

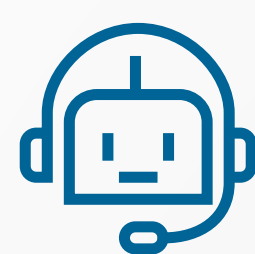
# Phone-side Manner in the Contact Center

Augmented Emotional Intelligence for Enhanced Customer Experience



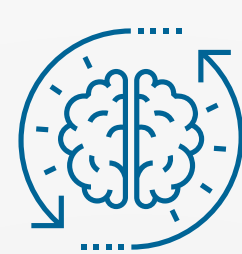
## Customers are Demanding Better Care

According to a survey conducted by Frost & Sullivan and Cogito:



**25%**

Only 25% of consumers are very satisfied with the agents they speak with



**94%**

of consumers say interactions with an agent impact their perception of a company



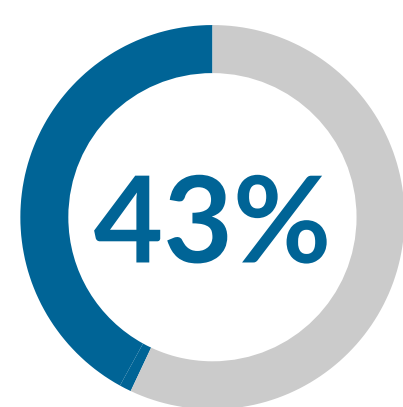
**85%**

of consumers want to change service providers after a frustrating call



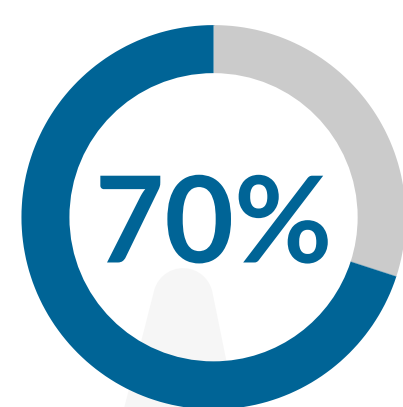
## Check Your Customer Service Vital Signs

### Rapport



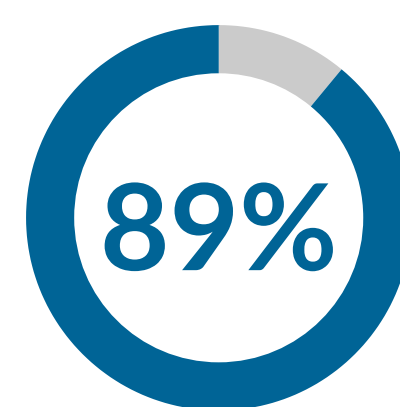
of agents say establishing rapport with customers is difficult

### Emotional Awareness



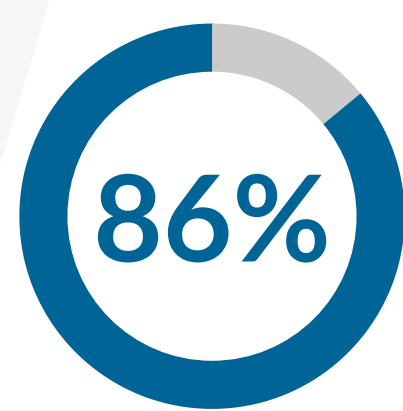
of agents want to be alerted when a customer is getting tense or frustrated during calls

### Actionable Data



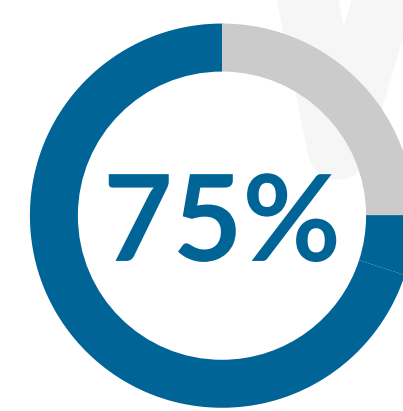
of executives feel they would benefit from actionable data and insights on agent speaking performance

### Connection



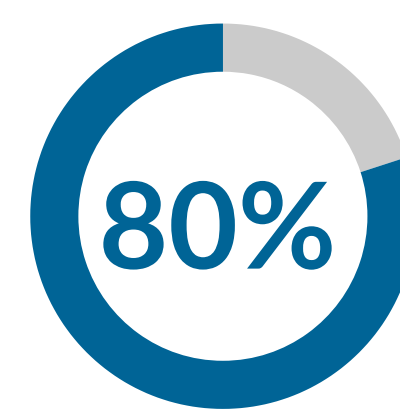
of executives believe creating more emotional or personalized connections with customers helps increase loyalty

### Engagement



of consumers consider the agent's genuine interest in solving an issue very important to them

### Tone



of consumers have experienced a robotic-sounding agent

## Empathy is at the Heart of Successful Customer Care



**95%**

of consumers say empathy from an agent impacts their spending with a company



**70%**

of agents say establishing better rapport on calls will improve their job satisfaction and company image



**97%**

of executives believe agents' ability to speak with empathy to customers contributes to overall business success

## Enabling Good Phone-side Manner with AI

By augmenting agents' emotional intelligence with AI and improving their phone-side manner, customers experience more empathy, agents communicate in a more effective manner and executives have the means to deliver on their brand promise.

### Cogito is helping leading organizations elevate customer service resulting in:

Happier Customers

**23%**  
improvement in customer satisfaction

Higher Performing Agents

**15%**  
decrease in average handle time (AHT)

More Informed Executives

Immediate customer experience feedback on  
**100%**  
of calls

To find out how Cogito can help your business enhance customer service, visit: [www.cogitocorp.com](http://www.cogitocorp.com).