



Use Cases for AI

Utilising Athena & The Connex One Suite





Sales



A comparison card for two sales representatives, Jennifer Marshall and Ryan Kennedy. Each card features a circular profile picture, the name, a red progress bar, and the text "5 Day Streak". A red square icon with a white 'X' is positioned below the two cards. The entire comparison area is enclosed in a dashed circular border.

Leaderboard

1		AB	Savannah Nguyen	545,500
2		AB	Kristin Watson	541,020
3		AB	Devon Lane	541,020
4		AB	Darlene Robertson	541,020
5		AB	Bessie Cooper	541,020
6		AB	Jerome Bell	541,020
			Dianne Russell	

Sales

How can I better understand if our call scripts are working?

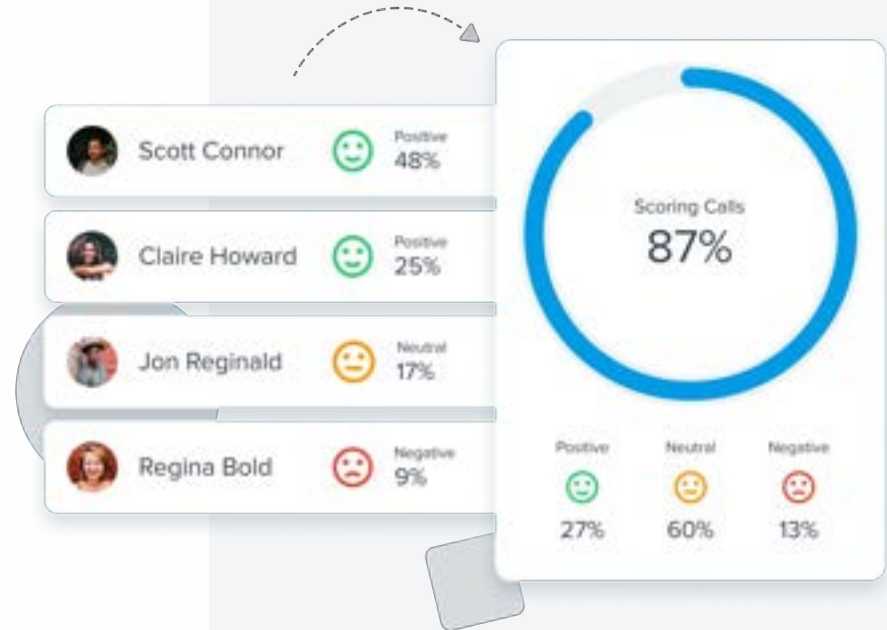
Utilise entity recognition categories to log and sort key phrases which can be filtered against your won and lost opportunity KPIs. This AI analysis creates actionable insights and learnings for your managers and team to optimise future performance.

You can also deploy keyword analysis cloud to analyse and improve your agent conversations by understanding what's being said and what's working across your sales and resolution departments with the data provided being able to shape more engaging conversations.

How can I better target my CRM data?

Automatically push opportunities to a fully automated omnichannel campaign. Connex One integrates into the majority of CRMs meaning automation and personalised engagement workflows can be actioned within minutes of integration.

Deploy outreach, loyalty and upsell campaigns across all your existing contact data via automated workflows which can continually be optimised based on AI data analysis across your daily workflow interactions. Omnichannel workflows combined across voice, SMS, email, social, chatbots and more can ensure customer engagements to the data you already hold can happen with the right message at the right time on the right device at scale.

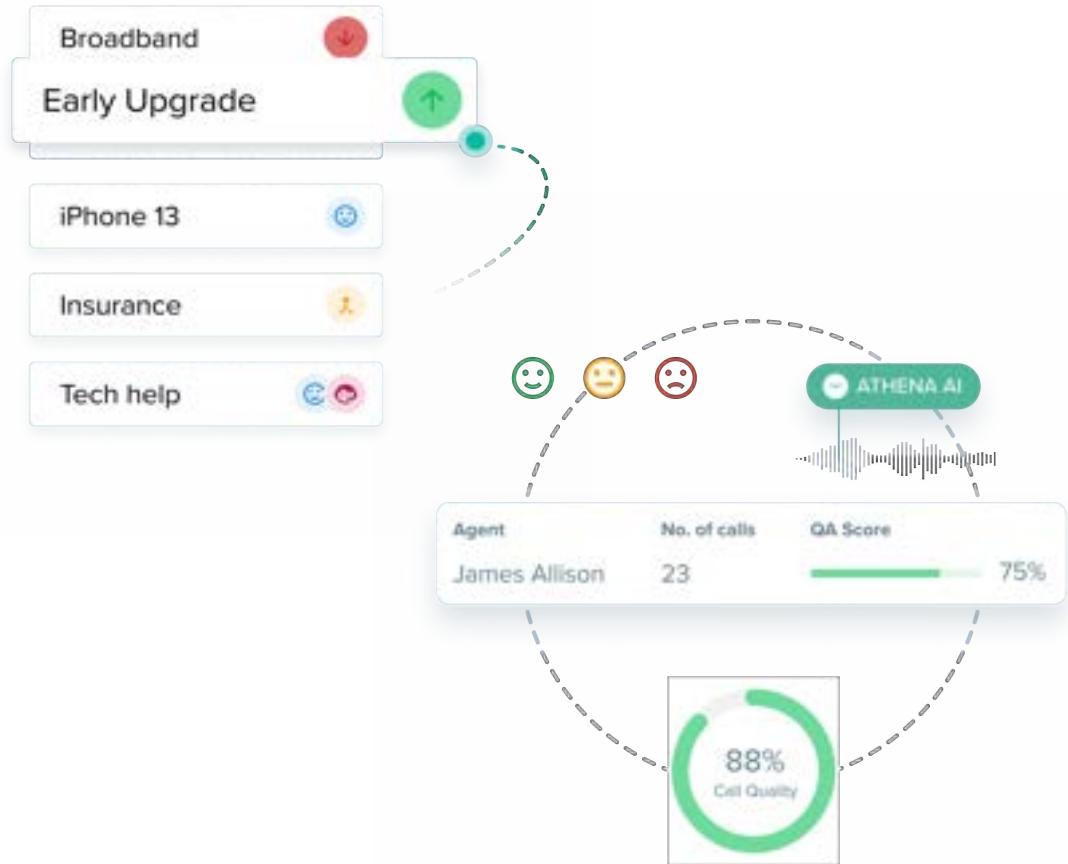


Sales

How can I increase conversions?

AI will identify when new opportunities are most likely to convert and automatically assign them to the best skilled advisor with all the information they need to convert it.

AI will identify the words or phrases that help result in successful and unsuccessful outcomes so that the knowledge can be embedded into the agent coaching and knowledge management tools.



Sales

How can I increase responses?

Your company can increase customer receptiveness by capturing sales velocity data in your CRM and deploying omnichannel engagement campaigns to increase conversion rates specific to your CX goals and communication channel KPIs.

By utilising AI, you can extend the effectiveness of the customer data you already have and drive performance across marketing, outreach and prospecting.

How can I speed up my sales cycle?

With speech AI., you can run pre-set filters across all of your engagements to target opportunities at specific points in the sales lifecycle for placement in automated workflows.

During the decision-making stages, prospective clients can be better engaged with propositions and calls to action across omnichannel engagement sequences. Existing customers can also be engaged for upsells, loyalty campaigns for retention, and even re-onboarding campaigns for closed lost opportunities within Connex One.

How to know which engagement channels & sequences work best

Utilise the power of AI interaction clustering to discover all of the positive outcomes while also learning from negative outcomes. Group lost and won opportunities together to uncover the deciding factors in greater depth.

Use this actionable data to develop training, coaching, objection handling, and services. To improve performance, you can use AI insights to automate omnichannel engagement workflows.

How to outreach the best channels at the best times

In the background, our proprietary AI constantly evaluates the performance of your sales team and your customers' preferences to provide next-gen market intelligence of your audience.


Our AI can proactively send out communications at times when customers are most likely to want to be engaged about your particular products or services.




Customer Engagement



5/10

 Bessie Cooper

29

Live Interactions 

In Call - 02:01

The dashboard overlay is positioned on top of a background image of a male customer service representative wearing a headset and working on a laptop. The overlay includes a progress bar at the top right showing 5/10, a user profile card for Bessie Cooper, a large number '29' representing live interactions, a message icon, and a green pill-shaped button indicating 'In Call - 02:01'. The entire interface is decorated with green lines and squares.

Customer Engagement

How can I improve connection rates?

How can I improve connection rates Deploy AI. Connect : provide a detailed layer of your contacts and provide your sales and resolution teams with the best time to call and the preferred method of interaction which can be automated into workflows to improve overall conversion rates and CSAT scores.

Utilizing AI. connect can ensure your teams are far more efficient in their outreach with an auto dialer that provides significantly increased connection rates and reciprocity levels

How do I improve my user interaction outcomes?

Utilise Athena chat and automated flows to Instantly gather information and expertly route customers to the most suitable agent without lifting a finger.

With AI. chatbots you can simplify the most complex of processes to create automated engagement workflows from conflict resolution to technical onboarding a breeze. This can be further advanced by integrating third party solutions i.e. AML solutions for the finance sector which can drastically reduce the level of human interaction needed.

Customer Engagement

How can I improve call auditing & tracking?

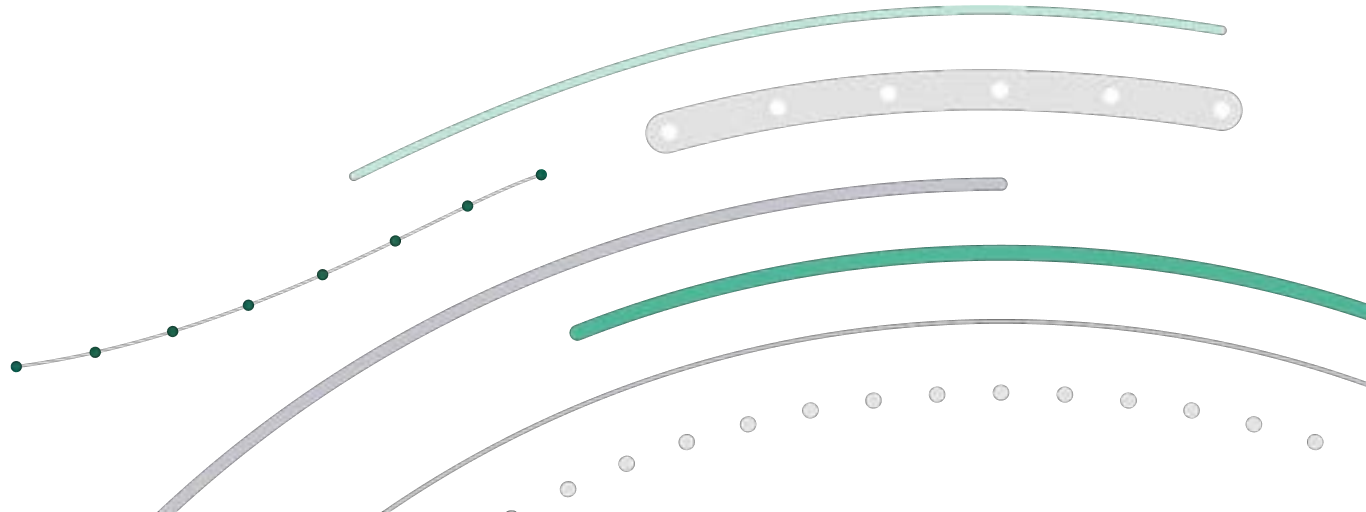
With the power of Athena AI every conversation can be converted into data via auto transcriptions. These transcriptions can be analysed against your KPIs to provide data findings for you to report on and action automated workflows to improve sales, resolutions, agent training and more.

AI speech analytics can enhance current call monitoring practices with the ability review literally 1000's of calls in seconds to help drive sales, CSAT score ongoing training and more. Once you set keywords filters i.e. competitors, objections, problems etc you're able review user engagements against your set criteria and KPIs across every department interaction of your business.

How can I increase end user interaction rates?

Connex One's proprietary Athena AI understands customer intent, learns over time and is smart enough to escalate and transfer queries to the correct human agent when the user journey calls for it.

Intent based learning working together with call prioritisation ensures a far smoother customer experience and resolution management process.

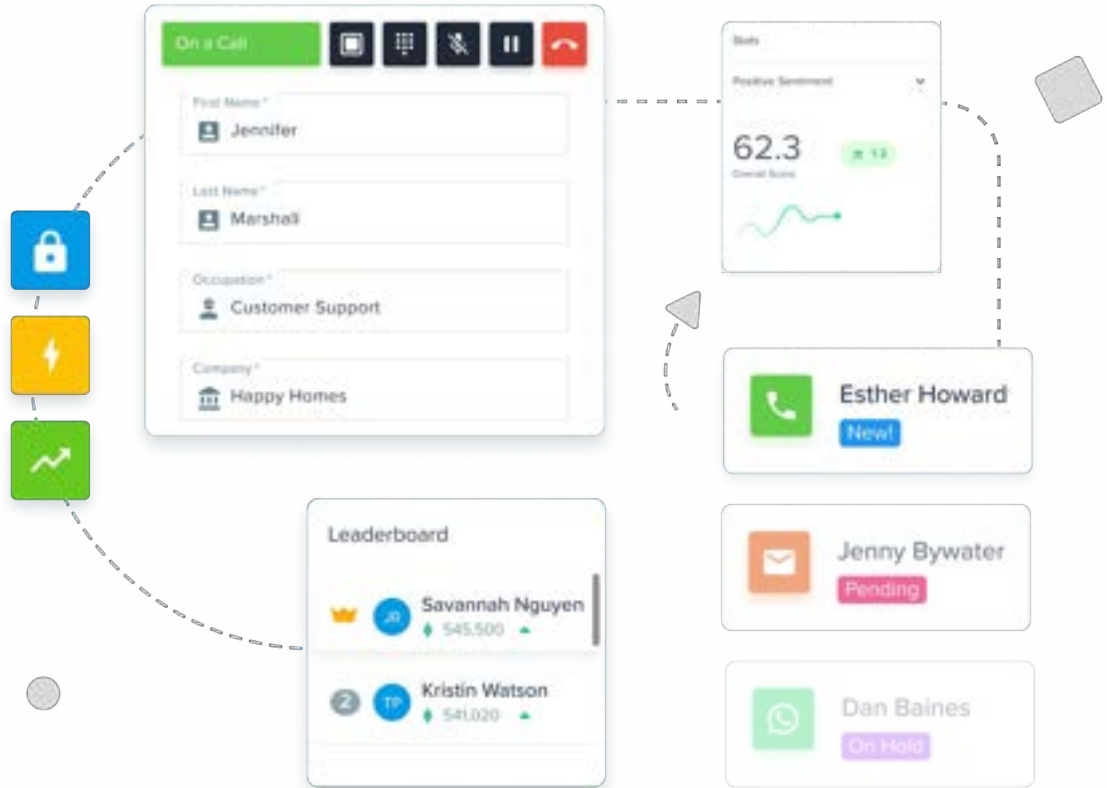


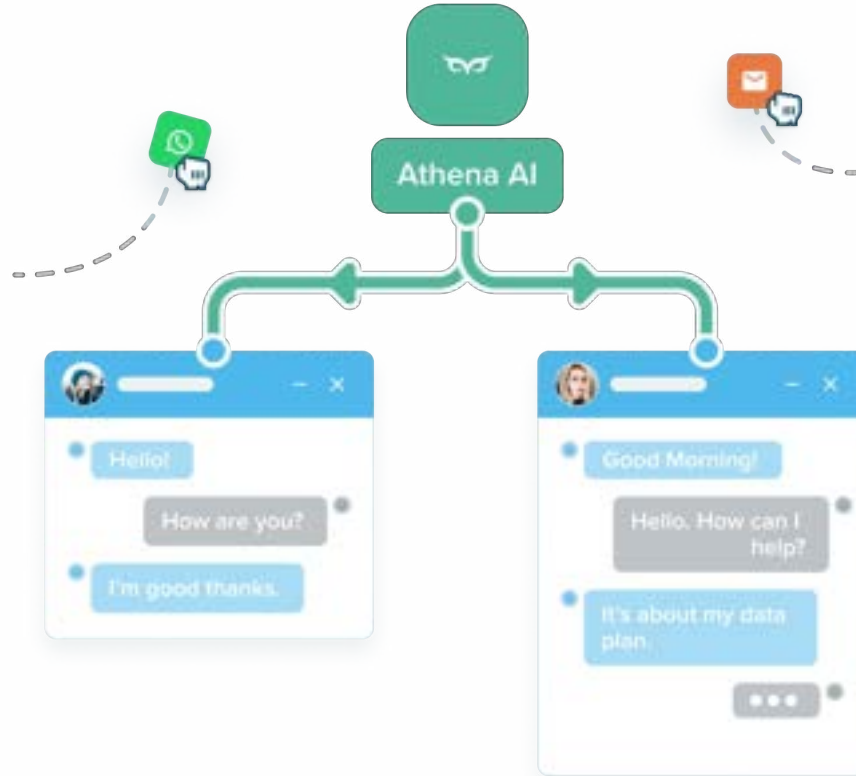
Customer Engagement

How can I improve my user journeys?

Deployable optimized omnichannel engagement workflows to address recognised customer pain points, objections, sales blockers and poor CX outcomes with sales and customer resolution workflows which are based on AI actionable data from your current customer journeys.

With actionable data and a “right time, right message, right device” approach you can interact with your new and existing customers on their channel of choice in a workflow which is optimized for improved performance.





Customer Engagement

How can I improve out of hours communication?

With Connex One you can create automated out of hours sales journeys based on AI analysis with IVR integration.

Deploy a multitude of tasks via AI chatbots, from complex onboarding and sales process through to specific customer resolutions all while out of hours allowing for a truly 24/7 business operations offering. With Athena AI you can have a live solution to meet the most complex of user queries.

Best of all our chatbots are constantly learning from your users and data reporting to provide a solution which can continually improve engagement experience and outcomes.

Customer Engagement

How can I free up my agents from menial tasks?

Athena AI can review all your user interactions and incoming queries and place engagements into automated workflows where appropriate allowing your agents to personally engage with the more intensive user interactions and request.

You can take this further by deploying Athena ASR to create speech enable interactive voice response (IVRs). Your IVRs can also be deployed in your workflows to engage the end user at the most appropriate time within the journey.

How can I increase customer experience?

Resolution funnel AI reporting analysis continually gathers data to enable resolution engagements, processes and workflows.

Deploy omnichannel resolution engagements to enhance user engagement journeys which reduce customer blockages and automate low level tasks to significantly free up agents.

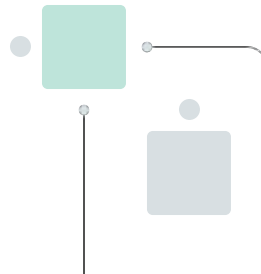
How do I make technical journeys more engaging?

Utilise AI Interaction clusters to conduct deep analysis into individual calls or segmented calls lists all with actionable insights. Ideal for complicated onboarding or resolution management AI can work in the background to provide actionable data based on live conversations and user interactions.

Can I create automated sales processes?

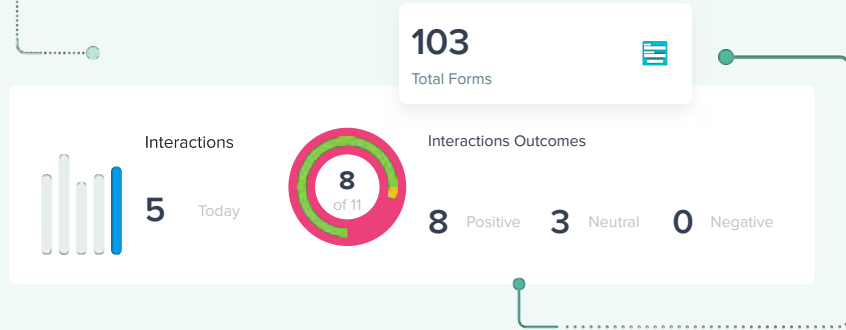
Imagine sequel dial without all the manual work: You can use keyword AI analysis to pull data relevant to your defined KPIs and filters.

This targeted data can be pushed into automated sales engagement, loyalty, upsell campaigns across multiple communication channels that you define based on AI performance analysis which can continually tweak to boost performance further.





Reporting

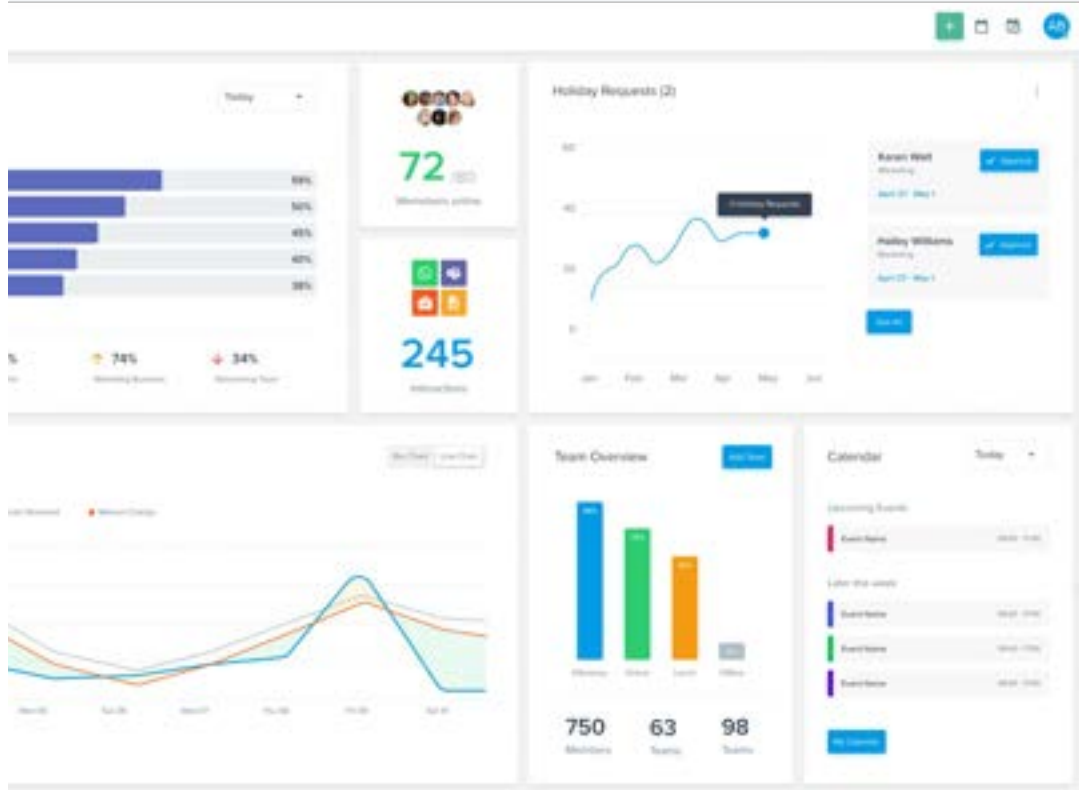


Reporting

How can I improve business efficiency?

Unify all your communication channels and their engagements into one dashboard and run analysis over your defined KPIs at scale.

Make changes based on over 140+ reports providing actionable insights which cover every aspect of your contact centre down to the smallest detail. Deploy AI across your business operations and discover the data you never knew existed.



Reporting

How can I make my data more actionable?

Enhance your existing data with AI client analysis around your ICP customer profiles with added data from entity recognition and sentiment analysis to improve performance further.

This will allow a more personalised and automated outreach to your existing CRM data based on current sales cycle position and highlighted behaviour amongst other characteristics to improve your performance KPIs.

How can I ensure I engage with customers at the best opportunity?

Deploy workflow triggers based on your audience and data AI reporting which push users down automated interactions. Create reactive workflow automations which can improve performance further based on AI analysis around set conditions i.e. certain keywords, outcomes and agent notes can automatically activate multi-channel engagement.

How can I better understand my customer?

Deploy sentiment analysis across every conversation to create user workflow experiences based on customer tone and intent for increased engagement, conversions and agent CSAT scores.

Discover what's working and what isn't at across every department and create more impactful engagements which can be deployed at scale.

How can I find positive trends?

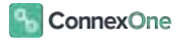
Use AI interaction clustering for both positive performance and negative response analysis.

Group positive behaviours together to focus on what's working across all your teams while focusing on negative outcomes to eradicate behaviours leading to negative outcomes.



Quality Management



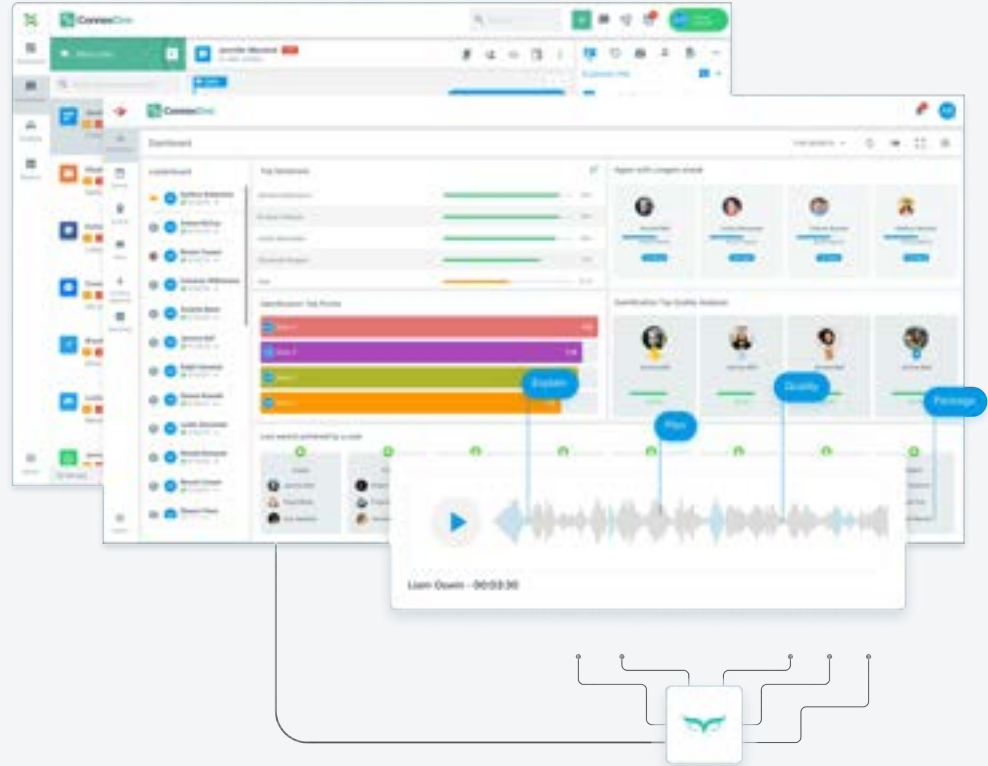


Quality Management

How can AI solve my operational problems?

Allow AI to highlight problem areas within your business you may not be aware exist.

With over 140+ AI reports running across your business operations you'll find actionable data across every aspect of your business from departments to campaigns, even down to individual performance metrics at the most granular level.



Quality Management

How can I improve agent performance?

Agent frequency AI can analyse your user engagements to review how often agents are mentioning key products or offers to customers against set KPIs and give post call feedback on where they are missing sales opportunities.

This can be taken further by having call scored based on these KPIs which can then use for ongoing measurement, campaign optimisation.

From Connex One you can also deploy automated customer satisfaction surveys to truly understand how your customers feel about your business and agent customer service with IVR surveys.

How can I improve contact center training?

Whisper coaching monitors and audits sales, customer service engagements and to highlight critical actionable data based on the KPIs, wording, phrases and sentiment guidelines you set.

This ensures your standards and conversion targets can be met across your departments no matter how large or small your team.

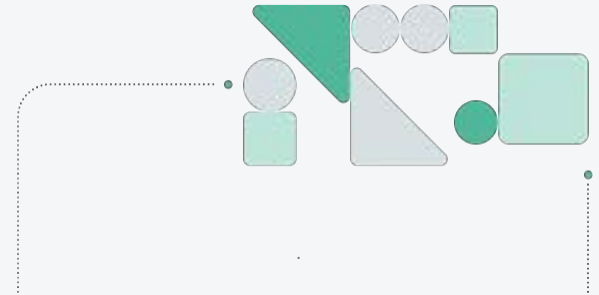
How can I impact engagements in real-time?

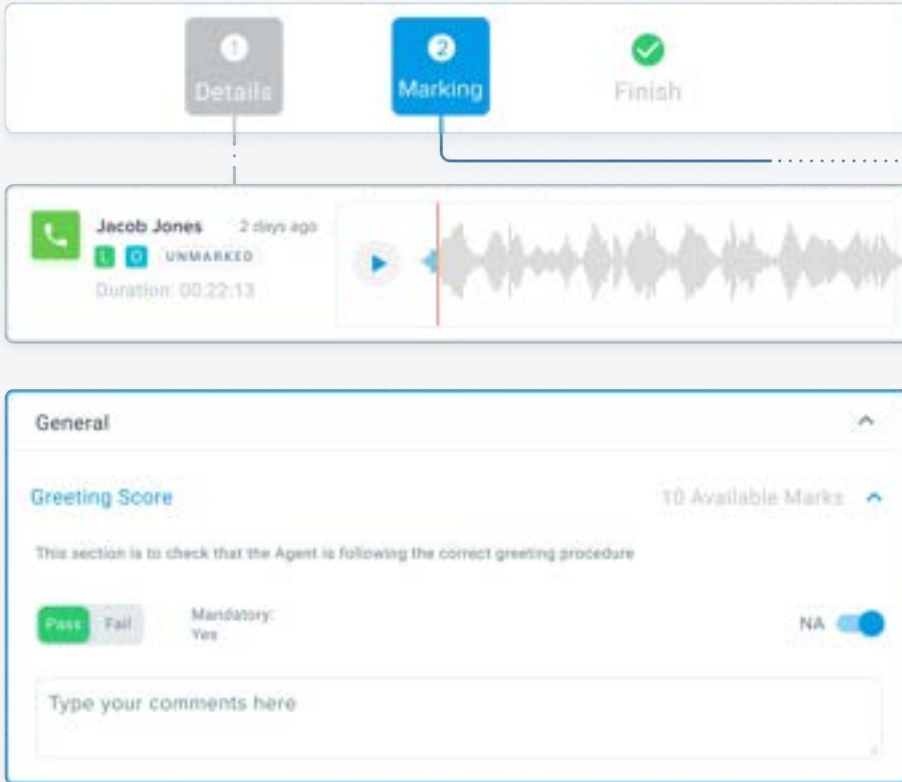
With AI analysis running across all of your campaigns you can set filters to monitor key keywords of your agent engagements so that should the call be not going how you want you can perform call barging to enter the conversation alternatively the agent could conference in a manager to deal with more challenging or technical calls.

How can I audit objection handling?

Perform AI entity recognition analysis on your calls across departments, campaigns and even down to a single call level.

By using keywords, objection mentions, competitor terms +more call performance can be audit at scale with actionable learning put in place.





1 Details 2 Marking Finish

Jacob Jones 2 days ago UNMARKED Duration: 00:22:13

General

Greeting Score 10 Available Marks

This section is to check that the Agent is following the correct greeting procedure

Pass Fail Mandatory: Yes NA

Type your comments here

Quality Management

How can I improve performance without disrupting flow?

Whisper coaching will allow AI to notify managers to problems and difficult calls and will highlight resolutions to the agent during the call with guidance notifications and potential pre-built workflow automations.

This enable agents to have an active resolution outcomes which can be used for guidance in real time or alternatively can be actioned immediately once the agent is in post call.



WFM



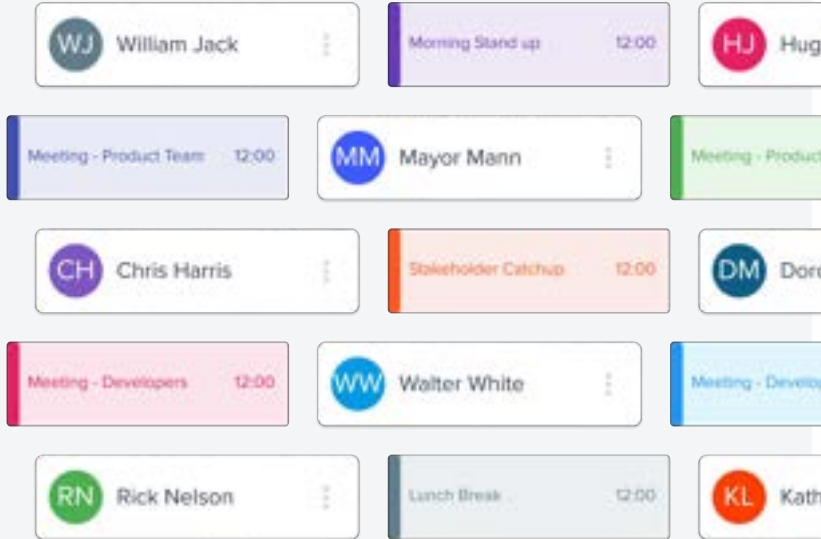
WFM

How can I evaluate resource performance across departments?

Utilizing filters and KPIs set by managers and C-level staff members within your WFM instance you can at a glance or in greater detail focus on what is driving employee performance to make amendments.

Further to this you can empower AI to understand predicted shortcomings to put re-active plans in place to ensure the predicted shortcoming don't occur while similarly focusing on optimising what is working.





WFM

How can I better forecast staff resources?

Running HR AI across your WFM instance will intelligently predict staffing requirements by reacting to team attendance and shift management to optimize staff deployment and balance workloads as labour demands change.

With AI HR you can create rules automatically to accept/reject holiday requests based on current/previous staffing intelligence, remove the HR/TL approval process.

How can I improve annual leave practices?

With your WFM instance you can automate the whole leave request process to align hours, schedule and potential shortfalls.

Further to this with AI you can use staffing analytics retrospectively to gauge performance during times of stress to re-align filters going forwards.





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