cogito

COGITO DIALOG DATASHEET

HUMAN CONNECTIONS ARE CRUCIAL FOR SUCCESS

The nature of conversations at the call center is radically changing. With the advent of digital technology such as chatbots, self-service apps, and IVRs, simple, transactional conversations are disappearing. What's left are conversations of higher complexity and gravity that simply cannot be resolved by these technologies. They require a human touch, and customer loyalty in these moments is won or lost based on the intellect and emotional support provided by phone professionals during these emotionally charged conversations.

However, organizations struggle with consistently training their phone professionals - whether in-house, remote, or in a BPO - on the important soft skills that are now vital for success with customers, and they lack the key insights into their phone professionals behavior to drive improvement and understand the impact on each and every customer interaction. At the same time, organizations rely on traditional satisfaction surveys or "sentiment" data for customer insights, and this data is generally incomplete, skewed, and, ultimately, a lagging indicator - especially across multiple lines of business and BPOs.
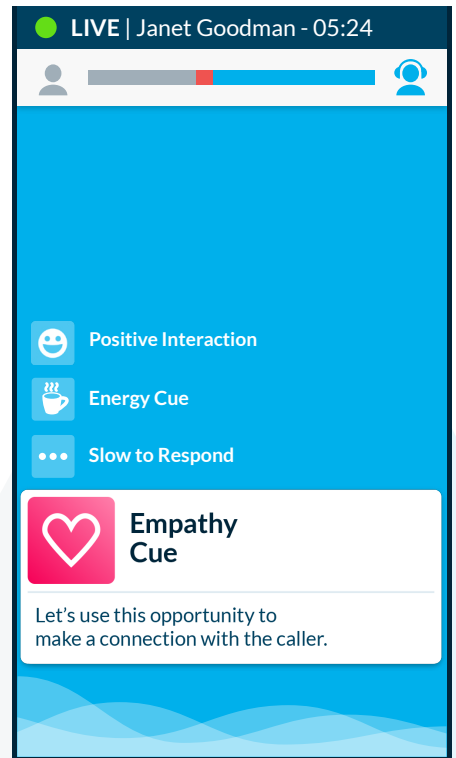
Without timely and actionable insights, organizations are at a disadvantage in ensuring that both customer needs and business KPIs are met. The end result can be catastrophic for business as customer loyalty declines and phone professionals struggle to build rapport with customers, miss their KPIs, and, ultimately, churn themselves.

OPTIMIZE THE VALUE OF EVERY CONVERSATION

Cogito improves the emotional intelligence of phone professionals. The platform measures how well a conversation is going while it is happening. Cogito then provides live AI-driven coaching to phone professionals, instant measurements of customer perception, and novel business insights.

The technology is born from decades of research into human behavior and communication conducted at the MIT Media Lab and further validated through twelve plus years of applied R&D and the analysis of tens of millions of phone conversations.

Widely deployed in large sales, service, and customer care organizations, across remote, BPO, and in-center groups, Cogito is proven to help reduce call handle time, increase first call resolution, improve engagement, increase customer loyalty and satisfaction, and make all your performers your "top performers".

LIVE | Janet Goodman - 05:24

😊 Positive Interaction

☕ Energy Cue

••• Slow to Respond

♥ **Empathy Cue**

Let's use this opportunity to make a connection with the caller.

"We've spent $350MM over the last 5 years on digitizing CX, and our NPS and customer loyalty has plateaued."

— COO of a Top 5 Card Issuer

Table 1: Cogito Features and Benefits

Feature	Description and Benefits
Cogito Dialog	The real-time AI coaching application used by phone professionals to guide their behavior in conversations with customers. It delivers notifications in real time during the call. The application is deployed as either a thin-client desktop application or as a browser-accessible web application.
Live Behavioral Guidance for Phone Professionals	Real-time notifications that either target non-verbal behavior that has negative effects on customer experience or positive reinforcement for good behavior. They objectively coach phone professionals, wherever they are, through the most difficult parts of their jobs and applaud their wins to help them communicate with competence, confidence, and compassion. Guidance is delivered in the Dialog window or via slide-in notifications.
Agent Dashboard	A personalized, objective dashboard for phone professionals to view their stats and performance trends, see both areas of improvement and great performance, and review prior calls/behavior with call playback. The dashboard encourages and empowers self-improvement by showing phone professionals where they excel and where there are areas of improvement.
Live Team Dashboard with Notifications	A live team dashboard for supervisors that provides complete visibility into their team members, their live call status, their behaviors on a call, and real-time customer experience scores. Cogito delivers notifications here that elevate specific call or calls where a supervisor's attention should focus. Together, this allows supervisors to "virtually walk the floor", instantly know when customers are having good or bad call experiences, and easily listen in on the right live calls to have an impact with their team. Cogito also keeps real-time team data and insights for behaviors, scores, and areas of excellence and improvement.
Supervisor Dashboard	A team dashboard for supervisors that provides complete visibility and insights into their team members and their performance - both live and historical. The dashboard reinforces team coaching by easily identifying coachable opportunities with tangible, objective examples to coach on. This saves supervisors a large amount of time and energy.
Signal Compute Engine	Core signals processing platform with trained engines that detect and analyze non-verbal and behavioral signals in real-time during phone conversations. The output is delivered either through notifications to the agent, customer experience metrics, and previously unquantifiable performance indicators.
Customer Experience (CX) Score	An objective, real-time measurement of a customer's perception on up to 100% of all guidable calls. On average, Cogito CX Scores provide clients with over 40 times more customer insights than traditional NPS surveys and a more efficient way to target and manage calls for coaching.
Conversational Engagement (CE) Score	An objective, real-time measurement of a customer's engagement in conversation on up to 100% of all guidable calls. Cogito CE Scores demonstrate how engaged and collaborative customers were in the conversation and how likely they will be to move to the next step (e.g., a follow-up call, a conversation, an upsell).
Real-Time Behavioral Insights & Data	Novel and impactful behavioral data that delivers immediate insights into employee and customer behavior that was previously undetectable, allowing organizations to proactively understand new customer experience trends across teams and sites and take action more efficiently and effectively.
Behavioral Data Exports	Leverage a wealth of call-by-call metadata formatted in machine-readable format, specifically for integration into any existing data ecosystem. By pairing Cogito behavioral call data with your company's data, clients can discover new, actionable customer insights, inform sales and service capabilities, and align Cogito performance with business KPIs.
Post-Call Transcription for Analytics Teams	Dual-channel (i.e., speaker-separated) audio transcriptions, delivered in machine-readable output formats, provide an additional layer of context to data analytics and business intelligence teams, allowing them to pair **what was said** with Cogito behavioral insights on **how it was said**. Together, this wealth of complementary data empowers your teams to unlock, for the first time, the true meaning of a customer interaction. Native dual-channel audio transcription minimizes transcription errors, delivering greater accuracy and better isolation of which party is speaking at any time.

HOW COGITO WORKS

Cogito easily integrates directly with existing enterprise telephony systems to seamlessly process streaming audio. When a call occurs, the audio flows through Cogito's cloud-based behavioral signals platform. The Cogito AI instantly processes millions of attributes of this conversation audio via proprietary analytical models that detect such conversational behaviors such as pitch, tone, pace, vocal effort, as well as more advanced behaviors such as turn-taking, mimicry, and harmonicity. In milliseconds, the Cogito platform understands how well the conversation is going and presents live coaching to the frontline phone professional to help them positively impact the customer experience as well as an instant measure of customer perception.

Cogito offers a stack of scalable web services in a secure single-tenant cloud that can be deployed rapidly within weeks, easily integrates with authentication systems and existing telephony environments, andto becomes an organic, mission critical componentpart of a call center ecosystem.

Table 2: Cogito Technology Components and Descriptions

Technology Component	Description
Single-tenant Cloud Environment	All Cogito services are configured to use auto-scaling features, are optimized for high throughput and low latency, and are individually monitored for continuous service optimization.
Telephony Integrations	Vendor connectors available, including Cisco, Genesys, Avaya, and Amazon Connect. Integration generally requires two components: connecting to a client's CTI infrastructure to obtain CTI events and connecting to a session border controller (SBC) or on-premises telephony appliance to obtain SIPREC-recorded audio.
Signal Computation Engine	Engine continuously analyzes audio in real-time for non-verbal and behavioral signals and conversational dynamics in order to deliver notifications and call scores with extremely low latency.
Secure Network Connection	Connections between Cogito and clients use IPSec VPNs or AWS Connect.
Single Sign-On	Easy integration with a client's existing IDP via SAML 2.0, allowing authentication of users without the need to maintain a separate set of credentials.

SECURITY & COMPLIANCE

Cogito considers the protection of client data our number one priority and is committed to delivering a secure platform that not only meets but exceeds the complex security and compliance needs of today's largest enterprises. Cogito follows a defense-in-depth methodology by building multiple layers of security into the application and infrastructure, which employs several controls including, but not limited to, strong access control using the least access principle; encryption in transmission and at rest; IP filtering; vulnerability management; and system hardening.

Cogito implements the necessary administrative, technical, and physical controls to not only protect your data based on risk, but also to comply with relevant industry-specific requirements. Cogito has undergone certification for PCI-DSS and HITRUST by a qualified third-party auditing firm has certified compliance with the U.S.-EU and Swiss-U.S. Privacy Shield Frameworks set forth by the U.S. Department of Commerce for the cross-border transfer of European and Swiss personal data. Furthermore, Cogito has implemented appropriate technical and security processes to ensure we are compliant with GDPR obligations.

LICENSING

Cogito charges for use of Cogito Dialog through an annual subscription fee, which reflects two components:

1. A **software component** that reflects the tier of functionality elected by our client. This component is measured "per user" but pooled across a line of business;

2. An **integration component** that reflects the integration complexity with our client's telephony system. This component is measured "per integration method" and allows a client to obtain a complete Cogito integration with its telephony system(s).

Cogito's subscription fee includes the professional services that are required to deploy, integrate, and enable client users; ongoing cloud monitoring, security, and operational support of the client's dedicated production environment; call audio storage; access to updates and upgrades for their tier; ongoing support for supported telephony integrations; technical and telephony support; and support from a Customer Success Manager. Discounts are available for larger license quantities and longer-term commitments. Behavioral data exports and transcription services require additional fees and services. Contact your Cogito sales representative for more detail

PROFESSIONAL SERVICES

Cogito offers a wide range of professional services programs designed to help you optimize the value of each and every conversation. Our Professional Services team consists of a wide range of experts with deep knowledge in implementation and deployment, behavioral research, data analytics, change management, and frontline adoption and success. Based on our cumulative experience, Cogito Professional Services easily aligns with your organization's business processes and goals to deliver the right combination of technical, business, strategic, and behavioral methodologies to ensure success.

FOR MORE INFORMATION

For more information about Cogito, visit **www.cogitocorp.com** or contact Cogito (**info@cogitocorp.com**) with questions or to request a demo.