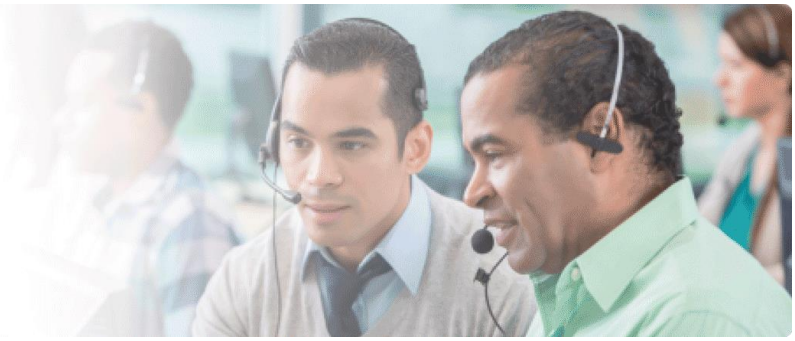
Infosys Cortex platform to accelerate Organization's contact center transformation journey



Infosys Cortex, an Artificial Intelligence (AI)-driven customer engagement platform, transforms contact center operations through purposeful communication and smart decision-making capabilities. It extracts and converts microdata from customer interactions into insights for real-time action.

The extra brain power and continuous coaching provided by Cortex helps agents make better, faster decisions on their journey from new hire to experienced agent. Cortex equips agents with the knowledge, insights and support they need to learn, grow, and become better brand ambassadors.

Infosys Cortex helps businesses reimagine customer care operations by providing intelligence to aid purposeful customer communication, smarter and faster decision-making, and deliver value at scale. Using the power of cloud and a modular microservices based architecture, it helps enterprises achieve up to 40 percent faster and more effective agent hiring and learning. It also brings up to 30 percent improvement in agent performance with training before operationalizing the contact center. Furthermore, Infosys Cortex drives up to 30 percent improvement in satisfaction for customers through intent prediction and self-service, along with up to 40 percent improvement in operations through cognitive automation and analysis of contextual data across systems using Infosys Data and Analytics Platform. Infosys' ability to provide deeper integration in the enterprise by developing and reusing connectors for existing enterprise information systems makes implementation smooth and seamless.

Deepens customer engagement through insights

Our platform offers a rich ecosystem of conversational analytics and cognitive capabilities spanning the customer engagement value chain. Our Customer Experience Modeler predicts the intent of a real-time customer conversation, which enables fast, accurate and personalized service. Infosys Cortex enhances existing IVR (Interactive Voice Response) capabilities, Voice Bot, Chat Bot, and self-service options to improve outcomes.

Empowers agents with learning

The Infosys Cortex platform converts contact center agents into brand ambassadors with AI-assisted HR processes and productivity tools. It simulates customer interactions for new recruits, which improves preparedness for live calls while accelerating speed to competency. Knowledge tools provide on-the-call guidance and recommend actions that enable agents to delight customers. Significantly, agents can use Infosys Cortex to identify learning needs and behavioral changes required for improving performance and skills.

Boosts operations with automation

Cognitive automation and analytical insights for decision support streamline operations and enable contact centers to realize goals, including increase first-call resolution rate, reduce average handling time, maximize cross / up-sell, and improve service-to-sales conversion rate. Our Operations Modeler provides a floor-wide view of agent performance, identifies areas for improvement, and suggests the course of action to minimize customer as well as agent churn.

Key capabilities offered by Cortex are segregated into following 4 Suites:

Cortex feature suites:

Learn

For AI-driven automated hiring, ingest call recordings to create interactive learning programs, providing simulated learning experience wherein a candidate gets a real-life like experience in handling customer calls and interactive assessments to evaluate candidates on their soft-skills and behavioral skills.

Empower

For understanding and providing proactive assistance which entails nudging the agent to correct agent's behaviour, recommending a product, taking next best action, following automated workflow to resolve customer queries. Empowering agents with on-demand assistance using virtual assistant and intelligent search.

Optimize

Conversational analytics to derive valuable, actionable insights into agent behaviour and performance, drawing trends and business value driven analytics using AI/ML models based on NLP capabilities.

Experience

For delivering self-service using voice bots, chatbots and virtual assistants which are available round the clock thus reducing dependency on live agents, predicting customer experience and churn trends and seamless context transfer across different channels and between agents and virtual bots.