

Humanify® Associate Assist

Automation in Customer Experience

Automation technology is expanding across the customer experience world. Leading brands are looking for ways to cut costs while minimizing negative impact on customers. With rising labor rates and proliferating channels, deploying Intelligent Virtual Assistants (IVA) are cost-effective ways to provide a seamless customer experience. A common use of IVAs in contact centers is to enable a 24/7 workforce in which the IVA can engage customers directly and escalate to humans for higher value tasks.

TTEC has taken automation to the next level with its next-generation IVA that improves the customer experience without ever directly interacting with a customer. Instead, it works behind the scenes assisting the associate, making them more effective, efficient and productive.

Enhancing Human Intelligence and Service Levels

Have you ever wished for someone sitting on your shoulder, listening in on an important conversation and telling you the correct thing to say at the right time? Designed with feedback from associates in our own contact centers, TTEC's Associate Assist IVA works from that principle. This next generation IVA can monitor conversations (text and voice) between associates and customers, and based on natural language understanding (NLU), quickly search through structured and unstructured data to deliver the suggested next best action or response to the associate's desktop, in real-time.

Empowering your associates with a tool that allows them to easily provide clear communication and consistent information not only makes for a better employee and customer experience, but also helps businesses meet service levels and key business objectives.

Business Benefits

Increases speed to proficiency – new associates feel confident faster as they are fed the most relevant answers and no longer have to search for it

Improves service level metrics – Average handle time (AHT) decreases and first call resolution (FCR) increases allowing fewer associates to handle more customer interactions

Reduced associate effort – Employee satisfaction increases as the level of effort reduces

Improved CSAT metrics – Customer satisfaction increases when they receive accurate information in a timely manner

Seamless Integration – Embedded into your contact center desktop

Key Benefits

Listens and provides associates with real-time next best action/response

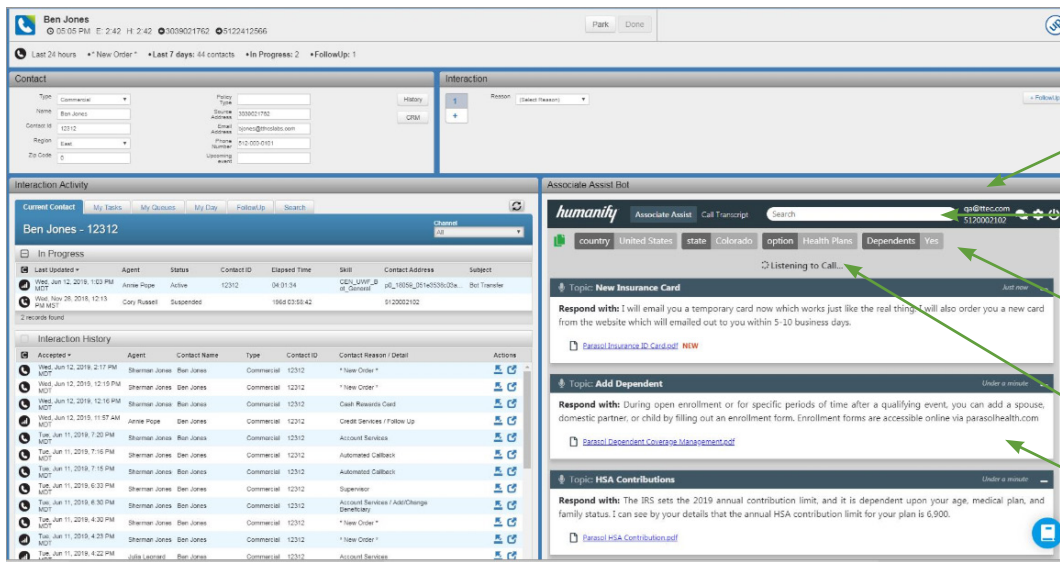
Improves service level metrics

Enables consistent and compliant responses

Increases associate speed to efficiency

Improves associate confidence and reduces attrition

Associate Assist in the Humanify Enterprise Desktop



- Associate Assist is embedded into desktop
- Search box if additional information needed
- Context pills to quickly view customer intent and sentiment
- Status verification
- Suggested next best action responses in real-time

Supervisor Dashboard

Associate Assist allows the supervisor to easily monitor multiple conversations through the real-time supervisor dashboard.

The supervisor can see the transcript for all calls, the customer intent and the color coded customer sentiment, to effectively manage the interactions and improve the customer and associate experience.

Every associate deserves an assist ... TTEC Associate Assist.

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|---|--|--|
| <p>Satisfied Context 23743 >></p> <p>Caller : No thats all thank you so much</p> <p>New_Insurance_Card 5 minutes</p> | <p>Polite Context 23594 >></p> <p>Caller : No thats all thank you so much</p> <p>New_Insurance_Card 4 minutes</p> | <p>Polite Context 22905 >></p> <p>Caller : I will email you a temporary card now which works just like the real thing I will also order you a new card from the website which will be mailed out to you within 5-10 business days</p> <p>New_Insurance_Card 4 minutes</p> |
| <p>Context 31644 >></p> <p>Caller : Sure thing let me get that information for you</p> <p>Add_Dependent 4 minutes</p> | <p>Context 17366 >></p> <p>Caller : Ok great thank you</p> <p>HSA_Contributions 4 minutes</p> | <p>Frustrated Context 15962 >></p> <p>Caller : i am incredibly frustrated about this whole situation</p> <p>New_Insurance_Card 4 minutes</p> |
| <p>Context 105 >></p> <p>Caller : Sure thing. First can I get your home address to confirm your identity</p> <p>HSA_Contributions 4 minutes</p> | <p>Context 32500 >></p> <p>Caller : Hello Mr Jones you're currently speaking with Bridget</p> <p>HSA_Contributions 3 minutes</p> | <p>Context 28108 >></p> <p>Caller : Hello Mr Jones you're currently speaking with Biggs</p> <p>HSA_Contributions 3 minutes</p> |
| <p>Context 13720 >></p> <p>Call started.</p> <p>3 minutes</p> | <p>Context 26314 >></p> <p>Call started.</p> <p>3 minutes</p> | |

About us

About TTEC TTEC Holdings, Inc. (NASDAQ: TTEC) is a leading global customer experience technology and services company focused on the design, implementation and delivery of transformative customer experience for many of the world's most iconic and disruptive brands. The Company delivers outcome-based customer engagement solutions through TTEC Digital, its digital consultancy that designs and builds human centric, tech-enabled, insight-driven customer experience solutions for clients and TTEC Engage, its delivery center of excellence, that operates customer acquisition, care, fraud prevention and detection, and content moderation services. Founded in 1982, the Company's 52,400 employees operate on six continents across the globe and live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit ttec.com.