cogito

The Rise of the AI Coaching System

Powering the Empathic Enterprise

Introduction.

With such a high pressure, always-on job, agents need support bolstering their emotional intelligence, communication skills and resilience to ensure they are effectively engaged and delivering an optimal customer experience while avoiding burnout and fatigue. Enter Cogito's AI Coaching System: a scalable and human-aware technology designed to coach frontline workers in the moment, no matter the location.

IN THIS EBOOK, WE'LL EXPLORE:

The Anatomy of an AI Coaching System

How It Works

How Does an AI Coach Improve Behavior?

Why is an AI Coach Necessary in the Workplace?

Why Now is the Right Time for an AI Coach

Powering the Empathetic Enterprise

Deploying Cogito's AI Coach Across the Organization

The Anatomy of an AI Coaching System.

Cogito's AI Coaching System is a scalable tool that measures behavior and provides insights and personalized guidance to improve frontline workers' performance in the call center. By analyzing voice, the augmented intelligence technology prompts the agent with real-time suggestions about improving the conversation to better connect with the customer. The system also provides insight to managers, enabling them to better support their employees during challenging calls.

By having insight into every conversation, managers can provide more personalized, accurate and objective feedback to encourage performance, career development and overall company success. Integrating into existing CRM systems via APIs, Cogito's AI Coaching System gives enterprise leaders a unique opportunity to lead with innovation and empathy while supporting business outcomes.
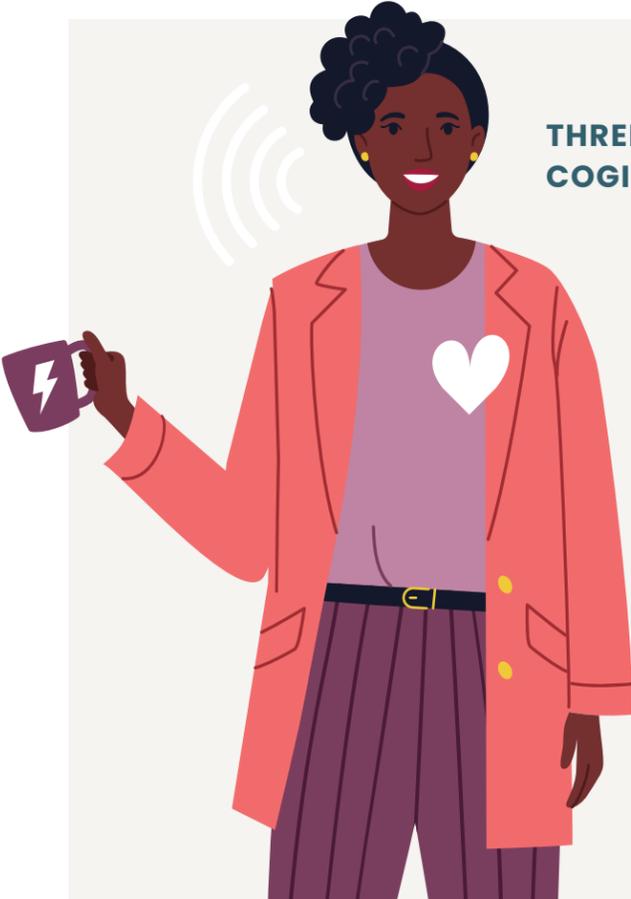
THREE "HUMAN" ASPECTS THAT MAKE THE COGITO AI COACHING SYSTEM UNIQUE...

HUMAN ADAPTIVE
Guide and enable your frontline workforce anywhere.

HUMAN AWARE
Leverage unique behavioral data throughout the organization.

HUMAN EMPOWERING
Strategically increase client ROI with Cogito.

How It Works.

From a technical perspective, two crucial elements make the AI Coaching System: Cogito's novel Signal-Based Machine Learning and comprehensive Behavioral Science.

SIGNAL-BASED MACHINE LEARNING

Signal-Based Machine Learning involves using novel neural network model architectures specifically designed to enable incremental, real-time inferences on streamed signal data. It is a critical ingredient to provide continuous, in-the-moment measurement and intervention, which is both timely and contextually appropriate.

For Cogito's solution, minimizing latency is extremely important, and as a result, the machine learning models must be designed so that they are highly responsive. Cogito continually leverages Signal-Based Machine Learning techniques to create richer, context-aware guidance to both contact center agents and supervisors. Especially in the increasingly digital world, organizations need real-time insights to guide their decision-making and customer offerings. It's with novel innovations like Signal-Based Machine Learning from Cogito that organizations can leverage human-aware technology to improve customer touchpoints in real-time.

BEHAVIORAL SCIENCES

The secret sauce is not just Signal-Based Machine Learning but also behavioral insights and analysis. Cogito's technology was founded on the comprehensive research of animal communication and 'honest signals,' which examines how all primates (including humans) innately behave during interactions. Regardless of culture or language, there are certain non-verbal behaviors that humans display while they talk, which can provide insight into what individuals are truly thinking and feeling.

With behavioral science as the backbone of Cogito's coaching system, the technology provides specific guidance in conversations related to the underlying emotions behind it. Analyzing these nuances in people's voices and turning them into actionable insights empowers agents to alter and personalize their actions during customer calls. In turn, agents can improve the call experience by listening and responding more effectively.

How Does an AI Coach Improve Behavior?

Though humans are innately empathic and emotionally intelligent beings, cognitive overload and emotional fatigue can get in the way of behavior, and ultimately performance.

With deep insights into human behavior – what impacts it and how to improve it – the AI coach provides real-time guidance to create profoundly human and emotionally intelligent outcomes.

The technology instantly analyzes hundreds of behavioral signals in verbal and nonverbal cues expressed through an individual's voice, alerting agents of how the conversation is going and where adjustments to their approach could be made for stronger outcomes. This level of personalized coaching drives increased performance, making top performers more consistent and less strong performers better – directly benefiting the agent, customer and the entire organization. Over time, agent behavior changes, creating more productive and empathic interactions.
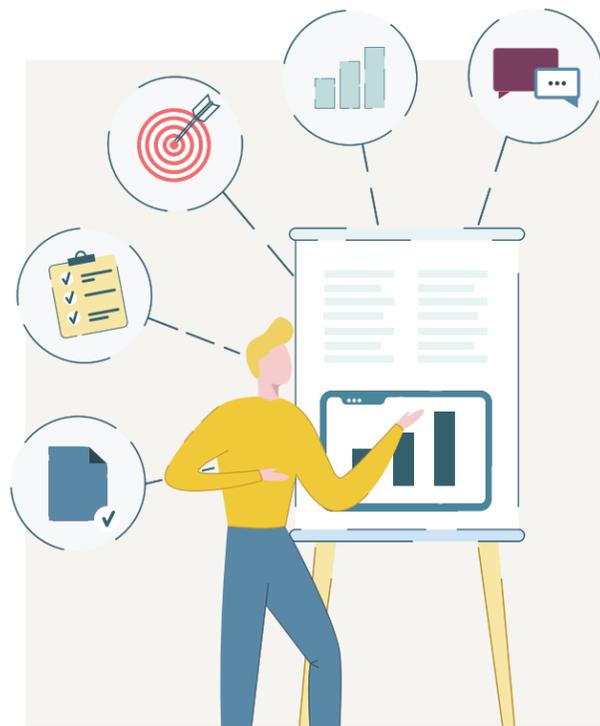
ESTABLISH A CENTER OF EXCELLENCE

The Cogito Center of Excellence helps foster a community of experts within a given organization. Experts who are accountable for improving business outcomes by embedding emotional intelligence throughout, including a strategic roadmap for realizing company goals and recommendations for business capabilities to drive results.

Why is an AI Coach Necessary in the Workplace?

By nature, some individuals are more emotionally intelligent than others – and it is emotional connections that lead to better interactions in and out of the workplace.

AI Coaches help bridge the gap between employees and their emotional intelligence, even assisting the most emotionally intelligent ones to stay focused when fatigued or distracted.

For call center organizations, where agents often handle more than fifty calls daily, AI coaching helps support the repetitive and continuous demand for conversational compassion. The always-on demands placed on agents have led to cognitive overload, emotional fatigue and burnout, which can have a ripple effect across the organization. By leveraging Cogito's AI Coach, organizations alleviate workplace burdens, drive better outcomes, and place empathy at the heart of both CX and EX.
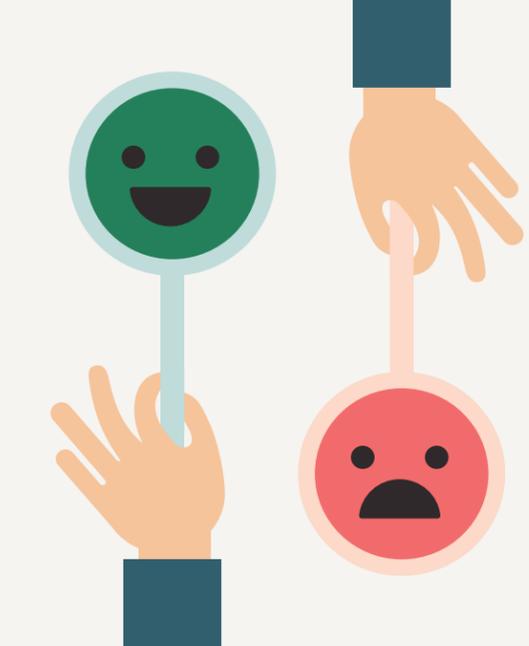
WHAT IS THE EMPATHIC ENTERPRISE?

It is the response by customer-focused organizations to the new reality of the Empathy Economy. Through a deeper understanding of both employees' and customers' needs, organizations can adapt strategy, culture, and execution to build an industry-leading and enduring brand, aligned with the mindset and values of their most profitable market buyers, creating truly loyal customers.

Why Now is the Right Time for an AI Coach.

The remote work environment that has emerged makes it challenging to establish and maintain empathy at scale in large call centers. Further, it has accelerated the need for technology to bridge the gap between physically distant humans.

As we look to foster a more hybrid work model, this environment is uniquely suited to benefit from the AI Coaching System, designed to systematically understand and guide professionals based on their unique strengths, weaknesses and circumstances.

HERE ARE THE THREE MAIN REASONS WHY NOW IS THE RIGHT TIME FOR AN AI COACHING SYSTEM...

1 Hybrid Management

One benefit is the ability for supervisors to virtually "walk the floor," with real-time dashboards that measure customer experience, as well as agent interactions. They are automatically alerted to calls in which a customer is having a poor experience and can proactively listen to live calls.

2 Personalized Support

The past year has shown us that everyone can waver – even the high performers have bad days. In addition to elevating low performers, the AI Coaching System is essential for maintaining consistent performance at all levels. Unlike other solutions in the market, this technology can help close the performance gap by giving low and high performers the tools they need.

3 Emotional States

Customers, employees, and the rest of the world feel the past year's emotional implications. People are overloaded and mentally drained. In a society that needs to lean into empathy and connection, the AI Coaching System helps support personal connections and lightens the employee's emotional load.

THE NEWLY DISTRIBUTED WORKFORCE

Cogito has adapted the user experience and guidance to enable at-home agents to work on laptops or single monitors.

Supervisors are empowered to virtually "walk the floor."

Cogito monitors call center agents' behaviors and notifies supervisors when a team member could use additional support to help reduce fatigue, avoid burnout, or increase engagement.

Powering the
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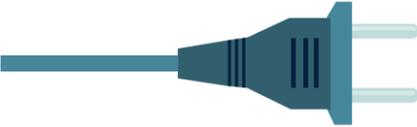
Empathy has become a foundational element for customer-first organizations.

Today's organizations create visible competitive advantages over others by embracing the Empathic Enterprise and Cogito's AI Coaching System. To date, Cogito has experienced demonstrable ROI across many Fortune 500 companies including MetLife and Humana.

MetLife implemented Cogito in 10 of its U.S. call centers. As a result, MetLife has understood customer interactions in real-time better, enhanced employee engagement and improved customer experience. Supervisors have reported that first call resolution metrics have improved by 3.5% and customer satisfaction has gone up by 13% – a notable increase for agents receiving 700 calls per week on average.

HUMANA ALSO SAW SIGNIFICANT IMPROVEMENTS AFTER DEPLOYING COGITO:

A 14-point increase in Net Promoter Score

5% improvement in "Perfect Call" scores

6.3% improvement in issue resolution

17% reduction in average handle time

These results led Humana to expand real-time AI coaching with Cogito to more than 2,000 customer service agents. As part of their broader CX initiatives, Humana has won the Customer Experience Professionals Association's CX Innovation Award and the JD Powers Award for customer satisfaction.

As humans, our emotional states can change instantly, leading to performance variability throughout the workforce. If organizations wish to deliver superior customer experiences, they must find solutions to minimize the inevitable variability and enhance performance. Not only does Cogito's AI coach reinforce individual strengths and augment weaknesses, but it alleviates the burden of known workplace phenomena and reduces performance variability. While employees at organizations can become more humanly responsive, AI Coaches help individuals be their best selves more consistently – delivering a win, win, win for the employee, customers and the organization

So, what are you waiting for?

Deploying Cogito's AI Coach Across the Organization.

Driving empathy and elevating performance is made possible by deploying Cogito across organizations.

The system runs in the cloud and is easily integrated into existing telephony systems to perform streaming analysis of voice. Cogito has strong industry partnerships with Genesys, Cisco and Avaya, in addition to Amazon Connect and Five9, two of the leading cloud platforms in the space, for a seamless deployment.

Cogito assists with the technology integration and offers robust onboarding experiences from planning and implementation to the enablement of frontline workers and ongoing customer support. As the experience for call center workers is quite intuitive and non-disruptive, the process of teaching agents to interpret and respond to the in-call behavioral nudges happens in a matter of a few hours.
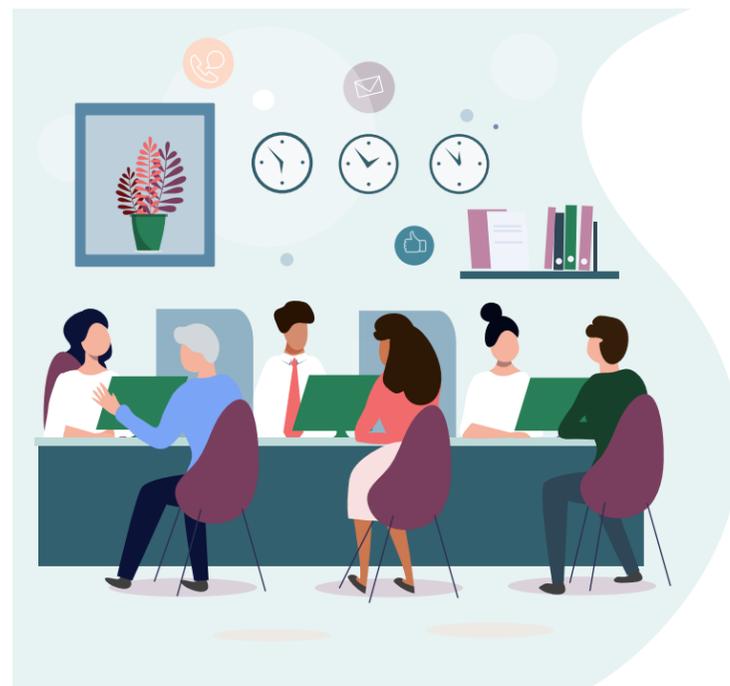
For supervisors, the training on how to leverage the behavioral insights within strategic initiatives and amongst their traditional quality monitoring insights is also relatively straightforward, as the insights can be viewed within the Cogito dashboard or exported to be combined with other enterprise data. Cogito also offers optional strategic services where experts can help clients establish excellence in behavioral improvement and scale emotional intelligence across their organizations.

About cogito

Based on advanced research from MIT, combined with data from millions of sales and service calls analyzed, Cogito offers one of the only Artificial Intelligence (AI) platforms that truly understands human behavior.

Cogito performs live analysis of conversational behavior – between phone professionals and customers. Detecting more than 200 behavioral signals within milliseconds, Cogito analyzes the behavior, content and context and provides frontline workers with in-the-moment guidance to enhance productivity – improving company performance and customer experience.

Through human augmentation, Cogito elevates the performance of frontline workers – creating positive behavioral change and empowering them to better engage with customers in the moments that matter. With Cogito, phone professionals are able to better handle conversations that often involve tough emotional topics and high stress situations, positioning them to build trust by delivering more empathic interactions.

To learn more about Cogito, head to our website at www.cogitocorp.com.

IS YOUR CALL CENTER IN NEED OF BETTER CUSTOMER AND EMPLOYEE EXPERIENCES?

Schedule a Demo of Cogito's AI Coaching Solution Today.