Executive Overview

- Headquarters: UK
- Clients split across the UK (50%), NA (30%), ROW (20%)
- Founded by industry experts with decades of contact center experience
- 50+ Employees
- Recently secured $20m investment from PE firm Peak Span
- Over 150 clients including Samsung, Atos, Santander, Skyscanner and Vitality

Product & Service Offerings

- Conversation Intelligence (Sentiment, audiometrics, AI and logic-based insights)
- Automated Quality Assurance (AI and logic based) blended with human oversight
- Automated Agent Improvement
- Gamification and agent engagement features
- Learning Management System (LMS)
- Fully flexible reporting

Key Features & Differentiators

- **A single platform approach** - EvaluagentCX is the only platform to connect out-of-the-box, customizable and AI-driven insights from 100% of conversations to automated Quality Assurance (QA) and agent-improvement workflows.
- **True and complete multi-channel coverage** – automatically bring in every interaction (calls, emails, chats and tickets) for analysis, whatever the platform
- **A co-pilot approach** – the benefits of AI and automation with the right level of human oversight and HR rigor built into processes and workflows so organizations retain control and stakeholder buy-in
- **Laser focused QA** - automated surfacing and allocation of "must monitor" interactions using powerful filtering tools that leverage metadata, sentiment, audio metrics, AI and logic-based insight topics
- **Actionable insights tied to automated agent improvement** - Intuitive and fully connected reports allow easy identification of the agents in most need of help. Coaching and training can be built in the platform, auto-assigned or scheduled via WFM, and HR records are stored in one place.
- **Embedded agent engagement** - gamified recognition & reward adds some healthy competition.
- **Fully scalable for larger organizations** – deal with complex workflows, hierarchies and QA scorecards with ease (we haven't come across one we can't replicate yet!).
- **Flexible reporting** - a full-suite of customizable operational reports and dashboards to track the KPIs most important to different stakeholders

Top Industries Served

- Financial Services
- Insurance
- Retail & Consumer Products / eCommerce

Ideal Customer Profile

Primary Target Prospect: Head of Quality Assurance

- Looking to evaluate more conversations to drive more actionable insights and tackle issues such as repeat calls and high average handling time.
- Wants to reduce admin and spend more time on coaching and training to help agents improve.
- Wants to leverage AI and automation without risking agent disengagement.

Supporting buyers: Head of Customer Service, CX Director, Ops Manager

- Looking for solutions that deliver measurable ROI against strategic goals of improving CSAT score, Customer Experience, increasing revenue and driving operational, process and cost efficiencies.

Qualifying & Technical Questions

- How do you approach QA today?
- Are you automating any part of the QA process today? How is that going? What's working/what's not working?
- Tell me about your tech stack. What platform(s) are you using for ticket Management, CRM, Call Recording, CaaS, WFM, Chatbot, etc?
- Tell me about your contact centre structure, how many teams, supervisors, evaluators, agents etc.

Elevator Pitch

evaluagent helps contact centers elevate and differentiate their Customer Experience (CX) by improving the quality of their sales and service interactions. evaluagentCX uniquely connects out-of-the-box of-the-box, customizable and AI-driven insights from **EVERY** conversation to automated Quality Assurance (QA) and agent-improvement with the right level of human oversight and HR rigor.

Objections & Rebuttals

I can't justify the investment in a 'QA' platform.

EvaluagentCX serves multiple business units and stakeholders, providing insights from every interaction that not only tie directly to automated QA but can also drive product, process, pricing and broader business strategy. Furthermore, with simpler requests often managed by digital channels, agents are now at the forefront when it comes to dealing with more complex and high emotion customer interactions. Therefore investing in making the QA process more targeted, scalable and efficient to upskill, empower and engage agents, is one of the best ways to elevate and differentiate Customer Experience, drive customer loyalty and impact the bottom line.

I have already have a QA module as part of my CCaaS solution.

Organizations can benefit from the advanced QA capabilities the evaluagentCX platform provides (see differentiators above) with seamless integration with existing CCaaS providers.

I want to fully automate the process end-to-end.

The AI-driven features of evaluagentCX power actionable insights and automation at scale but this is balanced with a level of human oversight and HR rigor that ensures an understanding of how results are generated and the ability to take action if errors occur. This co-

pilot approach is fundamental to uncovering actionable insights and driving adoption of and ROI from AI investments.