



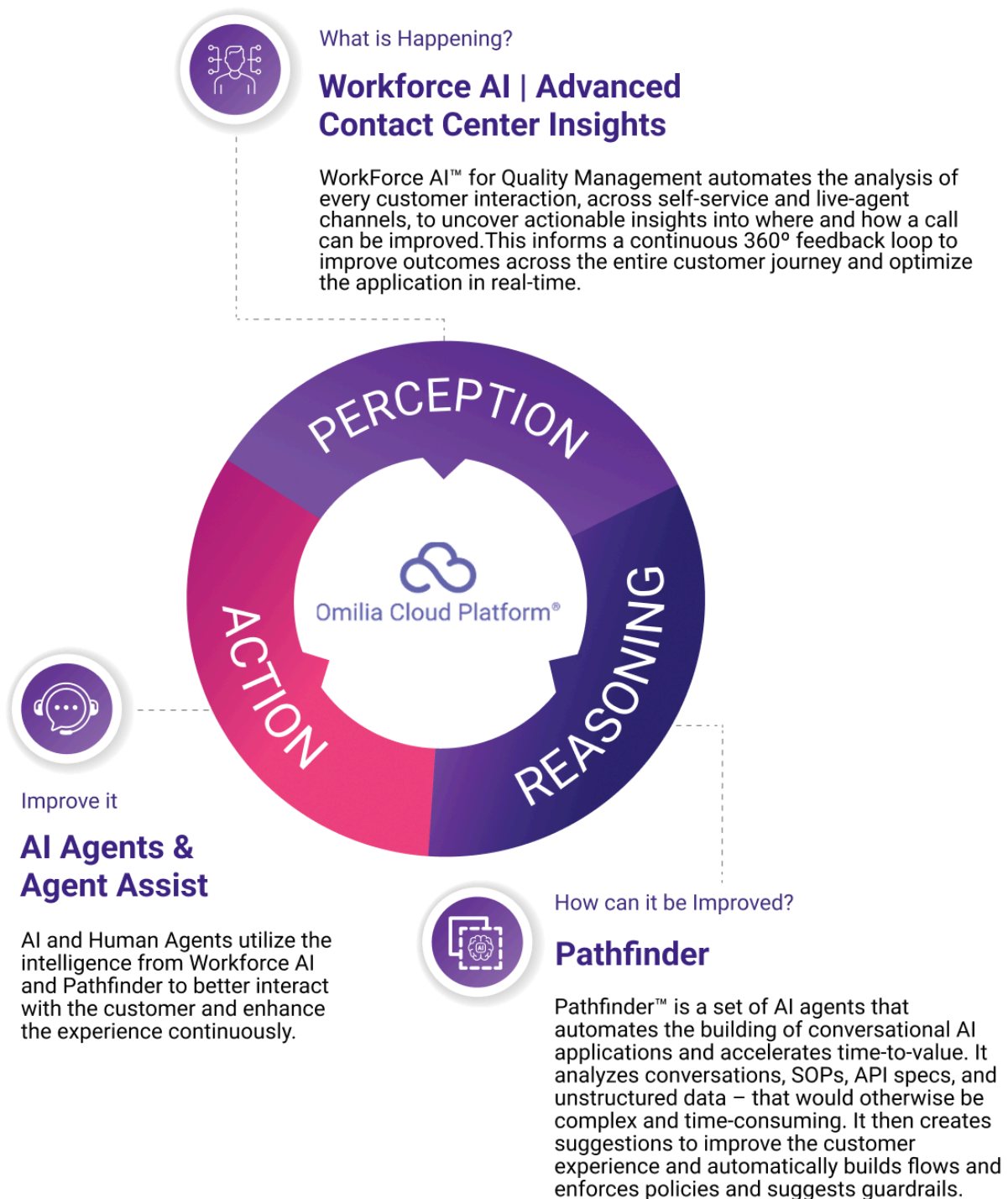
# Unifying Customer Experience Intelligence

Transform Your Contact Center from a Cost Center  
to a Growth Engine

# The Closed Loop of Contact Center Data

Your contact center is sitting on a goldmine of data. Yet, with disconnected AI systems, you can't access it. A Conversational IVA handles initial queries, but when a call is transferred to an agent, the intelligence is lost. This "leaky bucket" approach creates inefficiency, frustrates customers, and leaves value on the table.

Omilia's **Unified Customer Experience Intelligence** closes the loop between AI agent automation and human-led support, creating a powerful system that drives continuous improvement and delivers a clear return on investment.



This approach delivers measurable results in cost efficiency, customer experience, and competitive differentiation.

## The 1+1=5 Effect: The Synergy of Unified AI

Because our solutions are combined in a single platform, you unlock non-linear benefits that far exceed their individual contributions.

By unifying insights from AI agents, live-agents, and backend data we power a continuous loop of feedback that perpetually optimizes self-service customer journeys. This breaks the 'glass ceiling' of containment and improves customer experience at scale.

# The Business Case: Quantifiable Cost Efficiencies

A unified AI strategy delivers compound savings by tackling costs at every stage of the customer journey.

## 1. Front-End Savings: Maximizing Automation with a Smarter IVA

Our Conversational IVA offloads a substantial portion of calls from live agents, and the financial impact is immediate.

- **Drastic Cost-Per-Call Reduction:** An automated IVA interaction can cost around \$0.50, versus \$5+ for a live agent call - a tenfold reduction.
- **Self-Optimizing Containment:** Our "closed-loop" learning is the key differentiator. The IVA learns directly from successful agent interactions, continuously improving its ability to handle more queries without manual intervention. This means your containment rate grows over time, compounding your savings.

## 2. Back-End Savings: Creating Hyper-Efficient Agents with Agent Assist

For calls that require a human touch, Omilia's Agent Assist makes every agent your best agent.

- **Reduced Average Handle Time (AHT):** By offering real-time transcription, knowledge suggestions, and process guidance, it shortens handle times.
- **Improved First-Call Resolution (FCR):** Context-aware assistance improves first-call resolution, so agents wrap up calls faster and avoid unnecessary follow-ups.
- **Reduced Training & Onboarding Time:** New agents become proficient faster with real-time guidance instead of extensive classroom training, reducing training costs and time-to-productivity.

Together, these solutions deliver rapid ROI by both deflecting calls and streamlining those that still require a human touch.

# Elevating the Customer Experience: Seamless, Smart, and Personalized

An integrated IVA, Agent Assist and Quality Management solution doesn't just save money, it creates the intelligent, frictionless experience customers demand.

- **Seamless, No-Repeat Handoffs:** When the IVA transfers a caller, all contextual data and transcripts are passed along. The agent instantly sees the caller's intent and history, so never risks asking redundant questions and the customer never has to repeat themselves.
- **Proactive, Real-Time Guidance:** Based on the live transcript and detected intent, Agent Assist can suggest knowledge articles, next-best actions, or troubleshooting steps on the fly. Agents no longer need to put customers on hold to hunt for information.
- **Sentiment and Emotion Support:** The platform can perform sentiment analysis, alerting the agent if a caller is growing upset and suggesting empathy cues or de-escalation tactics in real time.
- **Consistent, Personalized Service:** With a unified AI system tracking the entire journey, customers get consistent service. Agent Assist can even remind the agent of the customer's preferences or past issues, enabling a more personalized interaction.

This cohesive experience directly improves key CX metrics: FCR, AHT, and post-call CSAT ratings.

## The Technology: A Single, Intelligent Engine

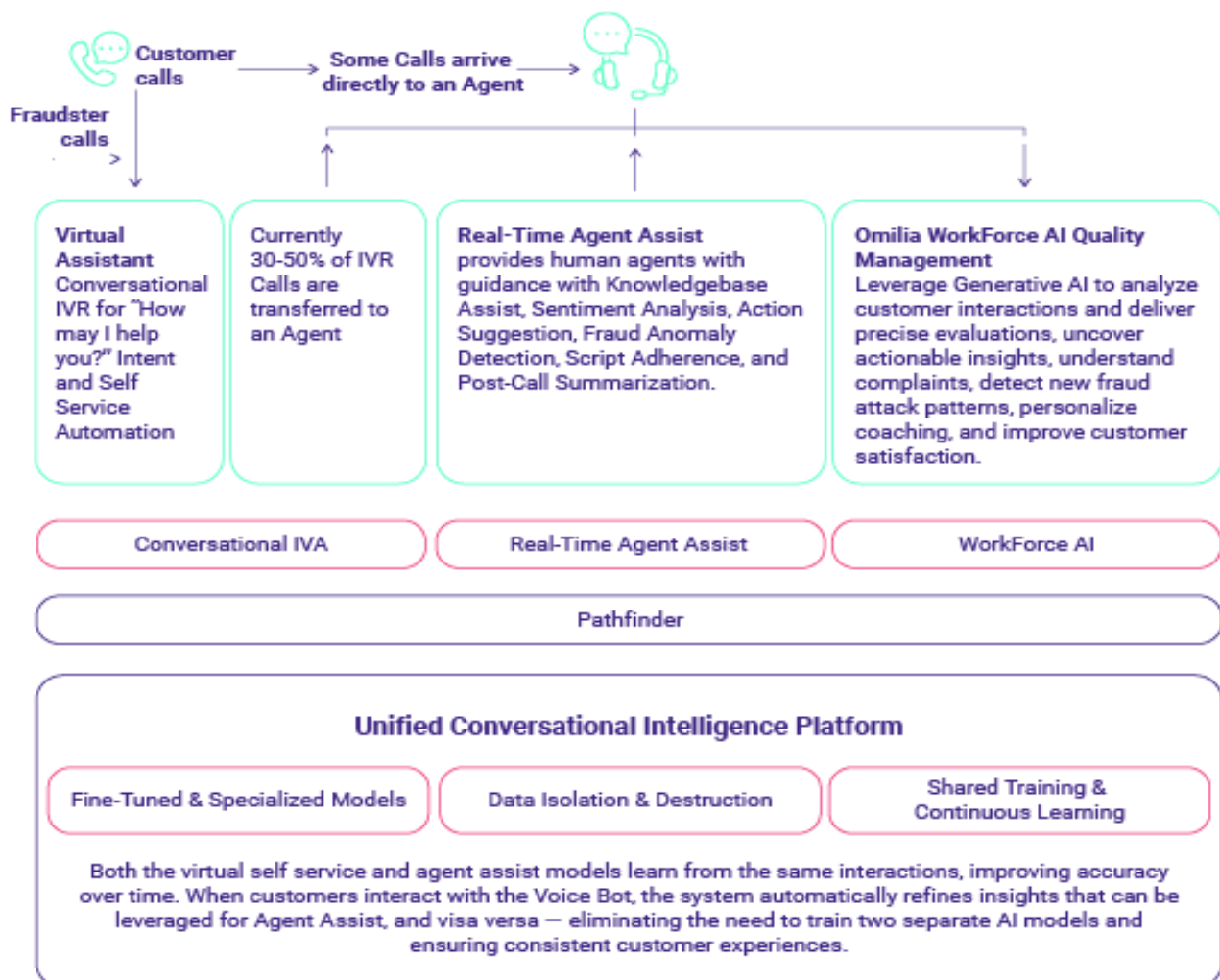
Omilia's platform is a natively built, unified suite where every component is designed to work in concert.

- **Conversational IVR:** We blend the reliability of rules-based Conversational AI for regulated or structured tasks with the flexibility of Agentic AI for summarization, knowledge retrieval, and creativity. A single set of AI models for Natural Language Understanding (NLU), speech recognition, and analytics are unified across the platform to ensure learning from one channel benefits all others.
- **Real-Time Agent Assist:** Omilia's Agent Assist empowers contact center agents with real-time support during live interactions. It listens in on conversations, transcribes calls, detects sentiment, delivers context-aware prompts and next-best action suggestions. By providing instant access to

knowledge and AI-generated responses, it boosts human agents' productivity, effectiveness, and improves morale. It also improves agent training, shortens call resolution time and helps teams deliver exceptional service while reducing operational overhead.

- **WorkForce AI for Quality Management:** Go beyond random call sampling. Use Generative AI to analyze every single customer interaction, deliver precise evaluations, uncover actionable insights for call quality management, compliance, and personalized agent coaching.
- **Automated Application Building with Pathfinder:** Using Generative and Agentic AI, Pathfinder ingests, preprocesses and analyses unstructured data (like PDFs and FAQs), API specifications and transcribed dialogs then automatically identifies intents and builds dialog flows that your application may be missing. It then automatically creates a CAI application with one click of a button. This dramatically reduces the time, cost, and expertise required to launch and optimize a world-class IVA, allowing you to realize value faster.

## Closing the Loop in the Contact Center



# Gaining Your Competitive Edge & The Path to Implementation

An integrated AI strategy is a powerful competitive differentiator, enabling you to deliver a better experience at a lower cost.

Actionable Recommendations for Maximizing Your ROI:

1. **Adopt a Unified Platform:** Start with a solution that is natively integrated. This eliminates integration costs, data silos, and vendor finger-pointing from day one.
2. **Plan a Phased Rollout:** Begin with a pilot for a few high-volume call types to demonstrate quick wins and build internal momentum.
3. **Establish a Closed Feedback Loop:** Use analytics to continuously monitor performance and drive ongoing improvement. Analyze where the IVA fails and where agents spend the most time, and use these insights to retrain AI models.
4. **Empower Your People:** Train agents on how to use the new systems and encourage their feedback. Empower internal teams to make real-time system tweaks.
5. **Leverage Vendor Expertise:** Partner closely with Omilia's customer success teams to leverage best practices from hundreds of successful deployments, ensuring you avoid common pitfalls and accelerate your time to value.