

# The Business Value of Contact Center AI



How are resilient contact centers saving costs and supporting their remote teams while ensuring operational efficiency?

The answer is  
Contact Center AI.



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# The Business Value of Contact Center AI

Over the last two decades, AI has been the single biggest driver of change in the contact center. By 2021, AI will drive 6.2 billion hours of worker productivity. It's brought analysis, automation, and intelligence at a massive scale, and contact centers who've integrated these services through Contact Center AI are reaping the rewards.

From personalized CX, to risk mitigation, to agent performance, revenue growth opportunities, and more, the benefits are ripe and fruitful.

The following business drivers, use cases, and KPIs will show you how six modern contact centers are leveraging next-generation AI technology to accelerate revenue and build resilient operations.

## What is Contact Center AI?

Contact Center AI leverages AI and NLP to analyze 100% of voice and text interactions, uncover deep insights, and uplevel customer experience and agent performance programs.

How's it work? First, AI surfaces the best interactions to monitor for quality and compliance. In analyzing 100% of calls, contact center AI delivers the most important moments for review, and in turn, empowers teams to understand a deeper picture of what's happening on every interaction taking place. From there, QAs can evaluate more agents faster and supervisors can provide richer, personalized coaching to those who need it most.

The screenshot displays a contact center AI platform with the following features:

- Call Audio Player:** Shows a timeline of a call between an Agent and a Customer. It highlights moments like 'Call Opening', 'Redaction', 'Dead Air', and 'Customer Verification'. A 'Customer - Negative ...' segment is also marked.
- Moments:** A feature that allows jumping to important parts of the call with a single click.
- Evaluation Forms:** A panel on the right where QAs can hear and score calls in one view. It includes sections for 'Opening' and 'Call Closer', with radio buttons for 'Satisfactory', 'Unsatisfactory', and 'Not Applicable'.
- Transcript:** A text-based summary of the conversation, showing customer messages like 'hi i was calling because i didn't receive my order my package' and agent responses like 'okay do you have an northern number so i can check this'.
- Coaching Tips:** A section providing contextual feedback and best practices for the call.

# Cost Avoidance

A key benefit of Contact Center AI is the dollar amount of capital expenses that can be avoided and reduced with streamlined workflows.

## How an international BPO reduced overhead costs by 47%

With thousands of agents, a leading international BPO needed a way to fix inefficient quality assurance processes and respond to business challenges brought on by the 2020 pandemic.

With Observe.AI, they were able to save more than \$1.2M in costs by streamlining headcount by 47% and upskilling quality analysts into compliance, business intelligence, and coaching roles.

AI-driven workflows also led to a 56% reduction in time spent evaluating agents, which opened up more time for enhanced coaching and helped them thrive despite the pandemic's impact.

**\$1.2M**  
estimated cost savings

**47%**  
streamlined headcount

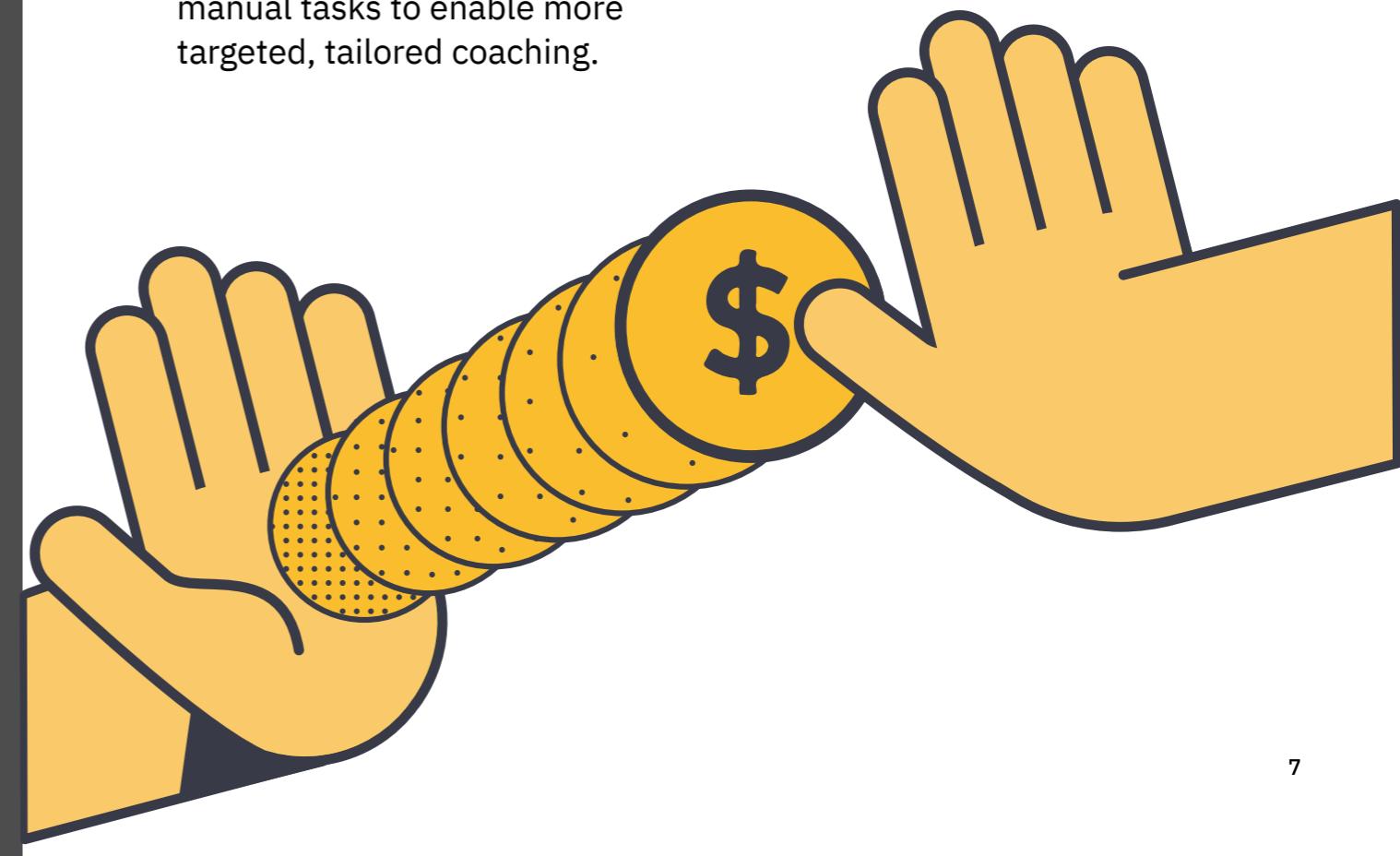
**56%**  
reduction in time spent evaluating agents

**With Observe.AI, contact centers save costs by:**

1. Consolidating multiple tools to reduce software spend and streamline workflows.
2. Facilitating a supported, productive, and strategic workforce with automation.
3. Reducing time spent completing manual tasks to enable more targeted, tailored coaching.

## KPIs

- Overhead costs
- Reduced software spend
- Decreased cost per interaction (CPC) % of calls deflected



# CX Effectiveness

Delivering an exceptional customer experience hinges on an agent's ability to meet a customer's needs effectively and at scale.

## How a leading moving company leveraged sentiment analysis for CX

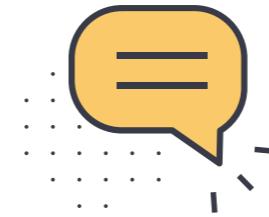
A leading independent moving company needed to meet customer expectations as their services skyrocketed in demand due to a spike in relocations.

With the use of AI-powered 'Moments,' the company was able to identify instances of positive and negative customer sentiment across 100% of calls to uncover what agents were doing to best serve customers. They also drove \$1M in additional revenue with tailored agent coaching, creating more prescriptive talk tracks that facilitated up-sells to improve growth per call and proactively address COVID risks.

**100%**  
visibility into all customer calls

**\$1M**  
in additional revenue

**20%**  
increase in talk track adoption

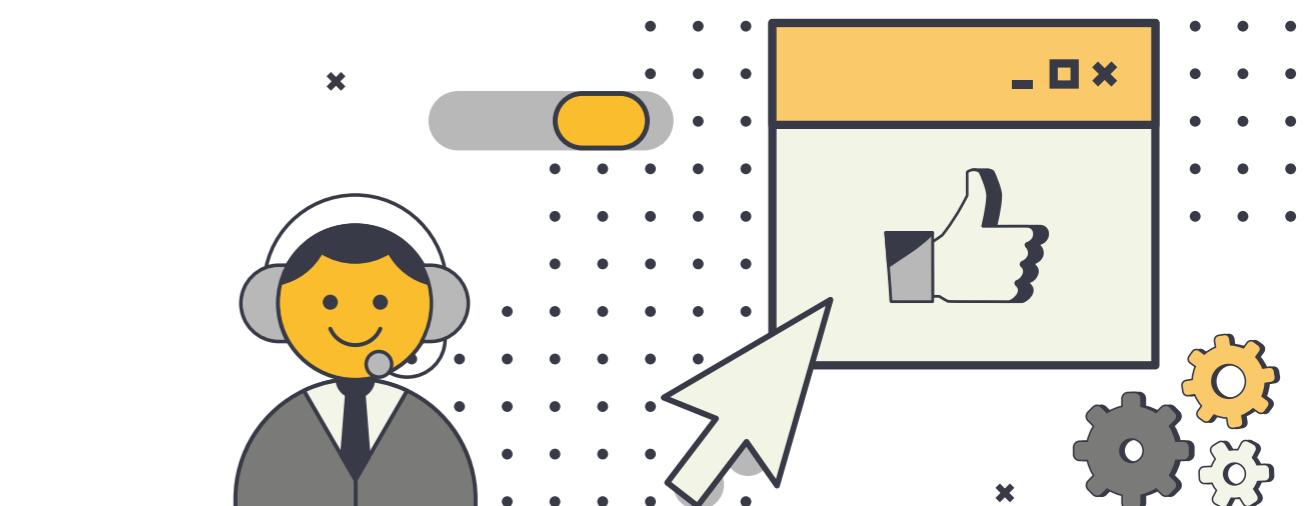


## Observe. AI boosts CX in the following ways:

1. 100% call monitoring helps businesses uncover call drivers and mitigate call surges in near real-time.
2. AI uncovers tonality-based sentiment detection that signals customer frustration or satisfaction.
3. Insights on voice and chat interactions offer a holistic view of the customer journey.

## KPIs

- CSAT/Net Promoter scores
- Reduced customer effort & frustration
- Increased call coverage
- Increased customer trust and retention
- Bookings & revenue per call



# QA Efficiency

Contact Center AI helps quality assurance teams scale timely, data-driven feedback. QA teams spend less time scoring calls, and more time coaching.

## How a Fortune 300 automotive retailer reduced inefficiencies by 75%

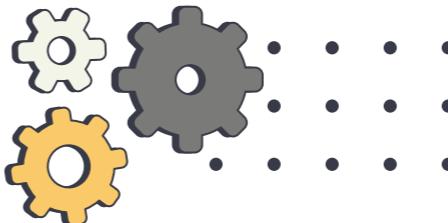
Group 1 Automotive, Inc., a Fortune 300 automotive retailer, needed a way to review the same number of calls with fewer analysts after an unexpected workforce reduction.

With Contact Center AI, Group 1 maintained output and reduced the time spent completing evaluations by 75%. At the same time, the platform created transparency in the scoring process, which brought agent disputes down to zero in the first month with the platform, saving the QA team leads eighty hours per month.

75%  
reduction in time spent  
on QA evaluations

0  
agent disputes in the first  
month of using Observe.AI

80 hrs  
saved per month



## Observe.AI optimizes the QA process by:

1. Offering the highest industry transcription accuracy to optimize QA evaluations and agent feedback.
2. Enabling QA teams to complete tasks with the help of automation in one platform for increased productivity.
3. Improving the number of evaluations completed.
4. Reducing disputes and increasing agent trust.

## KPIs

- First Call Resolution
- Average Handle Time
- Hold time violations
- Dead Air
- Reduced agent disputes
- Reduced supervisor escalations



# Risk Reduction & Compliance

For heavily regulated industries, proactive compliance monitoring and fraud prevention is key, particularly in the remote landscape.

## How a Fortune 500 Risk Management Provider caught fraud in its tracks

A global provider of risk management products that serves 300M customers worldwide needed a better way to manage its customer service interactions and gain insights into what was happening on calls with a now fully remote team. In order to protect customer data and reduce customer frustration, it leveraged AI to never miss a compliance gap or coaching opportunity.

With Contact Center AI, this risk management provider gained 100% visibility into its interactions and caught 13 fraud attempts along with 24 unauthorized payments. By catching this in near real-time, the provider prevented thousands of dollars in monetary losses and a damage to its brand reputation.

13  
fraud attempts caught with Contact Center AI

24  
unauthorized payments seized in near real-time

*Fortune 500 Risk Management Provider's results after adopting Contact Center AI*

**Observe.**AI mitigates risk by:

1. Offering more visibility into remote agent talk tracks and automatically flagging compliance risks.
2. AI-powered 'Moments' allow businesses to pinpoint key areas of interest on calls that signal a compliance breach or fraud.
3. Automatic monitoring of mandatory disclosures prevents steep violation fines and fees.

## KPIs

- Mandatory disclosures
- Mini-miranda statements
- Fraud prevention
- Compliance adherence metrics



# Agent Performance

Empowered, well-coached agents are critical to your brand perception and customer loyalty. Tailored coaching and training programs not only improve performance, but also boost employee morale and retention.

## How a leading BPO created an employee experience program with Contact Center AI

ItelBPO is an international business process (BPO) provider that services global customers out of Jamaica.

As a growth-focused company, ItelBPO needed a better way to improve agent performance and measurably impact the CX. With Contact Center AI, ItelBPO was able to upskill its agents, eliminating roles such as “QA analysts,” and replacing them with “customer experience coaches.”

With focused, AI-driven training programs, ItelBPO drove a 5% lift in CSAT scores for its customers and created a new employee experience program geared towards celebrating top performers and creating a culture of validation and recognition.

5%  
lift in CSAT scores through  
AI-driven training

## “Employee Experience = Customer Experience”

Shurland Buchanan, Chief Learning Officer, ItelBPO

### Observe. AI supports employees and boosts performance by:

1. Offering visibility into top performers and identifying opportunities for improved service delivery.
2. AI-driven coaching programs improve performance on areas such as personalization, empathy, and adoption of brand standards/talk tracks.
3. Tailored reports prepare supervisors for more relevant, impactful coaching sessions, backed by data.

### KPIs

- Employee retention
- Employee satisfaction
- QA evaluation scores
- Adoption of talk tracks
- Negative sentiment
- Net Promoter Scores



# Identifying Growth Opportunities

Identifying growth opportunities is dependent on the ability to translate insights into revenue in order to drive expansion and increase conversion rates.

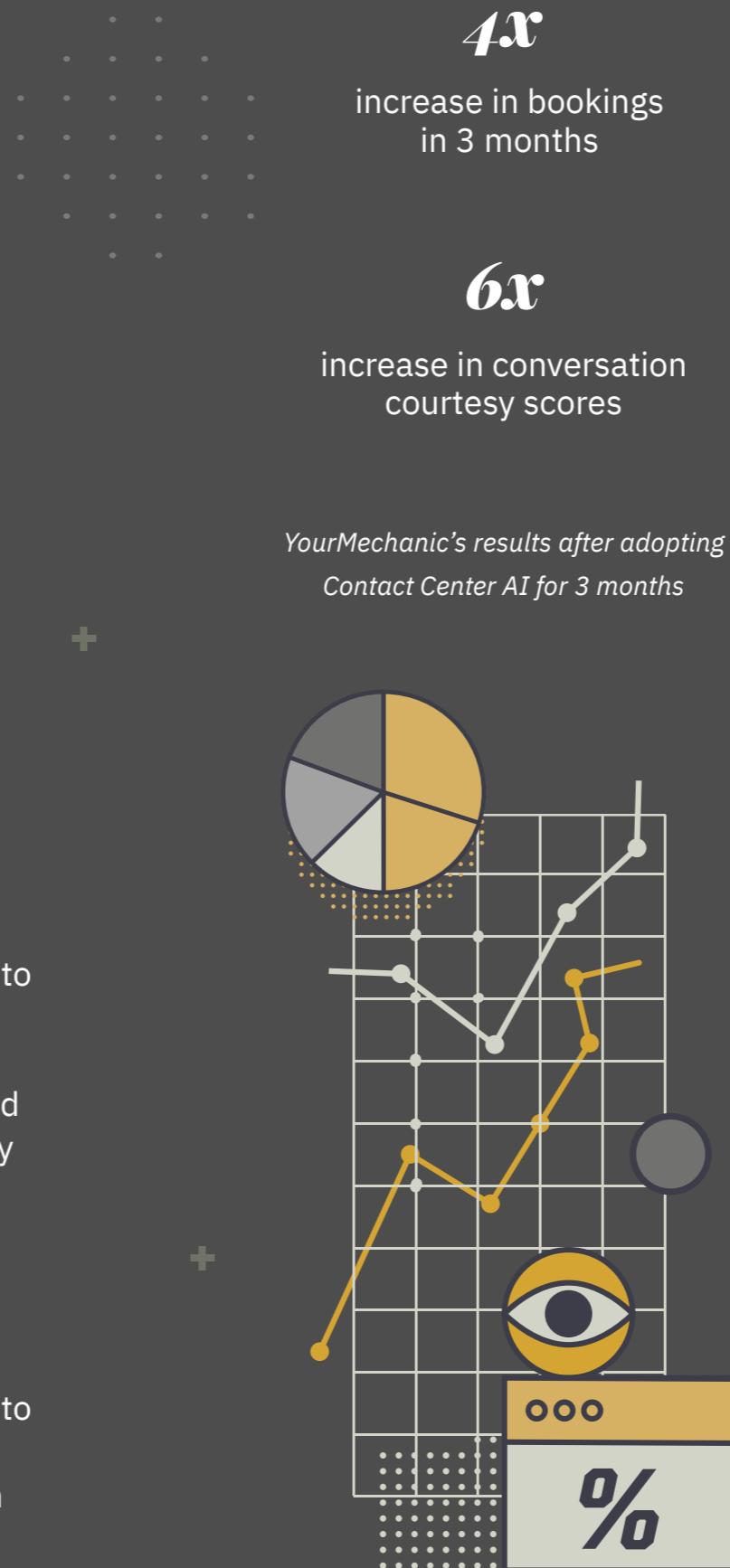
## How a mobile car repair startup drove 4X bookings and expanded into 3 new cities

YourMechanic is a mobile car repair and maintenance services startup with explosive growth. With a rising number of inbound support queries, YourMechanic needed to drive more customer bookings, conversions, and improve the overall customer experience.

With Observe.AI, YourMechanic learned that seven high opportunity zip codes weren't being served, which it correlated with hundreds of thousands of dollars in missed revenue.

Identifying this unmet need informed their expansion plans into other cities. They were also able to pinpoint successful customer interactions to adjust scripting and drive consistency in agents' ability to adopt brand standards.

In 3 months, YourMechanic increased bookings by 4X, drove a 6X increase in conversation courtesy scores, and expanded into 3 new cities. For YourMechanic, elevating agent performance with tailored training increased sales.



**Observe.AI drives growth by:**

1. Increasing call coverage and AI based insights on customer conversations, unearthing opportunities for improved sales talk tracks.
2. Enabling tailored training for more effective programs that improve conversion rates.
3. With AI-powered 'Moments,' businesses track key points of interest on a call to elevate service levels.

## KPIs

- Revenue per call (RPC)
- Conversion rates
- Revenue growth
- Adoption of sales talk tracks
- Adoption of brand standards
- Service expansion

Observe.AI, a leader in Contact Center AI, transforms customer experiences and improves agent performance by helping top brands analyze 100% of calls and chats while streamlining quality assurance workflows. With Observe.AI, businesses transcribe every call with high accuracy and coach agents while gaining full visibility into their customer interactions. Observe.AI brings the power of agent assistance, automatic speech recognition, and Natural Language Processing (NLP) to modern contact centers and their frontline teams.

Observe.AI is trusted by more than 150 customers and partners, including Root Insurance, Alcon Laboratories, Tripadvisor, and Pearson. Backed by Menlo Ventures, Next47, NGP Capital, Scale Ventures, Nexus Ventures, Emergent Ventures, Steadview Capital, 01 Ventures and Y-Combinator, Observe.AI's headquarters is in San Francisco with an office in Bangalore, India.

For more information, visit [www.observe.ai](http://www.observe.ai).

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 **OBserve•AI**

Modernizing your contact center doesn't mean you need to choose between AI or human involvement. To be successful, you need both.