Best Practices Guide:

Closing the Gap Between Generative AI's Promise and Reality

The promise of generative AI is vast, offering potential breakthroughs in customer experience through the power of large language models (LLMs). In fact, McKinsey estimates that "applying generative AI to customer care functions could increase productivity by between 30 and 45 percent."[1] However, to translate this potential into tangible business value, it is important to apply best practices to avoid common pitfalls. While many oversimplify the technology's capabilities, a "generative AI can do it all" narrative fails to address the complexities of real-world CX challenges.

It is not enough to simply integrate prompts into solutions without a strategic framework for delivering actionable insights. **To harness the full potential of generative AI, a comprehensive approach is essential—one that includes selecting the best-fit LLMs, using guided prompt building, and layering different types of AI purpose-built for CX within a unified platform for optimal results.**

BEST PRACTICES FOR GENERATIVE AI

Infusing generative AI technologies into CX processes can transform customer experiences and business outcomes. The following best practices will help you maximize the effectiveness, accuracy, and value of your generative AI investments while creating new pathways for innovation.

[1] McKinsey, *The Economic Potential of Generative AI: The Next Productivity Frontier*, June 14, 2023

GENERATIVE AI BEST PRACTICES

1. **Leverage a Unified Platform to Access All Contacts**
Ensure access to all customers within a single unified CCaaS platform to derive value from generative AI technologies as they evolve

2. **Apply Generative AI Where it Matters**
Score every interaction to narrow down a subset on which you can run generative AI with a focused objective

3. **Choose the Right LLM for Your Use Case**
Identify what you want to optimize —accuracy, speed, compute, cost— to select best-fit LLMs for your specific use case

4. **Use Industry Specific Models**
To maximize data accuracy and actionability, customize prompts with industry specific AI models

5. **Optimize Prompt Engineering Guidance**
Use guided prompt building to build, test, and deploy custom prompts, eliminating costly trial and error

6. **Take Action on Your Results with Unified Applications**
Utilize AI-infused tools and applications to consume and maximize generative AI outputs

1. LEVERAGE A UNIFIED PLATFORM TO ACCESS ALL CONTACTS

Disjointed systems make it challenging to unify all customer communications, preventing organizations from leveraging emerging technologies. To harness the potential of generative AI, it is imperative to build a near-term plan to move towards unification. Having all customer interactions in a single unified CCaaS platform vastly enhances your ability to derive value from these new technologies as they evolve.

As the only CX AI platform, NICE CXone is built to manage and optimize ALL modern interactions, from voice to digital messaging to chatbots and social. CXone provides everything brands need to deliver extraordinary AI-driven experiences at scale, including best-of-breed products and capabilities with AI purpose-built for CX on a single platform to orchestrate every interaction.

2. APPLY GENERATIVE AI WHERE IT MATTERS

With generative AI adoption, it is common for companies to over-rely on LLMs and run up costs with prompt engineering trial and error. However, running recursive and token heavy prompts on every interaction for use cases like quality evaluations is expensive, slow, and goes beyond most organizational needs. A more efficient and cost-effective approach is to use narrow-purpose models (e.g., AI models that score customer sentiment or agent behaviors) to score every interaction, and then use those scores to narrow down a subset of interactions on which it makes sense to run generative AI with a focused objective.

With NICE Enlighten solutions, you can apply generative AI where it matters and guide users to the best outcomes with optimized costs.

For example:

- Enlighten AI for Customer Satisfaction behavioral and Sentiment models allow you to score every interaction quickly and easily.

- You can then identify agent level performance, targeted improvement needs, and specific contact examples that will provide the best scoring and coaching opportunities.

- After you have targeted what you want to score and which specific interactions to score, you can use the Enlighten Gen-Insights prompt builder to rapidly construct optimized prompts for quality evaluations and many other use cases.

- The Enlighten Gen-Insights prompt building interface then guides you based on your selected use case, helps you select from a pre-built library of complete prompt components, and allows you to manually configure the optimized result as needed.

3. CHOOSE THE RIGHT LLM FOR YOUR USE CASE

There is no single LLM that fits every use case, so it is important to start by identifying what you want to optimize. Accuracy? Speed? Compute? Cost? Each requires a different LLM to deliver value.

For example:
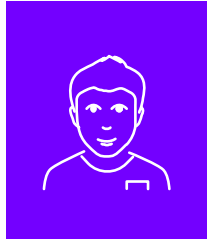
Customer A needs only a brief interaction summarization of a call—which can be accomplished using a low-powered/low-cost LLM

Customer B needs to capture regulatory data points—which may require a higher-powered/higher-cost LLM

Enlighten Gen-Insights streamlines this process by including pre-built prompts from a robust library of proven, reliable, repeatable prompts built for specific use cases—saving time-consuming testing and costly trial and error.

4. USE INDUSTRY SPECIFIC MODELS

Unlike general purpose generative AI technologies, solutions that leverage industry specific models can deliver far more accurate and highly relevant insights for your specific needs.

Enlighten Gen-Insights uniquely combines the power of industry specific Enlighten models trained on billions of real customer interactions and best-fit LLMs to automatically generate and feed powerful custom data types across Quality, Analytics, and AutoSummary. Focus industries include Financial, Healthcare, Retail, Telecom, Travel & Hospitality, as well as Sentiment and Behavioral Models.
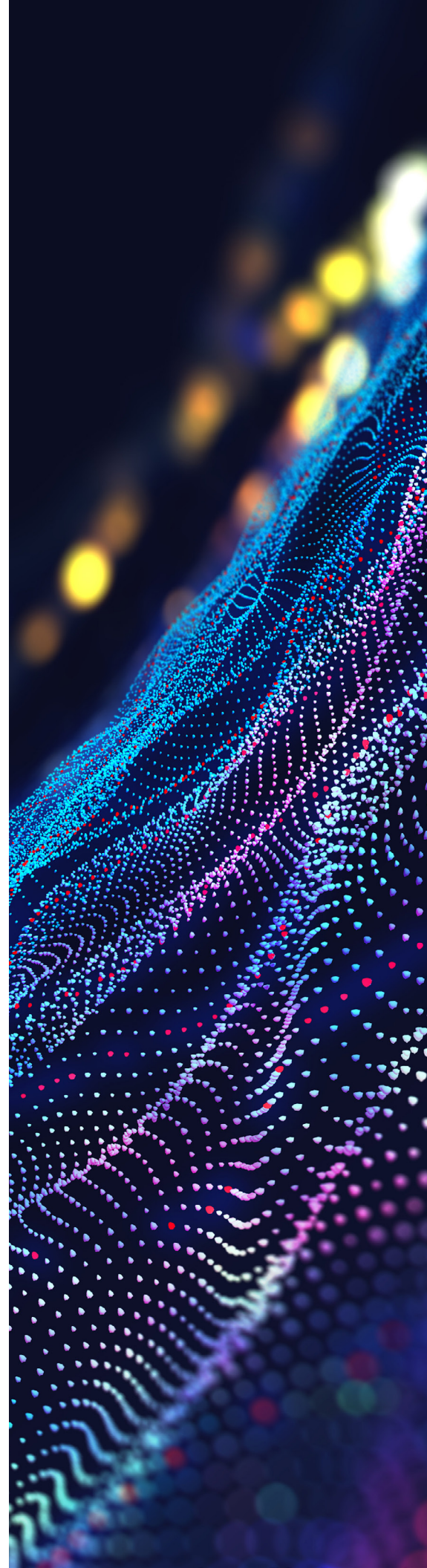
5. OPTIMIZE PROMPT ENGINEERING GUIDANCE

When non-prompt engineers are tasked with prompt engineering, it can result in expensive, time-consuming trial and error that exposes your organization to a number of risks and pitfalls. These include decisioning based on faulty generative AI insights, compliance failures, bias, and hallucinations/rogue LLMs. Using guided prompt building mitigates these challenges and delivers far greater business value.

Enlighten Gen-Insights prompt building interface requires no expertise to build, test, and deploy custom prompts—with a library of pre-built prompts for solving brand-specific use cases, from contact summarization to quality evaluation forms to automated call monitoring and more.

6. TAKE ACTION ON YOUR RESULTS WITH UNIFIED APPLICATIONS

When implementing generative AI technology, avoid thinking about it in a vacuum. Even the most narrow-purpose AI models can have compounding value through other parts of your business if you have AI-infused tools and applications within a unified platform to consume and maximize their outputs. For example, a customer sentiment AI model built to evaluate and analyze interactions and agents serves a critical purpose by itself, but it can also team up with other AI models (e.g., intent recognition, sales effectiveness) as well as LLM-powered knowledge retrieval to create a super-charged agent copilot.

As a complete, connected, intelligent platform, NICE CXone provides best-of-breed products and capabilities with AI purpose-built for CX on a single platform to orchestrate every interaction—empowering you to consume and optimize generative AI structured data from solutions like Enlighten Gen-Insights for deeper insights.

The key to futureproofing and making generative AI successful is **leveraging purpose-built, proven CX AI tools** and applications within a complete, unified CCaaS platform.
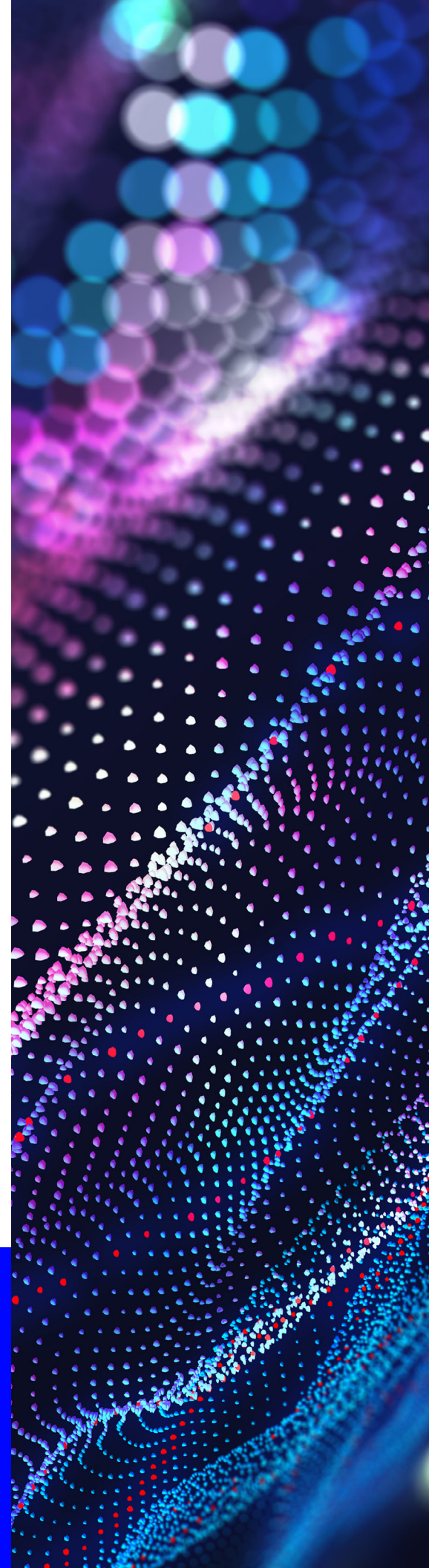
WHAT SUCCESS LOOKS LIKE

Bridging the chasm between the potential of generative AI and business value requires a comprehensive strategy that moves beyond a simple "one-size-fits-all" approach. To operationalize generative AI and drive results, companies should layer different types of AI using guided prompt building and leverage solutions like Enlighten Gen-Insights to generate custom data that can be streamed across a unified platform such as CXone for actionable insights. Ultimately, the key to futureproofing and making generative AI successful is a focus not just on the technology, but on leveraging purpose-built, proven CX AI tools and applications within a complete, unified CCaaS platform to create exceptional customer experiences.
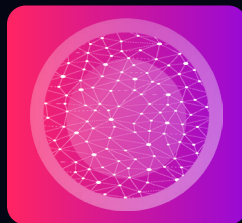
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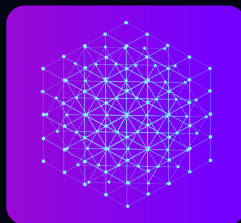
THE ENLIGHTEN DIFFERENCE

Closing the Gap Between Gen AI and Measurable Impact
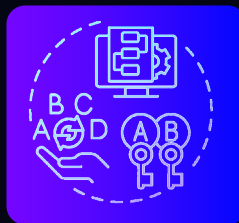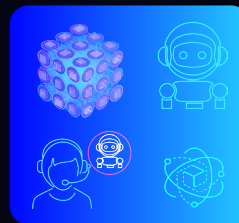

LARGE LANGUAGE MODELS (LLMS)

Consistent Across All Interactions

NICE Enlighten AI
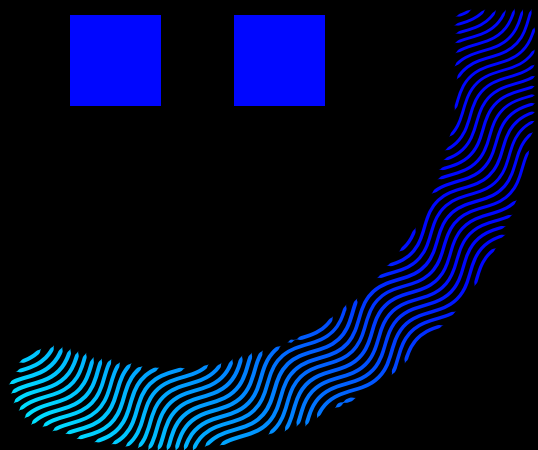
Guided Prompt Engineering

AI-Infused Tools and Applications

NICE CXONE AND ENLIGHTEN AI

BUSINESS VALUE

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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