

F R O S T & S U L L I V A N

2024 NEW PRODUCT INNOVATOR

*IN THE GLOBAL AGENT
EXPERIENCE INDUSTRY*

F R O S T & S U L L I V A N

BEST
2024 PRACTICES
AWARD



Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Intradiem excels in many of the criteria in the agent experience (AX) space.

AWARD CRITERIA	
<i>New Product Attributes</i>	<i>Customer Impact</i>
Match to Needs	Price/Performance Value
Reliability	Customer Purchase Experience
Quality	Customer Ownership Experience
Positioning	Customer Service Experience
Design	Brand Equity

Using Machine Learning (ML) to Detect Agent Burnout Reliably

Founded in 1995 and headquartered near Atlanta, Georgia, Intradiem provides customer experience (CX) teams with intelligent automation solutions that maximize productivity and engagement. The Burnout and Attrition Indicator is a new solution that predicts agent burnout and reduces staff turnover in contact centers.

The solution involves an ML model that ingests real-time agent-state data that is then compared to historic performance and occupancy reference data. The ML model categorizes each agent daily into a burnout risk category: low, moderate, high, and critical. Supervisors receive the predictions on a dashboard, allowing them to take remedial action.

Many of the data points analyzed relate to handle time, including after-call work (ACW). For example, agents spending substantially more time on ACW or leaving callers on hold for longer than has been their norm in the past might suggest they were overwhelmed and trying to catch their breath. The inclusion of outcome-based metrics, such as customer satisfaction and first-call resolution, further enhances accuracy. Intradiem has refined the model to the point of demonstrating 80% accuracy in predicting staff turnover.

During 2024, Intradiem plans to introduce enhancements that analyze additional data on agent tardiness, sick leave, and other anomalies. As a result, the company expects the solution accuracy to increase to approximately 90%.

Surprise breaks, ad-hoc coaching sessions, and extra time off are the most straightforward remedial actions that supervisors can take. Supervisors can even allocate high-risk agents to less demanding

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queues. Remedial actions can be executed directly through the Intradiem platform, which minimizes supervisor workload and removes the danger of a negative feedback loop. If corrective measures were conspicuous, agents would be conscious of being identified for burnout risk, and the interventions might contribute to the anxiety they were intended to alleviate.

Over time, the solution will be able to measure the effectiveness of different proactive measures in different situations, such as whether agents stay in their jobs with improved performance. This feature will allow the Intradiem platform to automate remedial actions, leaving supervisors to deal with only the most complex, serious situations that require human intelligence and supervisor discretion.

Offering a Promising Proactive Approach to Improving the AX

At Intradiem, customers’ needs directly influence and inspire product development and positioning, and most customers had been pointing to attrition as one of their most serious challenges.

Elevated levels of burnout correlate with increased attrition rates and significant cost increases. Recruiting, onboarding, and training new agents are resource-intensive processes, and the loss of experienced talent can have enduring negative effects on company results and the quality of the CX. The ramifications of burnout extend to an employee's physical and mental health, leading to absenteeism that disrupts schedules and places a higher burden on the other agents. Anxious agents might unwillingly transmit their anxiety to customers, creating a negative spiral.

In some countries, annual agent turnover regularly exceeds 50%, clearly indicating that a proactive approach to burnout is vital. While the cultivation of a positive and inclusive culture is well understood as a top priority in progressive organizations, the implementation of everyday supportive workplace policies and practical encouragement of work-life balance can often help individuals the most.

Several prominent technology providers in the CX ecosystem are developing useful approaches to the burnout challenge, but Intradiem’s Burnout and Attrition Indicator is currently the most promising solution, according to Frost & Sullivan analysis. Deployed between an organization’s ACD and workforce management (WFM) systems, the Intradiem platform has access to a wider range of real-time agent data than competing solutions.

The company owes the invention of the Burnout and Attrition Indicator to the creativity and intuition of its new Machine Learning team. With its collaborative and problem-solving corporate culture, enhanced by the proximity between customers, developers, and top management, Intradiem is in a superior position, compared to its competitors, to co-develop with customers and involve departments beyond the CX in acquiring additional data streams. In specific instances, Intradiem has successfully collaborated with human resources to integrate insight into the reasons behind agent turnover, distinguishing between voluntary and involuntary departures and gaining more granular information about the occurrences.

Not all attrition is bad. Occasionally, an agent is in the wrong job and will struggle to avoid burnout regardless of the remedial actions taken. As the ML model becomes more powerful and as an AI engine automates routine interventions, the Intradiem platform will equip supervisors with more objective and unbiased insights, aiding in the identification of genuine poor performance and enabling supervisors to optimize the potential of good agents.

Solving an Expensive Problem

In North America, companies have the opportunity to avoid unnecessary costs by saving \$30,000 to \$40,000 per retained agent at risk of burnout. In Europe, comparable figures apply, and several regions face challenges in locating high-caliber agents because of the intense competition for talent. Consequently, Intradiem is solving a significantly expensive problem, and the cost of the solution is almost irrelevant compared to the high financial, operational, and social benefits it delivers.

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The pricing structure for the Burnout and Attrition Indicator involves annual fee tiers based on the number of agents using the solution. Frost & Sullivan expects a large high-attrition contact center to realize a return on investment as early as the second month.

This purchase experience is excellent because contact centers can ensure the solution is the optimal response to their challenges by involving a subset of agents in a limited deployment. Similar to any ML model, the

Burnout and Attrition Indicator may occasionally generate false positives; however, the cost of a false positive is extremely low, and agents will feel encouraged and affirmed by remedial action, even when it is not strictly warranted.

Harnessing the Enthusiasm of Customers

The Burnout and Attrition Indicator is already generally available, even though it is a new product announced in Q4 2023. The two pilot customers are enjoying excellent outcomes so far, and Intradiem is garnering attention from customer stakeholders at levels that typically do not afford the opportunity for interaction.

Intradiem holds regular executive conferences with its customer base, and the enthusiasm with which customers co-develop new use cases with the company is a further testament to the excellent ownership experience they enjoy. Intradiem has several new AX use cases in the pipeline. Frost & Sullivan has not witnessed similar levels of co-development in competing companies.

Existing Intradiem customers can activate the Burnout and Attrition Indicator easily because the ACD and WFM integrations are already established. Frost & Sullivan anticipates that the agent burnout narrative is easily understandable for prospects, serving as a catalyst for them to discern Intradiem’s comprehensive value proposition. This appreciation could play a key role in attracting new customers to the Intradiem platform.

Conclusion

Frost & Sullivan research highlights the escalating issue of contact center agent burnout, a serious and expensive concern that Intradiem's Burnout and Attrition Indicator can actively address and alleviate. Even agents in the initial stages of burnout can benefit from early interventions that Intradiem can facilitate with minimal cost and effort. The company delivers tremendous value to the wellbeing and success of agents across the entire spectrum of burnout risk and is better positioned than its competitors to co-innovate with customers to improve outcomes continually for all stakeholders.

With its strong overall performance, Intradiem earns Frost & Sullivan's 2024 global New Product Innovation Award in the AX industry.

What You Need to Know about the New Product Innovation Recognition

Frost & Sullivan's New Product Innovation Award recognizes the company that offers a new product or solution that uniquely addresses key customer challenges.

Best Practices Award Analysis

For the New Product Innovation Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

New Product Attributes

Match to Needs: Customer needs directly influence and inspire product design and positioning

Reliability: Product consistently meets or exceeds customer performance expectations

Quality: Product offers best-in-class quality with a full complement of features and functionality

Positioning: Product serves a unique, unmet need that competitors cannot easily replicate

Design: Product features an innovative design that enhances both visual appeal and ease of use

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

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Frost & Sullivan’s proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

