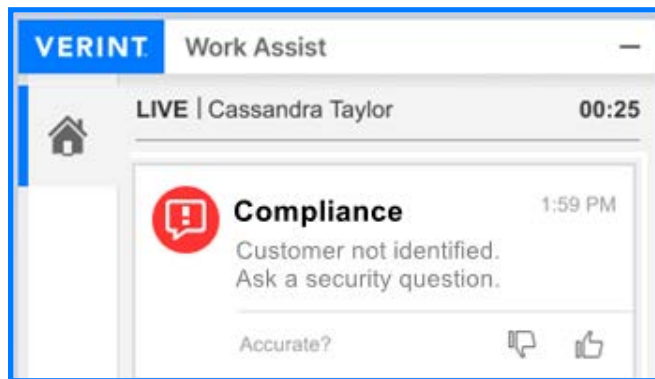


# Real-Time Coaching: Don't Wait Until the Call Is Over

A contact center agent's job is harder than ever. Customers now direct their simpler questions to self-service channels, so issues that reach a human contact center agent are more complex and emotionally charged. Meanwhile, agents need to balance finding the right information, following the right processes, being empathetic, and maintaining service levels. And now that many agents are working remotely, getting help in the moment is even more of a challenge.

Coaching has long been used to help agents develop their skills. Based on post-interaction analysis, supervisors can identify opportunities where the agent could improve on future calls. While post-interaction coaching surely helps in the long run, what about the interaction where the issue occurred? That customer may have been left frustrated or with unanswered questions. By providing real-time coaching as an interaction progresses, you can help agents improve over time while also guiding interactions in the moment to enhance call outcomes and provide immediate impact.



## How Does Real-Time Coaching Work?

Real-time coaching relies on the innovative capabilities of Verint® Real-Time Agent Assist™. This application uses advanced AI to listen to customer calls as they happen and automatically identify opportunities to guide interactions toward better outcomes for your customers and organization. The Verint Da Vinci™ engine is built on years of experience and expertise, delivering fast and accurate transcriptions of conversations in more than 80 languages and dialects.

Verint Real-Time Agent Assist isn't limited to just listening for keyword triggers. In fact, this unique solution offers three separate categories of real-time triggers:

- **Linguistic** — Recognizing specific terms and phrases, or a positive or negative sentiment.
- **Acoustic** — Recognizing sound triggers, such as long silences and agents interrupting customers with overtalking.
- **Application** — Adding critical context from the employee's desktop, such as critical metadata about the customer, as well as actions and adherence to processes from the agent's desktop.

When a coaching opportunity is detected, a message appears in the agent's work assist window, a small notification center in the corner of the screen. This gives the agent the coaching needed to improve the outcome of the call without being too intrusive on the screen. Alternatively, a trigger can notify a supervisor directly, who can then step in to offer coaching through chat messages as needed.

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# Executive Perspective

## What Kinds of Advice Can Real-Time Coaching Provide?

Verint Real-Time Agent Assist can identify a variety of coaching opportunities and offer immediate advice to the agent, including:

- **Empathy** — Maintaining empathy while speaking with a frustrated or upset customer is no easy task. However, empathy can have a huge impact on the eventual outcome of a call. With Verint, you can notify an agent when more empathy is likely needed by tracking the sentiment of the customer conversation or by identifying cases where the agent is interrupting the caller and should give the customer the opportunity to finish speaking.
- **Compliance** — Supervisors spend a lot of time coaching employees on proper compliance with company and industry regulations. After all, non-compliance can have extremely detrimental effects to both the customer and the organization. With Verint Real-Time Agent Assist, you can track what process an agent is currently following and offer steps and reminders to help ensure the process remains in compliance.
- **Knowledge** — Another common reason for coaching is to give an agent the correct information when there are new products, services, or processes. Often there is simply too much information for the agent to remember. With Verint Real-Time Agent Assist, relevant knowledge can automatically appear based on the context of the conversation.

Further, agents can be notified when there is a long silence while they are looking for information, reminding the agent to touch base with the customer and typically shortening average handle time.

## Will Verint Real-Time Coaching Be Distracting to an Agent?

Since contact center agents have so much information on their screen, it's critical that real-time coaching doesn't add to the noise on their desktop. Rather than showing a constant barrage of information about sentiment and other metrics, Verint uses best practices to help you define only the situations that warrant real-time intervention.

Organizations can choose which coaching triggers are most important to them and can also define which contact center roles should receive real-time coaching. When a coaching opportunity is found, the notification appears in the agent's work assist window, a centralized notification window out of the way on the main screen. With these parameters in place, real-time coaching is able to affect the outcome of interactions in real time without interfering with an agent's everyday work.

In today's increasingly complex contact center environment, every interaction is important, and organizations should seek to create a positive outcome for customers as often as possible. With real-time coaching, you can help guide agents in the moment with helpful advice they can use during the current interaction and in the future.

Real-time coaching is a key component of Verint's approach to total quality. Using a total quality approach, an organization can measure employee performance, behavioral compliance, and the customer experience across all communication channels — voice and digital — and drive automated coaching and actionable insights to improve employee engagement and the overall business.



Learn more at  
[www.verint.com](http://www.verint.com)

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