# 5 Essential Features of Agent Guidance Systems

Customer service is evolving, and contact centres need advanced tools to handle complex interactions. Discover the top features that empower agents, streamline operations, and deliver exceptional customer experiences.



#### **Automation**

What it does:
Streamlines routine tasks
like predictive dialing and
call flows.

Why it matters: Boosts efficiency, reduces wait times, and improves customer satisfaction.

Example: Automated outbound dialers connect agents to customers faster.



### Low-Code Workflow & Scripting Tools

What it does: Enables quick creation of interactive scripts and workflows.

Why it matters: Enables quick creation of interactive scripts and workflows.

Example: Update scripts instantly for new product launches or policy changes.



### Knowledge Base Integration

What it does: Provides agents with real-time, contextual information.

Why it matters: Ensures accuracy, consistency, and compliance in every interaction.

Example: Agents contribute insights, enriching the knowledge base over time.



## Conversational Analytics

What it does: Monitors customer sentiment, tone, and intent in real-time.

Why it matters: Enhances empathy and improves customer engagement.

Example:
Alerts agents to offer
personalised solutions when
frustration is detected.



#### Real-Time Coaching & Feedback

What it does: Offers on-the-spot guidance during live interactions.

Why it matters: Reduces errors, boosts confidence, and improves agent performance.

Example: On-screen prompts remind agents of policies during complex cases.





