

5 Benefits of Using AI to Measure Team Effort

Measuring team effort helps you understand how effectively you're allocating your most valuable resource (your team!) across different customers, themes, and channels. Measuring team effort means understanding which problems are harder to solve and why across all of those "How do I...", "I need help..", "Is it possible to..." [organic customer statements](#) your team works hard to address every day. AI helps identify and track the themes driving team effort at scale so that you can discover service patterns that resolve customer issues quickly without making your team jump through hoops. Understanding what your teams find hard and why enables you to improve your service cost and deliver win-win experiences for your teams and your customers. Read on for five benefits of measuring team effort with AI:

1 Quantify any team effort driver so you can advocate and take action, faster

Using AI to measure team effort makes it easy to assign service cost to any challenge that your team faces — think escalations stemming from improperly set customer expectations about a new feature release, a persistent bug the team is addressing repeatedly, or a set of squeaky wheel customers that could use some training. If you're not measuring team effort according to the variables that drive it, you won't know what needs to be addressed.

The ability to quantify the impact of any theme on customer experience means you can make the business case for taking action, faster, and advocate for both customers and employees.

| Top Themes Driving Team Effort | Team Effort Score | Monthly Service Cost |
|--------------------------------|---------------------|----------------------|
| CRM Integration Bug | 2 (403 min) ↓ 7% | \$262k |
| New Pricing Policy | 3 (336 min) ↑ 11% | \$186k |
| Reports 2.0 Delay | 4 (288 min) ↑ 15% | \$127k |

2 Improve employee experience

When you remove unnecessary friction from your teams' day-to-day, you cultivate happier employees who are less likely to turnover. Measuring and improving team effort can increase agent tenure by 11%¹, not to mention build a strong culture of happy employees who feel motivated to go the extra mile for your customers.

Measuring and improving team effort can increase agent tenure by **11%**



3 Improve customer-facing efficiency

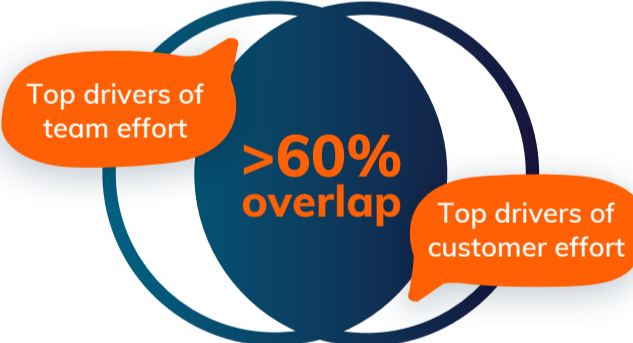
Customers also benefit from reduced team effort. If your customer-facing team can stop begging for cross-functional support to fix the same set of issues, they can not only solve those issues faster, but they have more time and energy to spend on other issues that inevitably arise. Measuring team effort and solving for the underlying drivers can increase resolutions per agent per day by 25%².



25% Increase in resolutions per agent per day

4 Reduce customer effort, too

Team effort drivers often become customer effort drivers. Customer-facing teams are often at the tail end of problems that arise across the entire customer journey. In fact, we found an >60%³ overlap between the top drivers of customer and team effort over a one year period across millions of customer interactions.



Using AI-driven team and customer effort scores also means that you can calibrate team and customer effort across any theme on the same numerical scale. If you're measuring both consistently, it's easy to see where you may be making trade-offs by shifting effort onto your teams or your customers in specific situations.

5 Prevent expensive surprises with an early warning system

Measuring team effort with AI can provide early warnings about certain issues that are taxing team resources long before you would otherwise be aware. It's easy for costly issues to sneak up on you when you have several different agents working to resolve individual cases about the same issue, but it takes a while for you to notice the aggregate impact of the issue. In fact, measuring team effort with AI can surface widespread problems 88%³ faster than any other method.

Measuring team effort with AI can surface widespread problems **88% faster**



Learn more [here](#) about why you should use AI to measure team effort, and [talk to our team](#) about getting started with an AI-driven team effort score.

Sources:

¹Frame AI customer case study: an internet infrastructure company

²Frame AI customer case study: a global marketplace with hundreds of customer-facing agents

³Frame AI aggregate study of millions of 2021 customer interactions