



Agent Assist

4 things to prioritize
in a great agent assist solution
for contact centers

avaamo.ai

"Agent assist" is a widely used term in contact centers, where vendors use it to describe a feature that understands call intent and offers relevant information from a knowledge base. This typically includes suggested responses or articles. Some legacy vendors use basic search or a combination of manual scripting and machine learning, masquerading it as AI-powered Agent Assist.

Why Doesn't this Quick Fix Deliver Results?

This basic agent assistance feature primarily saves agents time on searches. However, in the pursuit of meeting contact center metrics, automating only a small part of the workflow falls short of making a substantial impact on agent productivity. In most cases, it amounts to adding another bolt-on tool and a touch of AI to an already outdated system.

A More Effective Approach to Agent Support

In today's landscape, innovative generative AI solutions, trained on a company's own data, offer profound insights into what's effective and how to assist agents with automation and insights across a wide spectrum of their workload, all of which can be done at scale. This approach empowers agents to better serve customer needs and achieve more successful outcomes. This document outlines 4 ways in which AI can enhance your agent assistance approach, ultimately providing better support for agents and making a significant impact.

1. Dynamically recommend responses in real time

Standard agent assist offers basic messaging and search support. Generic suggested responses are typically scripted and can address simple needs. However, they prove insufficient for more intricate customer issues, particularly those that require personalized recommendations concerning returns, cancellations, or service interruptions.

An advanced AI solution excels in generating real-time recommendations for agents as the conversation evolves.

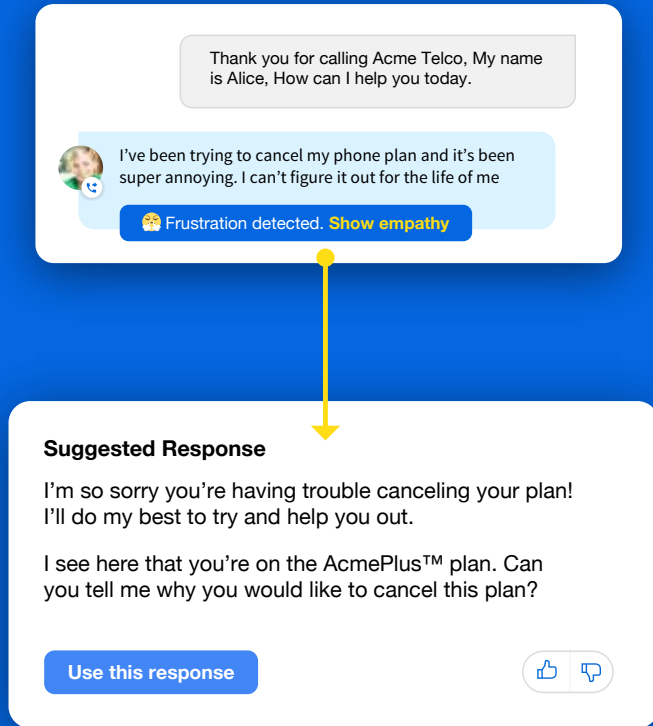
While basic agent assist can save time for straightforward requests by offering pre-written suggestions, most conversations are more complex. They involve nuances like sentiment analysis, previous interactions, and specific customer profiles, which is precisely where agents need support.

Advanced AI steps in to offer real-time recommendations (exhibit 1). While basic agent assist relies on keywords and predefined rules, advanced AI systems adapt to the ongoing conversation, continuously providing valuable guidance to help agents reach resolutions.

Furthermore, standard agent assist tools often depend on manually configured, rule-based knowledge bases that quickly become obsolete. The most effective systems eliminate the need for copying, pasting, and editing, ensuring efficiency and accuracy.

EXHIBIT 1:

Automatic Realtime Recommendations



Instant Responses

The suggested responses are shown instantly as the user is speaking.

Contextual Suggestions

All suggestions personalized based on caller information.

2. Automate multiple Workflows and Actions for the Agent

Agents' work typically involves high volume repetitive tasks including:

- **Collect customer information.**
- **Manually update a CRM or other systems**
- **Set an appointment in a separate system**
- **Recording the "promise" to check back**

The best systems can automate time-consuming multiple workflows for the agent

An advanced AI-driven system seamlessly integrates automation into agent workflows. For instance, when an agent captures a change of address or initiates a cancellation procedure, the system automatically populates the CRM with accurate and error-free information. Similarly, discussions related to payments can trigger the system to send a secure payment form for processing. Even routine tasks like following up on a customer's promise can consume a significant amount of an agent's time. An advanced AI-driven system can handle this, automatically releasing the contact after a predefined number of attempts, or notifying the agent when it's time to re-engage.

3. Automating Post Call work

After a customer disconnects, there's a significant amount of post-call work, which includes capturing disposition notes. These notes serve the purpose of documenting the call's details for analysis and providing context for agents handling future contacts. However, this additional task detracts from the time agents could otherwise spend assisting customers. Often, disposition notes are hurriedly written, prone to errors, and susceptible to incorrect categorization and inconsistent tagging, thus undermining their original purpose.

An advanced AI-driven solution can automatically generate summary notes, addressing the need for both human-readable and analytics-ready summaries. Such a system is capable of producing both types of summaries with a high degree of accuracy and consistency.

These summaries include:

1. **Human-readable conversation summaries that are automatically logged into the CRM or another system of record.**
2. **More structured summaries, topics, and call tags that enhance analytics, enabling leaders to glean valuable insights from the company's customer interactions.**

4. Needs change and the system Keeps up

Businesses are not fixed in time; things are constantly changing:

- **New offerings.**
- **New promotions.**
- **New policies where your products are being used.**

Contact center decision-makers must ensure that the system guiding agents in assisting customers remains up-to-date.

Manually updating knowledge bases and policy documents for agent use demands a substantial and ongoing investment. It's no wonder these systems frequently fall behind.

An advanced AI system allows for the automatic update of multiple knowledge bases and policies directly from their source repositories, without any disruption or intervention. This ensures that recommendations and responses are consistently current, sparing agents the laborious task of searching for the latest changes and eliminating any delays in agent support associated with reprogramming outdated rules-based approaches. Companies utilizing advanced AI-driven systems benefit from a continuously updated repository of knowledge and policies that spans across agents' various knowledge bases and remains perpetually current.

Agent Assist

The most advanced scalable solution in the market optimizing every aspect of agent workloads with generative AI.

About Avaamo

Avaamo is an conversational AI platform that allows global enterprises to automate and deliver exceptional self-service experiences to customers, employees, and partners. Our patented artificial intelligence technology across a broad area of neural networks, speech synthesis, and deep learning, drives call center automation and supports self-service experiences in HR, IT service desk, and customer service. Avaamo facilitates more than 2 billion self-service interactions annually in over 114 languages and dialects and integrates with over 200 of the most common business applications used in the enterprise today. Visit avaamo.ai to discover how Avaamo is helping build the next-generation conversational enterprise.

Visit us: avaamo.ai

Contact us: sales@avaamo.com

avaamo.ai