

# EXP+ > Evolve Sitel® Quality Assurance Automation

*Leverage AI to improve CX and drive operational effectiveness.*

## Automate Compliance for Better CX

Sitel® Quality Assurance Automation allows you to leverage interaction analytics to ensure compliance, improve customer experience (CX) and drive operational effectiveness.

The data flowing through your contact center is a highly valuable asset but, even when recorded, few brands have the resources required to monitor and score every contact, leaving a wealth of information that could be working hard for your business unmined. Sitel Quality Assurance Automation applies artificial intelligence (AI) to target key behavioral quality elements on 100% of your interaction volume.



### **100% Monitoring**

Monitor all customer interactions across voice and non-voice channels.



### **Enhanced Compliance**

Listen for compliance and flag any training needs.



### **Behavioral-Based Coaching**

Transition from metric-based to behavioral-based coaching.

Sitel Quality Assurance Automation drives agent productivity and performance by monitoring and scoring 100% of calls, allowing managers to coach more effectively and in real time.



## Experience the Power of Automated Analytics

The effect of automatically monitoring 100% of interactions means your brand can monitor and score every contact, uncovering a wealth of information to move your business to the next level.



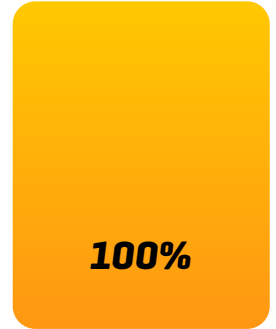
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### Traditional

- Costly, resource intensive and inaccurate
- Key intelligence undiscovered
- Data in silos, difficult to get to root cause correlations
- Slow to deliver feedback to parts of the organization who need it

100%



### Automated

- Objective, consistent and timely
- Targeted, direct and continuous
- Integrated data across touchpoints for a view of the customer journey
- Understand events driving satisfaction, repeat contacts and customer churn

## Measurable Results

Leverage AI to improve CX and drive operational effectiveness.



**Increase in Revenue per Call**



**Increase in Sales Conversion**

Source: Sitel Group® Data, 2019-2020

