



CASE STUDY

An F100 Insurance Company's Journey to Deliver Exceptional Customer Service with Real-Time Human-Centered AI



Background

An F100 insurance company known for its customer focus and dedication to building trust and retention faced significant challenges in its contact center operations. With **50 million customers across 40 countries**, delivering exceptional customer service is vital. However, the demanding agent environment, limited time for recovery between calls, and low motivation and engagement negatively impacted customer satisfaction. Additionally, the company aimed to reduce operational costs while maintaining quality and consistency. Above all else, **the organization valued "winning with integrity,"** meaning that any solution the team introduced would need to maintain a commitment to fairness and equity.

The Solution: Partnering with Cogito

To tackle the mounting challenges the company's customer service operations faced, they joined forces with Cogito, the unrivaled provider of AI-powered emotional intelligence solutions for contact centers.

Cogito's solution leverages real-time guidance with emotion AI and cues designed to enhance and fortify customer relationships with keen attention to speaking behaviors. The platform is **designed to detect, interpret, and suggest the best possible actions to be taken by agents to resolve customer issues**. The AI-powered platform is capable of identifying **changes in customer sentiment** and intent while providing guidance to agents for resolving the issues. Additionally, the platform offers rich, premium, and redacted transcripts available immediately after every call. These transcripts provide agents with a summary of the call, making it easier to follow up on customer issues.

The **Personalized Coaching module**, powered by **data-driven assessments** and collaboration with supervisors, facilitates continuous growth and development for agents. With personalized coaching based on data-driven reviews, we ensure that every agent has the opportunity to develop and grow. Our solution **scales broadly across the enterprise, enabling virtual coaching and reducing enterprise risk**. The integration with Cogito started as an on-prem solution with Avaya but eventually supported the organization's seamless

This integration enabled business leaders to provide their agents with a comprehensive "single pane" experience, and the system's seamless integration with their existing contact center infrastructure provided a consolidated and user-friendly experience. The **supervisors received real-time alerts for challenging calls that required their attention**, enabling timely support and monitoring of agents' well-being.

The real-time dashboard empowered supervisors to track team performance effectively, and the system includes Conversation AI to provide even more comprehensive guidance and support to contact center agents. The insurance organization's commitment to conversation AI and employee wellness initiatives demonstrates its dedication to fostering a resilient and customer-centric contact center operation. **Since the solution's deployment across five lines of business, involving 1,100 agents, the customer operations organization has witnessed substantial efficiency gains and improved quality scores.**



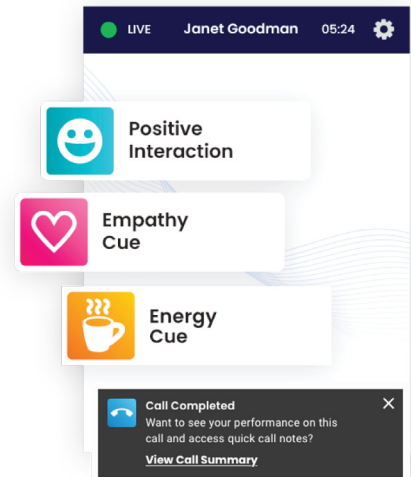
“With the [real-time cues], it helps a lot, especially maintaining the right pace, and when I see a positive response (notification) it boosts confidence”

- Customer Service Professional

Results and Impact

The implementation of Cogito's AI-powered solutions had a significant impact on various metrics. **Agents benefited from real-time cues, guiding them to provide exceptional customer experiences. The personalized coaching modules empowered agents to improve their skills, continuously enhancing customer satisfaction and loyalty. Supervisors found great value in monitoring customer experiences and providing real-time feedback, leading to refined agent performance.**

Since its deployment across five lines of business involving 1,100 agents, the contact center team has witnessed notable efficiency gains and improvements in quality scores.



-28 seconds

a 5% savings in AHT:

The operations team experienced a significant decrease in AHT, with an improvement of 14-28 seconds. This reduction allowed agents to handle more customer inquiries and increased their capacity to recover between calls, enhancing overall agent well-being.

+13%

improvements in Talk Time Consistency:

Integrating Cogito's solution into contact center operations contributed to a faster ramp time for newer agents, resulting in more consistent speaking behaviors across all sites & teams. Agents benefited from the real-time guidance delivering on the spot training - ensuring customers felt heard and acknowledged.

+30 ppt

improvements in Quality outcomes among agents:

Integrating Cogito's solution into contact center operations contributed to a **substantial increase in quality scores**. By providing real-time guidance based on speaking behaviors, agents were able to align their conversations more effectively with AI recommendations, resulting in improved customer experiences.

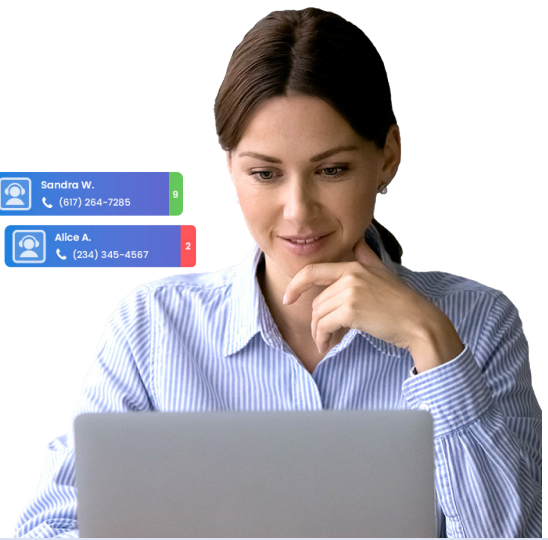
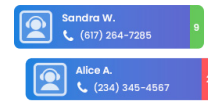
“Cogito helps me keep an eye on the customer experience my team members are providing and lets me know if I need to stop and listen in on a call to provide feedback to my team in real-time”

- Supervisor, Team Leader

The Path Ahead

Building upon the success of their collaboration with Cogito, operational leaders have plans to enhance agent performance and customer experiences further. One of their upcoming initiatives involves launching conversation AI to provide even more comprehensive guidance and support to contact center agents. This technology will enable agents to navigate complex customer interactions more effectively, improving outcomes and customer satisfaction.

Operational Leaders have also introduced employee experience (EX) measurement to support their wellness initiative. By fostering a positive working environment and prioritizing employee well-being, the organization aims to drive drive agent satisfaction and engagement, further enhancing the overall customer experience.



“The strength is the ability to listen into a live call, interpret information from there, and provide that notification. The true benefit of Cogito is that you are within a continuous improvement cycle, and that is where I want to get to/continue with. The strength is that Cogito can do what it needs to do.”

– VP Customer Service Operations

Conclusion

Through its partnership with Cogito, the company has successfully overcome its contact center's challenges, including low agent motivation, engagement, and limited recovery time between calls. Integrating Cogito's AI guidance solution significantly improved efficiency, quality scores, and operational cost savings. The company's continued investment in conversation AI and employee wellness initiatives demonstrates its commitment to fostering a resilient and customer-centric contact center operation.

About cogito

Cogito innovates with emotion and conversation AI to deliver real-time coaching and guidance to contact centers and frontline teams. Cogito supports agents and supervisors to improve effectiveness, experience, and empathy by providing human-aware and human-empowering insights. The world's most well-known brands, including 5 of the Fortune 25, use Cogito to improve their connection with customers and elevate team members' well-being. Founded in 2007, Cogito is a venture-backed software company based in Boston, MA. Learn more at cogitocorp.com.

