

# Supercharge customer **EXPERIENCE TEAMS WITH AI**

## Build a customer experience workforce your competition will envy

Your customer experience (CX) strategy is only as good as your workforce. If they can't deliver, you're stuck at square one. That means it's essential to keep your team engaged, focused and growing with the right tools, training and support.

A modern workforce engagement management (WEM) solution can help. And if it's infused with artificial intelligence (AI)-powered capabilities, it can elevate your CX, strengthen customer loyalty and help you build a workforce that consistently delivers on your brand promise.



To get the most out of your workforce, be sure you're equipped to deliver on these three key strategies.

## **STRATEGY 1: STREAMLINE THE AGENT EXPERIENCE TO BE MORE CUSTOMER-CENTRIC**

Frontline customer experience work is fast-paced and ever-changing. And as customer expectations grow, the job gets even harder. Be sure your agents have the tools they need to focus on what matters – your customers.

### **□ PROVIDE REAL-TIME AGENT SUPPORT**

Give your team the support they need to confidently deliver great experiences. With conversation analytics, a connected knowledge base and integrated systems of record, AI can automatically surface relevant information and recommended next steps to keep the interaction moving toward resolution. When your agents are more successful, they're more satisfied – and so are your customers.

### **□ AUTOMATE REPETITIVE TASKS**

AI-powered process automation takes repetitive tasks like post-interaction wrap-ups off your agents' task lists. Generative AI can summarize conversations immediately, allowing agents to quickly review, update and move on to the next customer. That reduces employee burdens and frees up more time to focus on resolving customer issues. And it ensures there is more complete and consistent documentation.

### **□ PUT AN END TO THE JUGGLING ACT**

If managing schedules, monitoring performance and communicating with peers and supervisors all require different platforms, it's too much. Switching between multiple screens and applications adds to fatigue and inefficiency. Provide your team with a unified experience that puts everything they need at their fingertips. If it's the same platform they use to handle customer interactions, even better.

## STRATEGY 2: MOTIVATE AND DEVELOP YOUR TEAM FOR BETTER EXPERIENCES AND BUSINESS OUTCOMES

Managing performance is a team sport. When employees are engaged, motivated and continuously learning, you can harness the power of your people to deliver better results for your customers and your business.

### □ EMPOWER AGENTS TO DRIVE PERFORMANCE

To boost your team's performance, every employee must be aligned and empowered. Gamification tools tap into human psychology with game mechanics to motivate employees and help them align personal goals with business outcomes. A personalized performance dashboard with real-time metrics and customized targets keeps agents focused on monitoring and improving their performance.

### □ PERSONALIZE SKILL DEVELOPMENT

No two employees are exactly alike. That's why personalizing skill development is so important. With AI-powered speech and text analytics and sentiment analysis, you can analyze all interactions to identify patterns in performance. Then, you can zero-in on each agent's development needs and offer targeted coaching sessions and learning opportunities. When you personalize professional development, agents are more invested in their own growth.

### □ MAKE LEARNING CONVENIENT

In a busy contact center, it can be difficult to carve out time for professional development, especially if it requires agents to leave the queue for an extended time. But when learning opportunities are embedded into the platform agents use every day, their personal development journey is always just a click away. A modular approach that assigns learning content based on precise skill gaps keeps the time commitment manageable.



## STRATEGY 3: PRODUCE DATA-DRIVEN MANAGERS WHO ADAPT TO CHANGES AND INNOVATE

Good managers get the job done today. Great managers position your business to meet tomorrow's challenges and thrive no matter what the future brings. The predictive power of AI can take your managers from good to great.

### FORECAST SMARTER AND SCHEDULE FASTER

Leave spreadsheets and manual schedule updates in the past. AI-powered forecasting uses sophisticated algorithms to produce accurate forecasts for short- and long-range planning. It takes only minutes, so workforce planners can update schedules as needs change, give agents more flexibility in managing their time off and still ensure optimal staffing levels. That improves work-life balance and business resiliency.

### EQUIP MANAGERS WITH DEEPER INSIGHTS

Customer interactions generate a mountain of data to drive performance. In an AI-powered contact center, speech and text analytics mine every interaction for trends in customer and agent behaviors. This timely analysis informs optimization decisions for improving bot flows, knowledge articles, staffing plans and more. Using these insights, managers can identify emerging issues, pinpoint root causes and resolve them quickly.

### ENRICH THE EVALUATION PROCESS

Your supervisors know your agents. But AI knows your data. When you combine both into a blended evaluation model, you get a more complete picture of agent performance. Because AI can analyze all customer interactions, it distinguishes between performance trends and anomalies, which eliminates human error and bias. As a result, supervisors can make data-driven decisions that build employees' trust and deliver results.

The success of your CX strategy depends on your workforce. With the right AI-powered tools, you can improve their performance, grow their skills and consistently deliver experiences that keep customers loyal.



Explore the AI-powered technology that will keep your employees engaged and your customers happy.

[Learn about Genesys Workforce Engagement Management](#)



Ready to see how an AI-powered platform can instantly upgrade your CX workforce?

[Schedule your personal demo](#)

For more information, contact:



# Barphone

Reinventing Customer Experience

Barphone  
www.barphone.gr  
info@barphone.gr  
+30 2108257600