

# Deploy AI-solution to coach associates on best practice behaviours

CASE STUDY

Customer Service

US telecom and media giant



+4% FCR  
+2% NPS

## Goals

- Ensure consistency of customer experience.
- Drive adherence to processes and best practice behaviours in associates.
- Augment human coaching and feedback through technology.

## Solution

- AI-based solution to provide personalised feedback and coaching to associates.
- Gamification to engage and educate associates through leaderboards, contests and quizzes.
- Team level analytics help track ongoing performance, KPIs and issues requiring immediate action.

## Results

- 29% increase in number of associates meeting first call resolution (FCR) target.
- 32% increase in number of associates achieving process adherence.
- 8% increase in number of associates achieving customer satisfaction target.
- 15% improvement in quality scores.