

AI-AS-A-CUSTOMER – THE FUTURE OF CONTACT CENTER TRAINING

Abstract

Contact centers are an essential part of many businesses; however, they usually face challenges in retaining employees, leading to frequent training of newly recruited agents. Traditional training methods, such as classroom instruction and role-playing exercises, can be time-consuming and expensive, and they may not be effective in reaching all learners.

Simulation-based scenarios, in which agents practice handling customer interactions in a simulated environment, have become a popular training method. However, they can be limited in effectiveness, as they often lack the realism and interactivity that are necessary to fully prepare agents for real-world interactions.

In this POV, we explore the potential of Generative AI to transform training by creating more realistic and personalized training experiences that can help agents develop the skills of interacting with a disparate range of customers in a variety of scenarios.

Current State of Contact Centre Training

A 2019 [survey by Gartner](#) says that **only 9 percent of customers report solving their issues completely via self-service. Consequently, they resort to live customer service calls to solve their problem.**

[Forrester data](#) shows that customers are impatient with poor service, where **55 percent of US online adults are likely to abandon their online purchase if they can't find a quick answer to their question.** The customer service calls have become opportunities to help build stronger relationships with customers to garner their long-term loyalty.

Effective agent training has become extremely important, but even in this age of technology, many contact centers are still using traditional human-assisted training approaches. As per a 2021 [Market Research](#) conducted by [ProcedureFlow](#) in partnership with [The Analyst Agency](#), half of the contact center industry professionals surveyed said **they wished their training was more hands-on and engaging.**

One of the best ways to have hands-on engagement is Simulated training, where the current approaches have limitations that can be greatly overcome using Generative AI.

Understanding Simulated Training

Simulated training is a powerful and engaging active learning technique widely used in contact centers to prepare agents for the various types of interactions they may encounter with customers. Here, agents are presented with realistic scenarios that simulate real-world customer interactions. They are then asked to role-play

the scenario, applying their knowledge and skills to respond to the customer's needs in a timely, effective, and professional manner. Providing agents with opportunities to practice their skills in a realistic environment can help to ensure that agents are prepared to handle even the most challenging customer interactions.

Benefits

Engaging & Interactive

Realistic & Relevant

Measurable Outcomes

Skills Improved

Communication

Problem Solving

Empathy

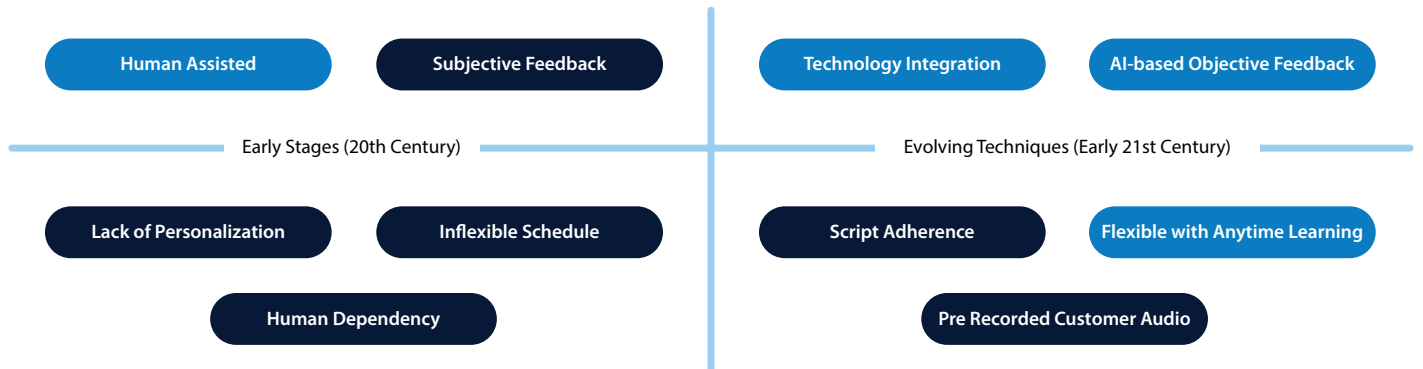
Conflict Resolution



Evolution of Simulated Training

Scenario-based training has evolved significantly over the years in contact centers, becoming increasingly immersive,

engaging, and effective. Here's a brief overview of its evolution:



Contact center training traditionally has been done through human assistance in scenario-based simulation. This technique provides agents with hands-on experience in handling customer interactions by engaging agents in simulated phone calls with human facilitators who act as customers, presenting a variety of scenarios and challenges that agents may encounter in their day-to-day work.

This training approach often becomes ineffective and outdated, failing to meet the needs of today's complex and ever-changing contact center environment. As a result, many contact centers are struggling to keep up with the latest technologies, train their employees on the skills they need,

and provide excellent customer service.

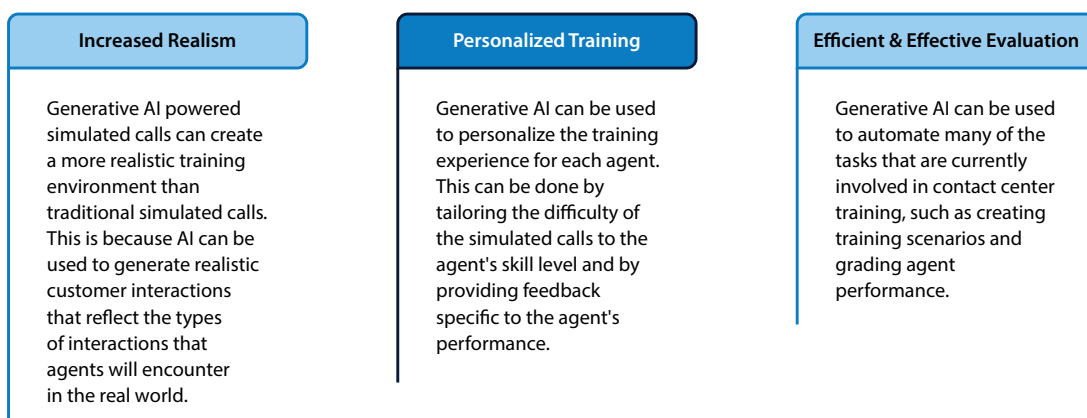
Early technology-assisted training brought in simulation with prerecorded customer audio. This approach involved presenting agents with realistic scenarios that mimic real-world customer interactions and using pre-recorded customer audio to create an immersive and engaging learning experience. Agents in this technique need to respond to this prerecorded customer audio to practice the call scenario. Also, Artificial Intelligence (AI) models were used to automatically generate objective feedback on the conversation. However, it had limitations owing to script adherence inflexibility because of prerecorded customer audio.

AI-as-a-Customer for Training

This approach utilizes the power of Generative AI models to create realistic and engaging simulations of customer interactions, providing contact center agents with the opportunity to practice their skills and handle a wide range

of scenarios before facing real customers.

Here are the benefits of using Generative AI-powered simulated calls for contact center training:

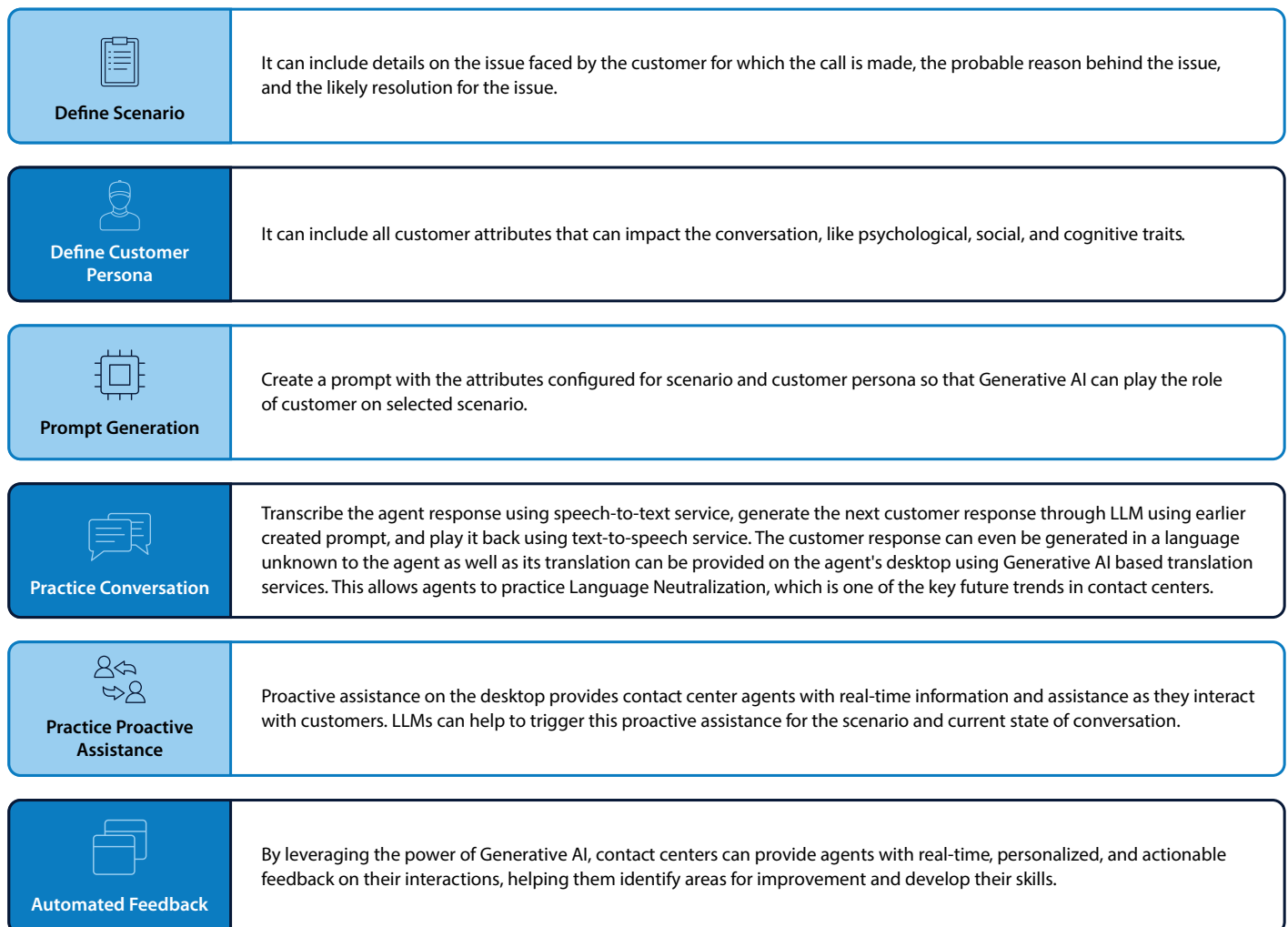




How this can be Realized?

Generative AI, Speech Services (TTS/STT), and Language Translation can be used to develop virtual contact center environments that allow agents to practice their skills in a

completely immersive environment, thus ensuring readiness for the actual job. Here is how it usually works:



Experience AI-as-a-Customer

[Infosys Cortex](#) is an Artificial Intelligence (AI) driven customer engagement platform that transforms contact center operations through purposeful communication and smart decision-making capabilities.

Infosys Cortex Learn suite provides AI-driven talent hiring and learning to focus on faster onboarding and on-the-job transition. It provides a Learning Experience Platform (LXP), out of box domain and foundation courses, simulation-based learning and evaluation as well as AI-as-a-customer for training with integrations available with all major Speech AI providers (Google, AWS, Nvidia Riva, etc.) as well as LLM providers and

frameworks (Azure Open AI, Google Gemma, Nvidia Nemo, etc.)

Infosys Cortex provides a no-code configuration-driven studio to create any combination of scenario (e.g. troubleshooting, plan upgrade etc.) and persona (age, gender, location, language, sentiment etc.) to practice the conversation on the agent desktop with support for enterprise integrations and proactive/on-demand assistance. For e.g. agents can easily practice conversation on “Angry Adam calling third time for Wi-Fi connectivity issue”.

Furthermore, it can provide conversational analytics on these practiced calls to provide personalized feedback to the trainee.

The Future of AI-as-a-Customer

As Generative AI technology continues to develop, we can expect to see even more innovative applications of this technology in contact center training which could include the digital twin of customer to reflect the customer’s persona in conversation. Contact centers end up having a lot of conversational data which is used to create a customer profile

which could assist in creating this customer’s digital twin having the same psychological, social, and cognitive traits. Moreover, the generated audio could include emotions to assist the agent in learning to Deescalate sentiment. The digital twins could also have integration with real-time enterprise systems to have conversation support on real data.



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About the Authors



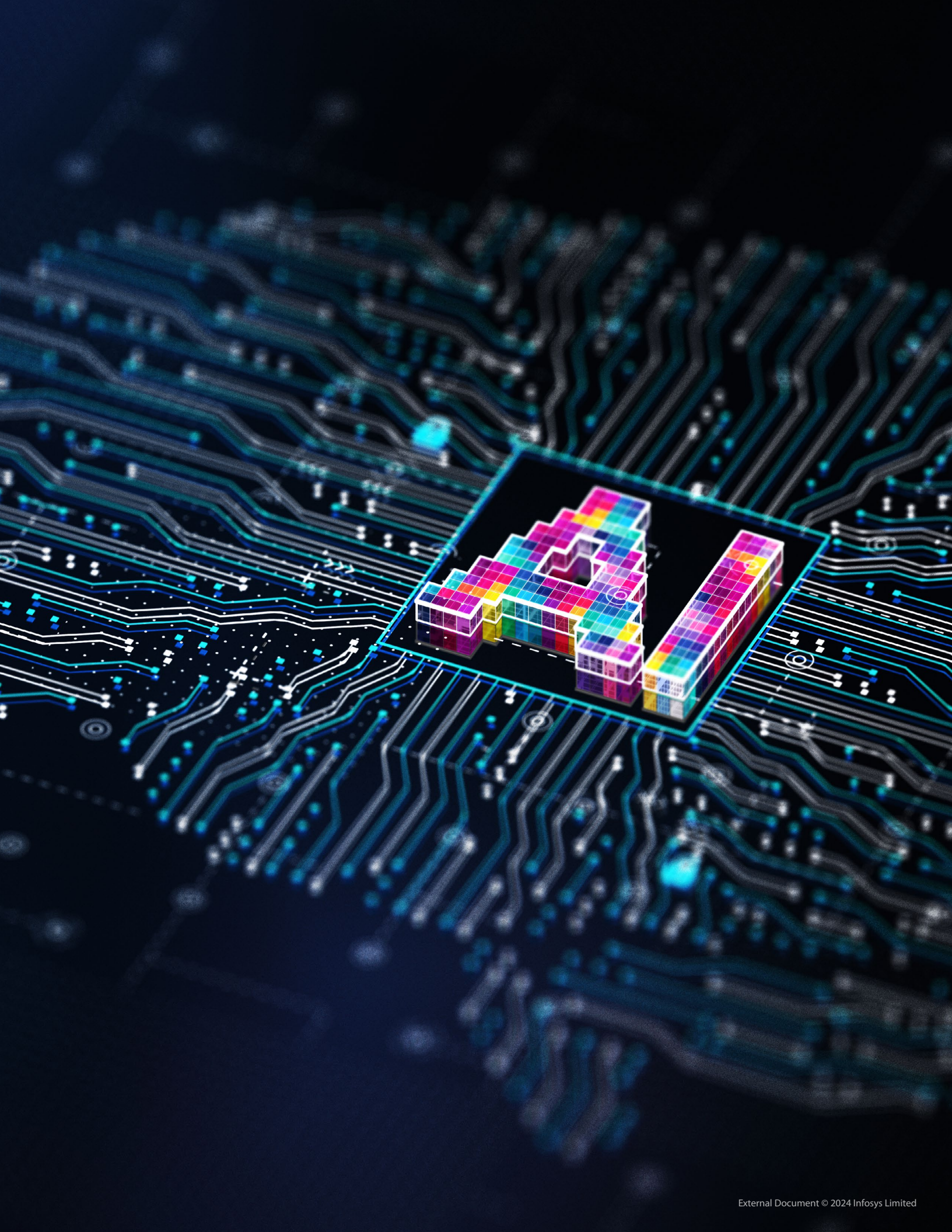
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Samit Sawal is a Senior Architect with 16 years of experience which includes incubating emerging tech, building IP, accelerators, platforms, and product engineering with a strong understanding of technologies such as Conversational AI, Generative AI, and domains like Customer Service and Core Banking.



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