

Transforming Agent Efficiency Through AI Innovation

DATAMARK

America's Premier *Outsourcing* Partner

BACKGROUND

An international retail technology client struggled with agent performance and customer satisfaction due to an overload of conflicting information from multiple knowledge management systems (KMS). Agents often received information from 2-6 different sources without a single source of truth. This resulted in confusion, increased attrition rates, and client dissatisfaction with the current workflow.

THE CHALLENGE:

INEFFICIENT KMS PROCESS LEADS TO AGENT FATIGUE

Agents were **overwhelmed** by the volume and inconsistency of information acquired from multiple KMS sources. The lack of a streamlined, single source of truth caused high levels of anxiety among agents, contributing to increased attrition rates, as well as inefficiency in resolving customer requests.

Overstimulation from conflicting information sources resulted in a noticeable drop in service quality and increased handling times, negatively impacting customer satisfaction scores. The overall decline in service quality and efficiency led to client dissatisfaction, straining client relationships.



THE APPROACH:

ADVANCED REPORTING AND DEVELOPING AN AGENT ASSIST AI TOOL

DATAMARK proposed a comprehensive solution by incorporating advanced technology and innovative tools to amplify the client's contact center workflow. Business Engineers utilized Power BI to conduct an advanced reporting audit to pinpoint the root causes of agent fatigue and inefficiency.

Business Engineers designed a generative artificial intelligence (AI) tool leveraging Microsoft Azure, dubbed DataSmart. DataSmart was designed to listen to customer calls and provide real-time solutions to each agent, eliminating the need to navigate multiple KMS sources with a single source of truth in place.

Through rigorous analysis, Business Engineers identified documentation gaps to address whether agents had access to the most up-to-date and accurate information. The analysis also tested DataSmart's ability to accurately pull useful data from said documents.



THE SOLUTION:

DEPLOYING DATASPARK AS A SINGLE SOURCE OF TRUTH

DataSmart was deployed to a handful of agents at a time, while the operations team monitored DataSmart's practical implementation in the field, auditing for quality. DataSmart analyzed ongoing calls and provided immediate resolution to customer inquiries by combing agent databases, then pulling and pre-populating valuable data into an agent's notification window, significantly reducing response times for our client.

DataSmart's generative AI component was created through Microsoft Azure AI services, while the database retrieval component was developed through Azure Search and Optical Character Recognition (OCR) technology.

DataSmart was established to act as the single source of truth, consolidating information from multiple KMS and providing consistent, accurate data. DataSmart pushed real-time updates through pop-up notification windows, ensuring agents always had the latest updates without the need to search multiple sources.

RESULTS

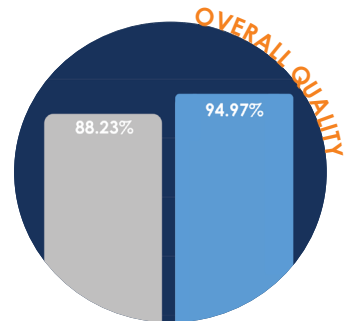
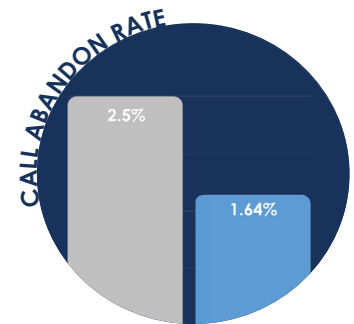
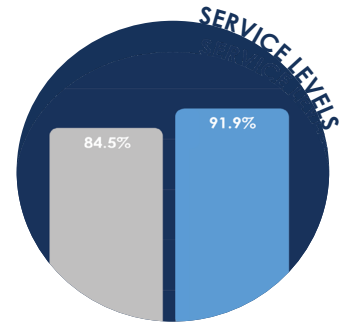
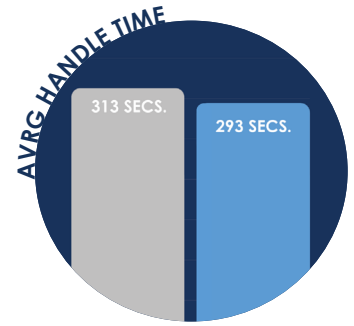


Implementation of DataSmart saw a **20-second decrease in average handle time** (AHT), from 313 seconds to 293 seconds, allowing agents to successfully resolve customer inquiries more rapidly.

Service levels rose by 7.4%, from **84.5% to 91.9%**, improving average speed of answer (ASA) and operational efficiency of the contact center workflow through the use of DataSmart.

The call abandon rate also improved, dropping from **2.5% down to 1.64%**, reducing the frequency of missed and dropped calls, improving the quality of service we're able to provide to our client and their customers.

Overall service quality **significantly increased** from **88.23% to 94.97%**, ensuring top-notch service delivery and boosting customer satisfaction for our client.



CONCLUSION

The deployment of DataSmart proved to be a transformative, **cost-effective solution for our client**, who remains a trusted partner to this day. By focusing on continuous improvement and real-time solutions, DATAMARK's approach to innovating a custom AI solution for our client demonstrates DataSmart's substantial impact on operational excellence and customer service quality.

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