

## Video Transcript

### Contact Center Technology Finally Enables You to Be Customer Centric by Call Center Coach

[Music]

Hey this is Jim of the fast leader show. I'm at CCW and I'm with Nour Addine Ayyoub of Zailab.

[Jim] Nour Addine how do you help folks get over the hump?

[Nour Addine] I guess I think the one thing what we wanted to create is really creative software that is accessible to everyone. What I mean by accessible to everyone, firstly we wanted to make sure that you can actually get your contact center going within a couple of minutes which is one of the first things. Secondly, we don't want to charge you a user license or initiation fee upfront fee. In fact, we only want to use charge you when you actually use the software, so it's truly a consumption based model. Very similar is the way that you pay for electricity and etc. and also what we wanted to create is a self-managed contact center with a very strong artificial intelligent component into it, which helps you to achieve higher customer satisfaction and positive outcomes. It means that it actually connects the customer to the right agents and so many more things.

[Jim] Okay. So, now for me one of the things that I found very interesting is when you start looking at the traditional queueing models that we have for customer interactions we're essentially just putting them in a funnel right, you know, first-in first-out type of scenario, but you guys are doing something quite uniquely different with a hold room or something? Tell me about that. Fantastic.

[Nour Addine] Okay. I'm actually glad you're asking that question. So, we've got this concept it's called a single waiting room. So, the problem with queues that we actually separating different functions within your organization it's almost like different islands. So, we've got this single waiting room with all the interaction actually come together regardless of what channel it is, email, text, social media, or voice. Then in that single waiting room we started doing two things, first, we prioritize each of these interactions making sure that the interaction with the highest business value is actually treated first. So, we reprioritizing things regardless of which one came in first or second. Secondly, because of the single waiting room our artificial intelligence can start interrogating each of interaction to determine which agent is actually best fitted for that specific job.

[Jim] You know one of the things that you had mentioned too is talking about coming to America and North America and it being different to do business here than it may be in other areas or parts of the world, because you've been around for a while. So, what makes this particular market so different than the rest?

[Nour Addine] Okay. I think the first thing you know that the United States market is a huge market right. It's also not an easy market to penetrate because there is a lot of great companies here so that's the first thing. But once you cracked it, that's the beauty of the United States, is once you crack it you actually do quite well from a business perspective. So, from us as from a solid perspective we are just doing the steps you know, inch by inch, until we get there but the things are looking quite good. It just helps to have a good product.

[Jim] So, for me, the front line supervisor is a critical role in the contact center how do you make their life easier?

[Nour Addine] I think that we need to change the status quo firstly. I think the contact centers have been managed in a specific way for the last few decades in a very similar way, but since the introduction of artificial intelligence we're trying to resolve the basic stuff first, so there's a lot of hype around artificial intelligence about self-servicing, etc. etc. but we don't follow the hype. So, what we're saying is let's first sort of the routing you know matching the customer to the right agents, which we've done. Then, the next thing is about how well we can actually make sure that each agent is performing very well. So, the one thing that we just launched actually today here at CCW is basically first we doing quality assurance in real time meaning we don't need human beings to do that. So, take a software is actually performing making sure that the agent is greeting, doing all the necessary stuff, to make sure that they are performing according to the rules of the company. On top of that we also start looking at moods in a sense of is a happy the customer happy or unhappy. In the case of the customer is unhappy, that's how a supervisor we can be alerted and actually can start jumping into the conversation. The usual technology which happens often has an effect where they start running reports but then it's already too late. So, we're trying to make the supervisor's work as easy as possible and we also want to make sure that the supervisors can actually start working with agents which are situated anywhere in the country, so it is not necessary to be on the same floor. Before that can happen, you really need to have some strong artificial intelligence systems that can handle that.

[Jim] So, Nour Addine how do folks learn more?

[Nour Addine] Ahh, well it's very simple, you go to [www.zailab.com](http://www.zailab.com). There's also a section called Zai News and you can find a lot of stuff about us, no worries there.

[Jim] Thanks for sharing your knowledge and wisdom and we wish you the very best.

[Nour Addine] Thank you very much.

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