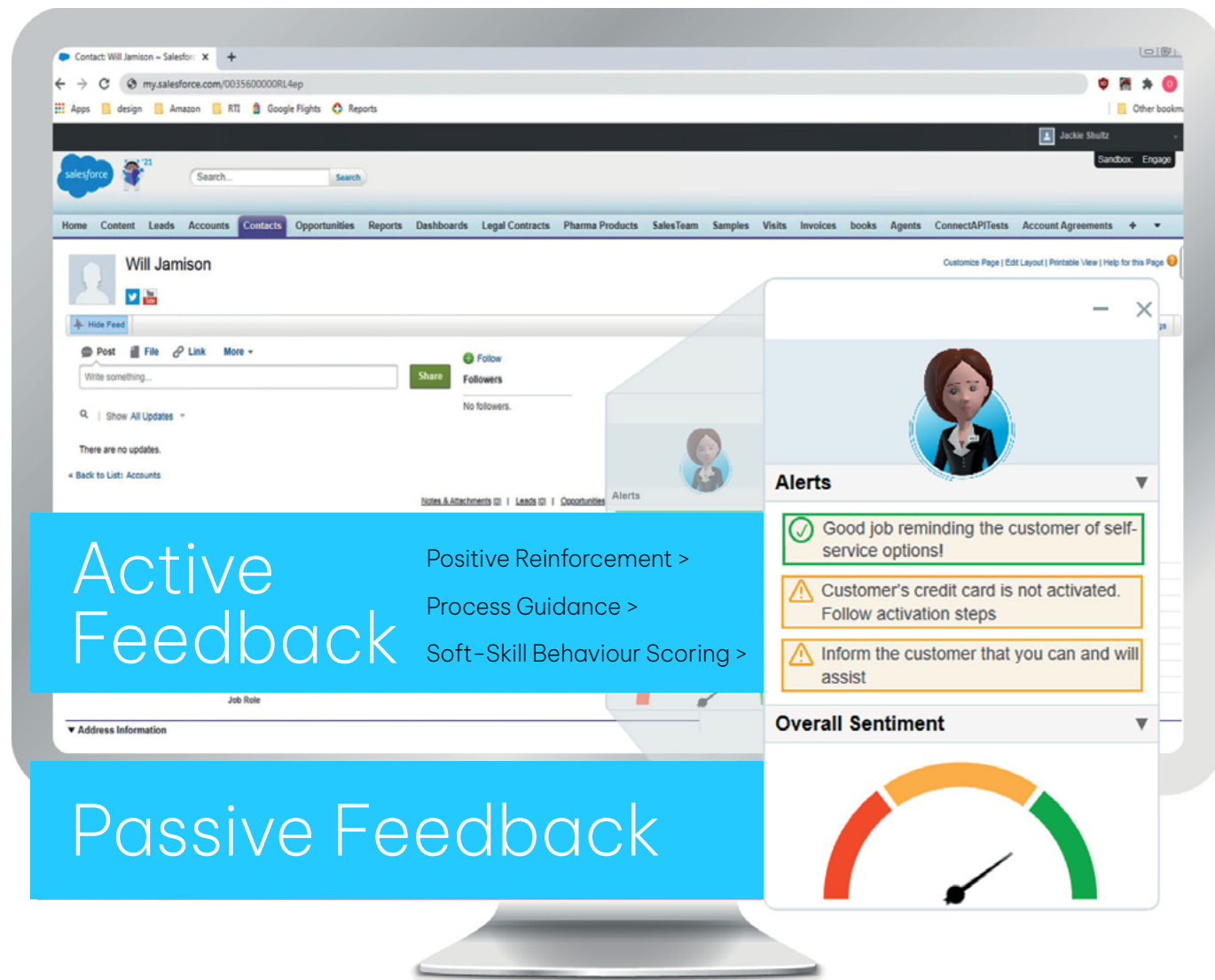
Real-Time Interaction Guidance is an easily configurable, out-of-the-box solution, giving every organization the flexibility and ease of use to focus on what matters most.

At the same time that agents receive guidance and passive behavioral scoring, supervisors and managers monitor team performance in real-time. A role-based dashboard provides easy detection of agents who are struggling, giving supervisors visibility in a way never before possible. As an interaction unfolds, team leaders can drill into a real-time transcript and view the same guidance the agent is viewing. This gives supervisors the insight into each agent, how they are handling a potentially negative customer experience, and provides them the means to intervene quickly and within context of the conversation if needed. This added layer of oversight helps agents feel more confident that they can proactively improve their conversations in the moment, while also feeling comfortable that there is oversight to assist them if they aren't able to steer the conversation to a positive conclusion.
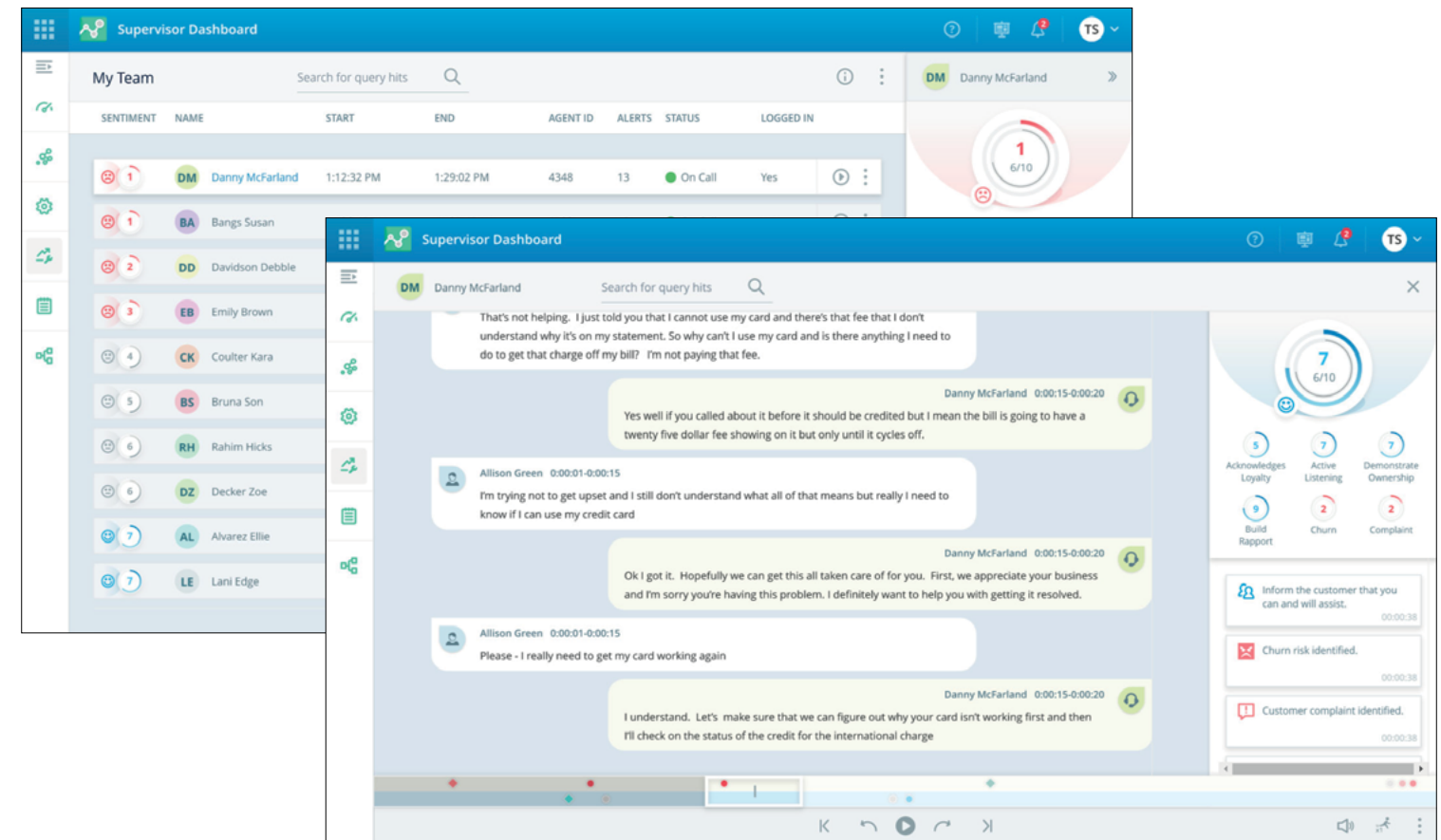
In this example, the supervisor is alerted to a churn risk on a call and begins to monitor the interaction transcript to understand the situation. After several prompts, the agent turns the call around from a score of 1 – indicating low customer satisfaction – to a score of 7, giving the supervisor assurance that no intervention was required.

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Empowering agents and supervisors to improve every interaction in real-time drives a measurable impact in the contact center by improving sales effectiveness, reducing customer churn, ensuring compliance and reducing operational costs associated with repeat calls, transfers and long calls or chats. For supervisors , it provides "in the moment" snapshots of agent performance, giving them instant visibility into who is performing well and who requires coaching.

Contact centers with work-from-home agents especially benefit from Real-Time Interaction Guidance because agents, who are physically separated from their managing and coaching staff, have the tools to self-correct while the customer is still on the phone or chat. By reinforcing skills learned during coaching sessions, agents feel empowered to meet their performance objectives. This results in improved employee satisfaction and retention because agents can see their performance and proactively work to deliver the level of service that both their managers and customers expect on every single interaction.

Empowering Supervisors and Agents in Real-time:

- Improves Sales-Effectiveness
- Reduces Customer Churn
- Ensures Compliance
- Reduces Operational Costs
- +more

How it Works

NICE Real-time Interaction Guidance combines real-time speech transcription and phrase detection withenlighten AI models to score agent behaviors, produce live customer sentiment metrics and guide agents' next best actions.

Organizations can leverage the open solution's architecture to use the results generated in real-time in other agent and supervisor desktop applications. For example, out-of-the-box integration to NEVA, NICE's Robotic Process Automation Assistant, combines the context of the live conversation with process automation to provide agents with behavioral guidance, product information and task automation relevant to the interaction.

Real-Time Interaction Guidance in Action

The following are common scenarios illustrating how Real-Time Interaction Guidance benefits organizations across several initiatives: Sales Effectiveness, Financial Distress and Complaint Management.

INCREASE SALES REVENUE WITH AGENT ASSISTANCE

A telecommunications company posted a promotional offer on its website for a free internet upgrade for existing customer subscriptions. They wanted to prevent their customers from going to the competition which also introduced an aggressive campaign to switch people from their existing provider. The organization holds a training session that covers the details of the promotion, leaving leaders confident that agents are ready to handle any questions and provide a great customer experience in the process.

On the first day of the campaign, a customer sees the promotion and calls in to the contact center to find out more. The agent who answers the phone took part in last week's training, but he's in a bit of a panic – he can't quite remember where to find more information. He looks on his desktop, then starts searching through the various knowledge bases he has access to. While the call drags on, the contact center is incurring additional costs with a long handle time and the customer is left wondering what could possibly be taking so long.

Finally, the agent finds what he's looking for and responds to the customer with the details, but the customer has already expressed frustration by being on hold for so long and hung up with a decision to learn about other competitive offers.

Now let's look at the scenario unfold with Real-Time Interaction Guidance in place. This time, when the customer calls in and asks about the internet promotion,

Just a Few Things Agents Have to Remember:

- Politely greet the customer
- Build rapport
- State proper regulatory disclosures (Payment collection, HIPAA, non-solicitation statements, etc.)
- Make a sales offer
- Inform the customer of a self-service option, like a new mobile app
- Be empathetic
- Follow procedural protocols
- Politely end the conversation
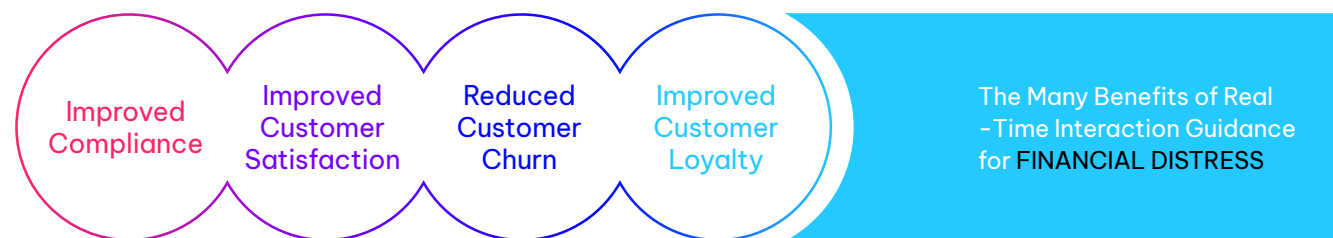
The business benefits of remembering:

- Reduced regulatory fines
- Reduce cost to serve
- Increased revenue
- Increased brand loyalty and advocacy
- Reduced complaints

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it's not just the agent listening to the call – Real-Time Interaction Guidance is listening, too. When the phrase "internet upgrade promotion" is detected, it pulls the relevant information about the promotion and presents it to the agent. The automated task saves the agent time, while making it easier to engage and stay focused on the customer. The result is improved customer satisfaction, reduced handle time, and lower cost to serve, presenting a true win-win for both customers and organizations.

Improved Agent Engagement • Improved Customer Satisfaction • Reduced Handle Times • Lower Cost to Serve • Increased Sales Revenue

The Many Benefits of Real-Time Interaction Guidance for SALES EFFECTIVENESS
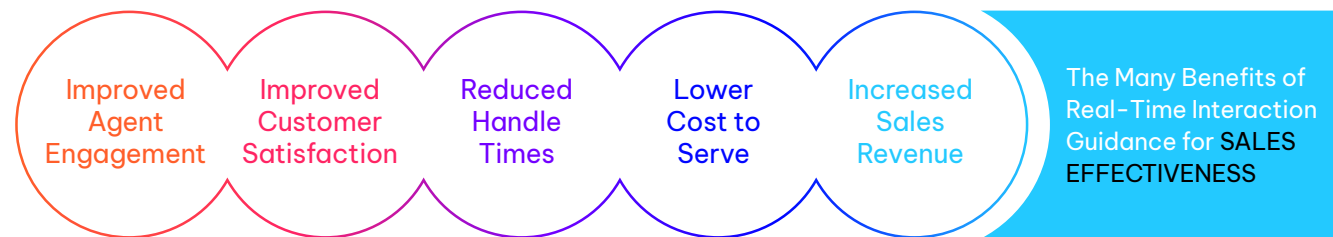
FINANCIAL DISTRESS

In this example, a contact center agent answers a call from a customer who has lost his job. Although the customer is aware that his account is overdue, he can't make a payment right away. Real-Time Interaction Guidance prompts the agent to ask if the customer has been affected by the COVID pandemic. When the customer confirms that he was laid off due to COVID, Real-Time Interaction Guidance prompts the agent to follow the COVID relief payment plan course of action to work out payment terms with the customer. Under normal circumstances, an agent would allow a payment delay for a period of one month without reporting the customer to a credit bureau for non-payment. But reminding the agent to assess the reasons behind the customer's financial distress diffuses an emotional situation, prevents customer churn, and improves customer loyalty due to the empathetic treatment the customer receives.
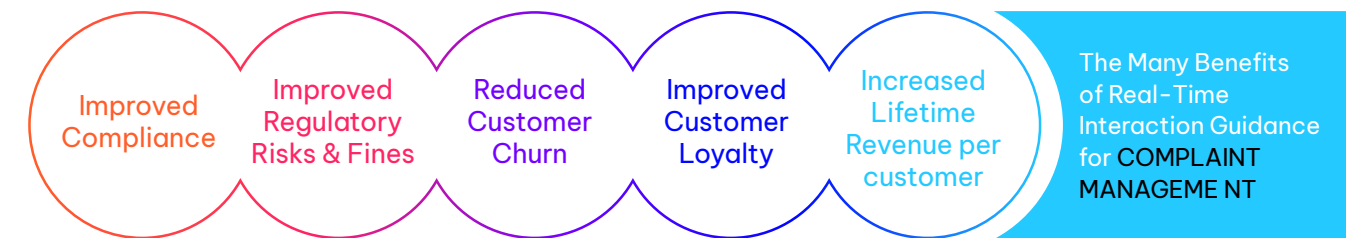
Improved Compliance • Improved Customer Satisfaction • Reduced Customer Churn • Improved Customer Loyalty

The Many Benefits of Real-Time Interaction Guidance for FINANCIAL DISTRESS

COMPLAINT MANAGEMENT

In this scenario, a customer calls to complain about a fee on his credit card. Let's examine this scenario with Real-Time Interaction Guidance and NICE's Robotic Process Automation attendant, NEVA, both listening in on the call. This time, Real-Time Guidance detects that the call is a complaint, and the topic is about a fee. It triggers the automated complaint management processes to ensure the agent handles the call within regulations guidelines. NEVA picks up the task, auto-fills the known information around the complaint and presents it to the agent for any additional notes needed. This automated, streamlined set of actions frees the agent to focus on the customer, make an apology, add a few extra notes, and assure the customer that the complaint will be reviewed and to expect a call back. Upon logging the complaint, it is automatically escalated to the complaints department with no additional after call work needed from the agent, and it all meets regulatory expectations.

After the complaint is received and reviewed, the complaints manager determines that the fee is an overage charge due to a change in contract terms that requires the card to be linked to a savings account to pay for overage. The manager checked the customer account and saw that the messages about linking the accounts were not marked as read. Given all of the data points in front of the manager, he is empowered to reach back out to the customer with a full scope of knowledge behind the situation. The complaints manager explains the confusion and the new contract terms, helps the customer link the credit card account to a savings account, and then waives the fee due to the misunderstanding. The end result is that the customer complaint is resolved, and the customer does not cancel the account. In fact, the same customer goes on to open an auto loan with the account a few months later.

> "This automated, streamlined set of actions frees the agent to focus on the customer."

Improved Compliance • Improved Regulatory Risks & Fines • Reduced Customer Churn • Improved Customer Loyalty • Increased Lifetime Revenue per customer

The Many Benefits of Real-Time Interaction Guidance for COMPLAINT MANAGEMENT

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ADDITIONAL SCENARIOS & USE CASES

Real-Time Interaction Guidance is a flexible, easy to use solution that can be used for everything from identifying simple spoken or omitted words and phrases to leveraging more complex AI results to guide next-best-action suggestions for agents. Its flexibility makes it easy for any organization to develop a real-time guidance program that focuses agents on priority KPIs while reducing manual work and streamlining processes, ultimately improving service excellence and customer satisfaction. Some additional use cases include:

Use Case Scenario	Real-Time Guidance Action
Competitor Mention Detection	Agent is informed with relevant product or service information.
Churn Risk Detection	Customer intent topic is automatically captured and sent to the retention department for proactive outreach.
Upsell/ Cross-Sell Opportunities	Recommended upsell or cross-sell offers are presented to the agent, with next best action instructions to help close the sale.
Regulatory Compliance	If a regulatory disclosure is not detected on a call topic that requires it, the agent will be alerted to fulfill the requirement before the interaction is over. If more than one disclosure is required, additional prompts will guide the agent accordingly.
Customer Satisfaction	Enlighten AI models for behaviors that drive customer satisfaction can be incorporated into the solution to guide agent soft skills toward positive resolution of interactions.
Use Cases with Third Party Integrations	The Real-Time Interaction Guidance solution is deployable in any configuration, with minimal disruption and training needed. Results, such as detected words and phrases, sentiment, agent behavior scores and other Enlighten AI metrics can be incorporated into third party applications such as real-time decisioning engines, promotional applications and more.
Custom Use Cases	The capabilities offered by Real-Time Interaction Guidance can be combined in various ways to ensure that organizations are focused on the KPIs that matter most.

The Possibilities Are Unlimited

Are you looking to improve customer satisfaction, reduce call duration, lower operational cost, improve employee engagement, increase compliance or deliver on the promise of any other business-critical use case? Real-Time Interaction Guidance provides a next-level framework for analyzing live interactions, in a way that improves both the employee and the customer experience – all for improved conversations, reduced agent attrition, and customer advocacy.

The power of combining its out-of-the-box capabilities with NEVA Automated Assistant relieves the agent from the burdens of navigating their desktop, allowing them to focus on the customer and transform every live customer interaction into an exceptional service experience today and into the future.

Learn more at www.nice.com/analytics

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