Improve Contact Center Performance with Enlighten AI for Customer Satisfaction

How can you empower agents to make every customer interaction with your contact center an extraordinary experience?

Focus agents on the behaviors proven to influence customer satisfaction.

NICE

Enlighten AI for Customer Satisfaction

A complete out-of-the-box solution that scores agents' soft skills on every interaction and eliminates the need for manual interpretation. The purpose-built customer satisfaction behavioral models are derived from 20+ years of industry experience, using the most comprehensive and expansive interaction database in the world.

PURPOSE BUILT

CONSISTENT

TRUSTED
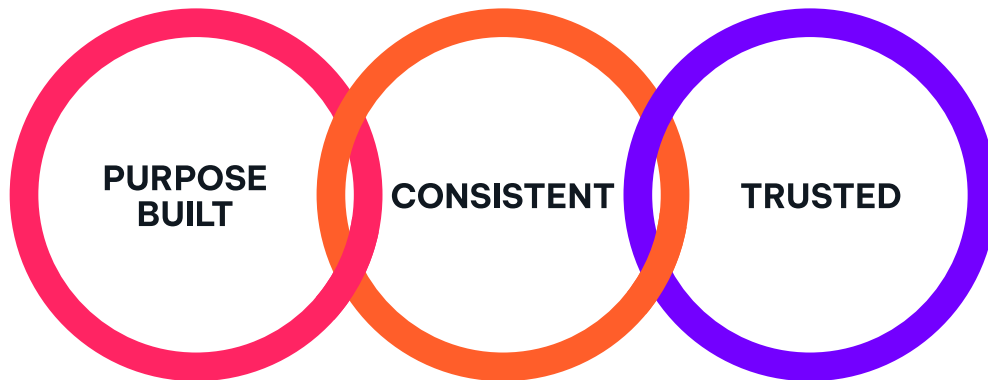
Key Benefits

Improve customer satisfaction

Reduce costs for manual listening and surveys

Improve coaching effectiveness and performance

Increase employee engagement

Improve quality scoring consistency and accuracy

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Realize Immediate Value in Quality Management

Agents are often evaluated based on a small, random sample of interactions. This practice leads to job dissatisfaction, a high number of quality score disputes, and insufficient insight into customer satisfaction trends. Surveys have low response rates and do not represent all customers, making it difficult to use these scores.

When the evaluation process is manual, it can lead to inconsistencies especially when agent soft-skill behaviors are being assessed. Both the subjectivity of the evaluation combined with the fact that only a very small percentage of an agent's interactions are assessed can cause them to be disengaged with the program.

Make data-driven decisions to improve customer experience with Enlighten AI for Customer Satisfaction. The out-of-the-box solution includes analytics and AI-driven quality management to deliver immediate insights. It automates the objective scoring of sentiment and behaviors that impact customer satisfaction metrics across 100% of interactions.

"Enlighten AI analyzes every interaction and provides additional intelligence on agent behaviors for more effective coaching conversations that improve the customer experience. Our goal is to be number one from a customer experience standpoint, and NICE is helping us climb the ladder in those rankings."

— CONTACT CENTER MANAGER

"Enlighten AI is helping drive the transformation from manual tallying and estimates to statistically valid samples and robust behavioral insights."

— CONTACT CENTER DIRECTOR

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Improve Customer Sentiment with Pre-Built AI Behavioral Models

Sentiment scoring is a proven predictive indicator of customer satisfaction such as transactional NPS (tNPS) and customer satisfaction (CSAT) surveys.

Enlighten AI for Customer Satisfaction opens the door to a new dimension of understanding by scoring agent behaviors that directly impact the sentiment score.

Inappropriate Action

Demonstrate Ownership

Effectively Question

Customer Sentiment

Promote Self-Service

Actively Listen

Be Empathetic

Acknowledge Loyalty

Set Expectations

Build Rapport

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AI Behaviors Improve CSAT **and More**

An analysis of three large enterprise customers with yearly averages of 1B, 100M and 50M interactions, respectively, proves the power of behavior to shape a range of positive business outcomes.

Methodology

We analyzed every agent interaction using the Enlighten AI for Customer Satisfaction behaviors and compared the top 10% with the bottom 10% of the agent population. From there, we compared those same groups performance with other key contact center KPIs. Agent performance was assessed across the following dimensions:

- **Sentiment:** whether a customer interaction is positive, negative, or neutral. Sentiment is well correlated with post-call CSAT or transactional NPS surveys.

- **Call Length:** how long did the phone conversation take?

- **Non-Talk Time:** how much silence or dead air was there during the phone call? This serves as a proxy for inefficiency or poor engagement.

- **Repeat Rate:** the frequency at which the customer has to call back again, which indicates an agent's performance resolving customer problems.

The results are conclusive: Contact center metrics are directly correlated to agent soft-skill behavioral performance. When agent behavioral performance increases across all soft skills, so do the bottom line metrics. Organizations can reduce Average Handle Time (AHT), improve sentiment, and increase First Contact Resolution (FCR) in tandem by focusing on these targeted behavioral soft skill coaching programs.

Results By the Numbers

259%
Top agents' calls were **more positive by 259%**, so the customer was much more satisfied
[2.56 average sentiment vs. 0.71]

25%
Top agents' calls were **shorter by 25%**, so they were more efficient and the customer had to put forth less effort
[723 seconds vs. 966]

53%
Top agents' calls had **less non-talk time or "dead air" by 53%**, so they were more productive and engaging
[12.9% non-talk time vs. 27.5%]

53%
Top agents' calls had **53% less repeats**, so they were more effective at resolving the customer's problem and reducing the likelihood of having to callback
[13.5% repeat rate vs. 29.0%]

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Additional Enlighten AI for Customer Satisfaction Use Cases

Fifth Third Bank
One of the largest money managers in the Midwest.

Problem: Reliance on traditional customer surveys was limited in scope and accuracy.

Solution: Fifth Third Bank shifted to customer sentiment, lowering cost, improving productivity and compliance, identifying root causes of persistent problems, and drawing insight out of every interaction.

Read more about Enlighten AI for Customer Satisfaction ➲

Solera
The global leader in vehicle lifecycle management.

Problem: Solera uses AI to manage more than 1 million vehicle supply chain and repair interactions a year — a huge volume of interactions to measure CSAT and coach agents on.

Solution: Solera used Enlighten AI to evolve their coaching to be behavioral focused, and in doing so, they improved CSAT by 13% in 60 days among more than 1,000 agents.

Watch this video to learn more about Enlighten AI for Customer Satisfaction ➲

Conclusion

Not only is the Enlighten AI agent behavioral analysis effective at improving Customer Satisfaction, but it also helps reduce customer effort, lower handle time, decrease the likelihood of a callback, and drive more extraordinary experiences.

Participants at a Glance

Fortune 500 Entertainment
6,000 agents
100M+ interactions per year
Streaming service leader

Fortune 500 Cable & Media
50,000 agents
1B+ interactions per year
Over 30M subscribers

Fortune 500 Bank
1,000 agents
50M+ interactions per year
$20+ billion in assets under management

Learn more about Enlighten AI for Customer Satisfaction ➲

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