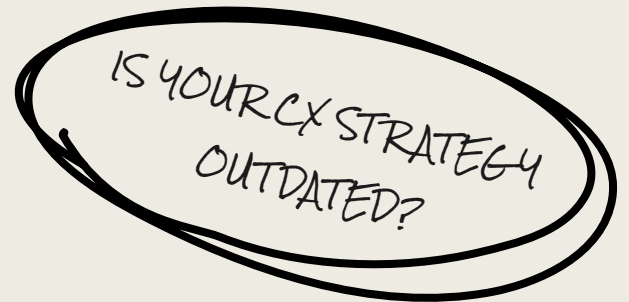


Predicting the Future:

HOW DATA-RICH AI WILL REWRITE CX STRATEGIES



:ubiquity

Outsource **Fearlessly**

AI-DRIVEN ANALYTICS: FROM RAW DATA TO DYNAMIC CX INSIGHTS

AI-powered analytics leverages artificial intelligence (AI) techniques like machine learning and predictive algorithms to dramatically improve the speed and depth of data insights.

These tools transform customer experience (CX) by optimizing processes, improving agent support, enhancing customer satisfaction, and increasing operational accuracy. Analyzing call recordings, chat logs, and customer feedback enables AI to deliver real-time insights that allow businesses to anticipate customer needs, personalize interactions, and mitigate risks.

The following sections introduce nine key use cases for leveraging AI in CX, detail strategic steps for finding and utilizing customer insights, and outline actionable ways to start implementing data-driven CX initiatives today — even with limited resources.

Section 1: AI-Powered Insights – Use Cases for Leading With Data in CX

Section 2: Strategic Steps for Finding and Utilizing Customer Insights

Section 3: Implementing Data-Driven CX With Limited Resources



HOW TO START TODAY-
EVEN WITH LIMITED
RESOURCES



Section 1

AI-POWERED INSIGHTS: **USE CASES FOR LEADING** **WITH DATA IN CX**

DECODE. PREDICT. PRESCRIBE.

AI is transforming decision-making in CX by offering actionable insights that drive efficiency, personalization, and proactive strategies. Below are nine key use cases for how to leverage AI for strategic CX insights.

1 DESCRIPTIVE ANALYTICS FOR UNDERSTANDING HISTORICAL TRENDS

Advantage: A clear understanding of past trends, customer feedback, and service efficiency to diagnose issues and establish a baseline for improvement.

Action: Apply descriptive analytics to summarize historical data and identify patterns in past customer interactions and operational performance.

94%

OF LEADERS BELIEVE THAT THEIR COMPANIES SHOULD BE GETTING MORE VALUE FROM THEIR DATA.*

2 DATA-DRIVEN PROCESS AUTOMATION FOR SCALABILITY

Advantage: Increased efficiency and scalability by automating repetitive tasks, freeing up resources for more complex work, and improving resolution speed while reducing costs.

Action: Use tools like machine learning and natural language processing (NLP) to analyze operational data and identify repetitive tasks, such as ticket routing and call classification.

*Source: Salesforce

“Advanced call analysis — ranging from sentiment analysis and red-flag detection to time management and summarization — provides the insights needed to optimize agent performance and enhance customer interactions.”

Meg Porter

Executive Vice President of APAC

DECODE. PREDICT. PRESCRIBE. (CONT.)



Predictive analytics forecasts trends, customer behavior, or potential risks by analyzing patterns in past data.

Descriptive analytics focuses on interpreting historical data to understand what has happened in the past to provide insights into trends, patterns, and outcomes.

Prescriptive analytics goes a step beyond prediction by recommending specific actions based on potential scenarios to achieve desired outcomes.

3 ENHANCING OPERATIONAL EFFICIENCY WITH AI

Advantage: A clear view of inefficiencies, enabling data-backed decisions that boost speed, service quality, and CX.

Action: Leverage AI to analyze operational metrics like call durations, resolution times, and customer touchpoints to uncover performance bottlenecks and improve service delivery.

4 REAL-TIME ANALYTICS FOR AGILE DECISION-MAKING

Advantage: Real-time insights that enable swift responses to customer inquiries, dynamic pricing, and instant resolution of operational issues, enhancing service quality and competitiveness.

Action: Leverage real-time data processing to quickly identify emerging trends and issues, enabling immediate adjustments in customer service, pricing, and operations.

DECODE. PREDICT. PRESCRIBE. (CONT.)

5 PERSONALIZATION ACROSS THE CUSTOMER JOURNEY

Advantage: Personalized experiences that drive higher satisfaction and loyalty, leading to both immediate CX improvements and long-term customer retention.

Action: Use AI-driven insights to deliver individual interactions and recommendations within each touchpoint based on the customer's past purchases, browsing history, and personal preferences.



6 PREDICTIVE ANALYTICS FOR PROACTIVE DECISION-MAKING

Advantage: Improved customer satisfaction and reduced costs by aligning staffing, inventory, and marketing with forecast demand.

Action: Use predictive analytics to analyze historical data and forecast future trends, enabling proactive decision-making across key business functions.

*Source: McKinsey

DECODE. PREDICT. PRESCRIBE. (CONT.)

7 ENHANCED RISK MANAGEMENT

Advantage: Stronger safeguards against fraud, compliance issues, and anomalies, preserving business stability and customer trust.

Action: Deploy AI for risk assessment and mitigation by analyzing patterns, detecting anomalies, and identifying potential risks.



9 ADAPTIVE AI FOR ONGOING IMPROVEMENT

Advantage: More accurate predictions and insights over time as AI models continuously evolve and improve.

Action: Use machine learning models that continuously learn from new data and adapt to changing conditions, ensuring ongoing improvement and relevance.

8 AI-DRIVEN SEGMENTATION FOR SMARTER STRATEGIES

Advantage: Deeper customer insights that allow for more precise targeting in marketing, campaigns, support, and product offerings.

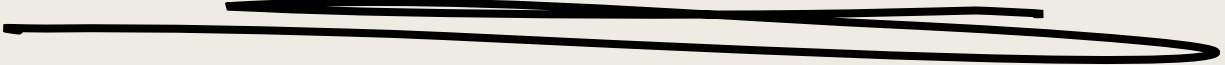
Action: Implement AI algorithms to segment customers by behaviors, preferences, and demographics, using these segments to guide CX strategies and optimize resource allocation.

*Source: Ubiquity x StudioID Research Study



Section 2

STRATEGIC STEPS FOR FINDING AND UTILIZING CUSTOMER INSIGHTS



DATA INTO ACTION

This section explores specific types of customer data, from interactions to behavior patterns. Discover where to identify available data and how to apply AI-driven analytics for better decision-making, for personalized experiences, and for improved operational efficiency.

1. CUSTOMER INTERACTION DATA

Specific Data Types

- **Call recordings and transcriptions from contact centers**
- **Chat logs from customer service chatbots and live-chat interactions, as well as contextual data about the customer's journey prior to initiating the chat, such as pages visited or issues encountered**
- **Email and ticket data from customer support systems**
- **Social media interactions and comments**

How to Use It

Sentiment Analysis: NLP and machine learning algorithms analyze the tone and sentiment of customer communications to gauge satisfaction and identify potential issues, enabling CX teams to respond more empathetically and efficiently.

Personalization: Recommendation engines powered by machine learning and predictive analytics use interaction data to personalize responses and offers. These real-time product or service recommendations can support call center agents to drive accuracy and can help with product upsells or cross-sells.

Quality Assurance: Speech-recognition technology and compliance-monitoring algorithms analyze call recordings and transcriptions for compliance with company policies and regulatory requirements. These tools can automatically flag deviations from protocols, aiding CX teams in maintaining high standards while reducing the manual effort involved in quality control.

DATA INTO ACTION (CONT.)

2. CUSTOMER BEHAVIOR DATA

Specific Data Types

- **Purchase history and transaction records**
- **Website and app usage patterns (e.g., pages visited, time spent)**
- **Cart abandonment data and product searches**

How to Use It

Customer Loyalty Indicators: By leveraging sentiment analysis and predictive models, CX teams can analyze satisfaction scores alongside loyalty metrics, such as repeat purchases and Net Promoter Scores, to gauge customer loyalty.

Customer Segmentation: Clustering algorithms and behavioral segmentation tools can cluster customers into different groups based on behavior patterns like purchase frequency, allowing for more tailored marketing and support strategies, such as offering premium support tiers.

Cross-Selling and Upselling: Recommendation engines powered by machine learning analyze purchase history and browsing behavior to dynamically recommend complementary products or services.

DATA INTO ACTION (CONT.)

3. OPERATIONAL DATA

Specific Data Types

- **Contact center performance metrics (average handling time, first call resolution, queue times)**
- **Agent performance data (customer satisfaction scores, number of cases handled)**

How to Use It

Operational Efficiency: Predictive analytics and process mining algorithms analyze performance data to identify inefficiencies in customer support operations. These insights can optimize agent schedules, improve call routing, and streamline workflows to reduce wait times and enhance service quality.

Agent Training and Development: Performance analytics platforms and machine learning models review agent interactions and performance metrics to identify agent training and coaching needs.

Resource Allocation: Demand forecasting models powered by AI analyze historical performance data and incoming call volumes to align resource allocation, ensuring that the right number of agents are available at peak times.

DATA INTO ACTION (CONT.)

4. CUSTOMER FEEDBACK DATA


Specific Data Types

- **Customer satisfaction surveys and Net Promoter Scores**
- **Product or service reviews and ratings**

How to Use It

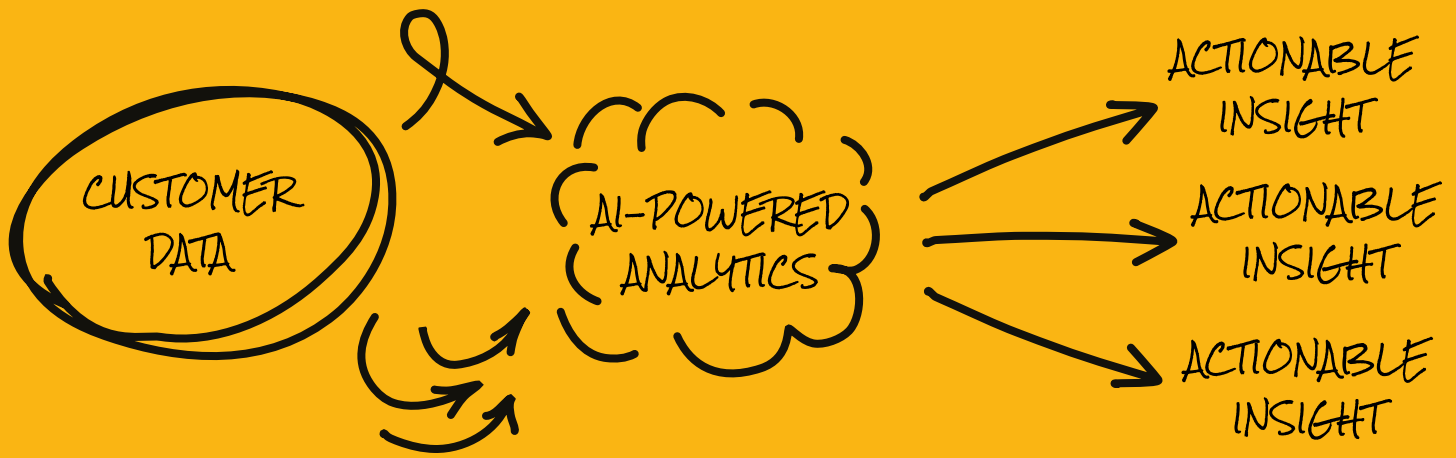
Continuous Improvement: Sentiment analysis tools and NLP process feedback data to identify trends and areas for improvement. This helps businesses make data-driven decisions to enhance product features, service offerings, and overall customer satisfaction.

Customer Insights: Text analytics and machine learning models analyze survey and feedback data to understand customer preferences and expectations, informing strategic decisions in product development and CX management.



AS MANY AS 95%
OF CUSTOMER
INTERACTIONS WILL BE
PROCESSED THROUGH AI
TOOLS BY 2025*

*Source: Microsoft



Case study:

DATA-DRIVEN APPROACH REDUCES NEGATIVE CALL BEHAVIORS BY MORE THAN 40%

With real-time analytics, companies can transform raw data into solutions that solve operational challenges and drive performance. For TELUS, a major telecommunications company, Zero Variance by Ubiquity implemented a tailored solution using call recordings and real-time data to reduce compliance breaches and improve agent performance.

Zero Variance implemented an automated coaching system that triggered notifications based on specific call patterns. This provided agents with tailored insights and corrective actions, reducing negative call behaviors by more than 40% within the first month.

The approach strengthened compliance management and improved customer interactions, using call data to drive significant operational improvements and boost agent performance.

Learn more about Ubiquity's ZViQ™ technology, a proprietary quality assurance platform that has significantly improved customer satisfaction and operational efficiency with its innovative insights across industries.



Section 3

IMPLEMENTING **DATA-DRIVEN CX** WITH --- **LIMITED RESOURCES**

CX INSIGHTS IN ACTION

Embarking on a journey toward data-driven decision-making in the CX space doesn't require an abundance of resources or a wealth of data.

Here's how to get started today:

1. LEVERAGE EXISTING DATA

UTILIZE WHAT EXISTS: Begin by assessing the current data, like interaction logs, transaction records, and feedback forms — these can reveal meaningful insights, even from smaller data sets.

START SMALL WITH DESCRIPTIVE ANALYTICS:

Use simple descriptive analytics tools to summarize and understand historical data, identify trends, and spot inefficiencies. Tools like Excel or Google Sheets can be powerful starting points for visualizing data and spotting patterns.



2. PARTNER WITH SPECIALIZED PROVIDERS

COLLABORATE WITH DATA AND AI EXPERTS:

If internal resources are limited, consider partnering with specialized providers that have the tools and expertise needed. They offer scalable and customizable solutions, manage the data integration, and provide insights into best-practice insights.

OUTSOURCE SPECIFIC FUNCTIONS:

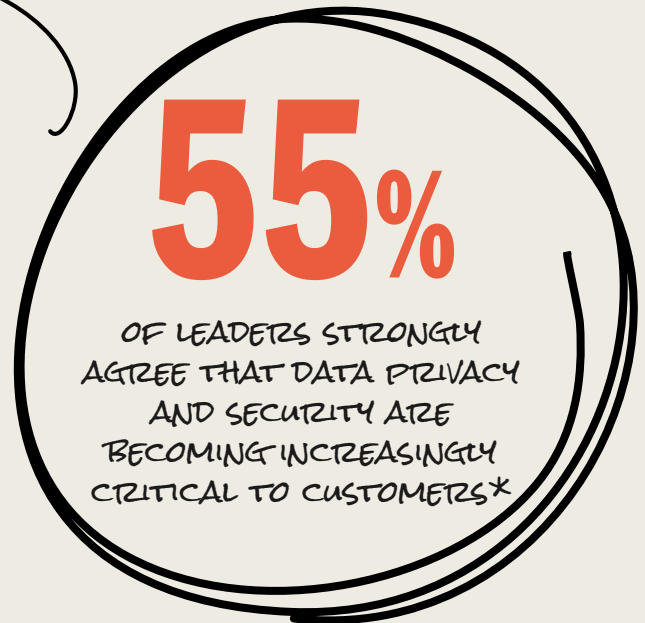
Start by outsourcing specific functions like data cleansing, basic analytics, or customer sentiment analysis — leverage these specialized skills and technologies without the need for large internal investments.

CX INSIGHTS IN ACTION (CONT.)

3. FOCUS ON DATA QUALITY AND GOVERNANCE

ESTABLISH DATA MANAGEMENT BEST PRACTICES: Even with limited data, focusing on data quality is crucial. Prioritize data quality by implementing basic governance practices, including regular cleaning, validation, and simple management policies.

SECURE AND ETHICAL DATA HANDLING: Prioritize data security and ethical handling, even at the early stages. Ensuring data privacy and compliance with regulations like GDPR and CCPA builds a solid foundation of trust with customers.



4. BUILD A DATA-DRIVEN CULTURE

EDUCATE AND EMPOWER THE TEAM: Foster a culture that values data-driven decision-making by educating teams on the importance of data and AI. Encourage team members to seek out data-backed solutions and share insights across the organization.

START WITH PILOT PROJECTS: Implement small-scale pilot projects to demonstrate the value of data-driven insights. These projects can provide quick wins and build momentum for broader AI initiatives.

*Source: CX Network

CX INSIGHTS IN ACTION (CONT.)

5. MEASURE AND ADJUST

SET CLEAR OBJECTIVES AND METRICS:

Define clear objectives and key performance indicators (KPIs) for the data-driven initiatives. Even simple metrics, such as customer satisfaction scores or response times, can provide valuable insights into the effectiveness of these efforts.



ITERATE AND IMPROVE: Use the results from initial efforts to refine and expand strategies.

Continuously measure impact, gather feedback, and adjust as needed to keep data-driven strategies effective.

Whether leveraging existing data, exploring basic AI tools, or partnering with experts, taking actionable steps today lays the groundwork for future growth and demonstrates the value of data-driven decision-making across the organization.



Case study:

FINTECH APP ACHIEVES 2X PRODUCTIVITY WITH CX EXPERTISE AND AI-ENABLED SUPPORT SOLUTIONS

Curve, the U.K.'s fast-growing financial super app, partnered with Ubiquity to enhance customer support, fraud prevention, and dispute resolution as it expanded into the U.S. market.

By cross-training agents to handle multiple ticket types and implementing a comprehensive training and auditing program, Curve's productivity more than doubled in just two months. Additionally, first-contact resolution reached 85%, and quality scores climbed to 94%, while customer satisfaction increased by 5% over four months.

In partnership with Ubiquity, Curve was able to significantly optimize operations and boost both customer satisfaction and productivity across geographies. By combining AI-driven insights with expert human oversight, Ubiquity actively drove meaningful business outcomes, optimizing operations and boosting customer satisfaction for Curve.

[Learn more about Ubiquity's AI-powered platforms.](#)

CONCLUSION: **INNOVATE WITH INSIGHT**



The shift to data-driven decision-making through AI-enhanced analytics is a transformative opportunity for businesses. Beyond improving efficiency, **AI democratizes decision-making** by making data-driven insights accessible to all levels of the organization, enabling even non-experts to engage in strategic planning and fostering a more inclusive, collaborative process.

By filtering, organizing, and interpreting vast amounts of information, **AI excels at transforming the overwhelming deluge of data into clear, strategic insights**. Moreover, **AI enables real-time decision-making**, enabling businesses to respond instantly to market changes, customer needs, and operational challenges.

By starting small, leveraging existing data, and partnering with experts, you can unlock the full potential of AI.

UBIQUITY'S AI-INTEGRATED APPROACH CAN HELP

Ubiquity can transform your pain points into growth opportunities. Our seasoned team delivers bespoke services curated for your business goals, and our agents become brand ambassadors who are experts in your world.

STAY AHEAD OF THE CURVE WITH AI-POWERED PLATFORMS

We innovate to help brands supercharge operations and deliver world-class CX management at every interaction.

INREACH Our omnichannel CX integration platform comprises direct human-interaction channels with clients' end customers.

INTOUCH Our comprehensive performance management system covers real-time team-lead oversight and guidance, agent KPI monitoring, dashboards and historical reporting, and ongoing agent coaching.

INSCRIBE Our AI-enabled interaction management offers complete data access and AI analytics that translate into responsive process optimizations and predictive trend alerts.

INCHARGE Our flexible and efficient back-office workflow management and automation tool set makes live agents more efficient, leaders more empowered, operations more transparent, and regulated functions more compliant.

INSIGHT Our insight platform visualizes all your data for you, with our data analysts able to support all of Ubiquity's technology suites, providing deep operational insights and historical analytics.

OUTSOURCING THAT DELIVERS RESULTS

Outsource fearlessly with Ubiquity's bespoke customer experience solutions. End your search, and discover the last BPO you'll ever need.

Contact Us: www.ubiquity.com/contact