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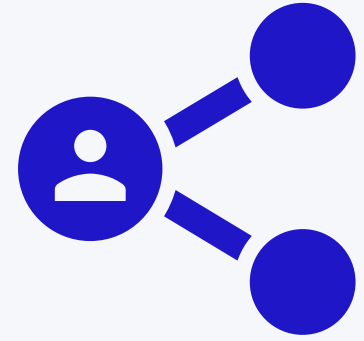
## WEBINAR

### When Only a Human Will Do:

Inbound strategies for complex customer needs. In an era of AI and automation, some conversations still demand a human touch.



# House- Keeping



# Introductions



Kayleigh Tait  
**Marketing  
Director**



Tom McGarry  
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# The Klarna Story



**Sebastian Siemiatkowski**  

@klarnaseb · [Follow](#)



We just had an epiphany: in a world of AI nothing will be as valuable as humans!

Ok you can laugh at us for realizing it so late, but we are going to kick off work to allow Klarna to become the best at offering a human to speak to!!!

So excited about this, more to come!



Last edited 9:44 AM · Feb 14, 2025



251



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# The Voice of the Consumer



70%

## Specific Situations

Consumers who want a human when explaining their unique circumstances

67%

## Emergencies

Prefer human assistance during urgent or critical situations

65%

## Complex Queries

Seek human support for complicated account-related questions

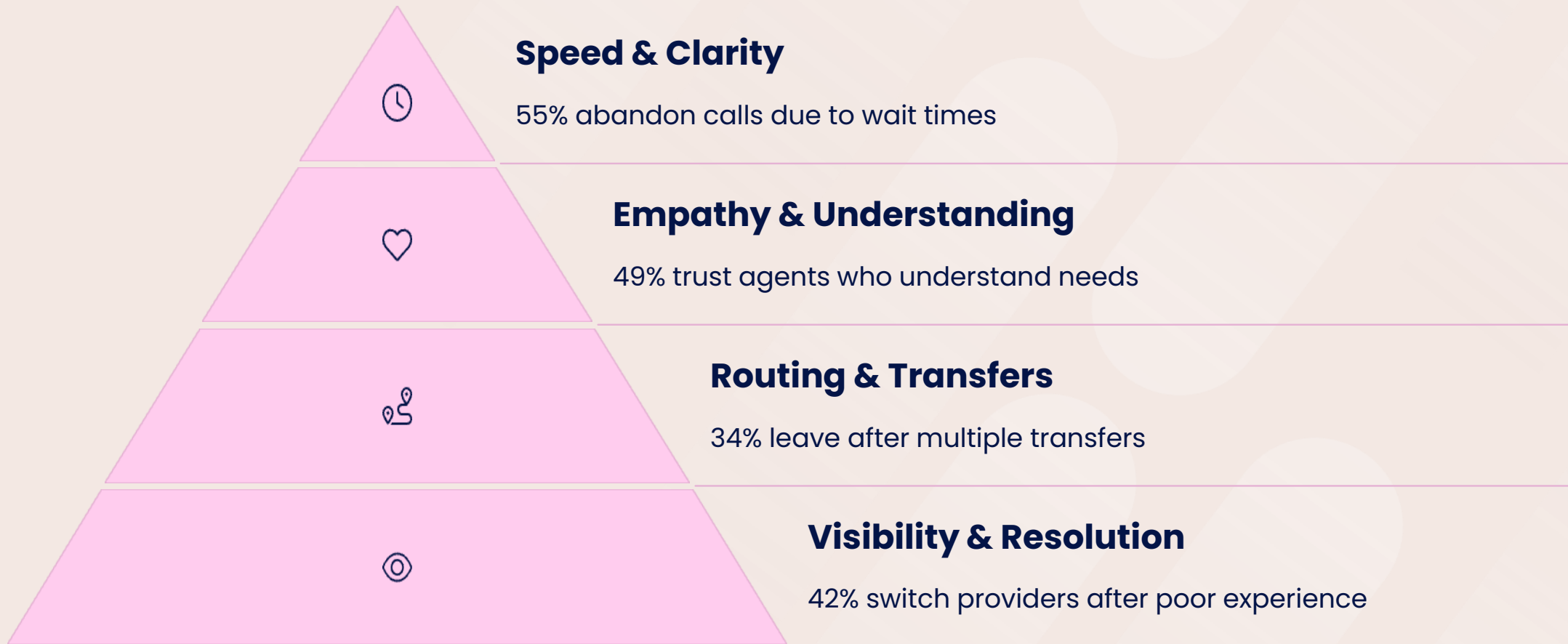
61%

## Complaints

Choose humans when lodging dissatisfaction or concerns



# The Inbound Pressure Cooker: Why Calls Go Wrong



# Drivers for Change: Evolution, Not Revolution



## **Actionable Reporting & AI Insights**

Speech analytics, sentiment analysis, and compliance detection that enhances human capabilities rather than replacing them



## **Team-Level Flexibility**

Intelligent queueing and routing that supports different business lines without complicating agents' workflows



## **Moving Beyond Legacy Tools**

Modern platforms that enable—not overburden—agent-led service delivery



## **Balancing Automation & Human Touch**

Using AI to "lighten the load" while preserving human connection for complex issues



MaxContact

**DEMO**

[www.maxcontact.com](http://www.maxcontact.com)





# Success Intelligence

Conversion rate

**12.11%**

+1.11% vs prior period

Successes

**1,433**

+10.5% vs prior period

Avg. Monologue

**44.6s**

+2.25% vs prior period

Avg. Silent Time

**14.1s**

-5.12% vs prior period

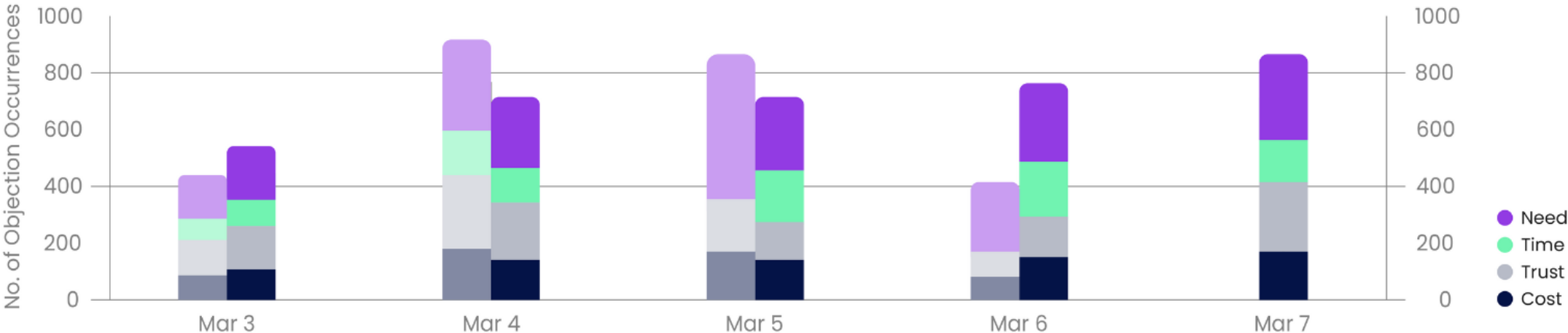
Silent Time %

**6.89%**

-2% vs prior period

Objections Performance

Campaigns (4) Teams (5) Users (50)



	Category	Occurrences	Interaction Results	Successes %	Unsuccessful %	Successes/h	Handling Effectiveness
Not interested ↓ -12 successes vs prior period	Need	1224 +122 ↑	+100 -1000	59% +22 ↑	41% -22 ↓	8.1 +67 ↑	29% +9 ↑
Cheaper competitor ↑ +12 successes vs prior period	Cost	829 -14 ↓	+100 -1000	51% +3 ↑	49% -22 ↓	4.3 +90 ↑	4% +8 ↑
Disputes amount ↑ +12 successes vs prior period	Cost	717 +17 ↑	+100 -1000	57% -19 ↓	43% +19 ↑	7 +5 ↑	62% +14 ↑



# **Top Ways AI Speech Analytics Supports Your Team**

- 1. Identifies Coaching Opportunities at Scale**
- 2. Tracks Script Adherence and Key Phrases**
- 3. Surfaces High-Impact Conversations for Review**
- 4. Benchmarks and Recognises Top Performers**
- 5. Provides Consistent, Data-Led Feedback**



# Key Takeaways

1. **Get your inbound foundations right:** Strong inbound service starts with the basics: intelligent call routing and queue-level visibility.
2. **Equip agents to succeed in complex, high-value conversations:** Agents can't deliver great service if they're flying blind. Training, coaching, and on-screen guidance are essential.
3. **Know when to use AI—and when it's time to let your people take over.**



# MaxContact

**MaxContact is the best cloud contact centre platform for delivering conversation outcomes and customer insights to generate more revenue – compliantly.**

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