

Reimagining Agent Performance in the age of AI

A PoV on Training as a Service

The Evolving Role of Human and Machine Work

For much of the last decade, the interplay between human agents and machine automation in customer experience (CX) followed a predictable path:

- **Rule-Based Automations** took over repetitive tasks
- **AI Interventions** (machine vision, machine learning) broadened the range of processes that could be handled
- **Static Knowledge Repositories** helped customers self-serve, albeit in limited ways through websites and chat-bots
- **Human Agents** juggled ever-increasing channels—from voice and chat to social media and app-based platforms

In 2023, **generative AI** (Gen-AI) changed the rules entirely. As Agentic AI ushers in the next wave of AI innovation, many organizations are redefining the balance between **human work** and **machine work**. The question is: **How do we structure agent roles in ways that deepen talent, ensure continuous engagement, and keep pace with disruptive industry shifts?**

Rethinking Agent Training and Performance

Agent attrition in the CX industry is a constant challenge for both retained and outsourced work, with employee engagement and motivation often the top drivers. To address this, we must reimagine how agents are **hired, trained, and developed**

Organizations typically measure an agent's path in three ways:

- **Speed to Competence:** How fast can a new agent ramp up and provide effective service?
- **Speed to Quality:** How rapidly can they handle complex tasks with accuracy?
- **Speed to Value:** How quickly we can demonstrate that an agent is increasing brand value

Yet traditional training struggles to meet these metrics due to:

- **High Attrition in Training:** Materials delivered in a one-size-fits-all manner often disengage new hires
- **Lengthy, Rigid Courses:** Course structure and materials produce a standard route for all agents, commonly running from 8-12 weeks, where agents can experience extended, passive sessions that lead to low engagement and completion
- **Delayed Feedback:** Courses lack timely feedback and performance insights, relying instead on static assessments and review that are often inconsistent and subjective to the trainer
- **Lack of Real-World Context:** Static content delivered in a passive manner doesn't allow for exposure and assessment of how conversations take place in the real-world or how an agent will perform under pressure

AI Game Changers: How AI Is Transforming CX Training

- **Adaptive Learning:** Tailored modules and tests to each agent's skill level in real time. This personalized approach accelerates skill-building and lowers attrition
- **AI Role-Playing & Simulation:** Uses virtual scenarios and bots to replicate authentic interactions. Agents refine soft skills, language fluency, and stress handling before going live
- **Real-Time Coaching & Feedback:** Provides in-the-moment guidance during calls or chats. Agents correct mistakes faster, build confidence, and boost customer satisfaction
- **Conversational AI & Chatbots:** Delivers on-demand knowledge and policy updates. Agents access accurate info instantly, cut Average Handling Time (AHT), and improve First-time resolution (FTR)
- **Performance Analytics & Smart Upskilling:** Analyzes all interactions to pinpoint skill gaps. Data-driven insights ensure focused coaching and continuous improvement in agent performance

Unlocking Value with AI-Enhanced Agent Performance

Integrated AI empowers agents to focus on complex, high-value interactions, while automation handles routine queries. This synergy yields:

- **Lower Attrition** as agents see clear advancement opportunities and feel more supported in their work
- **Higher Satisfaction & Loyalty** among customers who receive faster, more accurate service
- **Better Operational Efficiency** through streamlined workflows that reduce handling times and limit repetitive tasks

IGT Solutions: Your Strategic Partner for AI-Powered Agent Performance Transformation

Organizations looking to blend **AI advantages** with **human expertise** often struggle to find a partner that can balance both effectively. That's where **IGT Solutions** stands out—enabling companies to **harness the power of next-gen AI** while nurturing **agent engagement**, performance, and overall success.

At IGT Solutions, we recognize the rapid **disruption** in the CX industry. By collaborating with clients, partners, and internal teams, we deliver **SMART outcomes** that build centers of **skill and scale**, fully embracing AI's potential **without sidelining** the human element. Our approach revolves around

- **Human-in-the-Loop Workflows** that pair agent expertise with real-time AI support
- **Ongoing R&D and Knowledge-Sharing** to constantly adapt as new AI capabilities emerge
- **Advanced Analytics** to refine performance and drive continuous improvement

By focusing on human talent in tandem with AI, we build **motivation, engagement, and resilience**—all essential to thriving in turbulent times

1 Superior Metrics for a customer centric approach

Our **AI-driven training model** transforms agent onboarding and performance, drastically **shortening time-to-competence**. We call our framework **ADAS**:

- **AI-Powered Learning and Personalization:** Adapt content for each learner, offering unlimited scenario-based practice that reflects real-world challenges
- **Data-Driven Training Optimization:** Continuously analyze performance data to pinpoint where agents excel or struggle, ensuring rapid course-corrections

- **Automated Training Delivery:** Minimize manual overhead, offering 24/7 access to training modules that keep pace with evolving CX demands
- **Seamless Integration and Customization:** Align with your existing tech stack and tailor the curriculum to fit brand- or product-specific needs

By leveraging ADAS, we've **reduced Speed to Competence (STC) by up to 50%**, a pivotal advantage in an industry where skilled agents can require up to 16-20 weeks of training

2 Analytics for Continuous Agent Performance

Increasingly sophisticated contact center analytics are revolutionizing how we track, manage, and boost agent performance rather than relying on sporadic call samples or basic metrics like handling time. Some examples are:

- **Full Interaction Coverage:** AI analytics provide insight into every interaction, revealing how agents tackle both short and long engagements
- **Holistic Metrics:** By factoring in customer satisfaction, loyalty signals, and emotional context, it is now possible to get a complete view of agent effectiveness
- **Data-Driven Coaching:** Real-time analytics pinpoint strengths and weaknesses, enabling targeted coaching plans that keep agents motivated and engaged

By aligning training with AI-driven insights, IGT can help organizations consistently refine performance, address skill gaps promptly, and ensure agents are ready to deliver standout CX—every time

Learn more at www.igtsolutions.com



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