



Beyond the Script: Scaling Service Excellence through AI Coaching



Welcome



Danny Waine
SystemsX





This session

What if your best team leader could sit beside every agent, on every call, in real-time? That's the reality of the AI-integrated contact centre.

- ✓ Identify coaching opportunities automatically with real-time AI insights
- ✓ Automate routine tasks without losing the human touch
- ✓ Build a data-driven coaching culture that scales
- ✓ Lead a high-performance contact centre that thrives on innovation



Next-level CX.
Powered by AI



Our AI tools

- ✓ **Built for Customer Experience**

AI designed specifically for real customer interactions

- ✓ **Agent-first**

AI that supports and empowers people, not replaces them

- ✓ **AI-agnostic**

No lock-in. Always leverage the best AI models, platforms, and partners.

- ✓ **Flexibility**

Change your phone system, CRM, suppliers, or channels... SystemsX adapts with you.

Trusted by CX focused businesses

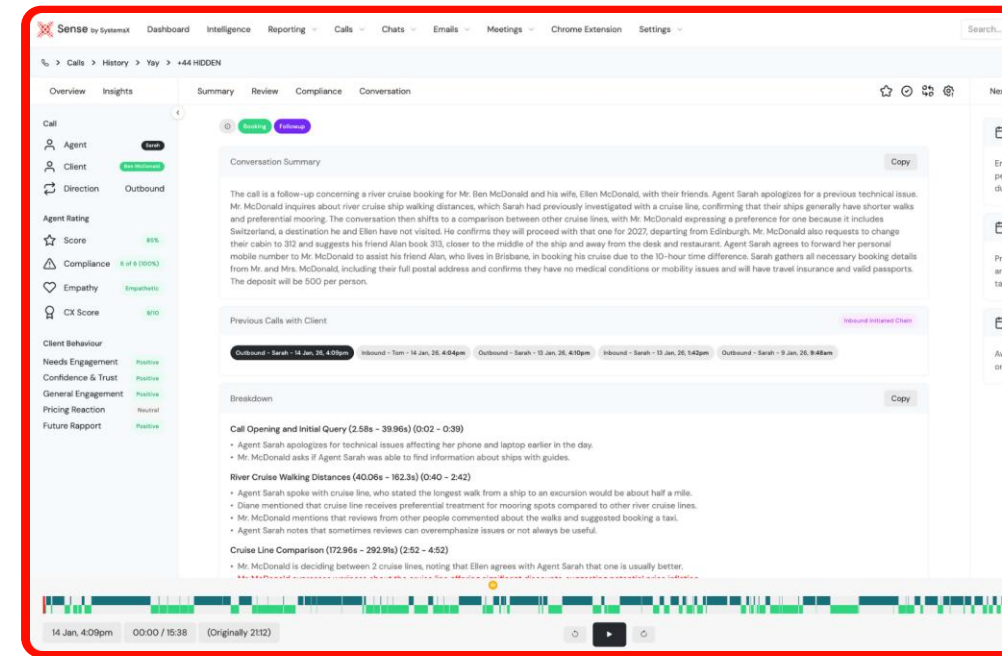




Conversation monitoring and QA platform

Sense QA - Comprehensive performance evaluation across calls and communication channels. **Business metrics, compliance** and the ability to interrogate multiple calls to find the 'nuggets' of information.

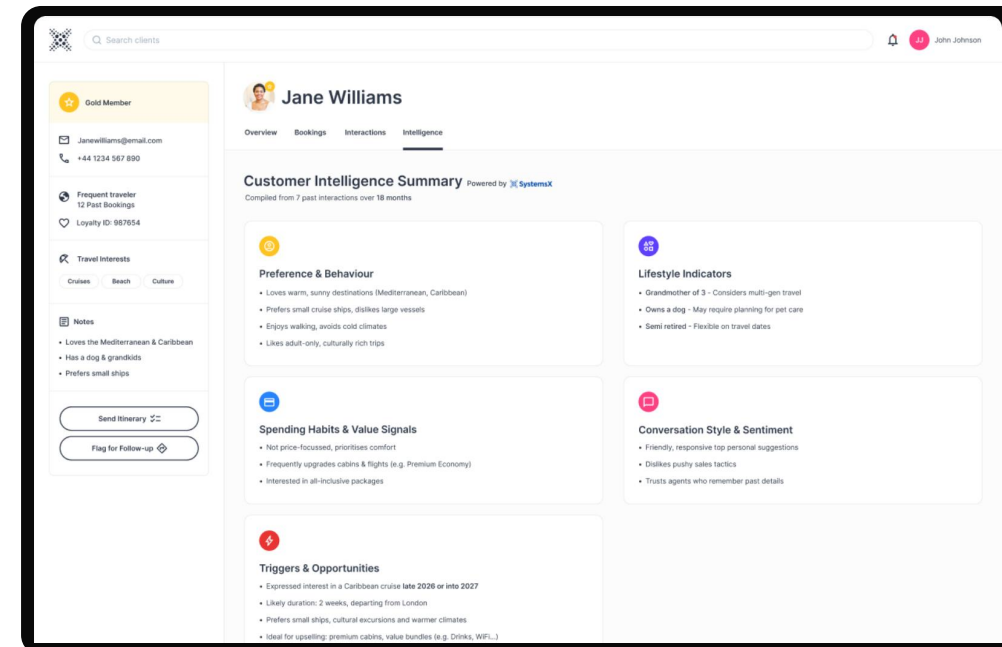
Sense Assist - Real-time AI-driven guidance to enhance customer interactions. **Call Summary, Actions, follow-up email.**



Know your customer - Beyond the CRM

Capturing what customers say and turning it into **structured individual customer profiles**. Tracks lifestyle, motivators, objections, and behaviour across conversations.

Surfaces **trends and patterns** across your customer base. Answers questions, reveals opportunities, and helps you understand your customers and **your business**.





Your unique LLM (Business Brain)

Owned. Reviewed. Stays up to date.
The **central place to store, manage, and govern** your business knowledge.

It ensures agents and AI ask, refine, and recommend using **accurate, brand-specific, and compliant answers**, every time.

Visibility	Document name	Modified	Modified by	Review due	Agents
Public	Overview of the Business.doc	12/11/25 10:08	John Johnson	14/12/25	AgentAnna AgentAmber
Public	Services/Specialties/Products.pdf	10/11/25 16:33	Clare Jones	08/02/26	AgentAnna AgentAmber
Public	Business Model.txt	14/09/25 15:02	Sarah Peterson	08/11/26	AgentAnna AgentAmber
Public	USPs (Unique Selling Points).txt	10/11/25 16:33	John Felix	08/02/26	AgentAnna AgentAmber
Public	Tone of Voice.txt	14/09/25 15:02	Paul Lams	08/11/26	AgentAnna AgentAmber
Public	Social Media Links.doc	12/11/25 10:08	John Johnson	14/12/25	AgentAnna AgentAmber
Public	Service Areas.pdf	10/11/25 16:33	Jane Edmonds	08/02/26	AgentAnna AgentAmber
Public	Company History.txt	14/09/25 15:02	John Johnson	08/11/26	AgentAnna AgentAmber
Public	Charity Support/Sustainability Partners.pdf	10/11/25 16:33	John Johnson	08/02/26	AgentAnna AgentAmber



Natural Language AI specialists for your teams and customers

Specialist digital agents, Anna, Amber, Alison, built for travel.

They plan, book, and support customers across channels, integrating with live systems and 'Knowledge'. **Plan / Book / Support**

Always on, delivering consistent service and scaling with demand.
Narrow down / Recommend / Ask

The first screenshot shows a travel planning interface with a woman's image and a text input field. The second screenshot shows a 'Narrow down' button and a list of travel options. The third screenshot shows a 'Recommend' button and a detailed travel recommendation for Costa Rica.



Your business brain - ask, refine, recommend.

Your
Custom
LLM

Request &
Response
Stored

Enquiry jotter

2ad, 2ch (14&16), long haul, up to 12hrs, from LGW or LHR, looking for a destination with a mix of adventure and relaxation, and interested in wildlife and nature

November 2026, £6k to £7k for 10nights

Agent Assist powered by Sense

Narrow down

Recommend

Key Questions

What is your preferred travel period or date range?

What is your approximate budget for this holiday?

Are you interested in a specific continent or region?

How long would you like the holiday to be?

Helpful Questions

Would you prefer a beach destination,

Ask Agent Assist...



*Agent Assist makes mistakes. Always check important info.

Agent Assist powered by Sense

Narrow down

Recommend

South African Safari and Cape Town Experience

South Africa combines world-class safaris with the vibrant city life of Cape Town, offering a perfect mix of adventure, wildlife, and urban exploration.

South Africa provides an unparalleled opportunity to experience African wildlife up close in renowned game reserves like Kruger National Park or private reserves in the Eastern Cape. Here, your family can embark on thrilling game drives to spot the Big Five (lion, leopard, rhinoceros, elephant, and Cape buffalo) along with numerous other species. The safari portion of your trip offers adventure and

Ask Agent Assist...



*Agent Assist makes mistakes. Always check important info.



Empowering Agents with Knowledge

- Helps **new agents** perform like **seasoned experts**
- Industry-aware AI trained on **your business knowledge**
- **Retains** and shares **critical knowledge** across teams
- **Reduces reliance** on individual experience leaving

The screenshot displays the Knowledge v2 interface. At the top, there's an 'Enquiry jotter' section with a text input area containing travel details: '2ad, 2ch (14&16), long haul, up to 12hrs, from LGW or LHR, looking for a destination with a mix of adventure and relaxation, and interested in wildlife and nature'. Below this, it shows the date 'November 2026, £6k to £7k for 10nights'. The main area is divided into two columns, each featuring an 'Agent Assist powered by Sense' panel. The left panel has 'Narrow down' and 'Recommend' buttons, followed by a 'Key Questions' section with four questions: 'What is your preferred travel period or date range?', 'What is your approximate budget for this holiday?', 'Are you interested in a specific continent or region?', and 'How long would you like the holiday to be?'. Below this is a 'Helpful Questions' section with one question: 'Would you prefer a beach destination,'. The right panel also has 'Narrow down' and 'Recommend' buttons, followed by a 'South African Safari and Cape Town Experience' section. This section contains two paragraphs of text describing the experience. Both panels have a search bar at the bottom labeled 'Ask Agent Assist...' and a disclaimer: '*Agent Assist makes mistakes. Always check important info.'.



Knowledge^{v2} How does it work?





Knowledge^{v2}

Knowledge

Search categories and documents

John Johnson

Create New

Dashboard

My Files

My Folders

Main Library

Reviews pending

Starred

Users

Main Library

Created by: Any Modified date: Any Modified by: All Review date: Any Type: All

Search categories and documents

Company & Brand 9

Dec 12, 2025

Visibility	Document name	Modified ↓	Modified by	Review due ↓	Agents	
Public	Overview of the Business.doc	12/11/25 10:08	John Johnson	14/12/25	AgentAnna AgentAmber	☆ ⋮
Public	Services/Specialties/Products.pdf	10/11/25 16:33	Clare Jones	09/02/26	AgentAnna AgentAmber	☆ ⋮
Public	Business Model.txt	14/09/25 15:02	Sarah Peterson	08/11/26	AgentAnna AgentAmber	☆ ⋮
Public	USPs (Unique Selling Points).txt	10/11/25 16:33	John Felix	09/02/26	AgentAnna AgentAmber	☆ ⋮
Public	Tone of Voice.txt	14/09/25 15:02	Paul Laws	08/11/26	AgentAnna AgentAmber	☆ ⋮
Public	Social Media Links.doc	12/11/25 10:08	John Johnson	14/12/25	AgentAnna AgentAmber	☆ ⋮
Public	Service Areas.pdf	10/11/25 16:33	Jane Edmonds	09/02/26	AgentAnna AgentAmber	☆ ⋮
Public	Company History.txt	14/09/25 15:02	John Johnson	08/11/26	AgentAnna AgentAmber	☆ ⋮
Public	Charity Support/Sustainability Partners.pdf	10/11/25 16:33	John Johnson	09/02/26	AgentAnna AgentAmber	☆ ⋮

Contact & Operations 7

Nov 24, 2025

Policies, Boundaries & Compliance 24

Nov 12, 2025

Edit Folder

Delete Folder



Gold Customer

Harriot Dewey

Likes to be called Hallie, Age 21



Note



Email



Call



Task



Meeting



More

Email
HarriotD@hotmail.co.uk

Phone
0737735797

Mobile phone
0737735797

Location
Cardiff

Nearest airport
Cardiff, Bristol

Record created
08/07/20

Preferred brand
Travel.co.uk

Client source

Source

Overview

Preferences

Tasks

Notes

Quotes

Activity



REMINDER Don't forget to ask the client when they would like to book

Enquiry jotter

2ad, 2ch (14&16), long haul, up to 12hrs, from LGW or LHR, looking for a destination with a mix of adventure and relaxation, and interested in wildlife and nature - November 2026, £6k to £7k for 10nights

Holiday type

Package holiday

Travel dates

When do they want to travel?

Duration

7 Nights

Departure airport

Where from?

Destinations

Where to?

Client timer

10:15



Agent Assist powered by Sense



Narrow down

Recommend



Ask Agent Assist...



*Agent Assist makes mistakes. Always check important info.

Call Summary

The client is looking for a solo river cruise in September, preferring to depart from Bristol airport. They're considering options in France (Bordeaux and Paris/Normandy) with AmaWaterways, with a budget cap around £2,549. The client is interested in how the cruise line caters to solo travelers and is concerned about the weather in September.

Add to Activity

Send followup email



AI-powered evaluation, compliance, and performance platform

The screenshot displays the Sense platform interface, which is designed for managing and analyzing customer interactions. The top navigation bar includes the Sense logo and links to Dashboard, Reporting, Calls, Emails, Meetings, SMS, WhatsApp, and Chat. The main content area is divided into two columns. The left column, titled 'Call', provides a summary of the call details: Agent (Philippa), Client (Wendy), Direction (Outbound), Agent Rating (Score: 59%, Compliance: Passed, Empathy: Empathetic), and Client Sentiment (Pricing Reaction: Positive, General Engagement: Positive, Needs Engagement: Positive, Future Rapport: Positive, Confidence & Trust: Positive). The right column, titled 'Conversation', shows a detailed breakdown of the call. It includes a 'Conversation Summary' section with a brief overview of the call, followed by a 'Breakdown' section that categorizes the conversation into segments: 'Cruise Inquiry (0:00 - 0:16)', 'Cruise Preferences (0:16 - 1:49)', 'Concerns and Challenges (1:50 - 2:59)', and 'Travel Plans (3:00 - 4:40)'. Each segment contains a list of key points discussed during the call.

Sense Dashboard Reporting Calls Emails Meetings SMS WhatsApp Chat

Calls > History > Yay > +HIDDEN

Overview Insights Summary Review Compliance Conversation

Call

Agent Philippa

Client Wendy

Direction Outbound

Agent Rating

Score 59%

Compliance Passed

Empathy Empathetic

Client Sentiment

Pricing Reaction Positive

General Engagement Positive

Needs Engagement Positive

Future Rapport Positive

Confidence & Trust Positive

Enquiry

Conversation Summary

The Client, Wendy, is looking for a repositioning cruise from the Caribbean to Europe and tips included, and requires an accessible cabin. The Agent, Philippa, will research options and provide recommendations.

Breakdown

Cruise Inquiry (0:00 - 0:16)

- The Client inquired about a repositioning cruise from the Caribbean to Europe.
- The Agent introduced herself and explained the purpose of the call.
- The Client mentioned she was thinking of taking her mother on the cruise.

Cruise Preferences (0:16 - 1:49)

- The Client mentioned she has cruised before with P&O, Norwegian, and Marella.
- She prefers a cruise with drinks and tips included.
- She requires an accessible cabin, but is not particular about the location.

Concerns and Challenges (1:50 - 2:59)

- The Client mentioned her mother is 88 years old and may have mobility issues.
- She is concerned about finding a suitable cabin and cruise line.
- She is worried about the cost of insurance for her mother.

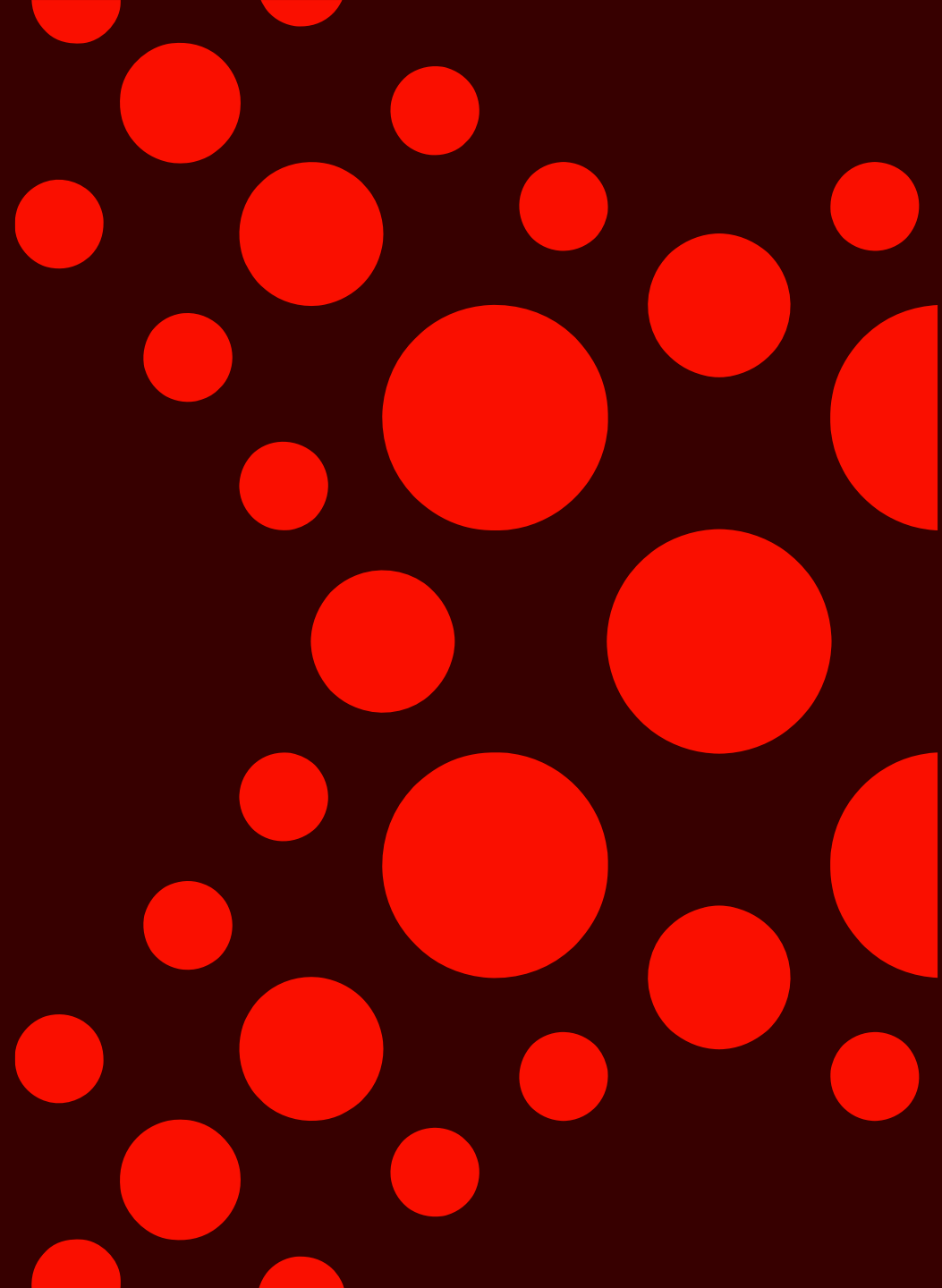
Travel Plans (3:00 - 4:40)

- The Agent discussed possible flight options from Newcastle or Manchester.
- The Client mentioned she could also consider flying from Heathrow.
- The Agent will research flights and send options to the Client.



Most businesses listen to between 1%-3% of telephone calls...

- **Manual** process
- Small **sample**
- Often **miss** key insights
- Compliance **gaps**





Enhancing Agent Performance with AI

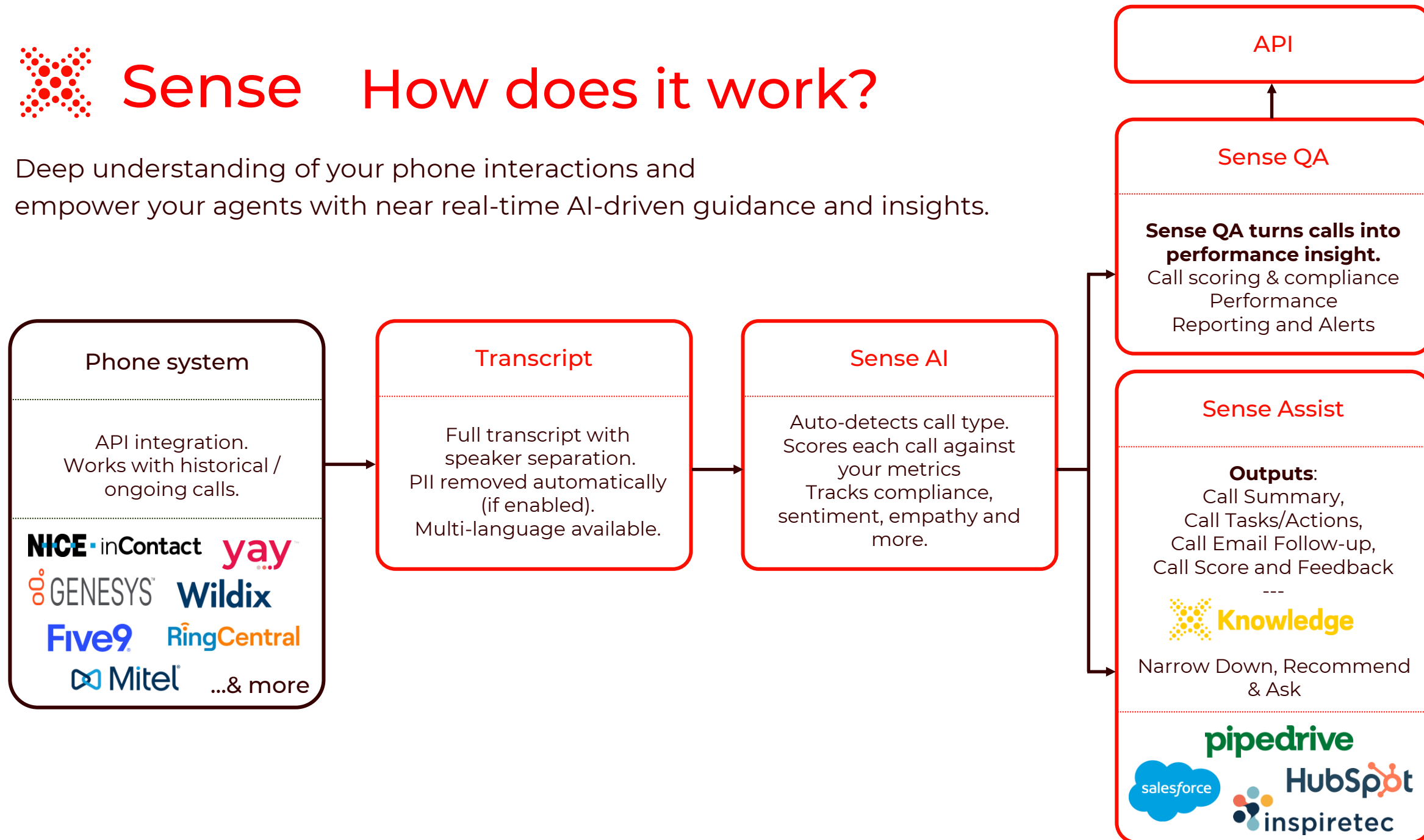
- **100%** of customer interactions analysed
- AI-powered **sentiment and empathy** detection
- **Custom scoring** aligned to your business
- **Actionable feedback** and **coaching insights**
- **Tailored performance reviews** and reporting
- **Automated compliance** monitoring
- **Call summaries and tasks**
- Proactive **alerts and notifications**





Sense How does it work?

Deep understanding of your phone interactions and empower your agents with near real-time AI-driven guidance and insights.



View Ignored Calls Clear Filters Change Filters

Markers	Date	Type	Agent	Phone Number	Duration	Tag	Score	Compliance	
☆ ✓	11 Jul, 25, 10:35am Provider: Yay	Outbound	Travis Primary	HIDDEN GB - Westerham	3m 28s	Followup Enquiry	51%	Passed	→
☆ ✓	11 Jul, 25, 10:30am Provider: Yay	Inbound	Kira Primary	HIDDEN GB - United Kingdom	3m 1s	Followup Enquiry	66%	Passed	→
☆ ✓	11 Jul, 25, 10:28am Provider: Yay	Inbound	Travis Primary	HIDDEN GB - United Kingdom	5m 46s	Followup	43%	Passed	→
☆ ✓	11 Jul, 25, 10:24am Provider: Yay	Inbound	Travis Primary	HIDDEN GB - United Kingdom	2m 55s	Followup	52%	Passed	→
☆ ✓	11 Jul, 25, 10:19am Provider: Yay	Inbound	Blossom Primary	HIDDEN GB - United Kingdom	8m 20s	Enquiry	76%	Passed	→
☆ ✓	11 Jul, 25, 10:17am Provider: Yay	Inbound	Philippa Primary	HIDDEN GB - Mansfield	2m 39s	Followup	81%	Passed	→
☆ ✓	11 Jul, 25, 10:15am Provider: Yay	Inbound	Philippa Primary	HIDDEN GB - United Kingdom	1m 25s	Followup	65%	Passed	→
☆	11 Jul, 25, 10:12am	Inbound	Travis Primary	HIDDEN GB - Maldon	12m 47s	Enquiry	49%	Passed	→
	11 Jul, 25, 10:06am	Outbound	Blossom Primary	HIDDEN GB - United Kingdom	3m 53s	Followup Enquiry	71%	Passed	→
	11 Jul, 25, 10:00am	Inbound	Blossom Primary	HIDDEN GB - Newport	28m 2s	Booking	80%	5 of 6 (83%)	→





PCI Compliance Awareness

“We didn’t think we had a problem. We were certain all agents masked calls when taking payment card information, especially with the massive fines for storing card details. With Sense, we can easily identify and be notified of any breaches, allowing us to react instantly and monitor continuously.”

Spelling Accuracy

“We always try to ensure our team checks spellings carefully. Names must match passports exactly. But Sense now alerts us instantly when they don’t, helping us avoid those nightmare, and costly, moments before travel, or even worse, at the airport!”

Manual QA Elimination

“No more manually scoring calls, no more listening to just a few a month and hoping to catch what’s working — or worse, what isn’t. There’s no guesswork anymore.”

Habit-Building via Compliance Tools

“Through the compliance tools, we’re encouraging our agents, both new to the business and long-standing employees, to build good habits like always mentioning our website’s self-serve tools, upselling extras like insurance and reminding customers to download our app.”



Sense Insights

Efficient Operational Verification

“If a customer calls our after-sales team and complains that an agent didn’t mention ‘resort fees’, we can now verify that instantly with Sense, no more wasting time listening to hours of call recordings.”

Scoring at Scale

“Until now, we only had time to review a handful of calls from our lowest-performing agents each month. With SystemsX, we now monitor, score, and gain insight from 100% of our calls in seconds, freeing up our Sales Managers to support and develop our staff.”

Promotion Compliance / Campaign Tracking

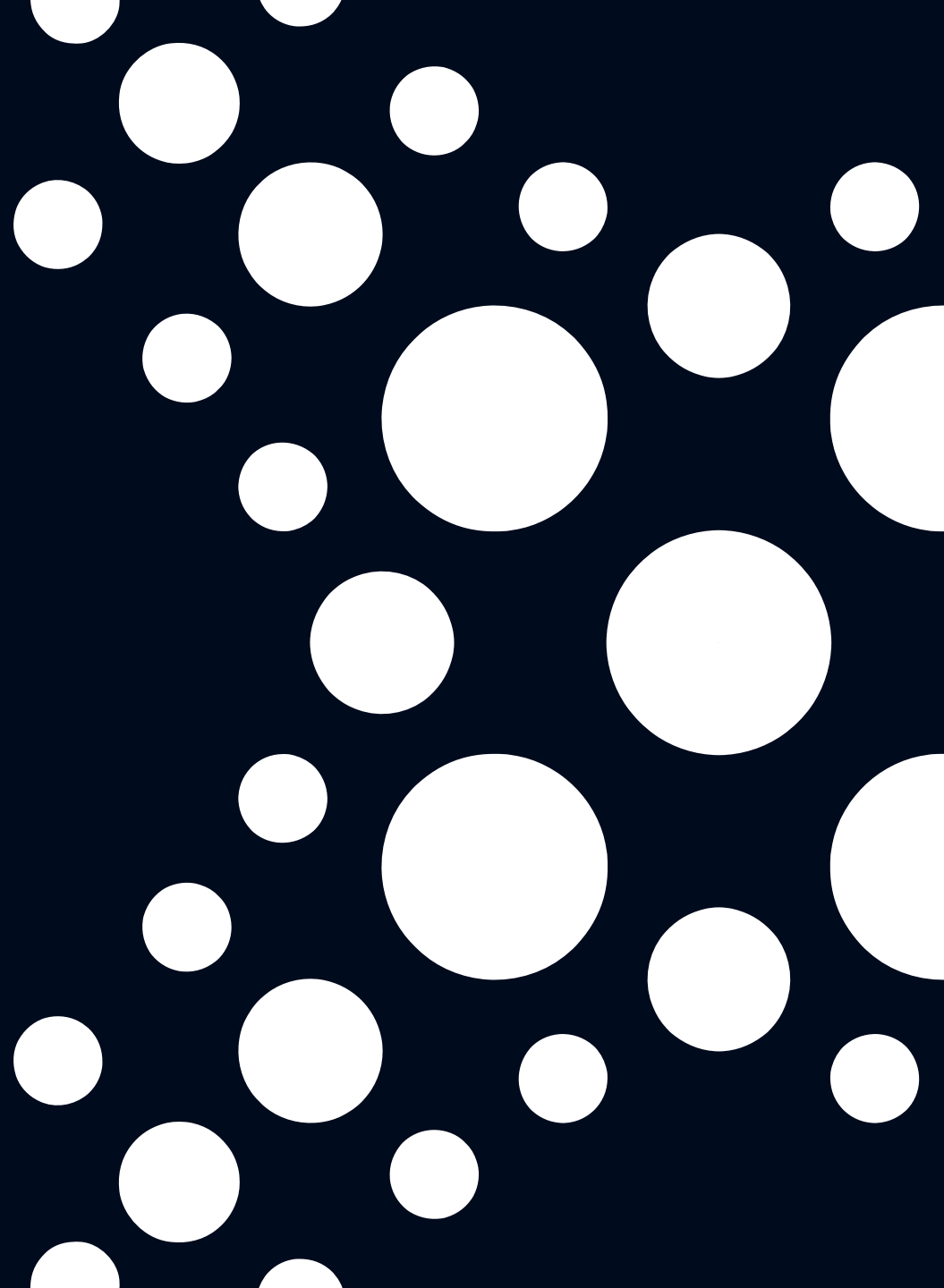
“When we run promotions during peak sales periods, we can check whether our sales team is mentioning the latest campaigns. It boosts conversions and gives our salespeople the support they need to earn more commission.”

Complaint Escalation via Alerts

“The alerts tool helps us catch complaint calls quickly. We can make sure they’re handled properly and if not, a team lead can step in right away, instead of finding out weeks later via email or by receiving a negative online review, or indeed never.”



Know your
customer



✳ Your customers share valuable insight... every day

Customers naturally share far more than basic details when speaking to sales or service teams.

They talk about... preferences, past experiences, concerns, and what really matters to them, often without being asked.

“Budget isn’t the issue”

“I never check my emails”

“I’m only available to speak after 6pm”

“We had a bad experience last time”





But that insight is rarely shared

That valuable insight often:

- Lives in consultants' heads
- Sits in free-text notes
- Isn't updated
- Isn't visible across teams
- Or NOT retained at all

The result?

- Every conversation starts from scratch.



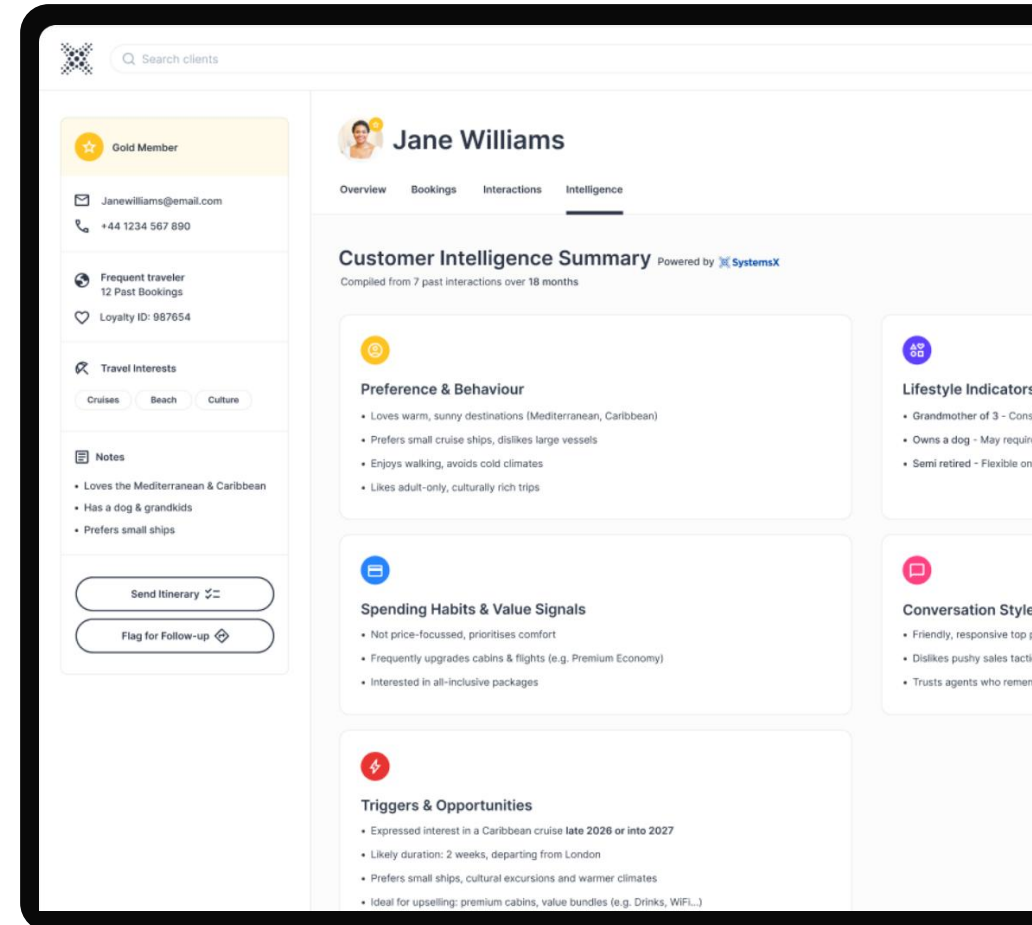


Know your customer. Really know your customer.

When customer insight is captured and shared:

- It's structured, not lost
- It's visible in the CRM
- It's available to every agent
- Every interaction starts informed

This is how consistent, personalised customer experience is delivered... at scale.





AI Agents – Plan, Book, Support

AI Agents

Human Agent
Interface

Website Experience

Full AI Voice
(Local Voice)

Marketing

 **Sense**

Driving the best
experience
Scoring AI Agents
(measure AI Agents,
vs human
performance and
delivery)

 **Knowledge^{v2}**

Multiple Datapoints
Your... Tone, USP's,
website, manuals
and more...

 **Intelligence**

Multiple Datapoints
Your... Tone, USP's,
website, manuals
and more...

CRM

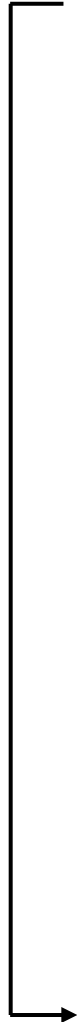
Customer, enquiry,
booking data

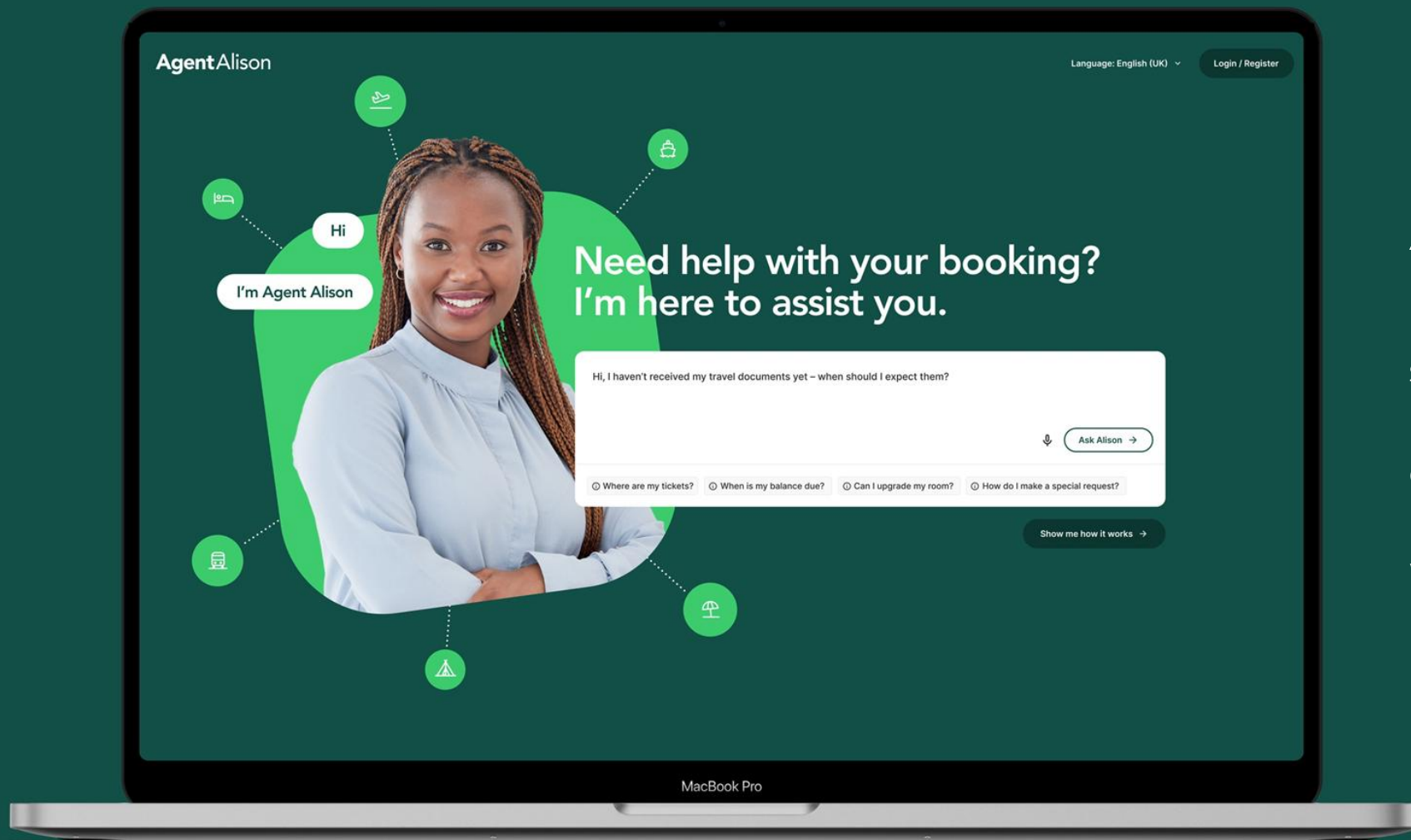
Reservations

Customer, enquiry,
booking data

Email

Meeting





AgentAlison.AI

Designed for all customer service needs. Has taken the learning from every service call you have ever recorded

Web | App | Chat | Voice

We enable dreams to become reality



Sense

Agent name	Agent Type	Score
JJ John Jones	Human	96%
SJ Sharon Jacobs	Moderator	92%
GF George Fenton	Human	89%
A4 AI Agent 4	AI	87%
CP Clare Phillips	Moderator	90%
JP James Peters	Human	84%
A8 AI Agent 8	AI	93%
PT Peter Tailor	Human	82%
A5 AI Agent 5	AI	94%
WJ Walter James	Moderator	83%
A3 AI Agent 3	AI	95%
SR Sarah Reed	Human	82%



WTH UK case study

Introduction: WTH UK

Operating a high-volume contact centre, World Travel Holdings UK closely monitors agent performance to ensure bookings, customer satisfaction, and compliance with industry standards. Their teams of sales agents and supervisors rely heavily on call monitoring and coaching to maintain service quality and drive revenue.

The Challenge: Managing Productivity and Performance

Before SystemsX, World Travel Holdings UK faced key operational challenges:

- **Manual** monitoring of calls was **time-intensive** for supervisors.
- **Productivity** management across working days and weeks **lacked actionable insights**.
- Performance assessment and coaching were **inconsistent**, often reactive.
- Sales supervisors had **limited visibility** into calls that included quotes, links, or relevant sales cycles.
- Compliance monitoring and call scoring were **fragmented**, reducing the ability to identify risks or opportunities.

As a result, coaching decisions often relied on gut feel or small sample calls, rather than clear data, and identifying trends across teams was difficult.



WTH UK improvements

Manager Productivity

- Supervisors saved hours a week previously spent manually reviewing calls.
- Focus shifted from listening to leading and coaching teams.
- Automated alerts for performance deviations allow proactive interventions, increasing bookings and revenue.

Turning Unstructured Calls into Insights

Sense provides visibility into compliance, risk, and opportunities. This insight gives leaders confidence in operational decisions and coaching efficacy.





WTH UK biggest impact



Consistent coaching across all agents.



Objective performance measurement and benchmarking.



Enhanced compliance oversight.



Increased conversion rates and revenue.



Improved supervisor productivity.

"Sense AI not only shows us what's happening in calls but also why. It has transformed the way we coach, benchmark, and make decisions."

Alex Dixon



Thank you. Any questions?



danny@systemsx.co.uk
02921 203324
07307 600126

Danny Waine
SystemsX