

Transforming the Service Experience with AI Coaching

Frontline phone professionals are often the face of a company, tasked with navigating **emotionally-charged, complex conversations** and **high expectations**, whether that is creating genuine connections with customers or hitting key performance indicators. The growing performance pressures play out in agent burnout and attrition—**reaching upwards of 30-45% annually**.

To ignite workplace engagement, human connection, and better service experiences, tomorrow's leading enterprises must increase on-the-job coaching.

Understanding Customer Sentiment

Creating a positive and engaging experience for customers is critical to a brand's success. **Here's what's top of mind for today's customers:**

77%

Of consumers would end a relationship with a brand or business due to poor customer service



92%

OF CONSUMERS believe it is important that customer service representatives show empathy

THREE QUARTERS (74%) OF CONSUMERS believe EX impacts CX—unhappy or unsatisfied employees negatively impact the customer experience



When individuals speak to customer service representatives, the most frustrating or annoying behaviors include:



Representative lacks empathy or acts cold towards me



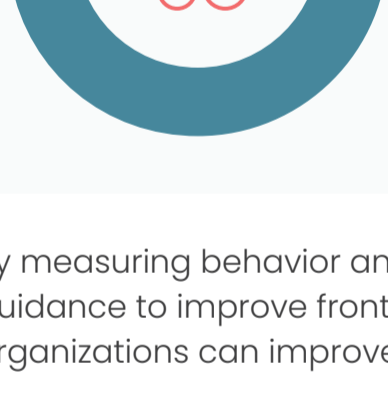
Representative doesn't know how to answer my questions

How Call Center Leaders Can Prioritize Agents' Wellbeing to Improve the Employee Experience

- 1 Help employees reduce stress, not just manage it
- 2 Make breaks more intentional
- 3 Welcome new work perks
- 4 Encourage genuine human connection
- 5 Embrace AI coaching for always-on support

The Future of AI Coaching

AI coaching serves as a catalyst for customer-facing organizations to achieve higher levels of service experiences for customers and employees.



72%

of consumers believe if a customer service representative used AI technology that coaches them to have better conversational skills in real-time, they would have better experiences and service interactions.

By measuring behavior and providing insights and personalized guidance to improve frontline workers' performance in the call center, organizations can improve conversations for every touchpoint.

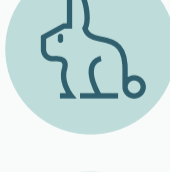
These insights also enable managers to better support their employees during challenging calls—in and out of the physical call center amid today's dispersed workforce.

AI Coaching by the Numbers

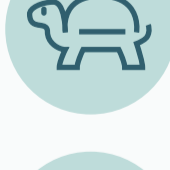
Cogito analyzed over 50 million coaching instances over 18 million calls and 100 million call minutes across its global customer base throughout 2020 and 2021 and found that **the overall need for real-time coaching guidance has increased by 9%**.

The increase in notifications highlights the impact the current state of work has placed on agents and customers.

Top Five Real Time Feedback Notifications to Agents in 2022



+20% Needing more energy on the call



+19% Interrupting or speaking over a customer



+17% Rushing or speaking too quickly

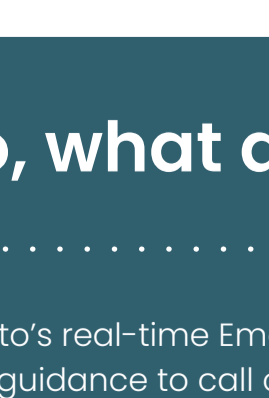


+8% Speaking too slowly



+8% Speaking without pauses

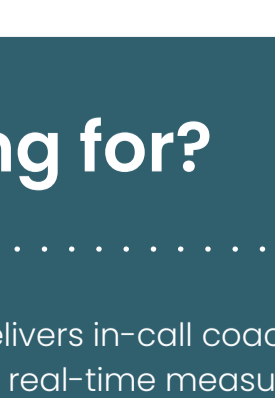
THE FUTURE OF AI COACHING...



DEMONSTRATES EMOTIONAL AWARENESS



EMPOWERS THE WORKFORCE



PROVIDES CONTEXTUAL GUIDANCE

So, what are you waiting for?

Cogito's real-time Emotion and Conversation AI delivers in-call coaching and guidance to call center agents at scale and a real-time measure of customer perception for every phone conversation. With employee attrition at an all-time high across industries, there has never been a more critical time to prioritize agent well-being.

Cogito is helping thousands of agents have more engaging experiences and build better relationships with millions of customers—**and your team could be next!**

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