



NICE

AI Sentiment Analytics **Explained**

- › What Is Sentiment?
- › How Does Sentiment Work?
- › How Is Sentiment Used?

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Take Your Next Step

What Is Sentiment?

Sentiment is a machine learning (AI) model trained with a large, comprehensive CX dataset to measure whether a customer interaction is positive, negative, or neutral on a relational scale.

It can be used to:

- › understand call volume and trends
- › measure agent performance
- › identify process or product issues
- › provide live guidance to agents during conversations with customers

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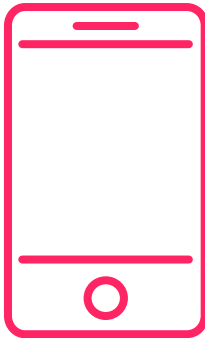
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How Does Sentiment Work?

Any voice or text interaction can be analyzed in real-time by AI modules for insights into where customer sentiment is low or high—and why.



Phone calls



Emails



Chats



Social media posts

Sentiment also identifies interactions **that start negative and turn positive**, or the other way around.



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Language is Key

The model identifies positive and negative words and phrases, whether spoken or text, but it considers two key factors:

01

Semantics, because positive phrases can offset negative ones

02

Context, because some words that may normally be used positively can also indicate sarcasm and frustration

The model analyzes other factors, too.

These additions improve accuracy because they give the model more knowledge to work with.



Laughter, which could indicate a positive change



Cross talk, which could indicate confusion or frustration



Changes in pitch, tone or speaking rate, which can signal change in satisfaction

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How is Sentiment Used?

Understanding volume and trends is the real value behind sentiment analysis, and there are many use cases where it can deliver value.

- › Customer Satisfaction
- › Agent Enablement and Coaching
- › Product Performance Monitoring
- › Sales Effectiveness
- › Process Improvement Analysis
- › Personalized Survey Feedback



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How is Sentiment Used?

Customer Satisfaction

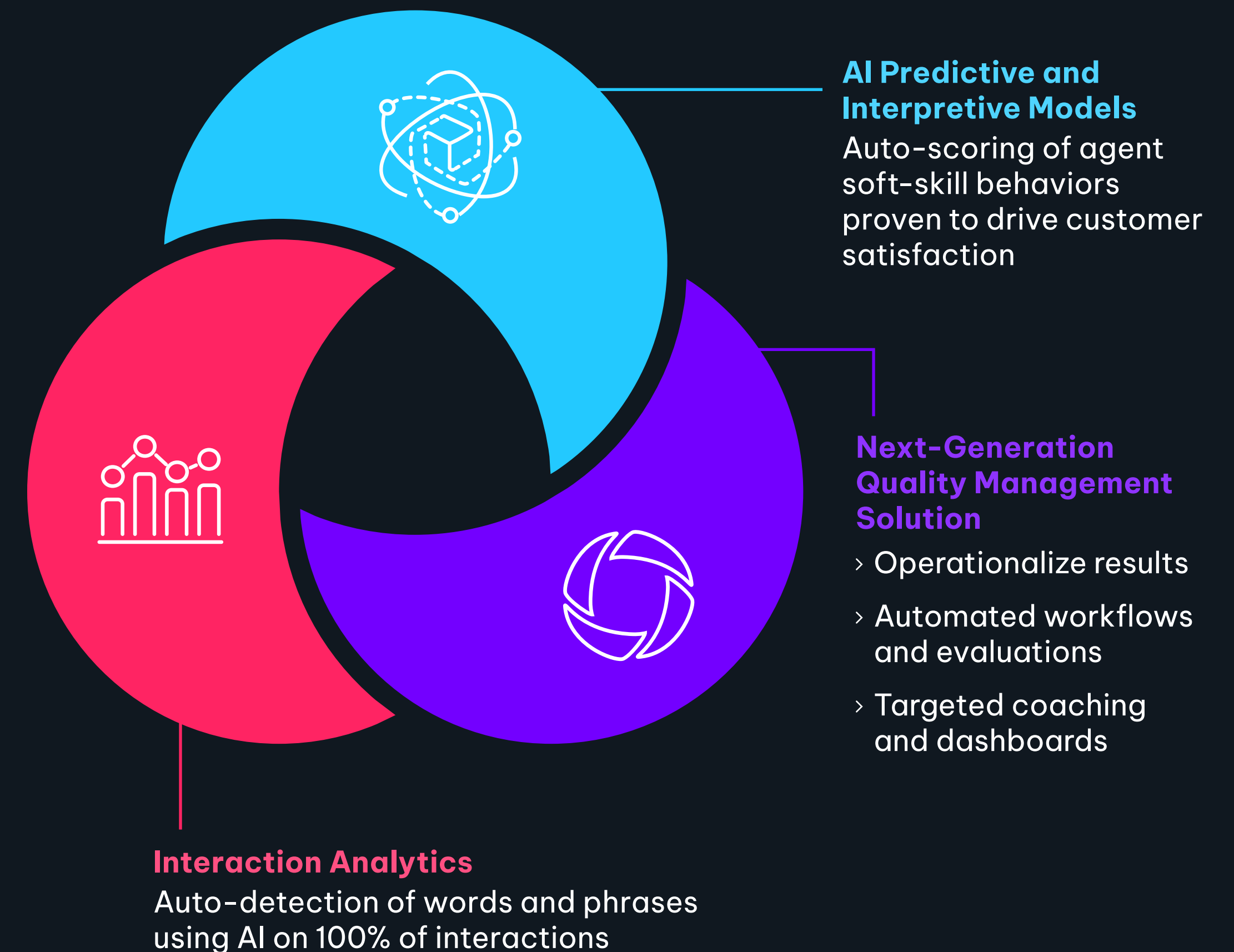
Sentiment scoring is a proven predictive indicator of customer satisfaction such as NPS, tNPS, and CSAT surveys. But at a deeper level, it is the agent behavior during an interaction that can positively or negatively influence the sentiment score on every interaction they have with a customer.

Enlighten AI for Customer Satisfaction is an out-of-the-box solution that objectively measures agent behaviors proven to drive customer satisfaction consistently and accurately, on every interaction, with no bias. This provides agents and managers with metrics they can trust.

> **VIDEO**
Enlighten AI for Customer Satisfaction

> **BROCHURE**
Enlighten AI for Customer Satisfaction

3 Key Elements to Put Customer Satisfaction in Action



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Customer Satisfaction

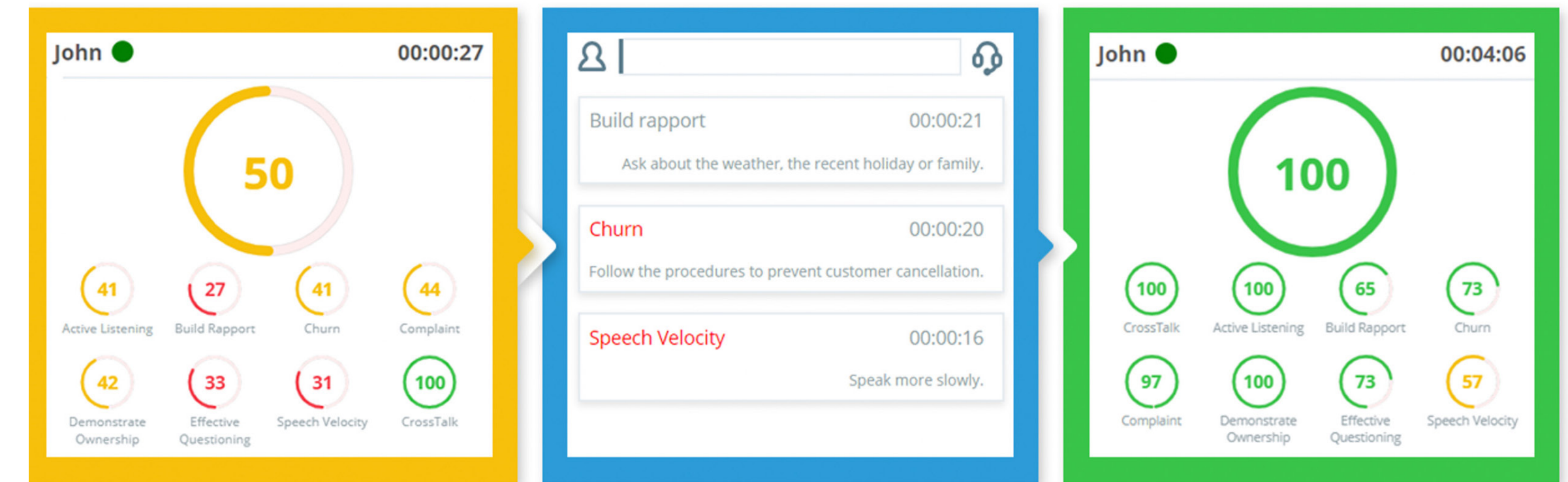
Real Time

Scoring how specific agent behaviors affect customer sentiment is truly revolutionary. But for the first time ever, businesses are driving customer satisfaction on every single interaction, in real time.

Real Time Interaction Guidance accurately and immediately scores the specific agent behaviors proven to drive customer satisfaction and sentiment scores. Easy-to-understand recommendations empower agents to deliver excellence, one conversation at a time.

Not only is this proven to drive customer satisfaction scores, it also boosts employee satisfaction and retention through improved engagement and better understanding of how to self-improve or request personalized coaching.

Customer satisfaction behavior models in real time.



For example, the Sentiment score above begins at 50, a neutral score, and ends at 100, a positive score. John used the prompts during his conversation to ensure a positive experience for his customer.

> VIDEO

Watch a demo of how it all works

> BROCHURE

Enlighten AI for Customer Satisfaction with Real-Time Interaction Guidance

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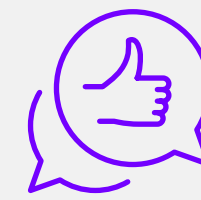
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How is Sentiment Used?

Agent Enablement and Coaching

Sentiment and the NICE Enlighten AI for Customer Satisfaction behavioral models are useful for giving managers the ability to see where each team member ranks at a glance. Rank and comparisons can easily be made among individuals in a team, across teams, or even across sites.

Improve Team Performance



BEST PRACTICES

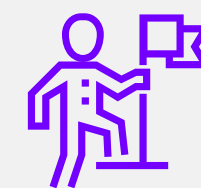
Great examples of interactions to use for coaching.



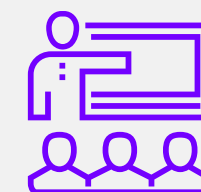
COACHING OPPORTUNITIES

Identify behaviors to improve with coaching.

The benefits of sentiment-based agent enablement include:



Empowers agents to self-improve on their own.



Empowers managers to deliver personalized, targeted coaching.



Focuses all roles in the organization on driving customer satisfaction.

> [WHITEPAPER](#)

Strategies for Advancing Your CX Program with AI-Enabled, Analytics-Driven Quality Management

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Product Performance Monitoring

Sentiment scoring can be used from any point of view, such as by product.

Use cases for searching sentiment scores by product include but are not limited to:



Collecting feedback on new products



Measuring sentiment over the product lifetime as it matures



Measuring satisfaction or dissatisfaction after a product change



Discovering product defects or ineffective customer communication



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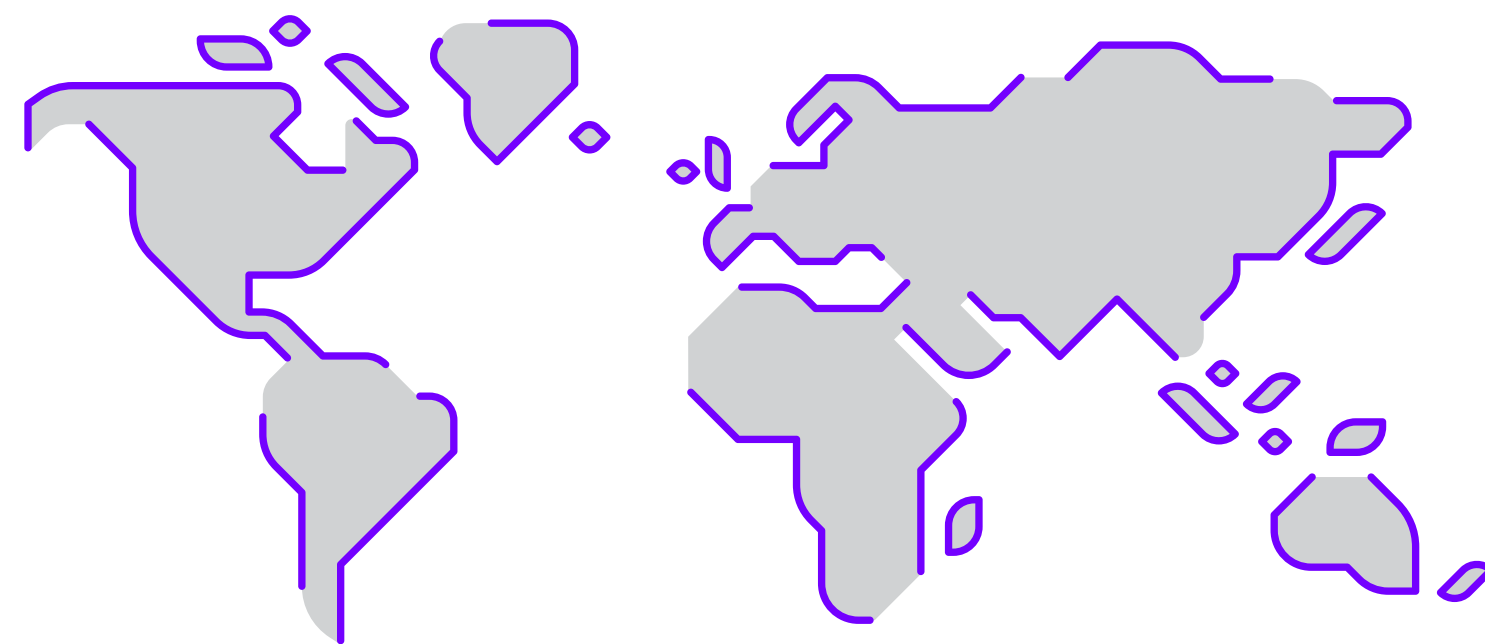
Sales Effectiveness

Sentiment around sales attempts can inform an organization how well sales initiatives are working and provide insight around what employees are struggling with and where they are successful. Sentiment around the sales themselves can indicate whether the initiative itself needs to be refined.

CASE STUDY

TTEC: Customer Experience Technology Services for Global Brands

- > 49,700 employees
- > More than 40,000 agents
- > Locations on 6 continents



NICE Solutions

> NICE Engage

> Desktop Analytics

> NICE Interaction Analytics

> Desktop Automation

Impact



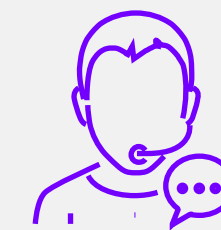
159%

Increase in agent revenue



833%

Increase in average first-week sales production



360%

increase in sales production during agent nesting

“ We were able to quickly and efficiently understand VoC and VoA to make data-driven decisions that impact business performance in a positive way—and accurately measure results. ”

— BARBARA WINGLE, VP OF INSIGHTS AND ANALYTICS

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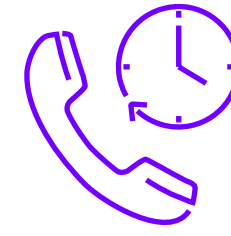
Just as agent behaviors can drive sentiment, so can broken processes, especially if the root cause of the problem is not clear. Measuring the right things and then examining the data can uncover a process problem. In one recent case, a service provider used sentiment to identify the most common key words in customer/agent interactions that were associated with low CSAT scores.

They found a large volume of conversations were around network and wifi set up and were able to quantify the scope of the problem.



20%

Agent contacts for wifi problems



20%

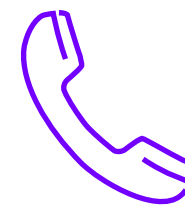
Average Handling Time (AHT)



20.4 minutes

Wifi-related calls

vs.



9.6 minutes

All calls

AS A RESULT OF THESE FINDINGS, the service provider improved self-help options for resetting wifi connections and updated agent troubleshooting steps to include reset of wifi up front.

Result: AHT dropped by 21%



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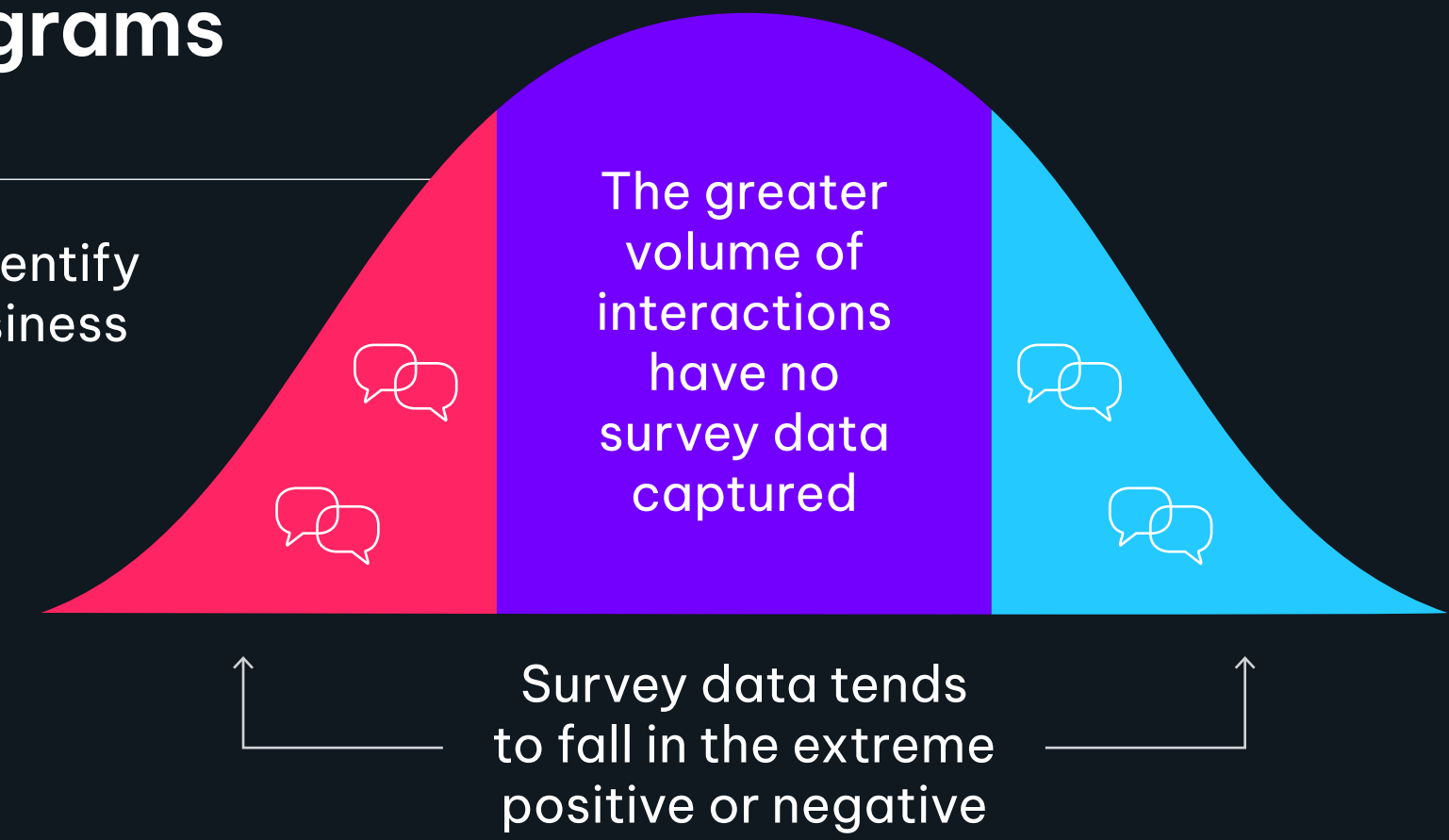
Traditional survey collection is known to result in a dichotomy of very positive or very negative feedback, with very little data in between. Additionally, the data set is indicative of only a very small number of customer experiences.

Sentiment scoring is more powerful because it scores every transaction. This helps Voice of the Customer (VOC) programs because they can adapt their survey system to send a brief survey after a negative interaction to ask the customer if they would like to be contacted by a manager to resolve their issue. Targeted, contextual surveys have a higher response rate, and can help prevent customer churn or cancellations.

The Challenge with Traditional Survey Programs



Difficult to identify trends or business value drivers



Using sentiment and AI in this way opens new paths to delivering improved customer experiences by providing:

> Targeted feedback based on analytics findings

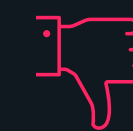
> Complete data interpretation with data from direct, indirect, and inferred sources

> Informed action to close the loop with customers

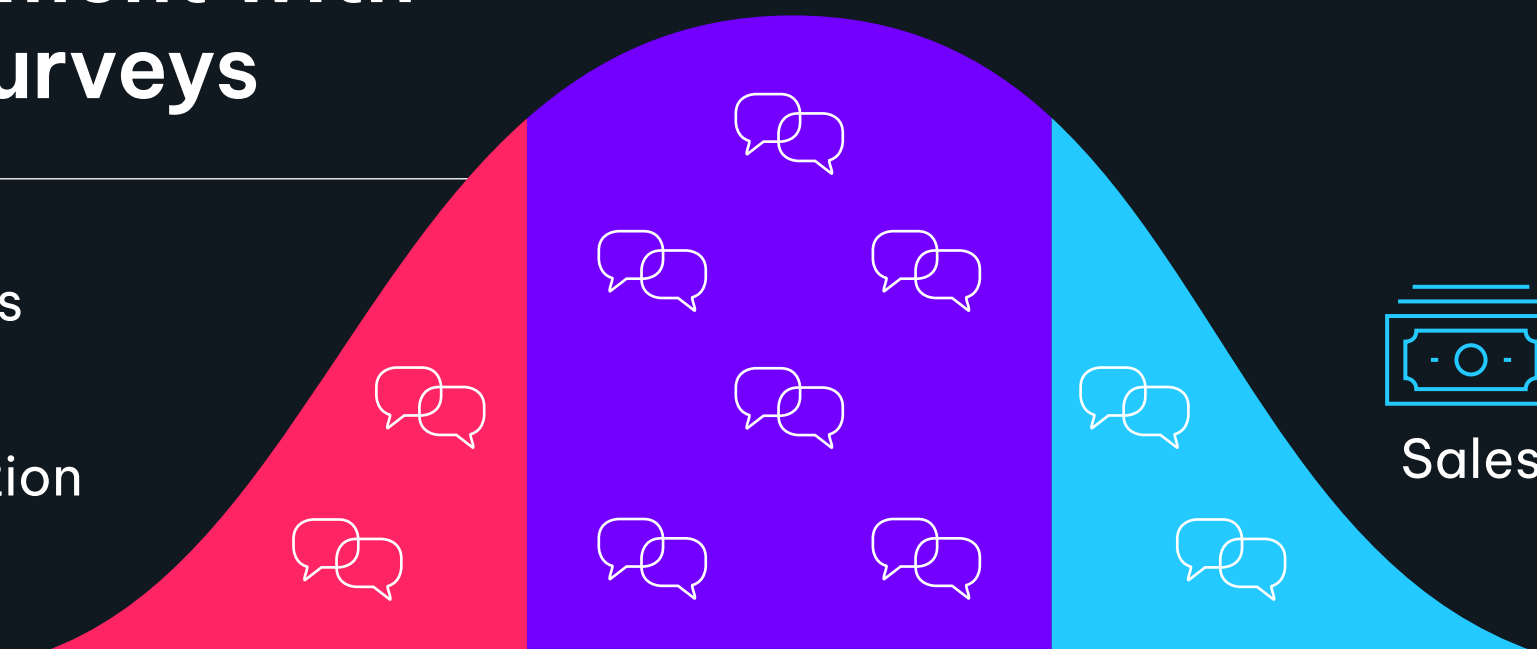
Using Sentiment with Targeted Surveys



Repeat Calls



Dissatisfaction



Adaptive survey collection can use sentiment information to send targeted feedback after key interactions, such as possible churn or cancellation risks.

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Deliver Extraordinary CX

When it comes to uncovering valuable insights about your customers, Enlighten AI for CX does the work for you. Enlighten AI for CX is the only one-vendor, single AI solution for accelerating action to transform entire organizations into customer-centric businesses, right out-of-the-box. Immediate results offer prescriptive insights throughout the customer lifecycle and are leveraged to optimize every moment of the customer's journey with the business.

We are the only ones who can offer an all-in-one view for effective change across every role in the organization. For the first time, all stakeholders can have the intelligence required to accelerate actions proven to improve customer satisfaction and lifetime value.

To learn more about how AI is revolutionizing customer experience and contact center analytics, visit www.nice.com/enlighten-ai.

The NICE logo is located in the bottom right corner of the page. It consists of the word "NICE" in a bold, white, sans-serif font. The letter "I" is stylized with a horizontal line through its center. The background of the entire page is a blue-to-purple gradient with a faint, circular architectural structure, possibly a dome or a large wheel, overlaid on it.