SalesLens

7 Practical Ways to Use AI for Contact Centers

Introduction

↘ The integration of AI into contact centers is no longer a futuristic concept. The customer expectations are evolving rapidly, demanding quicker resolutions, personalized experiences, and seamless interactions across multiple channels. AI is instrumental in enabling businesses to meet these demands and remain competitive in the evolving CX landscape.

For instance, **81% of consumers indicate that swift and accurate issue resolution significantly influences their purchasing decisions**, emphasizing the importance of AI in facilitating efficient and effective customer support.

Let's explore 7 practical ways AI can drive meaningful improvements in contact centers.

1. Create virtual evaluators to auto-score interactions

↘ AI can be used to assess agent performance by evaluating calls based on pre-determined customer service goals and benchmarks. This information can then be used by managers to determine what areas need improvement and if additional training is needed.

→ SalesLens, an AI-powered sales and coaching solution, is an example of this type of virtual evaluator. It analyzes conversations in real-time to pinpoint performance improvements and automate coaching. The platform provides individual scores and summaries for agents, as well as dashboards that allow managers to monitor team performance.

2. Summarize interactions to assist evaluators and agents

↘ AI can reduce the amount of time agents spend on wrap-ups by automatically generating summaries of calls. AI-powered systems analyze the conversation and identify key points and topics, allowing them to create concise summaries of important information from the call, such as customer complaints, resolutions, action items, and needed follow-up. These summaries can be automatically added to the customer conversation records, along with full transcriptions, saving agents valuable time.

→ SalesLens provides AI-generated summaries of conversations, follow-up notes and other resources, further supporting evaluators and agents.

3. Reduce Time Spent on Call Quality Control

AI significantly improves call quality control processes by enabling comprehensive monitoring, revealing insights from interactions, and facilitating effective agent training. Some key applications include:

- **Analyzing call transcriptions**: AI generates accurate transcripts of calls, offering a detailed record for managers to review, identify areas for improvement, and provide specific feedback to agents.
- **Gathering insights**: AI-powered analytics assess call transcripts at scale, identifying patterns, common issues, customer preferences, and overall sentiment trends.
- **Assessing agent performance**: AI algorithms evaluate agent performance based on predefined benchmarks and customer service goals, highlighting both strengths and areas requiring further training or coaching.

SalesLens further enhances this by automatically adding AI-generated smart notes from call recordings to CRM systems, creating a continuous feedback loop for knowledge base improvement. This ensures the knowledge base stays updated and relevant based on real customer interactions.

4. Scan 100% of conversations for insights

Instead of relying on traditional methods that only analyze a small percentage of calls, businesses can leverage AI to scan 100% of agent-customer conversations to uncover valuable insights for enhancing sales performance:

- Sentiment Analysis
- Topic and pattern detection
- Agent performance analysis

By analyzing every conversation, SalesLens provides a thorough and accurate evaluation of sales performance across the entire team1. This comprehensive approach allows businesses to identify subtle patterns and trends that might be missed when only examining a limited number of calls.

5. Detect Customer Sentiment

↘ AI can analyze customer interactions in real-time or from call recordings to identify their underlying sentiment. Natural Language Processing (NLP) algorithms pick up on verbal cues, tone of voice, and language patterns to determine if a customer is expressing positive, negative, or neutral sentiment. This allows for timely interventions, such as escalating a call to a supervisor if negative sentiment is detected, or informing future agent training programs to handle similar situations better.

→ SalesLens stands out in this regard by going beyond basic text transcription and keyword monitoring. Its AI delves deeper to provide nuanced insights into customer sentiment, offering more valuable data for decision-making.

6. Reduce Call Wrap-up Times

↘ Post-call tasks, such as summarizing tickets and creating call transcriptions, can be time-consuming for agents. AI-powered solutions help reduce this wrap-up time by automating these tasks.

→ SalesLens automatically generates summaries and notes from call recordings, freeing up agents to move to the next customer interaction more quickly. This leads to increased agent productivity and reduced operational costs.
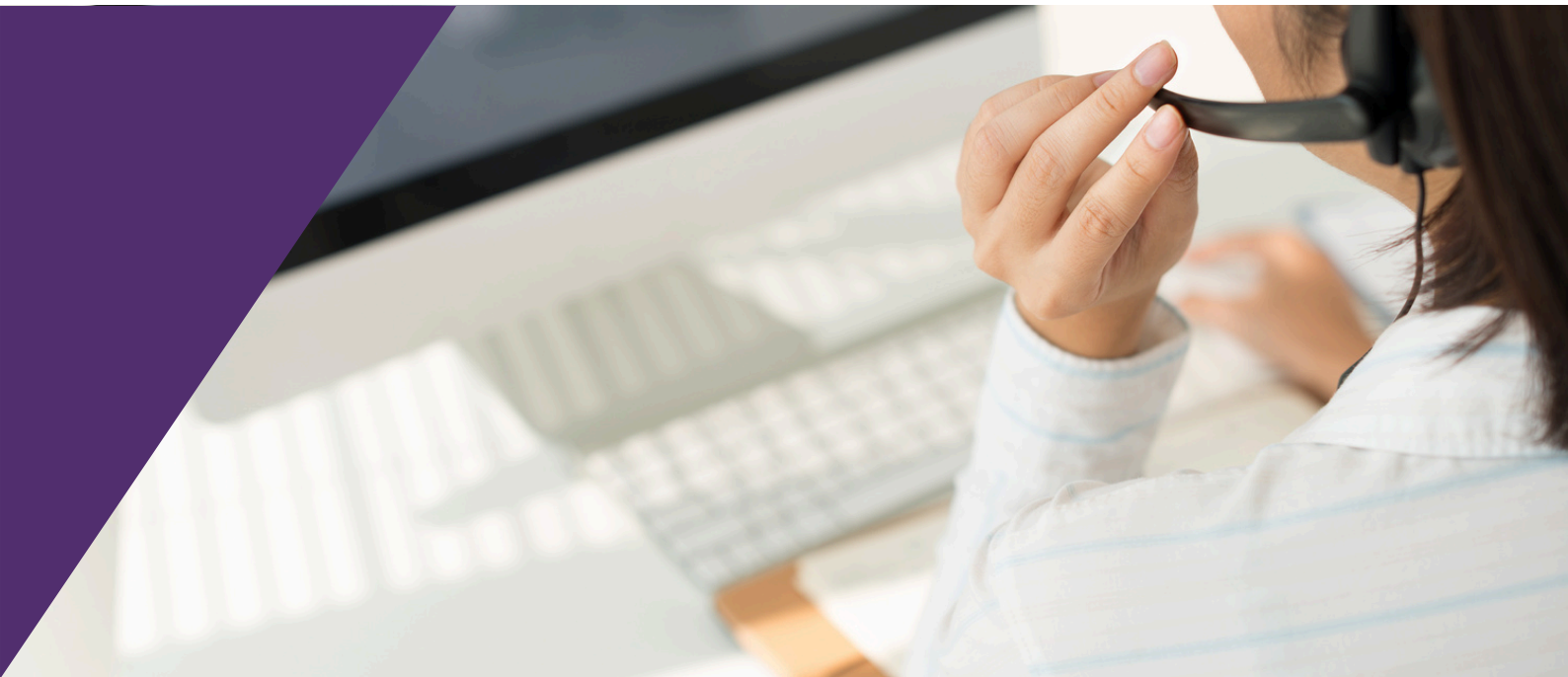
7. Accelerate onboarding and training of agents

↘ AI can significantly expedite the onboarding process for new agents and reduce training time and costs. AI-powered transcriptions help managers perform quality checks on calls and identify specific areas where new agents may require further training. This targeted approach to training allows new agents to reach proficiency faster and with greater accuracy.

→ SalesLens offers specialized features for onboarding and coaching, using AI to analyze calls and pinpoint areas requiring improvement. This focus on personalized training helps agents quickly develop the skills needed to excel in their roles.

Okay, but how do I actually do all this?

↘ Now that you understand the power of AI for enhancing customer support, where should you start?

You could attempt a DIY approach—perhaps integrating SalesLens' conversation intelligence features yourself—and follow these steps:

- Extensive discussions with stakeholders and your IT team to ensure AI is deployed effectively.
- Identifying the different tools needed for call analytics, coaching, and tracking to get your sales ops running smoothly.
- Carefully mapping out the integration process, ensuring it fits into your current workflows without causing disruption.
- Continuous updates, performance checks, and revisions to keep the system optimized.

→ **Or, you can streamline all of this with SalesLens.**

SalesLens accelerates your sales transformation using AI-powered call tracking, sales intelligence, and conversation analysis. Our tools provide insights into every interaction, enabling real-time coaching, call conversion tracking, and deeper engagement without the manual workload.

Ready to elevate your contact center's performance? Learn how SalesLens can help you close more deals with precision.

Contact us for a free demo today or try it now for free at SalesLens.io