

LEVERAGING THE POWER OF COGITO TO IMPROVE EMPLOYEE PRODUCTIVITY AND INCREASE CUSTOMER LOYALTY

Cogito's software analyzes voices within conversations and guides contact center agents as they are speaking, resulting in enhanced customer loyalty and improved operational effectiveness. Cogito delivers a running measure of customer experience during every phone conversation to provide enterprises with objective, comprehensive, and continuous insights into customer satisfaction.

The rapport built during phone conversations has a significant impact on the outcomes achieved. In working with leading enterprises and by performing behavioral research, we have identified key behaviors that lead to more productive employees and more engaged customers.



What factors influence **customer perception** in conversations?



of customers believe agents should show genuine interest in them and their problem



of customers dislike being interrupted or spoken over



of customers dislike conversations in which agents do not adjust to their mood



of customers have experienced extended periods of silence in a conversation



What factors influence **agent perception** of conversations?



of agents believe that increased emotional intelligence would improve interactions



of agents say that building better rapport with customers would improve job performance



of agents believe that being alerted to customer perception during a call would increase productivity



of agents believe it would be helpful to be alerted when a situation called for empathy

IMPROVE EMPLOYEE PRODUCTIVITY

By providing in-call speaking guidance for agents and an objective measurement of agent soft-skills across all conversations, Cogito is helping companies achieve business returns.

RESULTS

63%

Increase in employee engagement



15%

Decrease in average handle time (AHT)



10%

Decrease in agent churn



6%

Increase in first call resolution (FCR)



INCREASE CUSTOMER LOYALTY

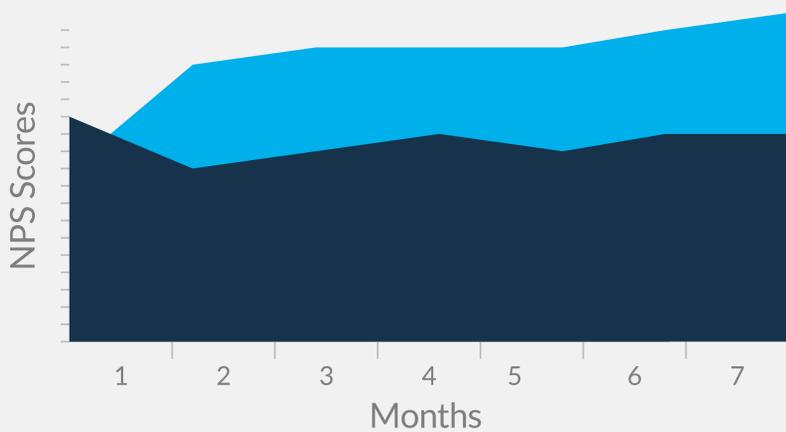
By enabling agents to listen more effectively, speak more confidently, and adapt to individual customer's communication style, Cogito is helping companies improve NPS and customer loyalty. By automatically delivering a real-time customer experience score, Cogito is enabling organizations to have more accurate and timely insights into customer perception.

RESULTS

14%

Increase in transactional NPS

● Cogito Agents ● Non Cogito Agents



80%

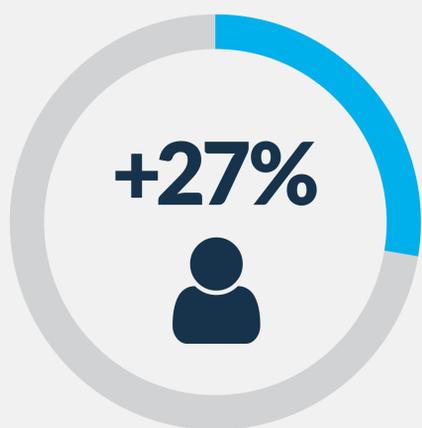
More phone interactions automatically analyzed

● Cogito Agents ● Non Cogito Agents



27%

Increase in program enrollment



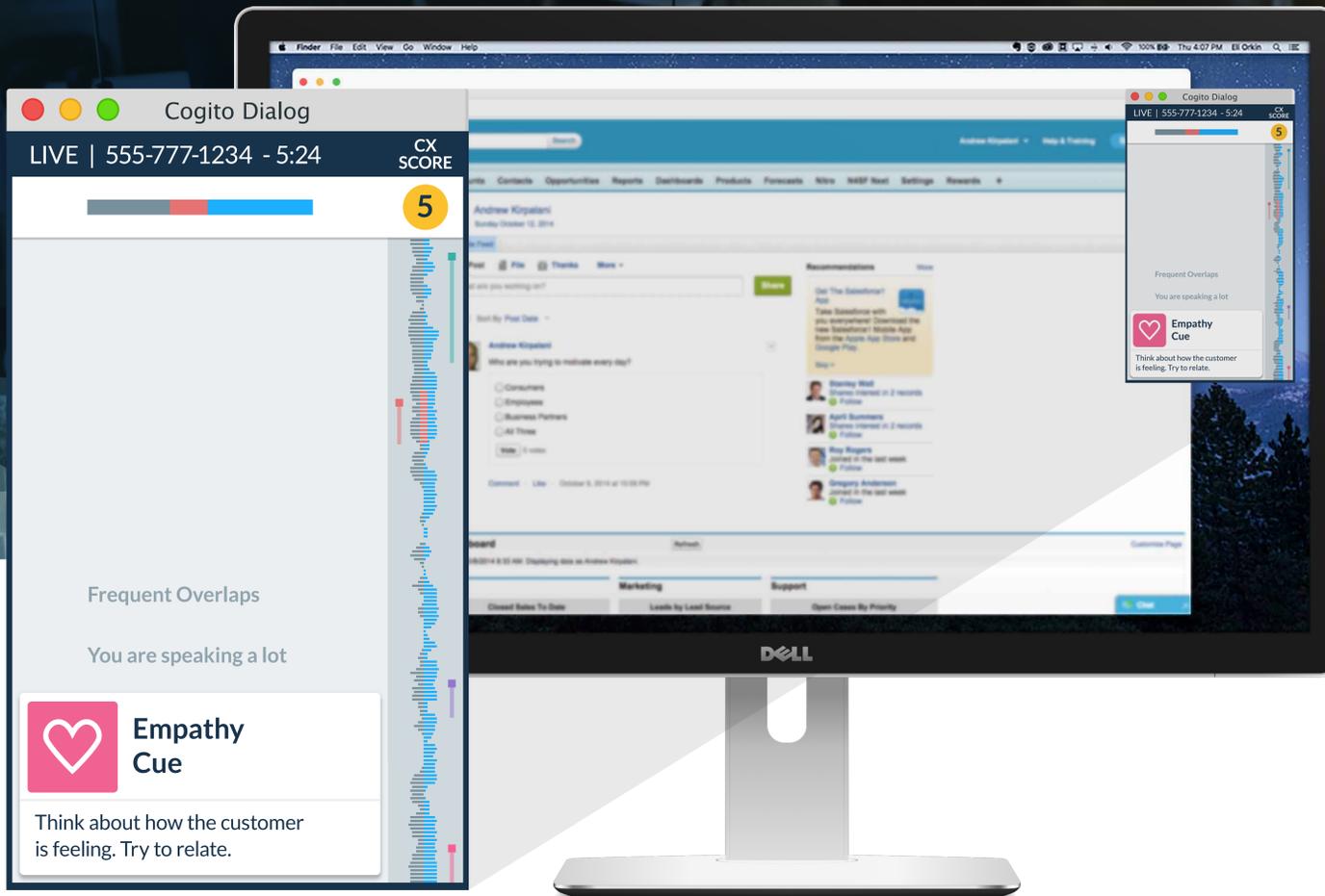
-3 WEEKS

Faster Insights

Using Cogito, management received instant insight into customer satisfaction vs. a **3 week delay** with traditional NPS surveys



ABOUT COGITO



Cogito enhances the emotional intelligence of phone professionals through behavioral change software. By applying validated behavioral science through artificial intelligence and machine learning, Cogito's in-call guidance helps the world's most successful enterprises improve sales results, deliver amazing customer experiences and enhance quality of care.

REQUEST A DEMO TODAY



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