AI Is The
Future of CX

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Building lasting relationships, not isolated results

Think of someone you used to know. What do you remember about them? For most people, many details are fuzzy, but how they treated you and made you feel is hard to erase, for good and bad. The same is even more true for businesses. Our experiences have a lasting impact on us, both positive and negative, influencing our opinions and relationships. Deals and offers may be forgotten, but customers will always remember how a brand made them feel.

Consumers interact with businesses within a lifecycle consisting of researching, purchasing, and using products or services. Understanding customer needs throughout this journey is essential for a business to offer positive, impactful solutions, but remedying friction points is not enough. Companies must assess every point of contact in their customer experience (CX) offering to identify crucial context, including customer priorities, challenges, constraints, and daily routines. Proactive, holistic understanding is vital to producing sustainable, life-changing CX outcomes.

But when it comes to creating memorable experiences, it isn't always the result that matters most, but the journey to get there.

While generating revenue through processes and procedures is essential, profit alone should never be the end goal. Anticipating and fulfilling the needs of customers is where the real value lies. By doing so, companies can foster meaningful connections and positively impact individuals' lives. Personalized outcomes that build loyalty, trust, and engagement must be prioritized over output success.

However, the growing number of technologies has resulted in separate and siloed solutions that create challenges for all stakeholders involved in customer experience - consumers, agents, and businesses.

Consumers are left with disjointed experiences as data sharing across these point solutions is challenging. Agents must navigate between different solutions, leading to a complex and frustrating work environment. And businesses struggle to deploy new capabilities due to complex integrations and endless upgrades.

To address these challenges, we built CXone - a complete cloud platform for AI-driven customer experiences to manage all interactions inside and outside the contact center. With CXone, businesses can improve satisfaction, customer acquisition, and retention while providing fair evaluations, flexible scheduling, and effective tools for optimal consumer experience.

When CXone meets Enlighten, the real magic happens.

The next leap in Enlighten brings together the latest generative AI technology and CXone's vast array of data, derived from hundreds of billions of domain-specific interactions of all types, on a suite of 45 essential CX applications on a single platform across more than 40 different channels, with unrivaled domain expertise. And Enlighten has the highest possible security guardrails, protecting your proprietary data while providing the advantages of generative AI, that allows consumers to interact in a natural, conversational way.

Enlighten consists of three solutions tailored to address every facet of your organization's communications and CX strategy. When your consumers interact with Enlighten Autopilot, it acts as your best and most trusted employee, creating fully personalized experiences at-scale while aligning each response with your brand and business goals. When your employees Copilot with Enlighten, their symbiotic trust amplifies across-the-board power. And when you run your business with Enlighten Actions, your decision velocity increases 10-fold.

Enlighten Autopilot: Self-service the way it should be

As consumers, we want to have the same level of interaction with our favorite brands as we do with our loved ones. Whether initiating contact ourselves or receiving outreach from the brand, these interactions must occur at a time that is convenient for us. We want these interactions to be seamless, without any repetition, and tailored to our individual needs. Like our personal relationships, our interactions with brands should be intuitive, connected, and unique.

The consumer journey with a brand should be continuous and asynchronous rather than a sequence of disconnected calls or chat interactions. This is where Enlighten Autopilot delivers exceptional consumer journeys like our cherished relationships.

Enlighten Autopilot is designed to cater to the needs of consumers, using friendly, informed, AI-driven conversations to act as the company's most trusted and valued virtual service employee. Autopilot creates customized digital experiences when and where consumers need them. This new conversational AI approach uses trusted company knowledge to align every response with brand and business goals when consumers engage with self-service or AI-designed virtual agents.

Consumers can benefit from smarter self-service options that use AI technology to provide fully conversational responses that understand your intent. This leads to faster and more effective service. For brands, this means fewer repetitive tasks requiring an employee to resolve, freeing more time to focus on more valuable human-led experiences. With Autopilot, consumers can access the same data, journey context, and preferences, regardless of how they initially engage with the brand.

What's truly remarkable about Enlighten Autopilot is its ability to create consumer experiences that are just as effective as those created by the best agents. Autopilot uses self-service AI models to identify and automate the most frequently occurring interaction types, constantly improving and iterating based on the most effective resolutions and the highest customer sentiment. It understands the complex intents expressed by consumers and delivers optimal responses and

flows, mirroring the actions of the best-performing agents. With Autopilot, consumers can enjoy a personalized and seamless experience with their favorite brands. This is how to create unbeatable self-service experiences for your consumers.

AUTOPILOT IN ACTION

Lisa is a OneTravel rewards member. While multi-tasking, she calls to extend a booked trip by one day. She is greeted by an intelligent virtual agent who recognizes the caller from the saved number and quickly completes the request to add a day to the hotel reservation and change the flight.

The virtual agent informs Lisa that it will cost $530. To which Lisa asks if she can use points to complete the transaction. The virtual agent then informs Lisa that it will be 5,000 points and tells her that she has 563,000 accrued reward points. Lisa confirms that using points is her preference, and the virtual agent confirms the travel changes and sends a follow-up email to Lisa for verification.

Let's evaluate why this interaction is so revolutionary.

Human-level comprehension: Incorporating the latest advancements in LLM and generative AI technologies into our complete and conversational automation platform. We can not only understand like a human but also respond like one.

Robust integrations: Autopilot's extensive integration library allows it to access Lisa's account to view and use her itinerary points balance like a human agent.

Context switching: Autopilot understood that the consumer wanted to pay with points and could identify her new intent and seamlessly continue the conversation.

Back jumping: Like a human agent, Autopilot could seamlessly return to the previous conversation, picking up where it left off and applying the new information to the flow.

Enlighten Copilot: Make agents super-human

Being a customer service agent has always been difficult, but the digital economy has made it even more challenging. Agents are expected to have super-human abilities as more business is conducted virtually, creating complex and multi-step journeys that span days or weeks. Customers may have interacted with various platforms during these journeys, and agents are expected to have full context and meet high expectations. To make matters worse, agents are under increasing pressure to be more efficient while operating in a hybrid work model, often far from help.

However, there is a solution to this problem – the Enlighten Copilot-powered agent workspace. This workspace unifies all agent applications into a single pane of glass, providing one cohesive workspacefor all ongoing interactions, digital and voice. It includes all the necessary tools and provides the agent with full context and proactive assistance foreach interaction.

Enlighten Copilot is a centralized conversational AI assistance tool that promotes smarter guided interactions, AI-driven personalized coaching, and task automation opportunities, creating better agent and supervisor experiences. Copilot partners with service employees with a by-their-side conversational AI experience, acting as an empowerment multiplier to produce accurate, informed, brand-specific conversational responses. Additionally, supervisors will benefit from smarter guided interactions, AI-driven coaching, and the ability to offload repetitive tasks to improve the overall agent and customer experience.

Agents can leverage Copilot to reduce repetitive tasks and provide quick access to knowledge and answers tailored to their needs. This allows them to dedicate more time to complex issues and to provide thoughtful, empathic service when interactions are escalated. Supervisors receive more insightful information, which can aid in guiding and coaching employees while taking care of repetitive tasks. Automation opportunities are also suggested, allowing the focus to be placed on enhancing the agent experience.

Enlighten Copilot empowers agents and makes them virtually super-human by providing in-the-moment guidance by automatically prompting context-specific knowledge articles, real-time behavioral guidance, and triggering context-specific workflow automation. Additionally, it wraps up every interaction with easy-to-read notes and query-able attributes, allowing agents

to know what they don't know, behave exactly as the consumer expects, and work much faster. With Enlighten Copilot, being an agent is less challenging and creates empowering and efficient experiences.

COPILOT IN ACTION

While on vacation, Lisa calls the OneTravel customer service line because her travel bagwas damaged during transit, and Daniel, the customer service agent, answers her call. After he accepts the video call, Copilot immediately gives him the context of the customer's situation up to that point.

Enlighten Copilot provides Daniel with a detailed list of information, including customer intent, history, sentiment, and more. Copilot also tells him that this is a damaged luggage claim and provides him with the necessary solutions and behavioral guidance tips to ensure the customer doesn't get frustrated.

A reimbursement claim form is then suggested to Daniel, which he promptly fills in with help from Lisa, and submits the claim for processing. Copilot then suggests a knowledge article surrounding claims that can be sent to Lisa proactively if she has any questions.

Copilot summarizes the call as the interaction finishes and provides automation for a follow-up communication that can be sent through SMS.

Thanks to CXone Agent and Enlighten Copilot, Daniel quickly resolved the issue for Lisa without navigating multiple CRM and knowledge management systems. The unified suite of applications gave Daniel the tools to do his job well to meet Lisa's needs easily.

Enlighten Actions: Accelerate innovation through intelligent automation

A renewed focus has been on building successful businesses that generate strong financial outcomes. Companies must prioritize delivering exceptional customer experiences that surpass their competitors while keeping expenses low. One of the most significant costs associated with providing excellent customer service is the need for human resources. As inflation continues to rise, it is more important than ever for organizations to efficiently onboard new agents and make optimal use of their existing staff.

To achieve this, businesses must create efficient schedules that incorporate both voice and asynchronous engagements and ensure that they balance the efficiency of agent processes with the need to retain their best talent. Compliance with regulated industries is also essential, particularly as more complex business processes move to virtual environments.

Tailored for CX leaders, Enlighten Actions utilizes specialized AI models built for the CX industry and the latest generative AI models to proactively uncover areas for AI-driven optimization and carry out complex automation to accelerate execution for all CX leaders. It also leverages advanced applications within CXone to execute and streamline the work. By utilizing Enlighten Actions, business decision-making velocity can improve 10-fold. Additionally, it offers unique capabilities that enable organizations to gauge their level of service against industry standards and develop actionable plans to achieve their business objectives quickly.

Executives can gain faster access to data and analysis to understand how business goals are met. They receive actionable insights on the best next steps to automate work to achieve key business objectives. Our comprehensive solution suite helps rapidly implement those recommendations without the onerous overhead of typical research and integration.

In addition to the contact center, businesses are increasingly using mobile apps, websites, and bots to provide customer service. However, these tools can be costly, disconnected, and difficult to govern. Therefore, it is critical for businesses to manage the efficiency and compliance of their entire CX operations, not just their contact center.

Enlighten Actions allows supervisors, like agents with Enlighten Copilot, to manage all their tasks from a

single workspace, including creating schedules, managing quality, and monitoring agents in real time. Enlighten automatically assesses and scores all interactions for quality, compliance, and efficiency. This eliminates the need for subjective partial sampling and provides supervisors with proactive assistance and recommendations.

The CXone platform manages all interactions on the same platform, from digital doorsteps to the contact center. Enlighten Actions provides business leaders with a complete view of the CX ecosystem, highlighting inefficiencies and compliance gaps anywhere they occur. With the click of a button, business leaders can quickly gain insights and operationalize changes, resulting in a more prosperous and efficient business.

DIVE INTO ENLIGHTEN ACTIONS

Ashley is a supervisor at OneTravel. With Enlighten Actions, she has a live, holistic view of all of her customer journeys, including self-service interactions. As she monitors one of Daniel's interactions, she is alerted that the customer is quickly becoming agitated. She can then monitor the conversation and step in when she feels help is needed.

As the conversation progresses, she sees Daniel failing to demonstrate ownership. She steps in to coach Daniel in real time and prompts him to ask the customer a series of questions. After a moment, Ashley can see that the customer sentiment score has increased, and the conversation is headed to a swift resolution.

After the interaction has ended, an automated training session is scheduled with Daniel based on the time preferences that Ashely has indicated. She can also automate training programs for the rest of the staff based on key insights to better train agents on common issues.

Recap

Providing customers, agents, and businesses with a seamless and exceptional experience has become increasingly difficult. Customers nowadays use multiple devices, such as mobile phones, computers, tablets, and gaming devices, without considering the different channels they use to interact with businesses. They expect their experiences to be effortless, convenient, and immediate. Companies face the challenge of synchronizing and managing all customer interactions across all departments.

The traditional approach to customer experience falls short of encompassing the complete customer journey, as it is too focused on managing different stages of the buying journey or handling individual contacts with reactive customer service. As technology advances rapidly, the number of systems required to engage with customers becomes more challenging to manage and integrate, and more expensive, leading to siloed operations. Exceptional experiences transcend the boundaries of any single department, connecting digital entry points and guiding customers across digital channels.

Increasingly complex work and performance demands are putting a strain on employees. As self-service provides quick answers and takes care of simpler interactions, agents deal with more complex customer needs. They manage more channels and navigate more systems while dealing with more demanding customers. Outdated, siloed, and patched technology systems create frustrating situations for both agents and customers.

In the era of heightened customer and agent expectations and intense competition, businesses must recognize the limitless potential of a purpose-built AI for CX platform. By embracing such a solution, they can lead their organizations to new heights of customer-centricity, operational efficiency, and business growth. The time to adopt is now—to position their organizations as industry leaders and deliver unparalleled experiences that drive customer loyalty, sustained success, and relationships that keep getting stronger.