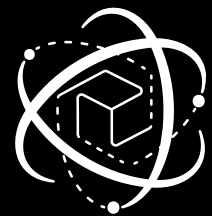# Flip the AI Switch to Brilliant Customer Satisfaction

Enlighten AI

NICE

High expectations driven by innovation

Consumer expectations for on-demand experiences have never been higher — consumers want to transact and connect with companies, 24/7 using their channels of choice. The majority of companies, except for the most innovative and disruptive ones, are finding it challenging to meet this demand and effectively analyze the data it generates. This data analysis is crucial for uncovering valuable insights that can drive innovation.

The innovators are the ones who created the demand in the first place. When a consumer can use their mobile device to order a car to their door within minutes, access an entire studio's worth of content streaming to their TV, and control every device in their home with voice commands...their expectations grow. And they transfer those high expectations to every touchpoint they have with every company they interact with.

So how do the innovators drive and win — and what can be learned from them? The common thread isn't just industry-disrupting ideas: it's the way they've used the power of data and artificial intelligence to move light years ahead of the market and deliver better CX.

BALANCING ACT: IMPROVING CX AND REDUCING COSTS

Businesses leaned on digital to drive costs down. Consumers leaned into digital to drive convenience up. This digital expectation equation will either resolve — or become a greater divide. Organizations are turning to AI to bridge the digital divide. Leading businesses using AI realize it offers them:

3.0x greater YoY improvement in **customer satisfaction**[1]

4.0x greater YoY improvement in **customer effort scores**[2]

5.3x greater YoY improvement in **service costs**[3]

[1, 2, 3] Aberdeen Research - Create More Authentic Customer Experiences with AI

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The evolution of data in the contact center

Like other industries and aspects of business, the contact center has been on a journey toward using data to be more effective.

Relying on legacy analytics leaves the contact center bound to experiences that are reactive, solely outcome-focused, one-size-fits-all, and limited to single or siloed channels — falling far short of the high customer expectations driven by the innovators.

Imagine a world where artificial intelligence informs interactions in the contact center, allowing businesses to be proactive, personalized, and optimized for the cross-channel, digitally centered ways today's customers expect to interact — allowing the contact center to join the innovators.

Rising to the CX challenge with artificial intelligence

proactive care

total experience

personal understanding

digital-first touchpoints

Rising Customer Expectations
from expectation transfer

AI-Driven Analytics
transforming experiences

prescriptive data

behaviors drive outcomes

hyper-personal

digital optimization

1990s.
Aggregated data like statistics indicates what happened in the past. Descriptive data.

2000s.
Patterns shed light on why things happened in the past. Diagnostic data.

2000s to today.
Forecasts, with the introduction of machine learning, tell what will happen in the future. Predictive data.

Today and beyond.
Large Language Models, Machine Learning, and generative AI define what actions should be taken in the future. Prescriptive data.

Reap the benefits of data with a holistic approach

The promise of a data-driven future with AI is real, but AI models are only as good as the data that goes into them. The good news: contact centers are awash in data — about customers, agents, and business priorities. Yet sometimes that data is siloed, fragmented, and organized around business owners rather than customer intelligence.

What would be possible with a holistic approach to infusing data into customer interactions? Consider taking in the wide range of available intelligence:

- Customers' unique preferences and expectations
- Agents' skills and performance
- Volumes of interaction data across channels

DATA CHALLENGES ARE NOT UNCOMMON

59% of businesses want to improve their ability to use data more intelligently in customer interactions.[4]

51% of large firms are limited in their ability to transform and drive customer experience because their enterprise architecture consists largely of silos.[5]

AI & Cloud Platform Amplify CX Innovation

Enlighten AI and CXone are a powerful combination, redefining the landscape of CX innovation. This union goes beyond merely applying AI to a single CX application to provide connected intelligence across every customer touchpoint and deliver exceptional customer experiences – all from the cloud. The result is a force multiplier effect creating smarter, more efficient systems that not only improve customer satisfaction at scale but also reduce operational costs.

"At its core, AI is about processing and analyzing data at scale, and no data set is too large."

– JON ARNOLD,
PRINCIPAL ANALYST,
J. ARLNOLD & ASSOCIATES

[4] Aberdeen Research – Create More Authentic Customer Experiences with AI
[6] CMSWire – Overcoming Data Silos for Enhanced Customer Experience

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AI-driven CX in action

The Enlighten AI CSAT solutions on CXone are purpose-built AI to help you improve customer satisfaction. It includes AI models that have been derived from and trained on a vast amount of conversational data and embedded across the CXone native cloud platform and applications.

Enlighten AI for CSAT analyzes unstructured interactions that measure an agent's proficiency in 9 critical soft-skill behaviors that drive customer satisfaction. These insights can be uniquely leveraged across the CX spectrum – from Enlighten AI Routing to Real-Time Interaction Guidance and Supervisor to Interaction Analytics and Quality Management. It consistently measures service quality, provides next best actions, and improves each conversation – it's your customer experience powerhouse.

Enlighten AI Routing
Personalize every connection

Real-Time Interaction Guidance
Guide agents to act in real time

Supervisor
Alert supervisors in real time

Interaction Analytics
Identify CSAT drivers

Quality Management
Automate soft-skill behavioral analysis

Enlighten AI
for Customer Satisfaction

CXone

Personalize every connection

AI operationalizes all available data for personalized experiences and immediate business results.

AI-driven routing intelligently connects customers to agents to create hyper-personalized experiences and optimize every interaction to improve business KPIs.

By improving how calls are routed, businesses can realize an immediate improvement to their KPIs, and it's all a matter of AI and the right data. Understanding customers' wants, needs, and preferences and being able to deliver them is a matter of leveraging a comprehensive, holistic CX data set that predicts the best pairings between customers and agents. AI makes it simple to include all available data while aligning business goals with individual customer needs.

Enlighten AI Routing leverages customer and agent data to identify the best attributes to improve customer experience and optimize business outcomes in real time. From all available data sources, the solution uniquely gains a holistic view of each customer's preferences by layering together multiple data sources to see how agents interact with them. Enlighten AI Routing can also include insights from analytics, such as a customer's recent experiences with a business, their sentiment, and the outcomes of previous interactions.

Then, to better understand the types of experiences each agent delivers, Enlighten AI Routing identifies the most relevant attributes to choose the best
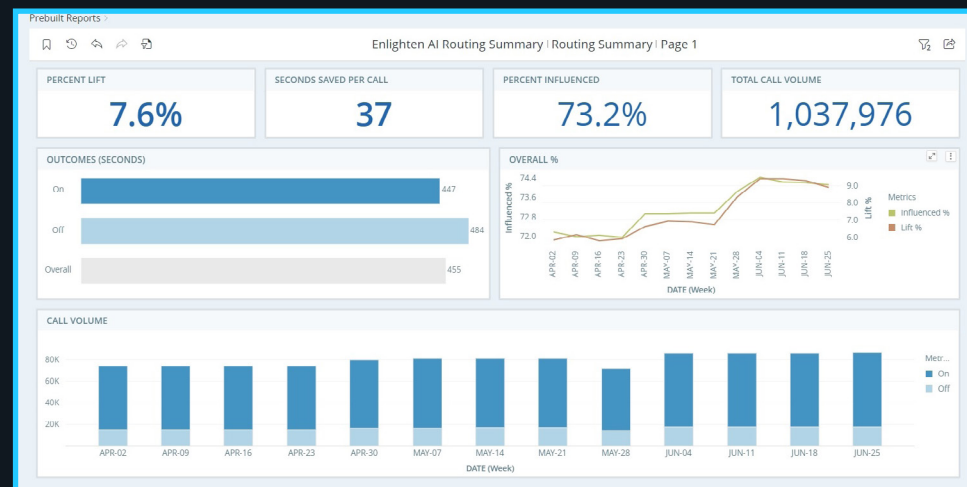
agent for the customer, including agent soft skills such as active listening, ability to demonstrate empathy, and more. As a result, every interaction is hyper-personalized to connect the best agent for the customer's needs.

Natural variability is one of the most amazing, often untapped, parts of a contact center's agent team. By connecting each customer with a unique agent optimally suited to solve their problem, Enlighten AI Routing turns variability into direct value for agents, customers, and ultimately the bottom-line.

89% of digital businesses are investing in personalization.[6]

7% immediate decrease in Average Handle Time (AHT) across 3,000 agents without people change management.[7]

11% improvement to CSAT by operationalizing sentiment score in call routing Healthcare.[8]

Optimize Routing

Prebuilt Reports

Enlighten AI Routing Summary | Routing Summary | Page 1

PERCENT LIFT	SECONDS SAVED PER CALL	PERCENT INFLUENCED	TOTAL CALL VOLUME
7.6%	37	73.2%	1,037,976

Guide agents and supervisors in real time

AI delivers best practices, coaching, and feedback to agents in real time.

The agent plays a critical role in customer experience, so their performance, satisfaction, and engagement are key. Imagine being able to analyze and model the activities and behaviors of the highest performing agents and share that with the rest of the workforce — in real time, in any channel.

AI makes it possible, allowing organizations to pinpoint and share best practices and coaching in real time. Desktop prompts displayed in real time empower agents to understand how to alter their behavior to improve the customer satisfaction outcome during an interaction and reinforce the skills they have learned in a coaching session. These prompts are triggered by spoken or omitted phrases or words, customer satisfaction metrics, and AI-driven soft-skill behaviors such as demonstrating ownership or empathy.

Agent Desktop

Live CSAT

Alerts & Messages

Live Scores

23% of employees are engaged at work.[9]

40% of employees have the material and equipment to do their work right.[10]

3.5x increase in customer satisfaction rates YOY when contact centers use real-time AI capabilities to guide agents.[11]

[9, 10] State of the Global Workplace: 2023 Report

[11] Aberdeen Research - Create More Authentic Customer Experiences with AI

Supervisors can also monitor their teams' performance in real time and can intervene if an agent is struggling during a call. And because customer sentiment, an AI model that measures customer satisfaction, is continually being monitored in real time on 100% of the interactions, they have a more accurate and fair view of agent performance. This more accurate and immediate assessment improves employee engagement.
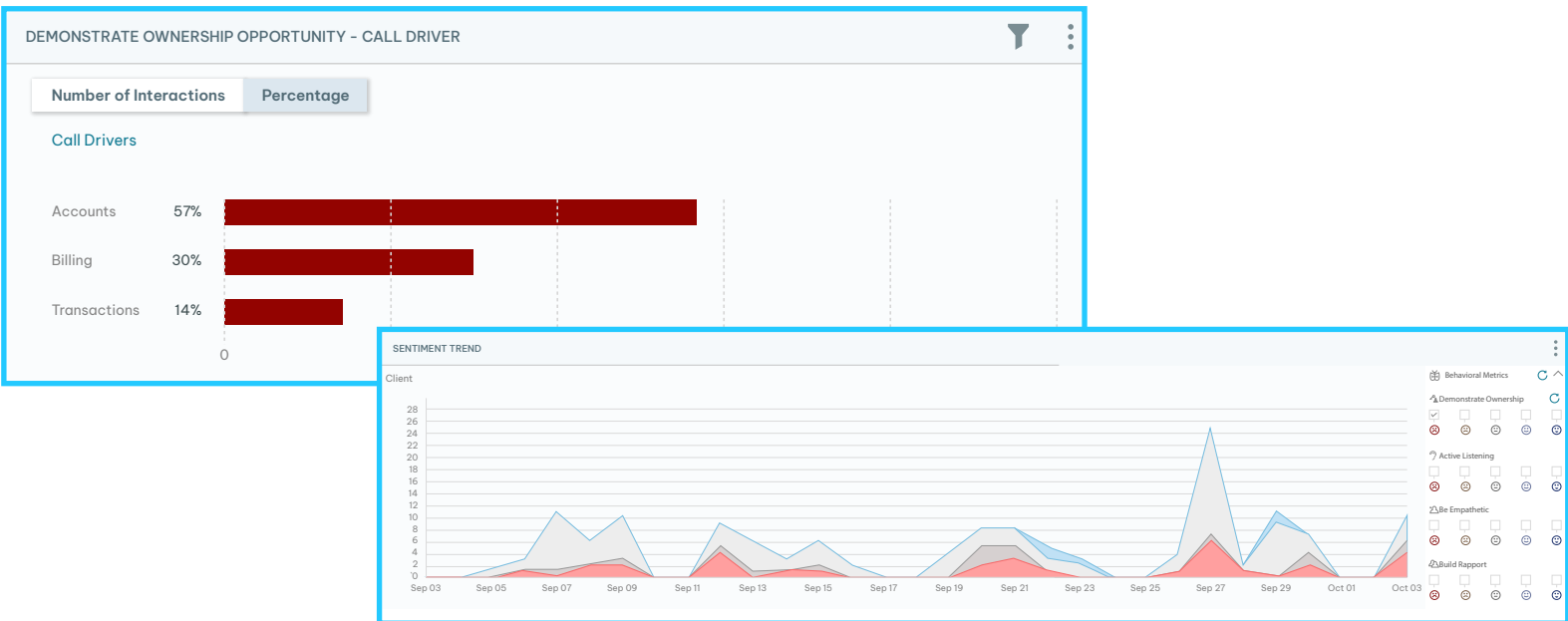
Supervisor Monitoring

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Identify CSAT drivers

AI monitors trends that affect key metrics.

Acquire valuable insights into customer behavior, intent, and engagement through the utilization of AI Interaction Analytics. It analyzes 100% of interactions and delivers a comprehensive view of customer contact reasons and agent proficiency in customer service along with the key factors contributing to their success. NICE Interaction Analytics infused with Enlighten AI detects patterns in agent soft-skill behaviors and operational processes that influence customer satisfaction by examining both overarching trends and delving into individual conversations to uncover underlying issues.

Utilize AI-powered sentiment analysis to identify dissatisfaction patterns, even in cases where customers haven't explicitly expressed their concerns. Sort interactions based on positive or negative sentiment and agent soft skills with easy visuals to analyze emerging trends and topics.

Agent CSAT Performance Trends

DEMONSTRATE OWNERSHIP OPPORTUNITY - CALL DRIVER

Number of Interactions | Percentage

Call Drivers

Accounts — 57%
Billing — 30%
Transactions — 14%

SENTIMENT TREND

Client

Sep 03 ... Oct 03

Behavioral Metrics
Demonstrate Ownership
Active Listening
Be Empathetic
Build Rapport

[12] Improve Contact Center Performance with Enlighten AI for Customer Satisfaction

ENLIGHTEN AI DRIVES CSAT IMPROVEMENT

NICE study analyzes every agent interaction using the **Enlighten AI for Customer Satisfaction** behaviors, comparing the Top 10% with the Bottom 10%[12] of the agent population.

When agent behavioral performance increases across all soft skills, so do the bottom-line metrics.

256% More positive sentiment

25% Shorter calls

53% Less non-talk time
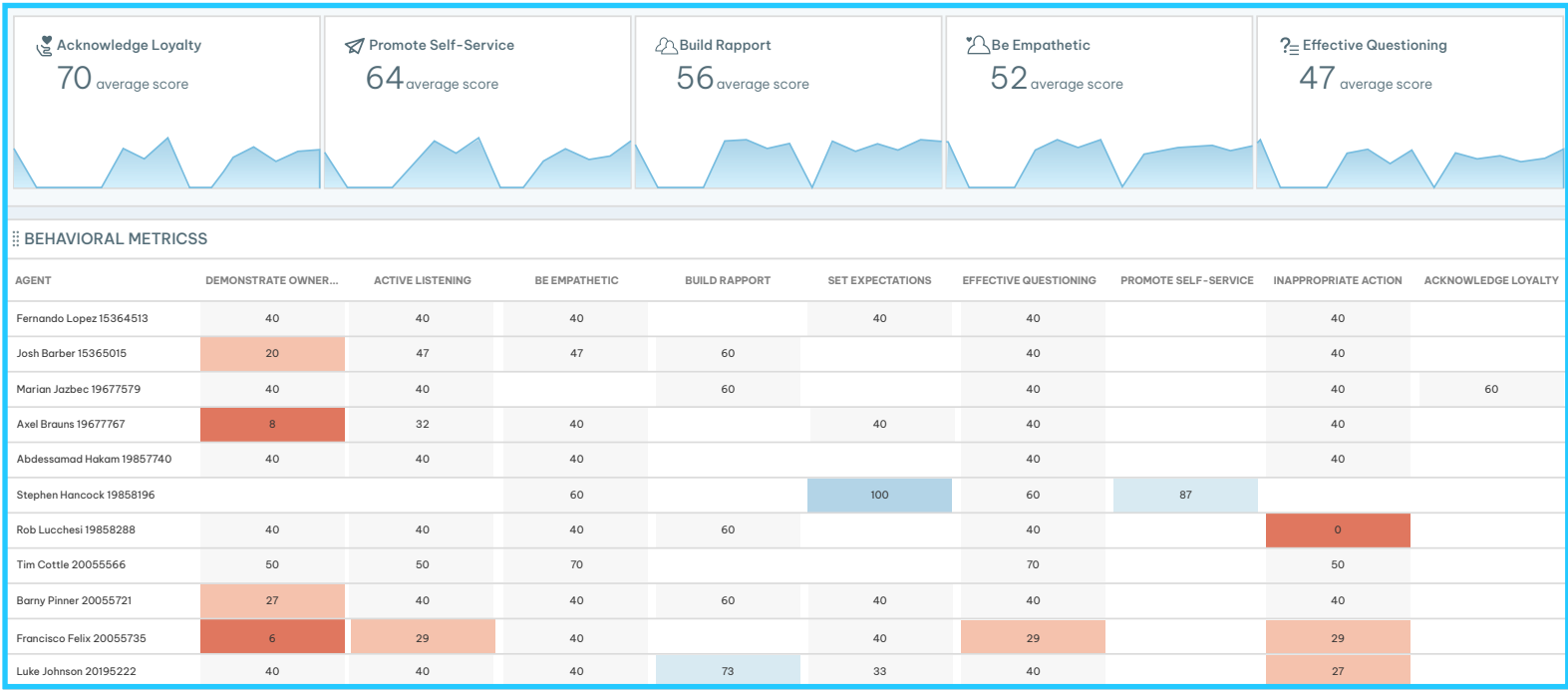
53% Less repeat contact

Automate agent soft-skill analysis

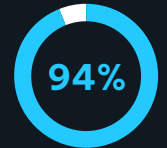## AI delivers an objective and consistent quality evaluation process.

Incorporating the assessment of agent soft-skill behaviors into a quality management program plays a pivotal role in shaping customer satisfaction. Yet, this evaluation is often subjective, leading to potential inconsistencies. Consequently, some organizations either neglect this aspect or invest significant time in aligning on soft-skill criteria.

Enlighten AI-driven quality management offers an objective solution by automating the scoring of agent soft skills across all interactions, rather than just on a sample. By integrating AI behavioral scoring into the quality program workflow, agents receive prompter feedback, supervisors spend less time preparing for coaching sessions, and the quality evaluation process becomes more efficient and equitable.

View Agent Soft-Skill Behavioral Performance

Acknowledge Loyalty	Promote Self-Service	Build Rapport	Be Empathetic	Effective Questioning
70 average score	64 average score	56 average score	52 average score	47 average score

BEHAVIORAL METRICSS

AGENT	DEMONSTRATE OWNER...	ACTIVE LISTENING	BE EMPATHETIC	BUILD RAPPORT	SET EXPECTATIONS	EFFECTIVE QUESTIONING	PROMOTE SELF-SERVICE	INAPPROPRIATE ACTION	ACKNOWLEDGE LOYALTY
Fernando Lopez 15364513	40	40	40		40	40		40	
Josh Barber 15365015	20	47	47	60		40		40	
Marian Jazbec 19677579	40	40		60		40		40	60
Axel Brauns 19677767	8	32	40		40	40		40	
Abdessamad Hakam 19857740	40	40	40			40		40	
Stephen Hancock 19858196			60		100	60	87		
Rob Lucchesi 19858288	40	40	40	60		40		0	
Tim Cottle 20055566	50	50	70			70		50	
Barny Pinner 20055721	27	40	40	60	40	40		40	
Francisco Felix 20055735	6	29	40		40	29		29	
Luke Johnson 20195222	40	40	40	73	33	40		27	

94%

94% of executives recognize the importance of soft-skills for CSAT, yet 59% of companies fail to measure them.

42%
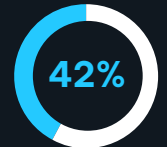
42% of agents dispute performance feedback.

"Enlighten can tell me where to focus. We improved our customer satisfaction by 13% in 60 days across 1,000 agents. It is truly amazing what data and Enlighten AI can do to achieve those results."

– VP OF OPERATIONS, SOLERA

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Light the way to brilliant customer satisfaction with Enlighten AI

AI has the potential to transform the contact center by improving every interaction with every consumer, every time.

The Enlighten AI CSAT solutions on the CXone cloud platform bring brilliance to every customer interaction by enhancing every aspect of customer experience with the transformative power of AI. Leveraging these CSAT-focused AI solutions, Enlighten amplifies the insights and value from its connected intelligence of every application and process – in real time. Developed from the industry's largest interaction dataset and based on over 20+ years of analytics innovation experience, Enlighten AI is delivered out-of-the-box for many use cases.

The Enlighten AI CSAT solutions include AI infused in Interaction Analytics, Quality Management, Real-Time Interaction Guidance, and AI Routing that maximize customer satisfaction for a competitive advantage and unmatched customer experience.

**Learn more at
get.nice.com/CEA-Flip-the-Switch.html »**

"Our goal is to be number one from a customer experience standpoint, and NICE Enlighten AI is helping us climb the ladder in those rankings."

– SPEECH ANALYTICS
PROGRAM MANAGER

FIFTH THIRD BANK

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Flip the AI Switch to Brilliant CX

Watch your customer service shine.

Read more at get.nice.com/CEA-Flip-the-Switch.html ⟶

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 contact center software. 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.

www.nice.com

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