

Happy agents = happy customers

How retailers can use AI to empower
their agents and create standout CX

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Agents are the center of your CX

Your contact center agents fulfill a wide variety of roles when they interact with customers. They're fielding inquiries, acting as brand ambassadors, building shopper loyalty, and providing a sympathetic (and helpful) ear if something's not quite right with an order.

But that's a lot of demands to heap onto busy agents, especially as contact channels continue to diversify and customers demand faster, more personalized sales and service experiences.

Agents can easily get overwhelmed by the workload if it's not managed properly—and that leads to disengagement and attrition. Turnover among agents sits consistently between 30-45% globally, with junior-level agents often leaving within a year of being hired.¹ Retailers are acutely aware of this challenge, with 49% saying that hiring and retaining employees is a top concern over the next year, and 40% committing to improving their support for employees.²

Addressing agents' workload and the systems they use doesn't just have benefits for your employees. The success of your customer experience depends on your agents being friendly, engaged, highly skilled, and equipped to deal with (almost) anything. Unhappy agents result in unhappy customers, as hold times stretch out and first contact resolution rates drop. And when your shoppers are unhappy, they know just how easy it is to find a new brand to shop with.

According to Gartner, more than half of organizations admit they don't make it easy enough for customers to manage their issues or requests, citing knowledge management and self-service as the top areas of difficulty.³ These concerns can stem from outdated systems and disjointed contact center practices; nearly 40% of agents report difficulties supporting customers across disconnected channels, and more than 41% say their CRM systems are too difficult to use.⁴ A difficult challenge, but far from insurmountable with the right approach.

AI is a powerful tool for enabling your agents to deliver standout service for your customers. In fact, industry leaders expect to manage 60.4% of their CX through robotics and AI automation in 2022; market disruptors are aiming even higher, at 65.8%.⁵

In this guide, we'll explore the AI-powered technologies that give agents more support and satisfaction in their roles, and how that translates into more satisfied shoppers.



It's time to focus on empowering agents.

AI gives agents the tools they need to shine

Since hiring more agents is an expensive, short-term fix, what can organizations do to really make a difference for their contact centers?

AI-augmented agents can deliver great service experiences, which leads to repeat purchases and long-term loyalty to your brand—and customers are more likely to recommend you to others. Retaining customers leads to more lifetime value and cuts down on the time and investment you need to make in seeking out new shoppers. In short: everybody wins.

Here's how this all works:

Omnichannel shopping experiences

Almost two-thirds of customers will try a self-service option as their first port of call⁶—so if they end up interacting with an agent, they'll be expecting a rapid resolution. AI shares interaction data from self-service engagements and previous agent-assisted contacts, so your agents can seamlessly carry the conversation across multiple channels, from an IVR to messaging apps to live chat, without needing to hunt for more information or ask customers to repeat themselves—a key source of frustration for shoppers.

Seamless fraud prevention

AI uses intelligent authentication methods, including multi-modal biometrics, to verify and protect the customer's identity during self-service interactions, sharing that information with agents so they know when they're talking to the right person—and when to disconnect from an attempted fraudster.

Agent assistance

An internal “coach” monitors customer interactions and uses AI and machine learning to provide proactive recommendations for next best actions and upsell opportunities on-screen, based on analysis of the highest performing agents' conversations. With AI on their side, every agent can be your best agent, with reliable access to up-to-date information and the tools they need to support customers through every interaction and deliver faster, first-time resolutions.

Reliable skills-based routing

AI can use context and captured intents from self-service channels to help route customers to the agent with the

best-suited skillset for their inquiry. Agents know that they're equipped with the right tools and knowledge for the customer's needs—and the customer is more likely to see a quick resolution.

Advanced targeting

An AI targeting engine intelligently tracks shopper behavior, demographics, and other variables that help you identify the right time to engage proactively or reactively with customers. Your agents know that every conversation is adding value for their customer—and customers know that they're a priority for your brand.

Continuous improvement

Customer demands change constantly, so the AI continuously mines conversational data for insights, analyzing both individual agent performance and how your whole contact center is performing. This allows you to identify best practices as they evolve, giving agents regular opportunities to learn new skills and improve their practice with targeted training.



Get started with Nuance Agent AI

From your most skilled veterans to your newest recruits, we give your agents the tools and information they need to be engaging, productive, and supported during every interaction.

Nuance connects the dots between intelligent, automated engagement and your infrastructure, putting AI to work to support your live agents from the moment a customer contacts you. We help you turn your contact center from an expensive necessity into a real source of value for your brand. Our Agent AI monitors active conversations and delivers relevant, real-time insights as well as proactive recommendations, which speed up customer resolution and deliver 87% higher CSAT scores and a 23% boost in agent satisfaction for our clients.

Let's think about the agent experience the same way we think about the shopper experience. With Nuance Agent AI solutions, your agents are empowered to bring their best, most-satisfied selves to work every day, and deliver the strongest customer experiences. And happier agents mean happier customers: it's as simple as that.

35,000

Live chat agents at global wireless carrier handle over 35,000 inquiries weekly, after the retailer expanded its team during COVID-19 lockdowns.

85%

This global retailer freed up agents to work on complex cases by handling 85% of its customer interactions through a virtual assistant.

30%

A major US retailer cut call transfers by 30% and now deals with 10% fewer repeat callers.

Next steps

Talk to us today about how you can superpower your agents with AI, boosting their satisfaction and helping them provide experiences that'll keep customers coming back to your brand time and time again. [Email us at cxexperts@nuance.com](mailto:cxexperts@nuance.com).

LEARN MORE

Learn more about how Nuance Agent AI supports happier agents and happier customers: <https://www.nuance.com/agent-ai>

5 of the 9
largest global retailers
and
9 of the 12
biggest US retail brands

trust Nuance with their contact center operations

Endnotes

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About Nuance Communications, Inc.

[Nuance Communications](#) is a technology pioneer with market leadership in conversational AI and ambient intelligence. A full-service partner trusted by 77 percent of U.S. hospitals and 85 percent of the Fortune 100 companies worldwide, Nuance creates intuitive solutions that amplify people's ability to help others. Nuance is a Microsoft company.