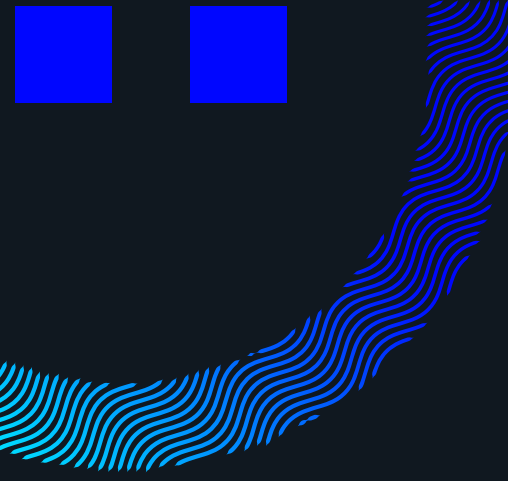# Proof of Value

Telecom Leader Automates Agent Notetaking With Enlighten AutoSummary

A leading broadband connectivity company and cable provider is committed to continually raising the bar for customer service and the experience it provides its employees.

With about 4,000 agents handling 20 million customer calls each year, the company turned to Enlighten AutoSummary to streamline after-call work for its contact center employees.
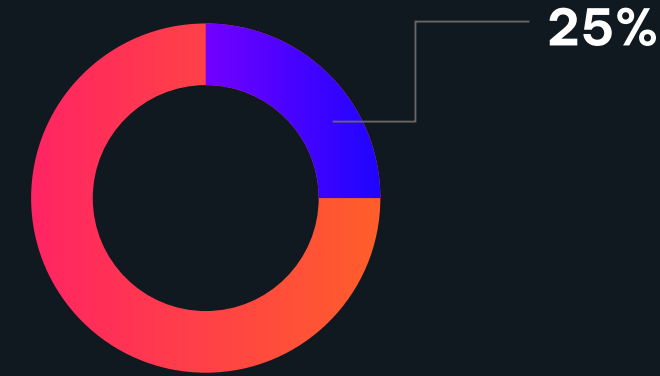
NICE

BOOSTS
CUSTOMER EXPERIENCE

Empowers agents to focus on
SOLVING
CUSTOMER ISSUES

25% REDUCTION
Of time spent on after-call work

25%

$1 MILLION ANNUAL REDUCTION
In cost of after-call work

IMPROVES
PRODUCTIVITY
for agents

CUSTOMER PROFILE

INDUSTRY	Telecommunications
LOCATION	Serving customers across the U.S.
AGENTS	4,000 agents take notes

GOALS
- Orchestrate the perfect customer journey
- Provide contextual information to the next agent to ensure a seamless journey
- Optimize the complete performance
- Use summary data as part of a comprehensive analytics program to ensure that promised actions and outcomes, such as callbacks, have been scheduled
- Provide readily available agent summaries
- Save time by eliminating agent CRM searches for previous summaries from past interactions with easily accessible notes

BENEFITS
- Reduces costs
- Lowers AHT, ACW, and repeat contacts
- Eliminates source of agent frustration
- Improves agent productivity
- Increases customer satisfaction

PRODUCTS
- NICE Enlighten AutoSummary

FEATURES
- Cost savings
- Improve agent productivity
- Boost CX
- Realize immediate value

01 THE BEFORE

Before Enlighten AutoSummary: Time-consuming interaction summaries

The telecom provider is driven to provide high-quality internet, mobile, TV, and voice to residential and business customers across the U.S. As a customer-focused organization, the company wants to ensure that it provides great service, efficiently, to its subscribers.

With 20 million customer calls each year and agents responsible for accurately and consistently capturing every detail—why the customer contacted the business, the outcome of the call, and the actions taken during the interaction—time spent on after-call work (ACW) added up quickly. The company wants to increase the productivity of its agents so they could take additional calls or focus on other, more value-driven tasks.

02 DESIRE TO CHANGE

Freeing agents to work more productively and focus on customers

Like most contact centers, the telecom asks agents to provide detailed summaries of each interaction. Those summaries can happen during the call, with the agent placing the customer on hold to take notes as the interaction is in progress, or after the call concludes. Both methods increase the time required of agents and can impact ACW and/or the average handle time (AHT) for each call.

Manual notetaking is not only time-consuming and expensive but can also be rife with inaccuracies. The telecom's agents spend an average of 11 seconds after each call typing a summary of the interaction, for a total of $4.2 million spent annually on ACW. When agents' notes are rushed or incomplete, the agent who takes a follow-up call from the same customer may have difficulty understanding their support history. They will look to the customer to fill them in on details, which almost one-third of customers say is the most frustrating aspect of phone support. When customers have to repeat themselves to a new agent who lacks the necessary context, the agent can come across as incompetent, and the customer service experience can feel depersonalized.

The telecom turned to Enlighten AutoSummary to free agents from this manual task and lay the foundation for more holistic customer experience improvements. Enlighten AutoSummary captures all relevant intents (customer contact reasons), actions, outcomes, and sentiment on 100% of agent interactions to quickly create more complete narratives.

03 THE SOLUTION

Saying goodbye to manual agent notes

An out-of-the-box solution that includes purpose-built AI for CX models built from the most extensive interaction dataset on the market and generative AI technology, Enlighten AutoSummary requires no training of models with the telecom's own data. By tasking AI with note generation, the telecom shifts this responsibility from agents, allowing them to focus their time on meaningful conversations with customers. Enlighten AutoSummary's complements the agent role by listening along and then summarizing every interaction. The full range of intents, actions, outcomes, and sentiment are captured accurately—each and every time.

Enlighten AutoSummary also enables the telecom to:

- Measure customer satisfaction with AI-based sentiment scoring.
- Identify key outcomes from AI models.
- Give agents the option to review the notes and make edits. The results can then be captured and used to continuously optimize the AI models.

Proof of Value

Delivering personalized service and increasing efficiency

Enlighten AutoSummary enables the telecom to remove the act of manual notetaking from its agents' to-do list. This allows the telecom to consistently, accurately, and automatically summarize every interaction. In addition to a 25% reduction in the time required for after-call work, the telecom realizes a wide range of benefits that includes:

- **Higher productivity:** Agents can now focus on the customer, not on the tedious process of taking notes.

- **Reduced costs:** The telecom can cut costs by reducing ACW, AHT, and repeat contacts.

- **Improved CX:** With comprehensive and accurate interaction summaries, agents are able to provide continuity of service, regardless of the timeline.

"Enlighten AutoSummary helps us to **do more with less** by improving our productivity which saves time and money."

TELECOM DIRECTOR
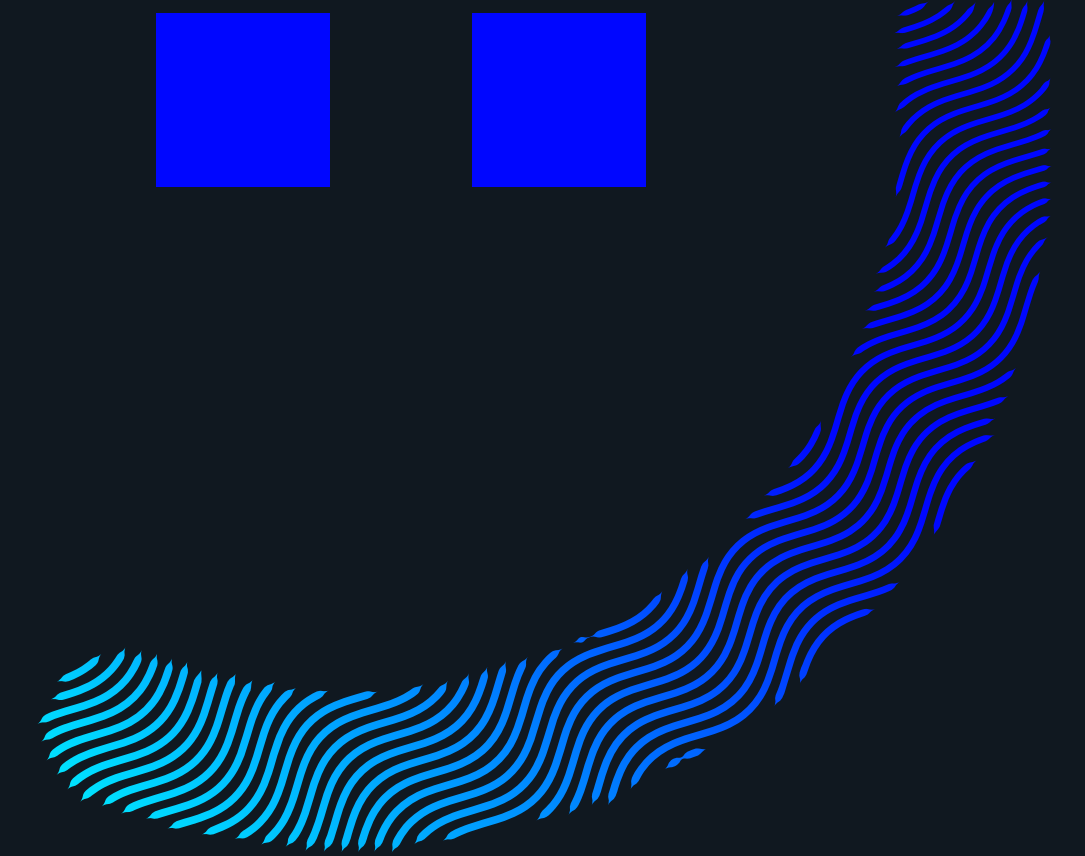
About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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