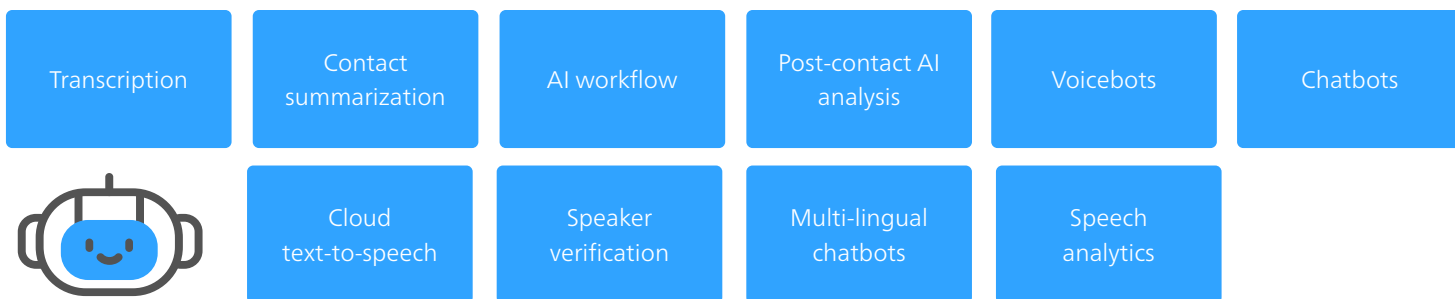


# ice Contact Center with Artificial Intelligence

Maximize your contact center productivity and enhance the customer experience by adding automation across all communication channels with artificial intelligence (AI).



## 4 benefits of using artificial intelligence with your contact center

### Reduce customer wait times

Answer more customers' inquiries with fewer agents. Let customers instantly receive answers to frequently asked questions or perform routine tasks with a chatbot or voicebot. Freeing agents from answering simple or common questions allows them to focus on more complex inquiries, significantly reducing wait times. Assist agents in providing quick and accurate information to customers by using a bot to provide suggested responses or links to resources.

### Improve contact center efficiencies

Use AI to monitor and analyze interactions for compliance purposes. Automating the analysis of customer interactions helps organizations gain valuable insights into customer interactions without manual effort. This ensures your contact center data complies with industry standards and ensures that sensitive information is handled appropriately.

### Enhance the customer experience

Provide customers with self-service options so they can interact with your organization at their own pace and be transferred to an agent as needed. Extend your business hours by offering 24/7 self-service availability. Self-service options empower customers to quickly find answers to their questions and perform tasks such as checking account balances, updating personal information, and more.

### Improve accuracy

Agents that need to summarize their interaction after it's complete often find this process tedious and time-consuming. In addition, this summarization can be prone to human error, with the possibility of agents missing key details that might be relevant to issue resolution. Generative (Gen) AI can quickly and accurately summarize customer interactions while also minimizing human error associated with information retrieval and data entry.

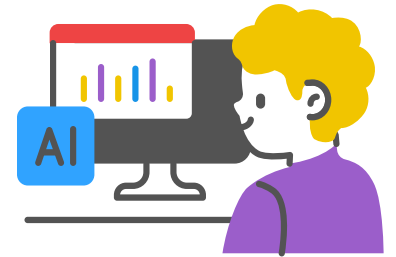
# How to optimize customer experiences with AI

**NEW**

## Transcription

When evaluating an agent's performance, supervisors can read the transcript of the call instead of listening to the full recording. Reading a transcript is useful for getting more information about the call and allows supervisors to quickly scan through the conversation, focusing on the key parts. Post-call transcription is the first step to the other exciting AI features such as summarization, sentiment analysis, and more! It helps supervisors gain a better understanding of whether the interaction was positive, see if the customer's question was answered accurately, and ensure the agent followed the appropriate guidelines.

Users can view voice transcripts in the iceJournal suite. Users can replay a voice recording and have the transcript synchronized to the recording playback, highlighting the phrase as it's playing. The transcript can also be searched and downloaded by a user.

**NEW**

## Contact summarization

Reading an entire transcript, especially if the interaction was long, can be time-consuming, which is why a summary can be helpful. Agents who are tasked with creating summaries after each interaction often spend several minutes putting them together, which adds up to a significant amount of time every week. In addition, these summaries may be subject to bias or missing key insights that could help with issue resolution.

Allow your agents to spend less time in wrap-up with the help of Generative AI post-contact summarization. Using Gen AI, contact summaries are automatically generated, without bias, and can be accessed in iceJournal after a call.

**NEW**

## Generative AI bot

Our new Gen AI bot brings enhanced functionality to automate, personalize, and streamline customer interactions. It can now summarize the status of a ticket or summarize information from knowledge articles or user manuals to provide information to a customer.

**NEW**

## Generative AI post-call analysis

With post-call Gen AI analysis, users can easily identify trends, sentiment, or follow-up actions. The prompts for the Gen AI analysis are written in natural language in iceManager and can easily be altered at any point. After a call is complete and a transcript is generated, Gen AI analyzes the transcript based on what the prompt is asking it to do. For example, a user could write a prompt in natural language asking the Gen AI to determine the sentiment of a call. Instead of listening to the call recording and trying to identify the customer's sentiment themselves, they can automate the task with post-call AI analysis to save time.

**NEW**

## Advanced generative AI post-contact analysis

In addition to the Gen AI post-call analysis in iceManager, ice offers advanced Gen AI post-contact analysis through workflow. This feature can perform actions on chat transcripts, such as summarizing the conversations or extracting key information. It can also perform subsequent actions, such as adding a generated summary to the customer's account in CRM.

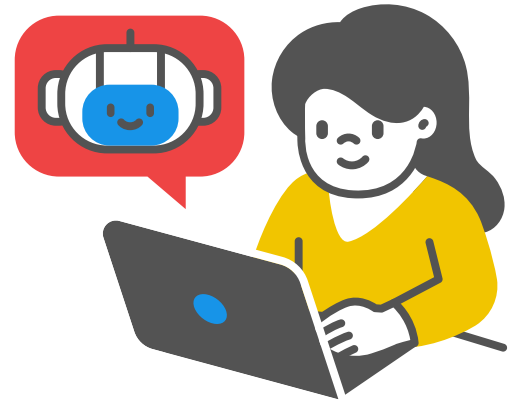
## Voicebots

Enhance customer service experiences with a voicebot. Like chatbots, voicebots are available 24/7, 365 days a year, allowing customers to receive quick responses. They enable customers to perform self-service tasks, obtain the information they are looking for, and/or get directed to the appropriate agent. Replacing a DTMF menu with a Natural Language Understanding (NLU) voicebot allows customers to speak their needs and reduce the number of menus needed to get to the most appropriate agent.

Voicebots have come a long way in the past couple of years. People are getting accustomed to interacting with them daily, whether they're asking Google about the weather, Siri to message a friend, or Alexa to set a reminder. As people get used to interacting with voicebots, it's the natural next step to add them to your service offering.

## Chatbots

Chatbots can interact with website visitors 24/7, 365 days a year, to answer common questions or allow the customer to perform self-service tasks. With natural language, customers can fluidly write their inquiries and receive an instant response. Customers have the benefit of interacting with organizations quickly with no wait time. We offer bring-your-own bot solutions, or if you don't know where to start, we have the expertise to build one for you.



## Cloud text-to-speech

Eliminate the need to hire the same voice talent or have multiple voices in an IVR system when messages need to be updated or changed. Using cloud text-to-speech gives you flexibility in the voice you want to use and consistency throughout your IVR. With the application of artificial intelligence in text-to-speech modeling comes a new set of high-quality text-to-speech (TTS) neural network-based voices. These voices are 100% natural sounding with no hint of robotic utterance. ice Contact Center supports both static and dynamic prompts.

## Speaker verification

Use a caller's voice to verify their identity. Customers no longer need to go through the lengthy process of answering multiple questions to identify themselves. To enable speaker verification, the caller needs to enroll using a passphrase and record three audio samples to register their voice. After enrollment, the speaker can confirm their identity using the passphrase. Speaker verification also prevents imposters from answering another person's security questions.

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### Multi-lingual bots

When customers and organizations don't speak the same language, the communication barrier can make it difficult or even impossible for customers to get the assistance they need. With a multi-lingual chatbot, customers can interact with the bot in their preferred language, reducing the need to hire agents who speak additional languages and ensuring all customers get the best service.

### Speech analytics

Streamline customer service by automating the analysis of your interactions. Discover emerging trends within conversations and react quickly, analyze a customer's sentiment to find out how the exchange went, automatically tag interactions, ensure you are complying with standards, and more. ice Contact Center integrates with third-party speech analytics solutions to provide companies with the insights they need to excel in customer service.



## About Us

ComputerTalk is the developer of ice Contact Center. ice modernizes the call center with business application integrations, AI, and analytics across all communication channels, helping organizations deliver outstanding customer experiences. As a Microsoft Teams native contact center solution, ice allows users to handle all interactions within a single interface. Founded in 1987 and headquartered in Markham, Canada, ComputerTalk powers enterprise-class contact centers for organizations across the globe.



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