

# How the AI-Powered "Customer" is Completely Changing Learning and Development

For associates, practicing before they hit the floor is crucial – especially because their success or failure impacts every single customer experience. But the traditional classroom training environment is dull, disengaged, and does not effectively prepare associates for the interactions they are going to encounter on the floor with your customers.



## Enter the AI-powered "customer"

Today's leading contact centers are using role-playing bots to act as customers – and they're training highly-engaged associates faster and at a fraction of the price. **Up to 20%** reduction in onboarding and nesting time and **up to 90%** reduction in speed-to-proficiency.

(based on recent client results)

### HERE'S WHY

#### 1. Bots can replicate a real customer experience

Real-time bots react to the accuracy, confidence, word choice, tone and sentiment, and behaviors of the learner. This allows associates to accelerate through training at their own speed that better mimic real-world scenarios. Facilitators also have more opportunities to work with medium and low-level performers to improve their training experience.

#### 2. Data is (finally) presented in an engaging and practical way

Game-based mechanics can drive real-world behavior change as associates score points, earn badges, receive rewards, and unlock new statuses while interacting with the company. Specific to knowledge management, gamified next-gen learning can motivate and reward employee for providing feedback to the system, constantly enhancing it.

#### 3. Sophisticated, on-demand platforms support voice and chat simulations

Trainees can stay in control of which scenario to run, and each interaction can be captured and available through an analytics engine. The results are ready for trainees and supervisors after each simulated interaction, prompting immediate behavioral changes.

#### 4. More ways to win back time in the classroom

Using real-time AI to streamline employee learning makes it possible for organizations to realize instant results at every stage of development process. That's because working in an AI-powered environment helps next-gen trainees:

**Self-pace their training** at home or on breaks, so they can get work done during working hours

**Reduce the number** of people required for role-playing (as role-playing is done with the AI 'customer' versus another associate)

**Use real-time feedback** and immediate coaching to shorten onboarding and nesting periods

**Have fun** while achieving operational and quality KPIs faster

**Get through requirements** training faster and quickly acquire new service skills as needed

#### 5. Humanity + Digital = Best of Class

No matter how automated the contact center space becomes, humans will always have a place at the forefront of every customer interaction. But do not forget how valuable AI can be in getting your associates there in the first place. The contact center of the future demands humans and AI work together to achieve the best results from the most complex transaction to the simplest interaction.



"It's my first time! Yours?"



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