



Reimagining Customer Experience

# Kundeservice & Kundeoplevelser 2024

wingmen  
part of  springboardnetwork

Powering your secure digital future

# Wingmen – frihed ad libitum

Global Support – local SPOC

- En del af Springboardnetwork
- +300 employees
- Global support med et lokalt twist
- Fokus-områder:
  - a. Optimerer Customer Experience
  - b. Benyt AI hvor det giver mening
  - c. Skab bedre mødeoplevelser





Webinar – 25.4 kl. 9:30 – 10:30

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## Kundeservice og unge talenter i en hybrid arbejdskultur

- ☐ Det fleksible arbejdsliv anno 24/30
- ☐ Det fleksible arbejdsliv hos nemlig.com
- ☐ Hvordan kan teknologien støtte kundeservice i et fleksibelt arbejdsmiljø

# Tilmelding – scan QR kode

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# VIND ET PAR B&O/CISCO 980 HEADSET

- ☐ Besøg Wingmen standen
- ☐ Tilmeld dig konkurrencen
- ☐ Vinder får besked via mail

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Powering your secure digital future

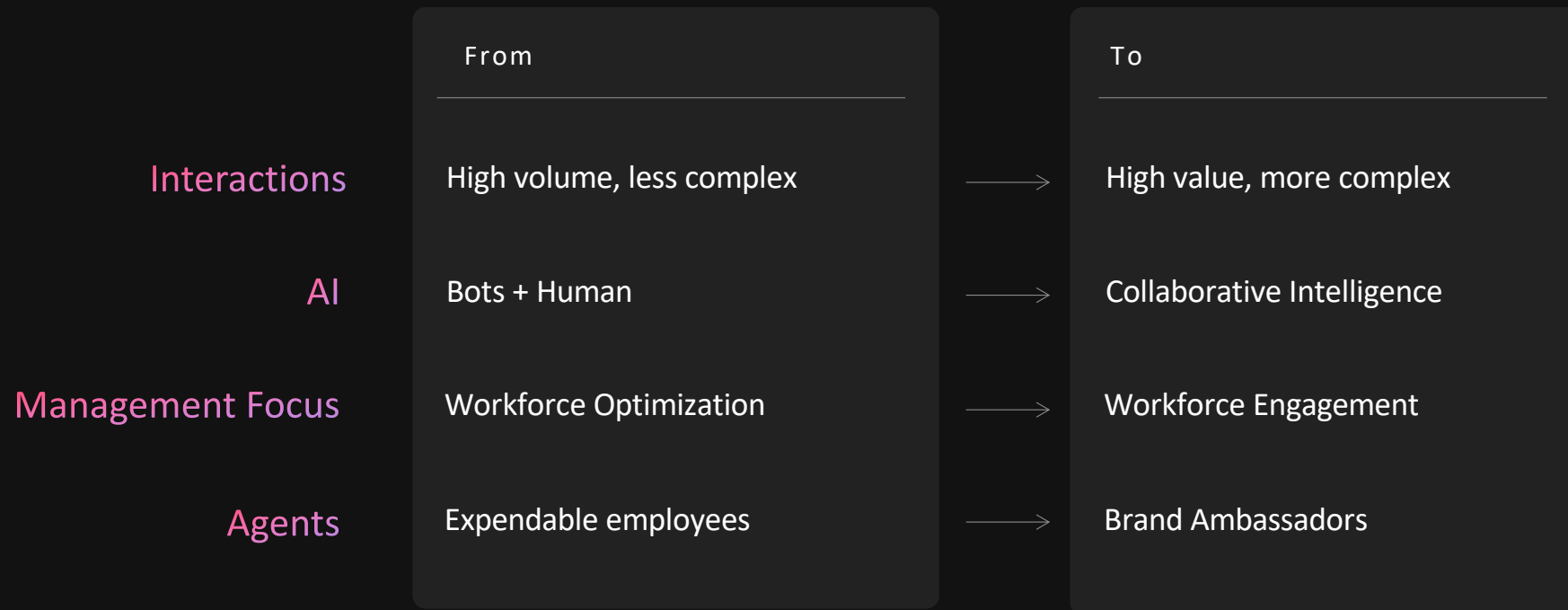


# AI & The Agent

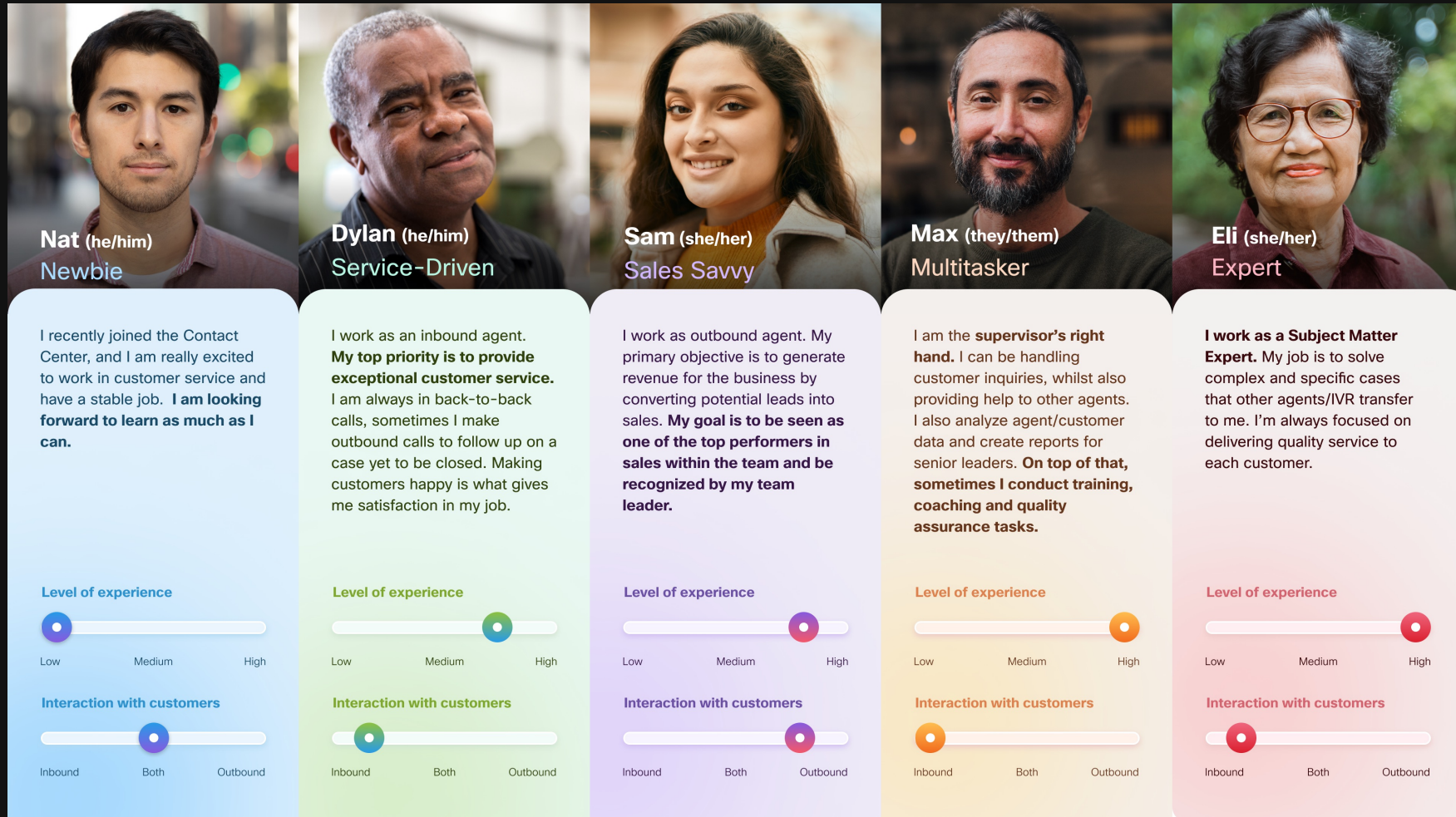
**Kundeservice & Kundeoplevelser 2024**

April 2024

# The future for agents

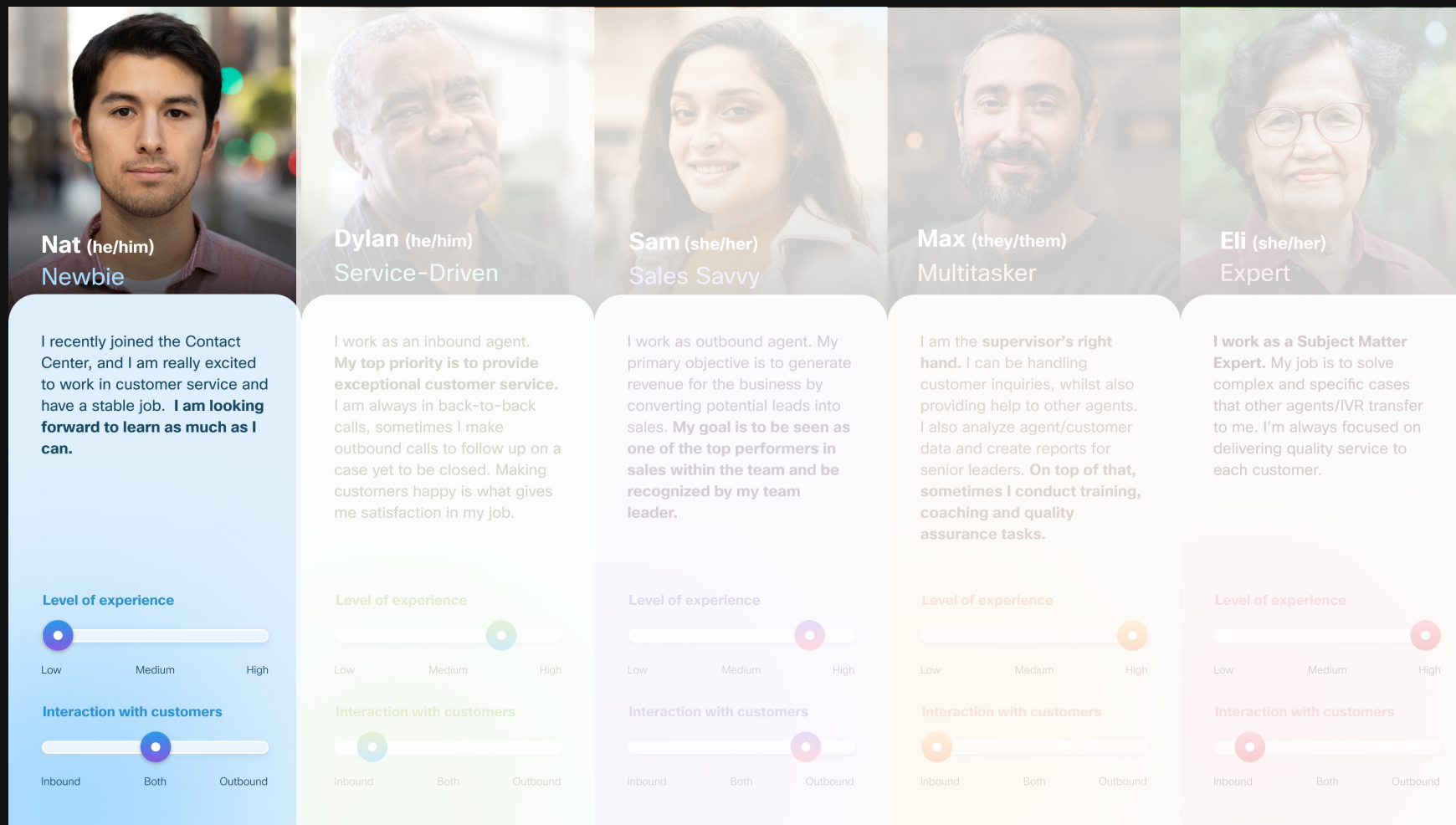


# Agents are now brand ambassadors





# Agents are now brand ambassadors



# Nat Newbie

I want to learn as much as  
I can quickly

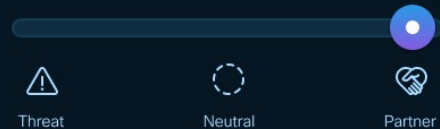
## Work Situation:

Sometimes I go to the office because it is easier to reach out to someone for help and have a respond quicker. "Hey Tom, help me"

### Working Arrangement



### Perception of Artificial Intelligence



## Sound Bite

"The system is overwhelming, a lot of buttons, tabs, information, frankly feels a lot to me. I can't memorize all of that. Takes time to search through things every time. I need to double, triple check everything. I don't want to make a mistake."

## My Needs

- Searching for the information I need quicker
- Having the answers shown to me for repetitive queries
- Having access to better technology
- Having the right training
- Having better equipment at home

## My Fears

- Failing in my role
- Encountering rude people
- Not getting the help/support I need

## My Motivations

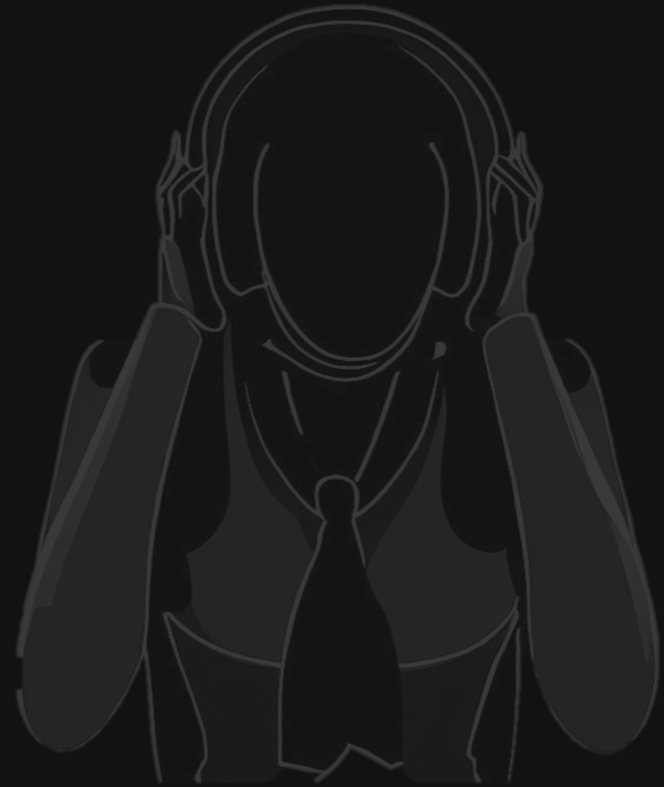
- Learning and growing in my career
- Making customers happy
- Making money
- Feeling part of a community

## My Frustrations

- Not having enough knowledge of how things work
- Having issues with my connection at home
- Struggling to know who are the right people I need to connect

## Common Pain Points Across All Personas

- System clashes/glitches
- Lack of integration of the different systems
- Complex processes
- Handling angry/rude customers
- The right information is hard to find
- Pressure to reach KPIs and targets
- Language/accent barriers
- Short time for breaks
- Long hours
- Relentless pace of work



# What agents say they need to create great customer experiences



Empowering tools



Supervisors who support them



Care for their own well-being

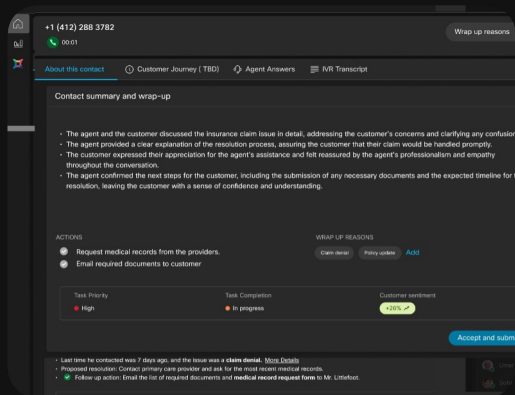


Issue detection  
Biometrics  
Conversation summary  
Sentiment routing  
Generated wrap-up  
Sentiment analysis  
Agent Answers  
Collaborative bots  
Action tracker  
Auto CSAT  
Coaching highlights  
Value detection  
Virtual agents  
Skills routing

# AI & The Agent



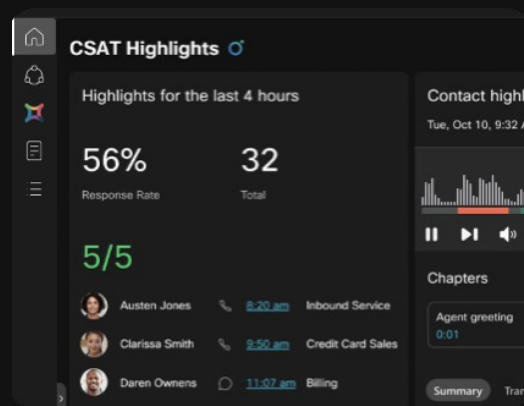
Empowering tools



Intelligent session summary with  
Transcripts and Wrap Up



Supervisors who support them



Every agent is your best agent with  
Coaching Highlights



Care for their own well-being



Agent well-being with Agent  
Burnout Detection



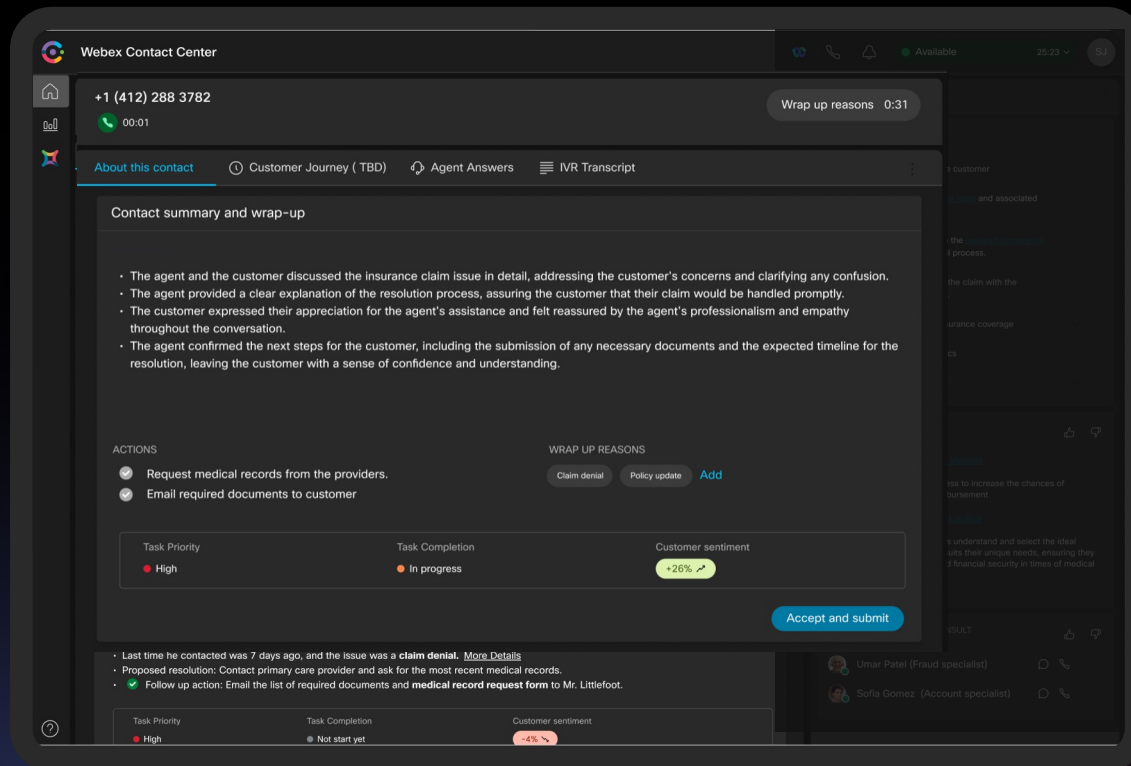


Empowering tools

# Transcripts and wrap-up

Reduce complexity for agents and AHT while allowing them to focus on what's important

- Highly accurate transcripts and intelligent session summary
- Allows agents to focus on the customer, not on note taking
- Identify potential issues and remedies
- Automatically populate business systems



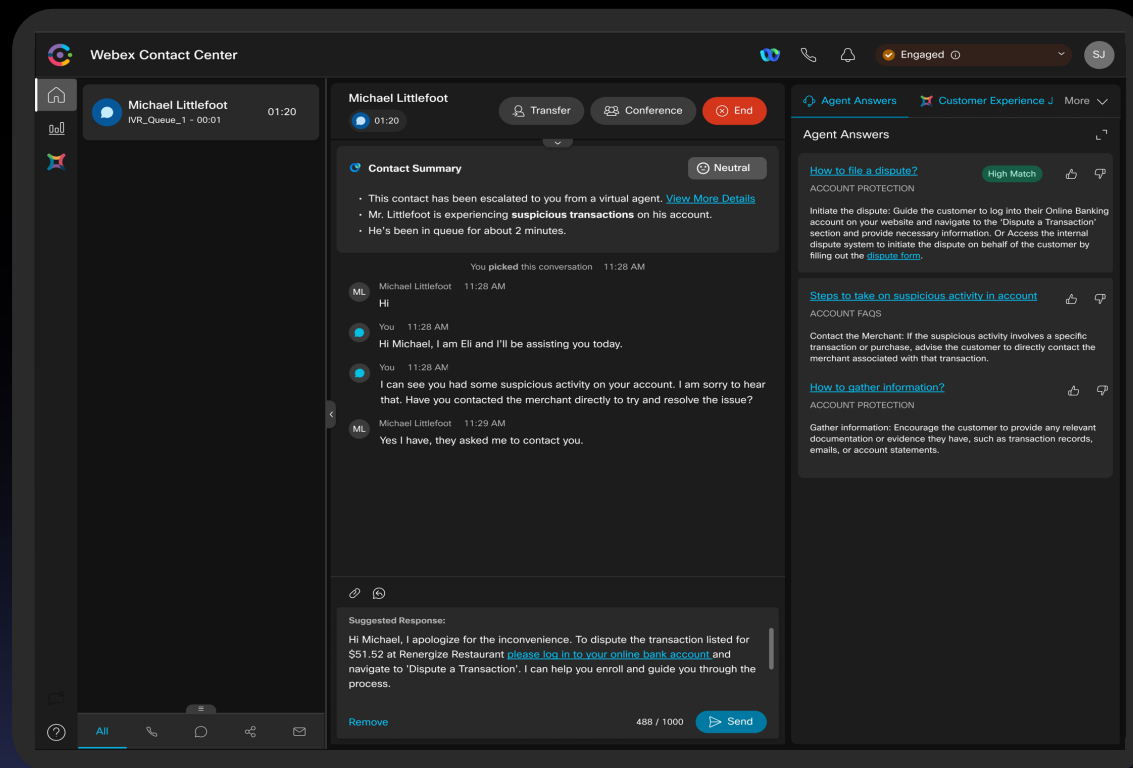
The screenshot displays the Webex Contact Center interface. At the top, it shows the contact number +1 (412) 288 3782 and a timer for 'Wrap up reasons' at 0:31. The main section is titled 'Contact summary and wrap-up' and contains a list of bullet points summarizing the conversation. Below this, there are sections for 'ACTIONS' and 'WRAP UP REASONS'. The 'ACTIONS' section lists two tasks: 'Request medical records from the providers' and 'Email required documents to customer'. The 'WRAP UP REASONS' section has buttons for 'Claim denial', 'Policy update', and 'Add'. At the bottom, there are three status indicators: 'Task Priority' (High), 'Task Completion' (In progress), and 'Customer sentiment' (+26%). A blue 'Accept and submit' button is located at the bottom right. The interface also shows a sidebar with a list of contacts and a bottom bar with agent names and roles.

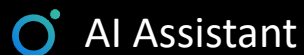


# Suggested responses

Increased agent efficiency with generative AI responses for consistent and faster resolution.

- Context driver suggestions
- Allows agents to focus on the customer
- Modify only when required



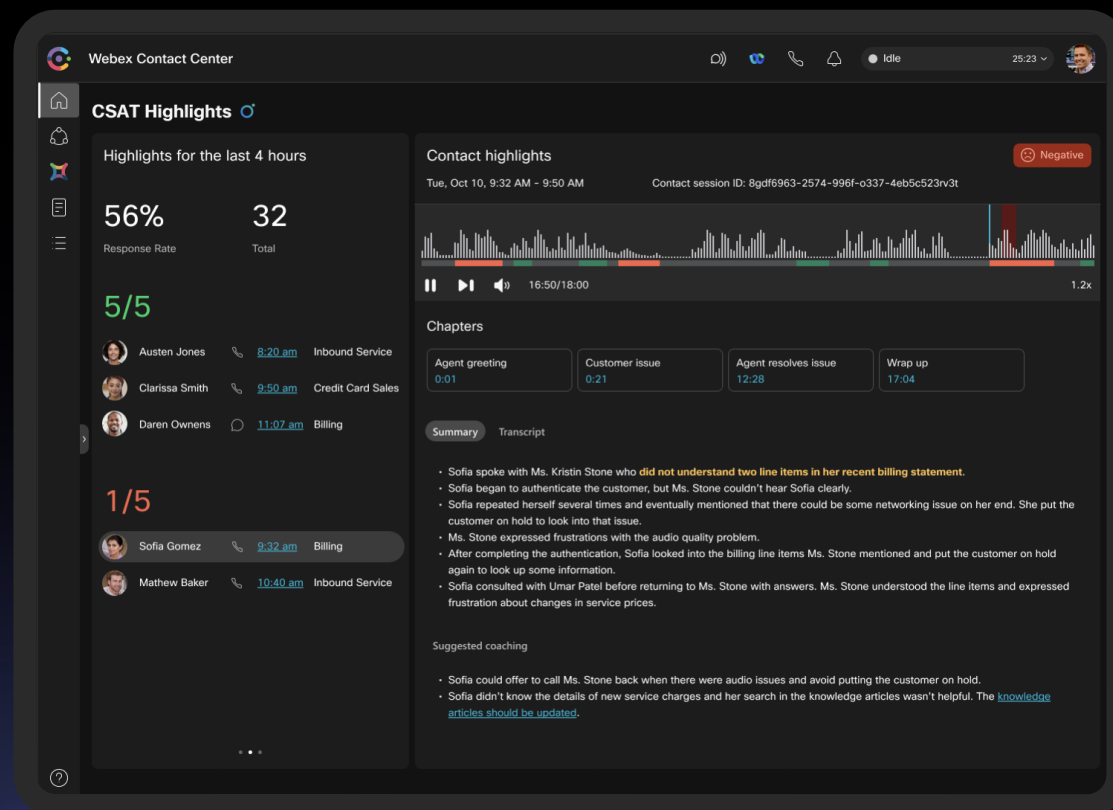


Supervisors who support them

# Coaching Highlights

Make every agent your best agent with issue identification and suggestions for improvement

- Analyzes highest and lowest rated customer interactions
- Summarizes interaction learnings
- Makes specific recommendations coaching and training
- Makes agents and supervisors more effective
- Auto CSAT besides NPS



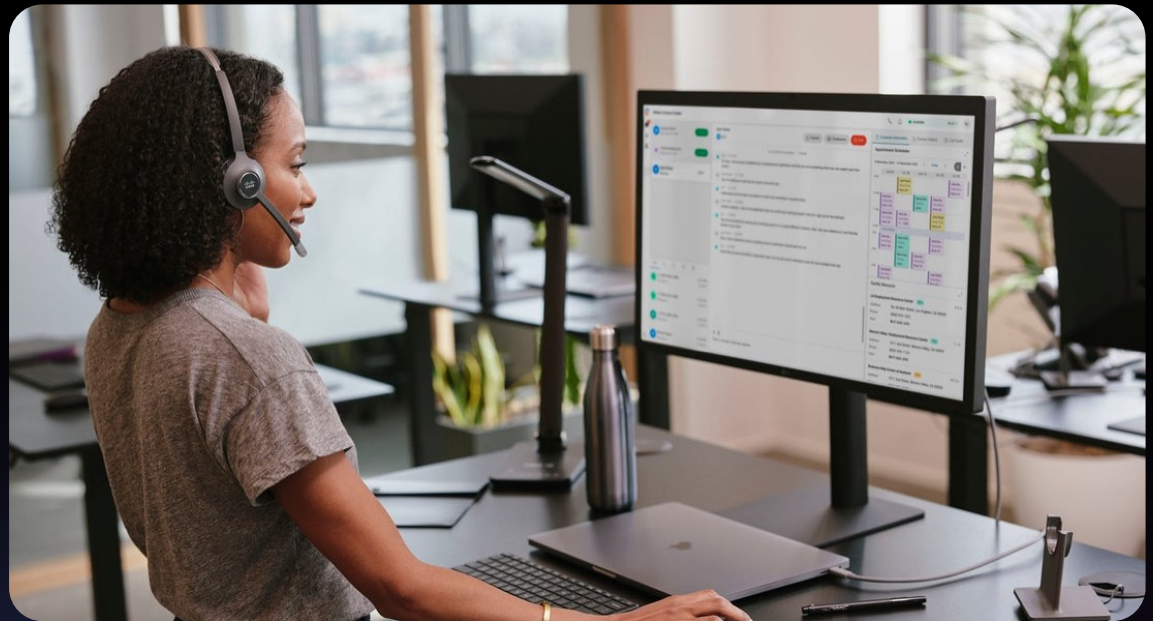


Care for their own well-being

# Agent burnout detection

Make agent well-being the core of your customer experience strategy

- Detects early indicators of agent stress
- Automatically trigger corrective action







# Agent burnout

↓ CSAT, NPS



87%

of agents report  
burnout

50%

of turnover attributed to  
burnout

↓ Productivity

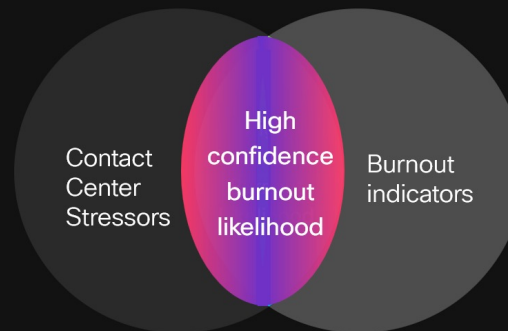
# Agent

Proprietary AI-powered agent burnout detection and mitigation

## Listen

Real-time analysis of platform data to spot patterns, correlation and causation.

## Detect



## Act

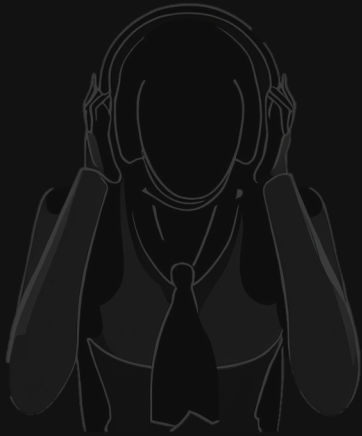
Proactive, automated actions to mitigate issues before they arise.



Proactive and Automated

# Mini Reset Breaks

Personal resets with your favourite music, family picture, landscapes, quotes and other things that give you joy.



Interrupt the stress cycle to reduce cumulative stress.

60 seconds is all it takes!

Take a minute

Nat has had  
4 difficult calls in  
a row. His AHT has  
increased by 14%



Enjoy your break!



Need to unwind?



Take a breather

Average of 3 Resets per Day

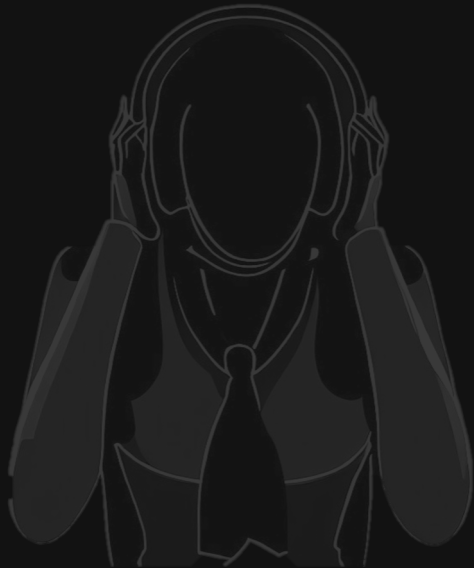


Powered by AI

Ps N

BEFORE:

## Agent burnout business impact



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25%

Increase in average handle time (AHT)

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2%

Drop in Customer Satisfaction (AutoCSAT)

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2x

more holds than usual

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27%

more time spent on call wrap ups

## AFTER:

Results show that  
**mini reset breaks work**

**These are not fluffy  
improvements. They  
are real, tangible  
business benefits.**

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**4.8 to 4.9**

CSAT Score increase

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**25%**

Less average handle time  
(AHT)

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**13%**

Decrease in reported agent  
burnout levels

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“We don't understand how the system has done it, but it seems to  
know exactly what they need at the time when they need to reset.”

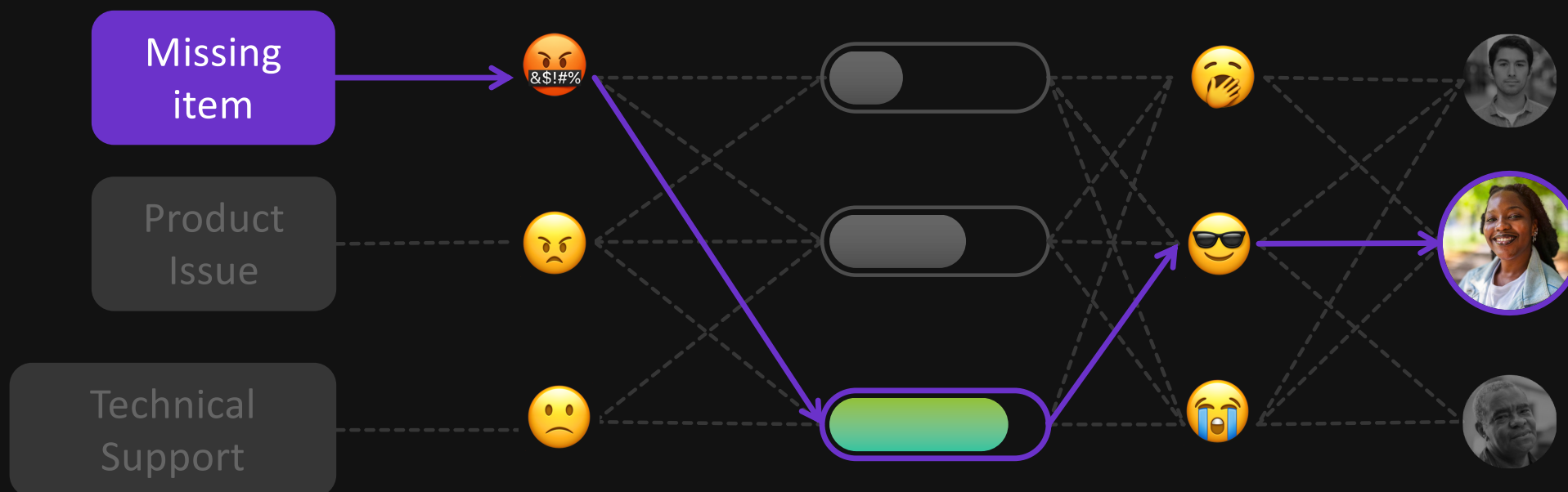
- WFM Manager, First Horizon Bank -



BREATHE

# Route to the best-fit agent

Identify Problems → Understand Sentiment → Monitor Capacity → Detect State → Best-fit agent



Enhance Customer Experience | Improve Business Efficiency | Make Your People More Effective



webex  
by CISCO