

Contact Center IQ

Harness the Power of **Generative AI** to Transform Performance Analysis, Customer Interactions, and Agent Experiences



Highlights

- **Insights IQ:** Harness the power of Generative AI to uncover deep, actionable insights from every customer and agent interaction.
- **Dialog IQ:** Deliver sophisticated, engaging self-service options that set new standards in user interaction, making every conversation smarter and more responsive.
- **Agent IQ:** Equip your agents with cutting-edge AI tools that provide immediate access to the information they need, tailored to the context of each customer interaction.



Providing a high level of service is critical to most company’s competitive positions. Contact centers, as company’s virtual front doors, directly impact their ability to retain clients. With 65% of customers likely to switch brands following poor service experiences, the stakes are exceptionally high.

Contact center leaders face multiple overlapping challenges in their efforts to deliver what customers demand. Agent retention remains a systemic problem, with historically high agent turnover of 38% in 2022, while benchmark metrics indicate troubling trends: abandonment rates continue to climb 40% year over year while Talk Time has increased 13.5%, and Hold Time is up 78.8%.

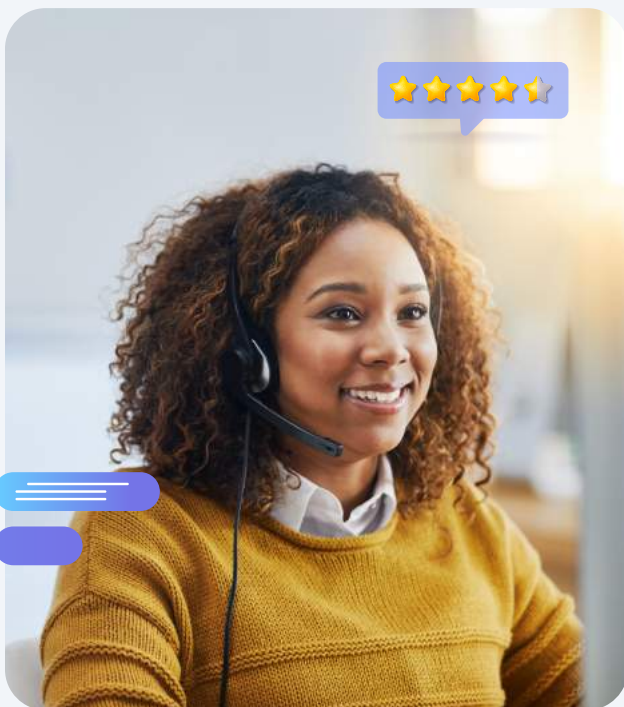
Meanwhile, costs are rising. In 2023, the “fully loaded” cost per call – including direct and indirect labor costs, occupancy, benefits, and telecommunications – ranged between \$2.70 and \$5.60 per call, a 25% increase from 2022.



How Generative AI is a Game Changer for Contact Centers

To improve their ability to retain customer loyalty, improve the agent experience and reduce operation costs, contact center leaders have turned to artificial intelligence (AI) for help. AI has been applied across various aspects of contact center operations, from developing sophisticated analytics that identify breakpoints in customer journeys, to implementing recommendation models that predict customer purchasing behaviors, and creating chatbots to manage inquiries.

However, traditional AI capabilities (pre-Generative AI) often fell short in radically improving key performance indicators such as agent productivity, average handle time, customer CSAT (Customer Satisfaction Score), and NPS (Net Promoter Score). This was primarily because much of the contact center data is unstructured and conversational, which previous AI technologies struggled to process effectively. With the groundbreaking advancements in Large Language Models (LLMs), we now possess tools that can understand and interpret conversational data in profoundly effective ways—matching or even surpassing human capabilities. This technological leap prompts leaders to ponder: “If these LLMs can answer questions on any topic from the internet, how might we leverage them to enhance our own data and tailor solutions to meet our specific operational goals?”





Introducing Converge Contact Center IQ

This pivotal question leads us directly to the innovative solutions by Converge AI team, Contact Center IQ (CCIQ), which is designed to harness the power of Generative AI to transform contact center operations uniquely and effectively.

Converge Contact Center IQ comprises a suite of enterprise-grade Generative AI services and frameworks, powered by IBM's advanced AI and data platform, IBM watsonx. It is crafted to seamlessly integrate into any contact center platform, enhancing customer interactions and agent experiences.

The Contact Center IQ solution features three key modules, each tailored to meet the distinct needs of core personas within contact center operations:

- 1. Insights IQ:** Provides contact center directors with actionable insights derived directly from call recordings or transcriptions, highlighting inefficiencies and identifying root causes.
- 2. Dialog IQ:** Offers a proven methodology and a set of accelerators for building effective and engaging conversational AI experiences, helping resolve issues swiftly and smoothly.
- 3. Agent IQ:** Equips contact center agents with generative AI-driven tools that enhance their ability to resolve customer issues more rapidly.

Together, these modules enable Contact Center IQ to power high-performing support operations that significantly elevate the customer experience.

Insights IQ Unlock Hidden Actionable Insights to Energize Contact Center Performance

Contact center directors often struggle to confidently make data-driven decisions, with an inadequate view of operational efficiency. They typically must use unreliable data from call center agent reports, which are subject to human errors, biases, and inconsistencies, and frequently lacks the details required to develop effective mitigation strategies.

Without robust insights into agent performance, it's a challenge to pinpoint opportunities for improvement and training. Customer perceptions are no better: post-interaction surveys can lead to skewed or incomplete data.

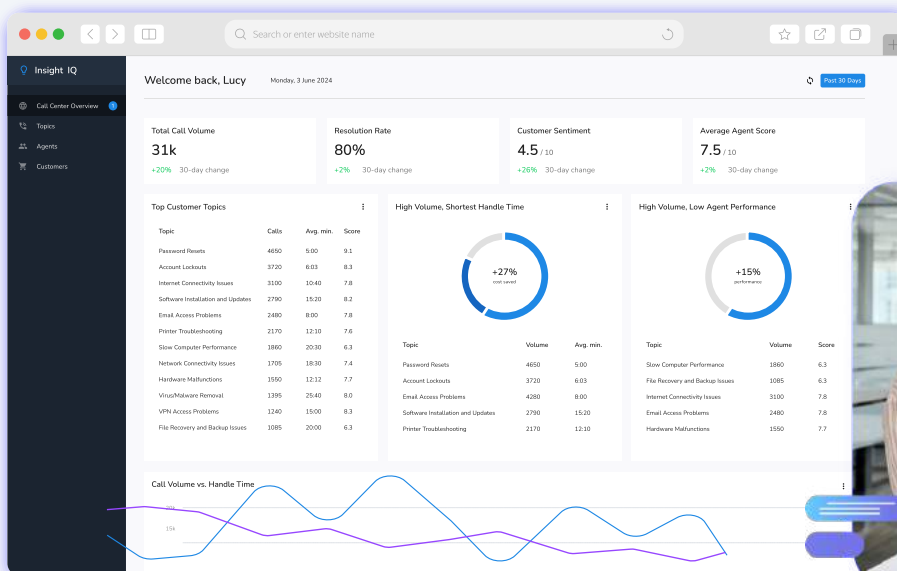
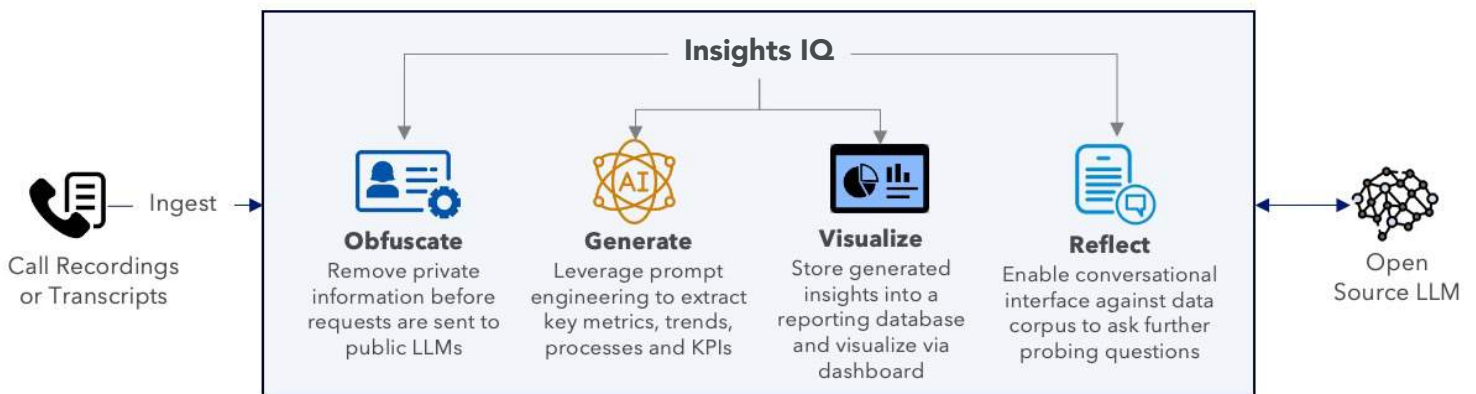
Insights IQ leverages generative AI to transform how data is analyzed from customer and agent interactions. This robust, impartial system provides actionable insights that significantly enhance various aspects of contact center operations:

- **Enhance Customer Experience:** Insights IQ conducts a comprehensive analysis of customer interactions to pinpoint actionable improvement opportunities, thereby significantly boosting customer satisfaction scores.
- **Increase Operational Efficiency:** By providing data-driven insights on agent performance, Insights IQ identifies areas where training is needed, enhancing both employee skill sets and job satisfaction, which ultimately improves customer interactions.
- **Empower Decision-Making:** It equips executive teams with deep analytical insights, aligning strategies with overarching business goals and enabling proactive responses to emerging trends.

Inform Decisions with Impartial Contextualized Analysis

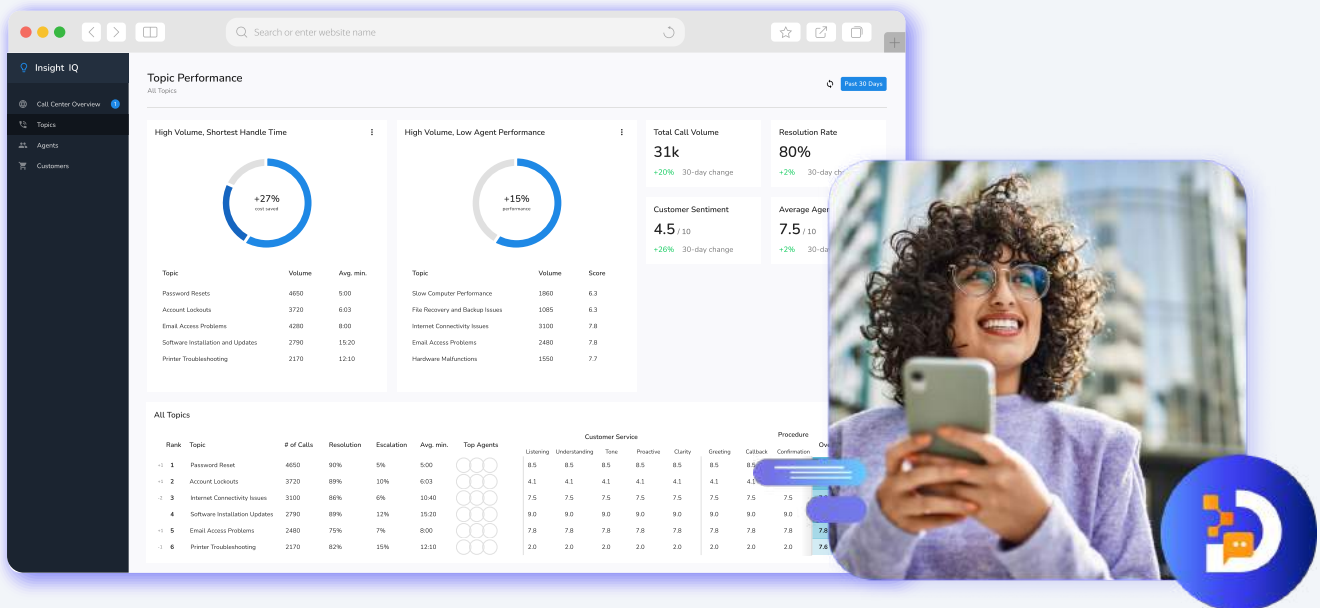
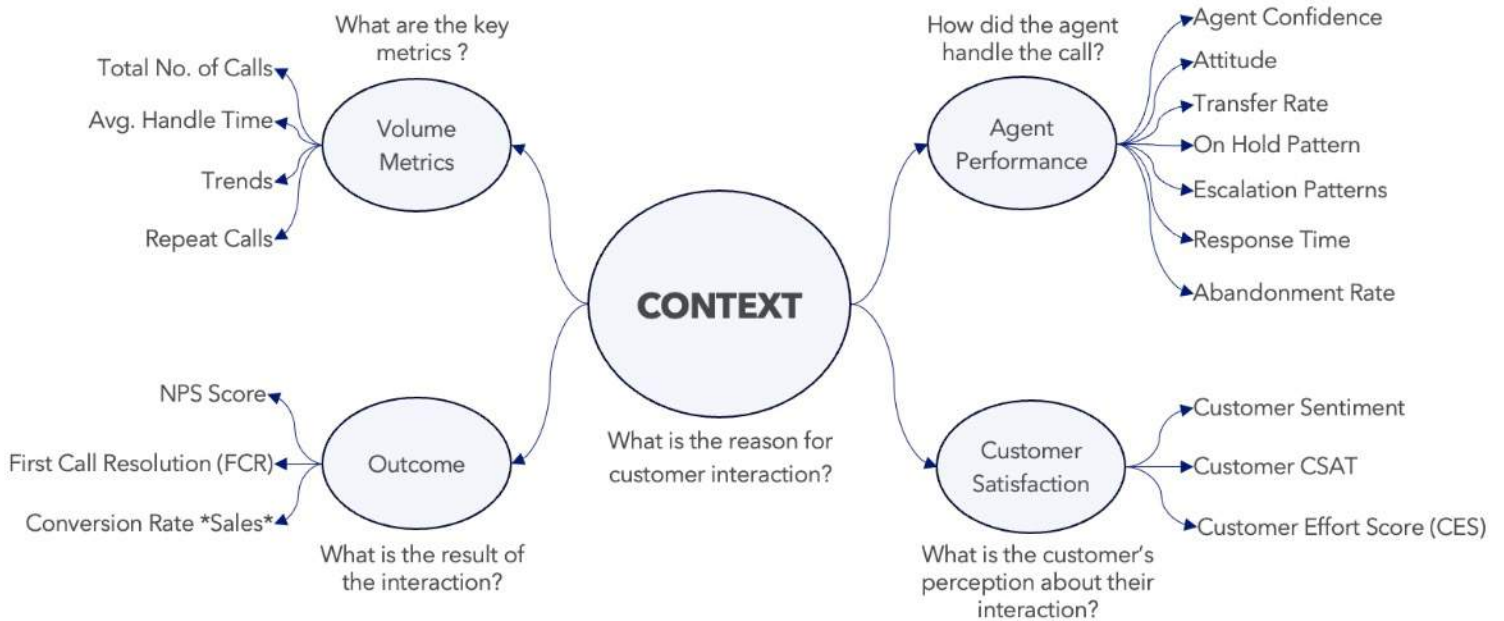
Insights IQ utilizes generative AI to perform a sophisticated analysis of interaction data, including call recordings and transcripts. The system performs several key functions to ensure the reliability and relevance of the insights it generates:

- Confidential Data Handling:** Automatically removes confidential information before processing to ensure compliance with privacy regulations.
- Advanced Data Processing:** Uses prompt engineering to extract key metrics, trends, processes, and KPIs from interactions, providing a granular view of operational dynamics.
- Insight Visualization:** Stores insights in a reporting database and visualizes them via a dashboard, making them accessible and actionable.
- Interactive Analysis:** Features a conversational interface that allows for deeper probing into the data, facilitating dynamic and context-driven analysis.



The insights are then contextualized around specific topics or subtopics—such as the reasons behind customer calls—making them actionable for process and operational improvement teams.

With Insights IQ, contact center directors are equipped with unprecedented analytical quality, enabling them to make well-informed decisions that positively impact their operations. This solution represents a significant advancement in the utilization of AI to enhance the efficiency and effectiveness of contact centers.



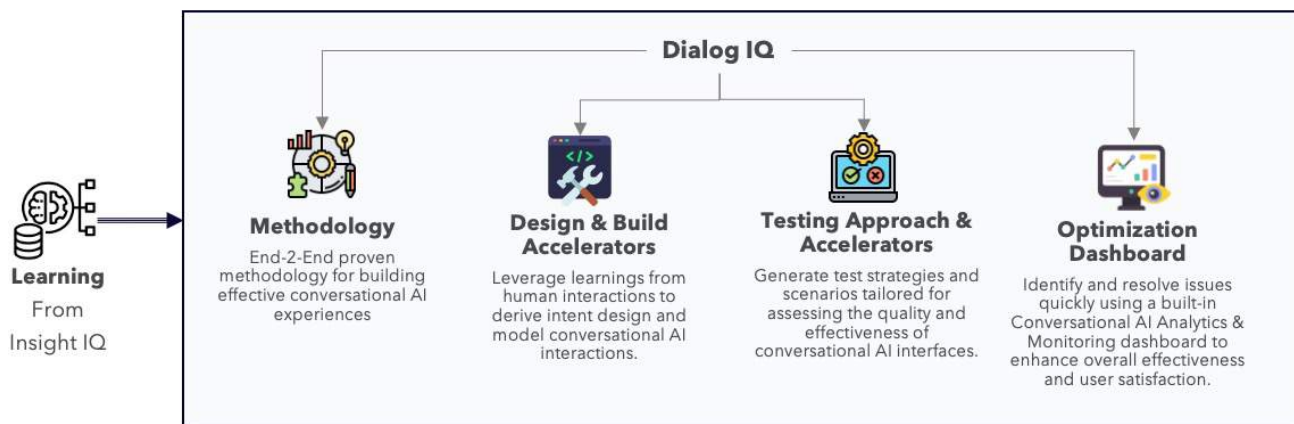
Dialog IQ

Deploy Engaging Virtual Agents that Redefine Self-Service Experiences

Customers demand flexible ways to resolve issues quickly and painlessly. Advances in AI and LLMs now make it possible for companies to design personable, informative conversations with their customers at unprecedented scale. Conversational interfaces are becoming the dominant channel for user interactions, surpassing traditional web and mobile platforms – but crafting a chatbot that effectively engages customers is still a formidable challenge.

Develop Engaging Conversational AI Systems

Dialog IQ offers a comprehensive framework and a suite of prebuilt templates and tools designed to accelerate the entire development cycle of conversational AI interfaces. This robust solution sets the foundation for creating versatile conversational interfaces that can be implemented across various customer engagement channels such as chat, voice, and potentially even video calls in the future.



- **Proven Methodology:** Dialog IQ employs an end-to-end methodology proven to build effective conversational AI experiences that resonate with users.
- **Design and Build Accelerators:** These accelerators utilize insights gained from human interactions (extracted by Insights IQ) to model and derive intent for AI conversations, jumpstarting the development of dialog flows.
- **Testing and Optimization:** Dialog IQ includes testing approaches and accelerators that tailor test strategies and scenarios specifically for evaluating the quality and effectiveness of conversational AI interfaces. This also involves the use of LLM agents to simulate real interactions.
- **Optimization Dashboard:** A built-in analytics and monitoring dashboard helps quickly identify and resolve issues, ensuring the conversational AI system continually improves in delivering satisfying user experiences.

With the robust capabilities of Dialog IQ, organizations can effectively design, build, test, deploy, and measure conversational AI interfaces, ensuring that customers enjoy superior self-service experiences. This technology empowers businesses to engage customers like never before, setting a new standard for interactive customer service in the future.

Agent IQ

Empower Agents to Rapidly Pinpoint Answers Informed by Customer's Personal Context

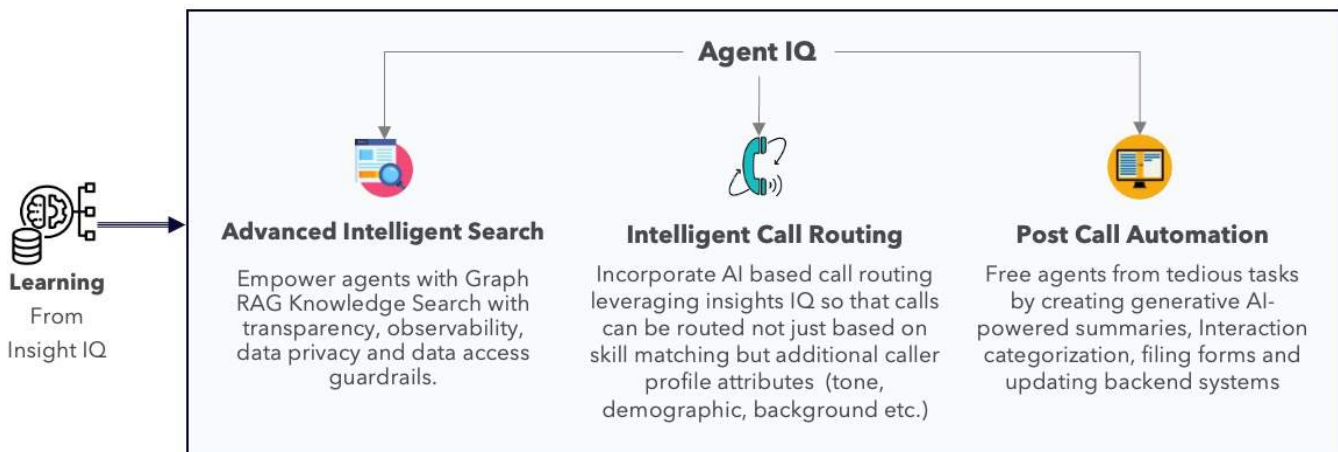
A great customer experience hinges on a great agent experience. How adeptly an agent resolves an issue depends on them discerning the customer's context and providing an answer that accurately addresses their personal situation.

To get this right, agents need extensive training - 4-6 months, on average - and quick access to the right resources. But research shows agents spend 14% of their time looking for information across various systems, leading to average handle time of 7 minutes. And when productivity suffers, so does job satisfaction.



Reduce Average Handle Time & Increase First Call Resolution by Equipping Agents with AI

Agent IQ significantly enhances agent productivity, reduces average wait times and handle times, and increases first call resolution rates by equipping contact center agents with sophisticated AI capabilities:



- **Intelligent Search:** Leveraging the power of Knowledge-Graphs and LLM frameworks, Agent IQ allows agents to access information from various enterprise content management systems through a simplified natural language interface. This expedites the resolution process and improves handle times.
- **Intelligent Call Routing:** Drawing on insights from Insights IQ, this feature ensures that calls are not only routed based on skill

matching but are also aligned with the caller's profile and the call's attributes such as tone, demographic, and background, enhancing the relevance and efficiency of agent-customer interactions.

- **Post-Call Documentation:** Utilizing generative AI, Agent IQ automates the creation of summaries and categorizations, streamlining repetitive tasks such as form filling and record updates, which further boosts efficiency.

Together, these advanced AI-driven capabilities equip agents to perform at their best, leading to improved productivity, reduced handle times, and better first call resolution rates, all contributing to an exceptional customer experience.

Embrace the AI-powered Contact Center

Facing rising costs and customer expectations, contact centers are pressed to find novel, cost-effective ways to improve how they retain loyalty and enhance the agent experience. Converge Contact Center IQ provides companies with a clear path to implement AI to solve for multiple challenges and elevate their customer experiences to new heights.

About Converge Technology Solutions

Converge Technology Solutions Corp. is a software-enabled IT and cloud solutions provider focused on delivering industry-leading solutions and services. Converge's regional sales and services organizations deliver advanced analytics, cloud, cybersecurity, and managed services offerings to clients across various industries. Converge supports these solutions with talent expertise and digital infrastructure offerings across all major IT vendors in the marketplace. This multi-faceted approach enables Converge to address the unique business and technology requirements for all clients in the public and private sectors. Our goal is to provide a trusted partner that brings together world-class solutions and services to help reduce costs, increase efficiency, and create competitive advantages.

Experience it for Yourself

Conversational AI presents contact centers with potent opportunities to unlock insights that energize performance, redefine self-service experiences, and empower agents with real-time resources and support. How will Converge **Contact Center IQ** transform your operations? Book a demo to see for yourself. We're ready to help you identify optimal paths to adopt AI and reap its benefits in your contact center.

[Book a Demo](#) ↘

