

CX hot six #2: agent assist

Multimedia
news brand



10%
increase in
retention rate



Client objectives

- Retain more subscribers with optimised cost.
- Capture real time sentiments of the customer to provide world-class customer experience.
- Empower the agent population with tools and technologies to serve better.

Firstsource solution

- Agent-assist solution to provide associates with real-time advice.
- Automation of after-call activities.
- Automated decisioning with personalized guidance.
- Simplification of agent navigation with various application.

Business outcomes

- 10% increase in retention rate.
- 15 reduction in average handling time (AHT).
- 5% increase in customer experience.
- Reduction in time to proficiency.