



# AI CHECKLIST

Transformational artificial intelligence (AI) is revolutionizing the contact center, but before you jump on the AI bandwagon, choose the right solution for your specific needs.

This comprehensive checklist includes questions to ask potential vendors. By following these steps, you can ensure that you choose the AI solution that will elevate your customer service and maximize your business results.



## 1. Assess your readiness...







Review all business capabilities and functions within your contact center and for each function, consider the SWOT - and are these gaps that an AI technology could help solve?.

## 2. Your AI Platform Must-haves





Your contact center maturity depends on a flexible, adaptable ecosystem. Here are questions to ask potential vendors when assessing different AI platforms.

	<b>Capacity to Scale</b>	Ensure the AI platform can scale to meet the needs of your contact center and handle high volumes of interactions.
	<b>Ethical AI Portfolio</b>	Ensure the machine learning models operating on the platform meet data privacy and security standards and are compliant with relevant regulations. This includes secure data storage, encryption, and access controls.
	<b>Lab Environment Offered</b>	Require the AI platform to offer a lab environment where you can test new features and confirm reliability.
	<b>Machine Learning Portfolio</b>	An AI platform should feature the ability to host multiple models simultaneously.
	<b>Adaptive to Call Context</b>	Identify the business problems that AI can solve and the use cases that will benefit from it. Think about how AI can improve customer experience, reduce wait times, and increase efficiency.
	<b>Self Service for Customization</b>	To what degree does the AI platform include a self-service administrative component to ensure seamless adjustments when necessary.
	<b>API First</b>	The central building block of any new feature - designed as if it were the user interface itself. All feature development starts with considerations for API behavior, design specifications, and integration capacities.

### 3. Fair & Ethical standards for the Machine Learning model development strategy. . .

	<b>Breadth of Available Models</b>	The best AI platforms use a variety of machine learning techniques to support their customers. Look for the AI platform that has several available models depending on the use case.
	<b>Bias in AI Models</b>	Evaluate the process for model development and ensure the team's ability to minimize bias in its models.
	<b>Training Data</b>	The quality & quantity of training data is critical for the success of AI models. Evaluate the platform's ability to access large volumes of accurate training data & the methods used to maintain data quality.
	<b>Signals Based Machine Learning Models</b>	Consider including models that can extract signals from voice as well as language, such as tone, pace, and pitch. True human to human communication depends on an understanding of both verbal & non-verbal signals.
	<b>Accuracy of the Models</b>	Evaluate the platform's ability to provide accurate results & the methods used to ensure model accuracy.
	<b>Transparency</b>	What level of clarity is shared in regards to the model training process?

### 4. Transcription & Voice Recognition are bedrock tools supporting development of accurate, robust AI portfolio

	<b>Underlying ASR Engine</b>	How is the Automatic Speech Recognition engine accessed? (Within the same platform, same cloud environment as the vendor platform, or pushed to a third party source to transcribe & then pushed back to vendor platform)
	<b>Latency for Transcription</b>	Expected timeframe following call when transcription should be available and populated into the system.
	<b>Redaction Capabilities</b>	Level of security for sensitive information built on top of the ASR engine.
	<b>Word Error Rate</b>	Word Error Rate calculates the overall number of errors (words substituted, inserted, or deleted) within the automated transcription, compared to what was actually said. Confirm the WER is consistent with industry standards.

## About cogito

Cogito innovates with emotion and conversation AI to deliver real-time coaching and guidance to contact centers and frontline teams. Cogito supports agents and supervisors to improve effectiveness, experience, and empathy by providing human-aware and human-empowering insights. The world's most well-known brands, including 5 of the Fortune 25, use Cogito to improve their connection with customers and elevate team members' well-being. Founded in 2007, Cogito is a venture-backed software company based in Boston, MA

**Please reach out, we're happy to help if you have any additional questions about AI platforms.**

