

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.