

# Effortless AI-powered Learning

## RealPlay™ Overview

Training new staff, upskilling teams in new products or supporting seasonal ramps can cost organizations hundreds of thousands per year in resource costs, and still deliver a subpar customer experience. Our proprietary award-winning RealPlay™ Learning Solution leverages the latest Artificial Intelligence (AI), voice recognition, machine learning technology, responsive game development, and data visualization to simulate the same real-world customer scenarios associates experience before they take live calls from real customers.

### RealPlay's three components work cooperatively and seamlessly to prepare learners for success

#### RealPlay BOT

AI-powered engine that provides asynchronous practice, consistent feedback and personalized coaching

#### RealPlay Sandbox

Responsive frontend and database that enables HIPAA and PCI compliant systems practice

#### RealPlay Dashboard

Operations-based, insights platform that provides KPI performance, including speed-to-proficiency

### Make learning fast, engaging and effortless with our award-winning RealPlay™ solution

Traditional training methods can be unengaging and have ongoing expenses that add up to large amounts of money over time. Our RealPlay™ learning solution is easy to implement, requires minimal upkeep and upskills employees quickly and effectively.

### RealPlay™ AI-powered Learning drives real-world results

**57%** ▼

Reduction in onboarding time

**50%** ▼

Reduction in contact center nesting

**75%** ▲

Increase in speed-to-proficiency.

- + Speedy Implementation
- + Seamless Integration
- + Comprehensive Training Platform
- + Consistent Training Methodology
- + Scalable Model



**2020 WINNER  
DISRUPTIVE TECHNOLOGY  
OF THE YEAR**

# RealPlay™: How it works

## RealPlay™ Overview

**Shows completed and missed actions** → 5/7 Above Standards  
You were successful in handling the call.

**Practice again** → [Retry Scenario](#)

**Missed and completed actions feedback** →

**WEAKNESSES**

- ✗ You failed to provide the customer with next steps. This can result in a decrease in customer satisfaction in the event the customer's issue reappears and they require further support. *Manager Call*
- ✗ You failed to assure the customer that the issue would be resolved, which can result in lower satisfaction and lack of faith in your service during the call. Assurance statements are at the core of establishing rapport and building trust with our customers. *Manager Call*

**STRENGTHS**

- ✓ Your greeting included mention of [redacted] which provides the customer with assurance that they have not only contacted the right place, but also connects the customer to the brand from the start of the interaction. Furthermore, it establishes ownership of the call from the start. *Brand Call*

**Suggested Feedback**

This is feedback on your recent conversation. Consider this next time you encounter this situation.

Customer: "Ok, it looks like we are all set, thank you."

Associate: "The only thing you have to do is go online and add to your balance so you can send messages again. If you have any questions, don't hesitate to reach out again and we will be happy to assist you."

Customer: "Thanks. Have a good day."

**Team Manager Dashboard**

North East Regional Sales | [Clipboard Handling](#) | [Budget Objection](#)

**Participation** →

**Average Category Scores**

Show Concern	1.6 / 2
Clarify	2.5 / 3
Display Transparency and Authenticity	0.8 / 1
Manage the Sales Process	1.3 / 2
Position on Value	0.7 / 1

**Activity Feed**

- Bailey Davis attempted this scenario for the first time. 10/21/2017 10:00 AM
- Judy McCloskey got a perfect score! 11/10/2017 10:00 AM
- Bailey Davis viewed this scenario for the first time. 10/21/2017 10:00 AM
- JC Chupadski viewed this scenario for the first time. 10/21/2017 10:00 AM

**Individual learner performance** →

Representative	Attempts	Average Performance	Behavior To Improve
Bailey Davis	1	7 / 9	Clarify other objections
Judy McCloskey	3	8 / 9	Position on Value
Joe James	3	5.5 / 9	Clarify other objections
JC Chupadski	0	0 / 9	First attempt due 10/21/2017
Average	1	6.7 / 9	Clarify other objections

**Easy to see summary** →

**Areas for facilitator focus** →

### About us

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. TTEC Digital delivers outcome-based, human-centric, tech-enabled, insight-driven customer experience solutions. TTEC Engage operates customer acquisition, care, fraud prevention and detection, and content moderation services. These two offerings combined deliver flexible and extensible customer experience solutions at scale. Founded in 1982, with nearly 50K employees and offices on six continents across the globe, the company and its employees are proud to 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 [www.ttec.com](http://www.ttec.com)