

Improve Call Center Service Levels with Real-Time Coaching

Let's face it. Agent feedback is most often given after an interaction is over, when it's too late to change the outcome. But what if agents could receive extremely focused, in-the-moment guidance that enabled them to influence the customer experience and outcome of a live call?

Call state awareness, a capability of [Verint® Real-Time Coaching™](#), is a great starting point for introducing in-the-moment guidance. Call state awareness combines call state with desktop activity to prompt agents to take an action when an event occurs. Call elements, such as call direction, DNIS, transfer, and other attributes can be combined with desktop activity to provide real-time guidance and interaction analytics.

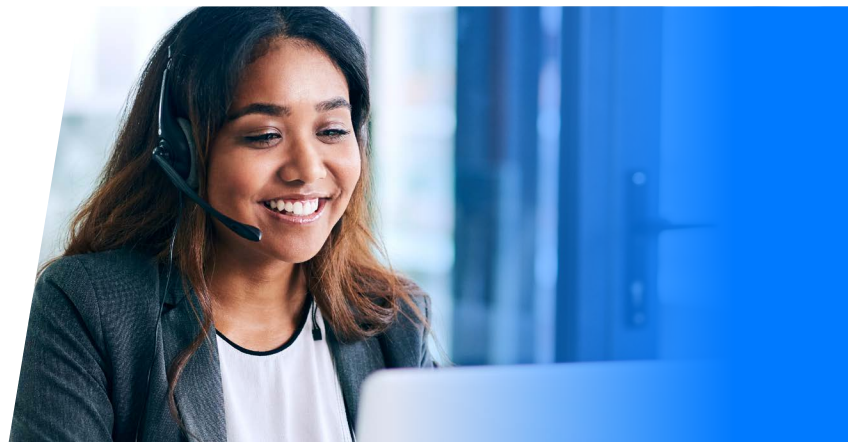
There are many use cases for how call state awareness can benefit your call center. Let's explore two that alert an agent when maximum thresholds are approaching for two common events:

1. Time on hold
2. After-call work

Because the solution is aware of exactly when a customer was put on hold, or when after call work started, pop-up reminders can be delivered at exactly the right time to gently guide agents, helping them improve the customer experience and meet performance goals by reducing hold times and helping the agent get back on the phones faster.

Call state awareness includes a real-time stream of call events for the current call and combines this with desktop context from [Verint® Application Triggers™](#) to ensure the agent receives the reminders not just at the right time, but with enough time to let them take corrective actions. The guidance is very targeted in these two use cases, and only pops up if the thresholds are threatened.

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Executive Perspective

Let's explore how these two use cases for call state awareness can help your contact center.

Reduce Call Duration

Not all interactions require an agent to put the customer on hold, but when it is necessary, the length of the hold time, and frequency of being put on hold, can negatively impact the customer experience. As an agent checks another system or asks a colleague for data or an answer, they can easily lose track of time. The customer, however, is very aware of how much time has passed.

An acknowledgement of the time on hold from the agent can go a long way toward appeasing the customer. The agent might even offer to call the customer back at a convenient time if the issue is taking a long time to resolve. A timely reminder to the agent allows them to be proactive in keeping the customer informed and engaged.

Reminders of hold time also help agents reduce the overall handle time of the call, a key performance metric for the agent and the contact center.

Increase Agent Availability

Many interactions require the execution of tasks after the call/chat/email exchange has been completed. The time spent in after-call work can vary by interaction type, making it hard for agents to get a sense for the appropriate amount of time it takes to complete the tasks. Call state awareness reminds agents of the passage of time and helps create a sense of urgency to change their status to available. By reducing time spent in after-call work, the agent is available to answer more calls during their shift.

By empowering employees with call state awareness reminders, call centers can reduce time spent on-hold and in after-call work, free up agents to handle more calls, and proactively impact service levels.

After tackling these challenges, contact centers can expand to take advantage of the full [Verint Real-Time Coaching](#) solution, leveraging a greater number of desktop events to trigger alerts to agents. Verint Real-Time Coaching adds linguistic and acoustic triggers that enable a more robust level of guidance with suggested actions based on the real-time context of the call to further level-up your agents' performance. Real-time insights and guidance increase employee effectiveness in the moment, creating a better outcome for the customer and the agent.



Learn more at
www.verint.com

The Customer Engagement Company™

Americas

info@verint.com
+1 770 754 1900
1-800-4VERINT

Europe, Middle East & Africa

info.emea@verint.com
+44(0) 1932 839500

Asia Pacific

info.apac@verint.com
+(852) 2797 5678



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