



TTEC AI SOLUTIONS



# TTEC Insights

Turn every conversation into impact

For too long, brands have based customer experience (CX) strategies around traditional quality assurance tools, which typically capture less than 3% of interactions. With such a narrow lens, it's impossible to know how customers really feel.

TTEC Insights uses AI to analyze all customer interactions, across all channels, and layers on quality experts to transform those insights into action.

With TTEC Insights, brands can eliminate guesswork, make more informed decisions, and have the complete picture of customers they've lacked until now.

## Learn from 100% of customer interactions

Our strategic partnership with Level AI leverages technology that listens to 100% of customer interactions and combs that data to identify patterns in real time. Insights that used to take quality experts months to mine are served up within minutes.

Conversational AI captures all customer sentiment – as opposed to traditional QA tools, which require customers to opt in to surveys and therefore tend to represent extremes (very happy or very unhappy customers).

Level AI doesn't just listen to conversations, it deciphers them, pinpointing moments when customers are frustrated or delighted. Information is delivered in easy-to-follow dashboards.



**2025 Bronze Stevie Award winner**  
for Achievement in the Use of Data & Analytics  
in Customer Service. [Read more.](#)

## Move from insights to action

### \$3.2M

potential additional sales  
revenue in three weeks

### \$489K

potential annualized savings

### 60%

decrease in time spent finding  
coaching opportunities

### 75%

faster time to insight

### 214%

increase in associate  
compliance

Source: TTEC clients

## Experts unlock deeper value from insights

Brands must know how to leverage data to gain actionable insights. TTEC’s quality experts provide an essential additional layer.

Our experts mine AI-generated data and trends and use them to cull actionable insights and make recommendations for improvements. They distill a mountain of AI-generated data into next steps.

TTEC quality experts have:

**identified** specific behaviors that separate top-performing associates from bottom performers

**informed** and improved associate coaching

**identified** process improvements that reduce the need for customer contacts

**pinpointed** areas where automation can improve associate and customer experience

**grown** efficiencies

Traditional QA tools give brands an extremely limited view of what's happening in the contact center. We've transformed multiple aspects of quality to evolve from transactional data to deeper, actionable insights.

	Traditional QA Model		TTEC Insights
Reports	Batch knowledge	▶	Near real-time insight
Volume of calls	< 1% of total interactions	▶	Up to 100 % of calls, chats, texts, emails
Effort	Manual	▶	Automatic
Scope of evaluation	Compliance to criteria	▶	Intent, effort, emotion & compliance to the form
Customer journey insight	Transaction handling	▶	Root cause of issue
Scale of impact	Coach the individual	▶	Coach the individual & team
Enterprise value	Associate performance	▶	Associate performance, sales, marketing, product insight

## Sharper insights lead to stronger outcomes.

Optimize your CX at the point of conversation.

CONTACT US

### ABOUT TTEC

We are TTEC (NASDAQ: TTEC). The architects and builders of next-generation customer experiences. For over four decades, we've been shaping and redefining what it means to connect brands with their customers: Seamlessly, intelligently, and with lasting impact. We partner with the world's most iconic and disruptive companies to design and deliver AI-powered, digital-first experiences that don't just serve customers, but exceed their expectations. Every interaction. Every touchpoint. Every time.

TTEC Engage is our front-line engine delivering AI-enabled services that include customer engagement, acquisition, tech support, fraud prevention, back-office and more. Our TTEC Digital division builds the future of CX, crafting omnichannel platforms, CRM solutions, AI-driven insights and analytics that power smarter, more personal engagements. Operating across six continents, we fuse technology and human empathy to turn challenges into opportunities, interactions into relationships, and brands into legends. Bringing humanity to business is our purpose. Excellence is our standard. And the results? Happy customers. Stronger businesses. Unstoppable growth.

Join us. Experience the bold CX revolution at [TTEC.com](https://www.ttec.com)