



Zenarate Guide

AI Simulation Training

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Overview

With new advances in AI technology helping shape a great customer experience, contact center leaders are leaning into one of the fastest-growing training approaches for customer service agents – **AI Simulation Training**. We know you're busy and there's a lot to digest when it comes to AI technology, so we created a guide on how to leverage simulation training to develop customer service agents to deliver meaningful conversations and superior customer experiences.

AI simulation training is the practice of immersing customer-facing agents in lifelike conversation, screen, and chat simulations to master high-impact topics they will face with live customers. Astronauts, pilots, and even surgeons utilize simulation training as a safer, low-risk environment to prepare themselves for real-life scenarios. The same simulation learning approach is being enhanced through AI and applied to develop customer service agents to solve complex customer problems. Let's dive in.

Frustrations to Opportunities

We approach your success by starting with the end in mind – by first identifying your Top 3 KPIs that can be affected by improving your agent training model. Having worked with 100s of global enterprises, we've gathered below the most common KPIs that drive the efficiency and effectiveness of the contact center. Score your KPI's with the formulas below and select the top 3 you want to focus on improving first.

CUSTOMER SATISFACTION SCORE (CSAT)	FIRST CALL RESOLUTION (FCR)	FIRST RESPONSE TIME (FRT)	AVERAGE HANDLE TIME (AHT)	AVERAGE SPEED OF ANSWER (ASA)
$\text{CSAT} = \frac{\text{Number of Satisfied Customers}}{\text{Number of Survey Responses}} * 100$	$\text{FCR} = \frac{\text{Total Number of Calls Resolved on First Attempt}}{\text{Total Number of Calls Received}}$	$\text{FRT} = \frac{\text{Total Wait Time for All Calls}}{\text{Total Number of Calls}}$	$\text{AHT} = \frac{(\text{Total Talk Time} + \text{Total Hold Time} + \text{Total After-Call Work Time})}{\text{Total Number of Calls}}$	$\text{ASA} = \frac{\text{Total waiting time for answered calls}}{\text{Total number of answered calls}}$

Understanding AI Simulation Training

The core concept behind AI Simulation Training involves the development of intelligent algorithms that replicate the complexities of the desired environment. These algorithms can mimic the behavior of diverse elements within the system, allowing users to interact with a dynamic and responsive simulation. For instance, in training contact center agents, AI simulations can replicate realistic call scenarios allowing learners to practice and master soft skills and client best & required practices with human-like roleplay, using their own words without any scripting.

AI simulation training uses advanced Natural Language Processing (NLP) & Natural Language Understanding (NLU) models that Learn, Listen for, and Coach the agents through best & required practices. This allows agents to observe best practices, practice with guided roleplay and then practice with unguided roleplay and receive coaching where needed until they are proficient and ready to take live calls.



Natural Language Understanding: Creating the Most life-like Simulated Roleplay Possible

In today's fast-paced business landscape, meeting customer expectations for instant satisfaction is imperative. Artificial Intelligence (AI) and Natural Language Understanding (NLU) play a crucial role in achieving seamless interactions. NLU, a specialized domain within Natural Language Processing (NLP), enables computers to comprehend human language authentically, whether spoken or written, freeing them from rigid rules. NLU proves particularly beneficial in customer service and call center simulation training.

By leveraging NLU, businesses enhance customer experiences by providing faster, more accurate, and personalized support, leading to increased satisfaction. NLU-powered chatbots alleviate the workload on support representatives by handling routine queries, thereby improving efficiency and reducing costs. Furthermore, NLU contributes to realistic training scenarios, allowing representatives to gain hands-on experience and refine their skills. Embracing NLU transforms AI simulations, delivering immersive experiences that align with the evolving demands of the modern world, optimizing both customer service and training efficiency.

AI Simulation Applied: Train on Custom Call Skills not Keywords

3-Step Learning Journey



STEP 1: OBSERVE BEST PRACTICES

Learners observe a Best Practice Example

which allows them to see and hear a prerecorded roleplay that illustrates your custom call skills throughout the conversation & screen navigation.



STEP 2: PRACTICE GUIDED ROLEPLAY

Learners practice call skills in Guided Roleplay

which prompts them directionally (unscripted) on what to say to the customer, and what corresponding step to perform on their screen throughout the conversation.



STEP 3: PRACTICE UNGUIDED ROLEPLAY

Learners practice call skills Unguided Roleplay

which allows them to showcase the skills they learned navigating through both the customer conversation and corresponding screens on their own without any guidance. Zenarate AI Coach will step in to provide in-the-moment coaching where the learner falls short of expectations, until they master every skill and perform the simulation with no coaching moments.

Zenarate AI Coach will step in and provide coaching where the learner falls short of expectations until they master that skill or step.

Benefits of AI Simulation Training

Coaching customer service agents to have meaningful conversations is one thing, but how does AI Simulation Training improve overall employee training effectiveness?

Easy to Build

AI Simulation Training environments have become increasingly agile. Training managers can quickly develop a new simulation for any customer engagement use case. Imagine being able to create dozens of hyper-realistic immersive simulations within days and modify existing simulations within minutes – supercharging any training organization's effectiveness.



Simple to deploy for any business

AI Simulation Training software requires no personal or account information and no IT integration to pilot or full-scale deployment. The only technical requirements are a browser and a headset. With a light lift and fast standup simulation environment, training leaders can quickly deliver ROI. Perfect for the hybrid workforce, customer service agents can practice new skills through the simulation training platform in private from their homes or office anywhere in the world.



Removes stress and anxiety

AI Simulation Training eliminates the pressure and fear of making mistakes and the awkwardness of role-playing live with another human being. If an agent makes a mistake, their AI simulator detects the missed best or required practice, provides the agent real-time unbiased feedback, and asks the agent to try again until the agent successfully completes the simulation. Once the agent masters the simulation with no best and required practice interruptions, the agent can share their best session with their trainer or coach for human feedback.



Helps agents solve customer problems with empathy

AI Simulation Training helps customer service agents master soft skills, such as empathy. Beyond simple keyword recognition, the AI can detect empathy use and suggest soft skills and empathetic best practices while interacting with the agent. This active learning process is repeated until critical soft skills and best practices are mastered by agents.



Improves agent retention and success

AI Simulation Training removes customer service agents' anxieties and empowers them to approach their first customer interaction with higher levels of confidence. When agents master the critical skills necessary to succeed and perform better in their roles, they report higher job satisfaction. Leaders report improved performance metrics such as better CSAT and NPS scores and higher employee retention.



What to Consider When Implementing an AI Simulation Strategy

- **Working with a Customer Service Team**

Work with a team of experts to build and manage your story library, create reporting and insights and partner with you weekly to ensure your team's success. Zenarate's Customer Success professionals work alongside many of the world's leading brands through our proven light-lift and easy-to-deploy.

- **AI Simulation Methodology**

For the best agent experience and most impactful outcomes, it's critical that your provider is employing NLU to create lifelike simulations that go beyond transcription and keyword analysis.

- **Guided AND Unguided Roleplay**

Guidance should be more than providing agents a script. Great simulation offers directional guidance that allows agents to attempt calls and skills in their own natural language, creating a true simulation instead of memorization and reading.

- **Reporting & Insights**

In order to trace ROI and truly see agents and teams improving, you need a robust data-set that you can filter and customize for views across sites, teams, and individuals as well as drill downs into call skills, training metrics, and performance.

- **Implementation Strategy**

Building and launching a robust AI Sim Training program can be a big lift. Ensure that you have the support of an implementation team along with the flexibility of a self-service builder.

- **Understanding Utterances, Branching, and other build details**

Learners practice a variety of branching scenarios, where they are presented with different customer personas, call types or call paths, teaching learners to think on their feet while proving learning comprehension.

- **Time to Deploy your pilot Simulations**

Implementing AI Simulation Training can feel overwhelming, but it doesn't need to be. Your provider should be able to build your simulation stories from your existing training materials and do the heavy lifting for you in the initial phases.

Zenarate AI Coach at a Glance



New Agent Training



Live Agent Assessment



On Going Coaching



**40 – 70%
Faster Speed
to Proficiency**



**20 – 50%
Improved
CSAT/NPS Scores**



**10 – 40%
Lower Employee
Attrition**

BANK OF AMERICA

Capital One

verizon

NORDSTROM

COMCAST

United Healthcare

WYNDHAM
HOTELS & RESORTS

UNITED



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The interactive nature of the AI that simulates a real call experience to better prepare me for the live environment.

-SRS Agent

I like how easy and convenient AI Coach is for the first time learners to understand the conversation because there is clear guidance on step-by-step procedures.

- Global Enterprise, Customer Facing Team member