



The Future is Loyal-Eyez

The Customer Sentiment CX Solution 2024



Happy Agents, Happy Customers



About Loyal-Eyez

Happy Agents, Happy Customers. Loyal-Eyez leverages extensive call center expertise and advanced AI technologies to enhance customer interactions and optimize service quality. By gathering and analyzing consumer feedback, we drive continuous improvement to meet evolving customer needs.

Our Commitment to Continuous Innovation & Expert Development. We are actively developing our products with new AI-powered tools through our owned software Partner (Basesoft Solutions) to optimize efficiency, elevate agent productivity, and enhance the customer experience. As Loyal-Eyez continues to develop, **AI will be built into the IQ Platform.** *AI options still under development.*

Loyal-Eyez offers a comprehensive, people-focused solution designed to increase both employee retention and customer loyalty. With **short surveys, intuitive dashboards, QA review tools, and role-based training.**





Our Loyal & Happy Customers Worldwide



Imagination at work



Grant Thornton





Boost Cost-Savings

Loyal-Eyez can help your **call center** boost cost savings by increasing agent retention, optimizing performance, and enhancing customer satisfaction. Our solutions are complete with short surveys, intuitive dashboards, QA review tools, and role-based training.



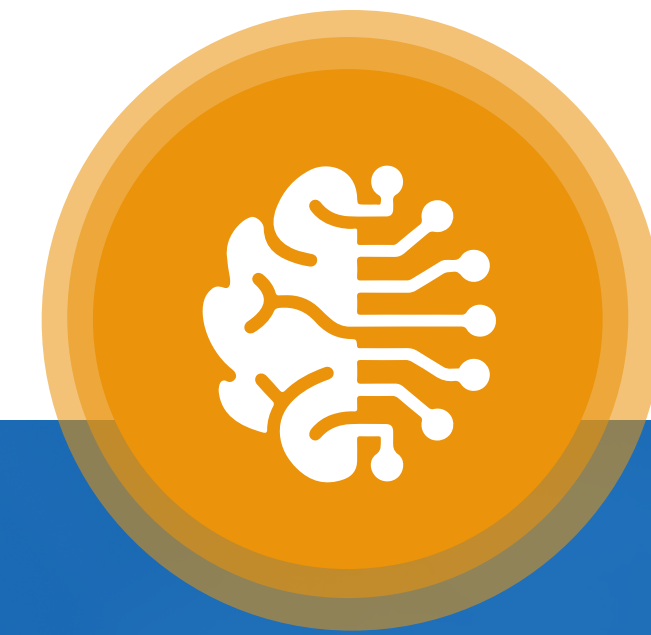
Increase Agent Retention

Avoid expensive on-boarding and new hire costs. With effective training, evaluations, and performance rewards, your people will want to stay.



More Knowledgeable Agents

Loyal-Eyez helps agents increase their knowledge by providing training during onboarding through LMS and customer feedback.



AI Agent Assist Tools

AI provides agents with instant access to tips and information during calls, enhancing their efficiency and knowledge.



The Problem

With turnover rates at an all time high, employee retention is crucial to the success of your call center.

The average annual turnover rate is 30-45% for call center agents. Investing in strategies that support and engage your employees can lead to improved performance, reduced costs, and a more stable and successful operation.

01

HIGH TURNOVER RATES

Call centers face a significant challenge with an average **annual turnover rate of 30-45%** for call center agents, leading to increased recruitment and training costs (Mercer).

02

POOR CUSTOMER SERVICE IMPACT

Poor customer service results in substantial financial losses, with companies losing approximately \$62 billion annually due to inadequate customer service experiences (NewVoiceMedia).

03

INCONSISTENT CUSTOMER EXPERIENCE

A majority of companies, 89%, identify customer experience as a crucial factor in driving customer loyalty, yet struggle to maintain consistent and high-quality interactions across all customer touchpoints (Gartner).

Market Review



Market Size & Growth

- The global call center AI market is expected to reach \$4.7 billion by 2027, growing at a CAGR of 21.3% .
- By 2024, the market is estimated to generate \$3.38 billion in revenue and reach \$12.91 billion by 2030, with a CAGR of 25.0% .



Trends and Growth Drivers

- Increasing demand for AI-driven customer service solutions.
- Growing focus on agent engagement and retention powered by AI technologies.
- Technological advancements in AI and machine learning.



AI Solutions & Benefits

- AI automates repetitive tasks, improving efficiency and reducing wait times.
- AI chatbots handle 69% of customer issues, reducing the need for extra human resources
- AI allows agents to focus on more complex issues.



Market Challenges

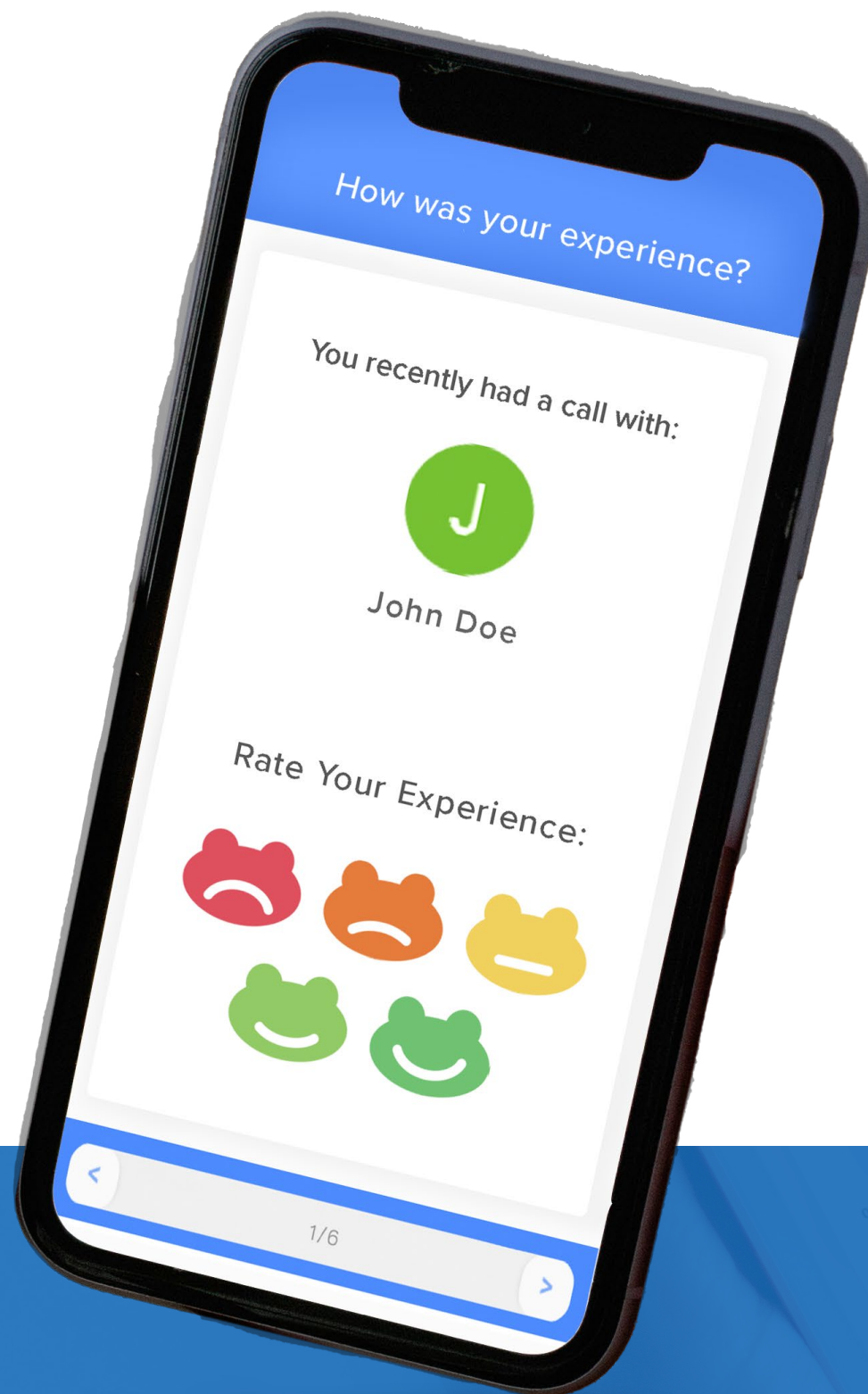
- Data security and privacy concerns associated with AI.
- Integration complexities with existing systems.
- Ethical concerns and potential for manipulation by hackers.





Your Success Starts Here.

Our solutions are created with people in mind and provide the tools that allow you to **boost agent retention, improve customer service, and improve workplace happiness.**



Intuitive Dashboards, Short Surveys, AI Driven Analytics

Using Performance & Trend Dashboards, target areas of improvement and provide your agents with solutions, training, and support.



Real-Time Feedback with Actionable Insights

Using CSAT and NPS, team leaders & agents can evaluate performance using real-time feedback and invaluable insights for improvement.



AI Tools for Improvement on all levels of your Call Center

From leadership teams to agents, Loyal-Eyez provides tools to highlight improvement, retain top talent, and encourage self-evaluate and initiative.



Medallia

Provides comprehensive customer and employee experience management solutions.

Strengths

Extensive analytics capabilities, strong brand reputation, robust customer feedback mechanisms

Weaknesses

High cost, complex implementation.

Opportunities

Expanding AI integration for more personalized insights.

Contexta360™

AI-powered platform and solutions for customer and agent interaction analysis.

Strengths

Advanced AI analytics, real-time data processing.

Weaknesses

Limited market presence, nascent technology.

Opportunities

Growth in AI adoption and development of additional features.

The Solution: Loyal-Eyez

The Sentiment CX Solution. Our solutions are created with people in mind, providing the tools that help **boost agent retention, improve customer service, and see overall performance improvement.**



By leveraging Loyal-Eyez's **AI Capabilities**, your agents are equipped with the tools they need to more effectively answer customer service inquiries.



Customer Surveys provide real-time feedback, highlighting areas of improvement and enabling immediate performance adjustments.



Customer feedback triggers tailored training via your LMS based on performance thresholds, focusing on **agent improvement** and success from the beginning.



Call Center Solutions



Train & Coach Improvement Tool

Loyal-Eyez easily connects to your Learning Management System (LMS) and offers a range of tools to support learning and assessment including role-based and user-based training.



Trainer Review Evaluation Tool

Assess a trainer's effectiveness in delivering training materials. By evaluating how well your trainers perform, you can ensure your agents are on a path to success and improvement.



Specialized Training Training Tool

Loyal-Eyez provides user and role based training through our specialized partner, connecting you with the right program, whether your agents need in-person or online coaching.



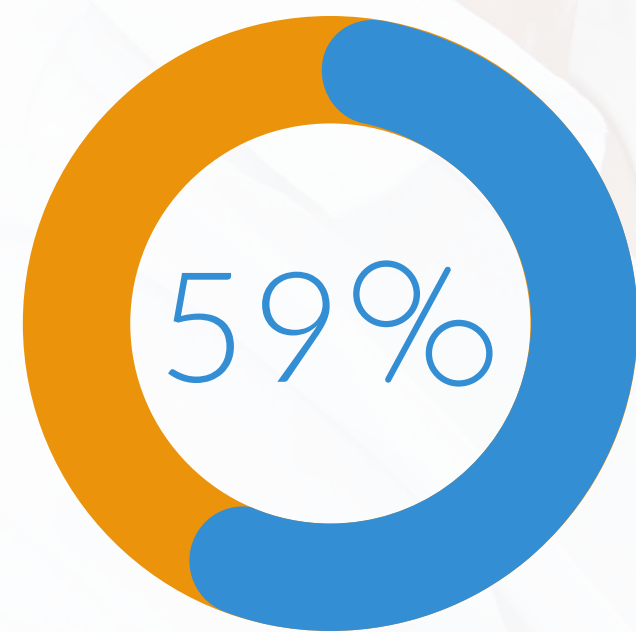
Proof of Performance Authentication Tool

Showcase the value of your product or service. With clear KPIs and performance reports, you will have unique insight and a deep understanding of how the customers views your service.

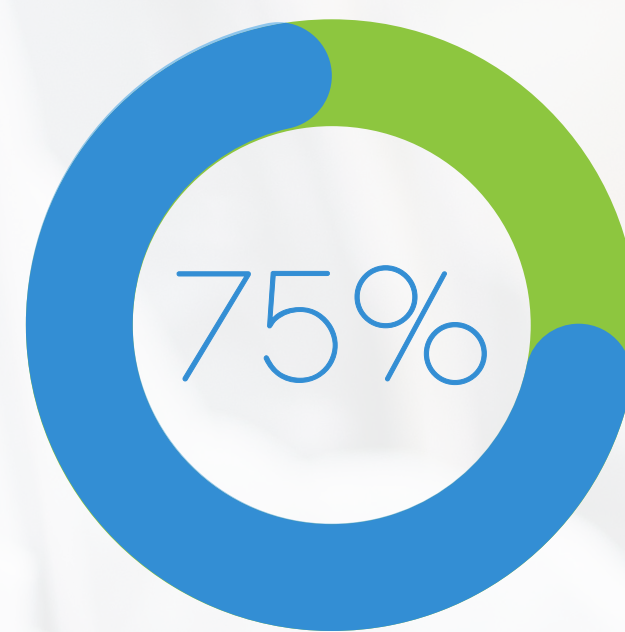


Why Agent Loyalty Matters

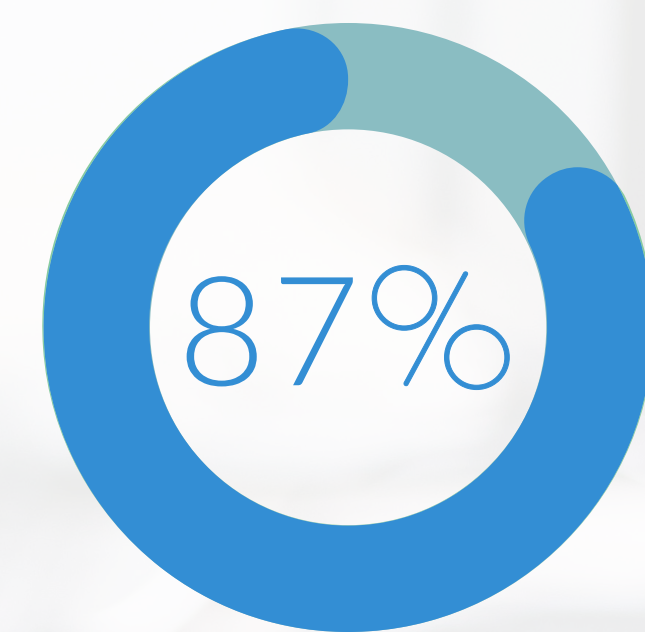
At Loyal-Eyez, our solutions are created with people in mind. We can help you create a workplace that values its people, fosters creativity and provides consistent customer service.



Of Employees Are Less Likely To Quit When Their Employer is Engaging & Supportive.



Of Reasons For Quitting or Leaving a Position Can Be Prevented.



Of Companies Consider Employee Retention a Top Priority for Success



Loyal-Eyez **AI** Integration

By leveraging **AI**, your agents are equipped with the tools they need to more effectively answer customer service inquiries. During calls, agents can access real-time product information and engagement tips, enhancing their knowledge and ability to resolve issues.

AI Agent Assist

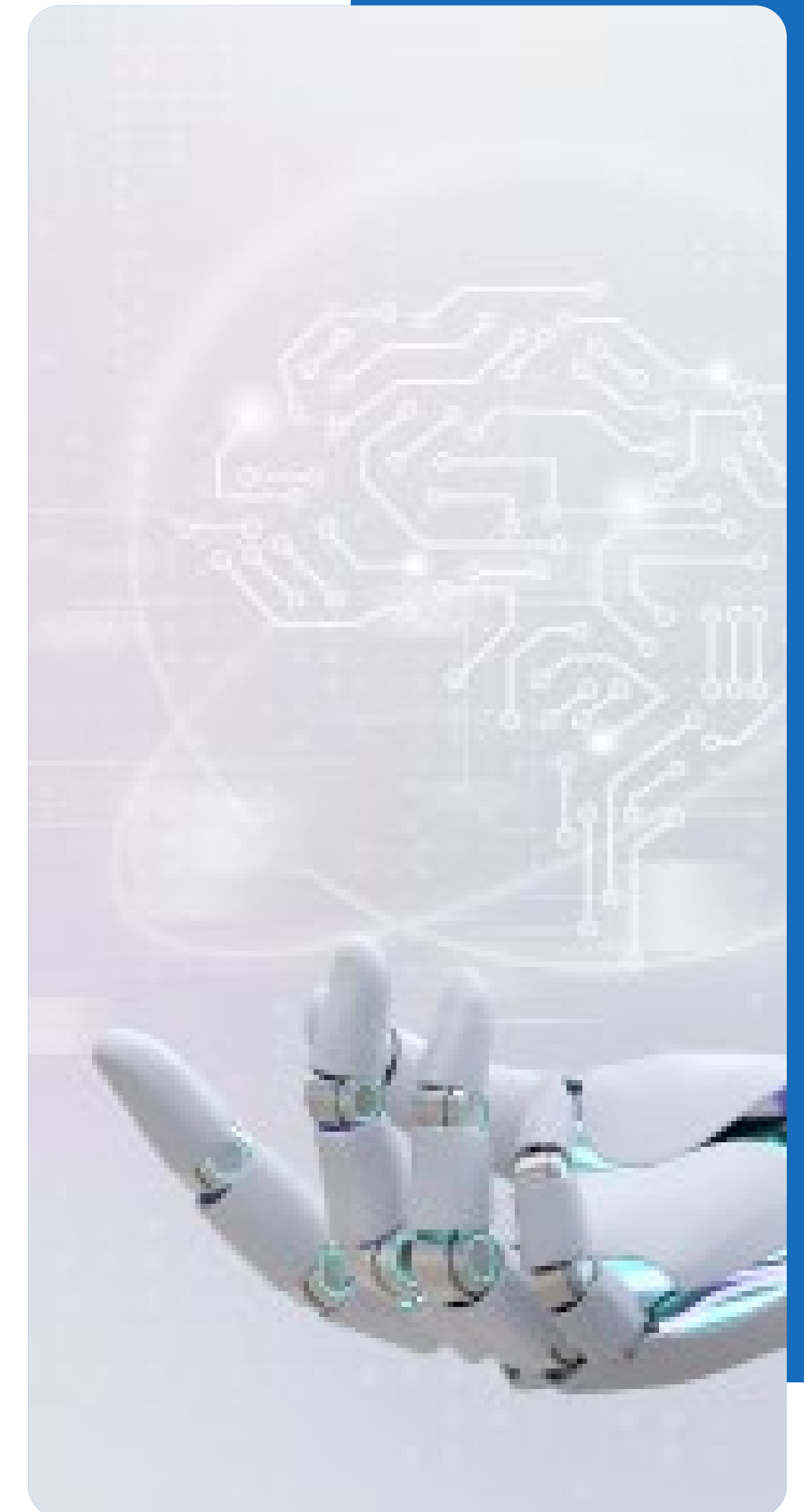
AI provides agents with instant access to tips and information during calls, enhancing their efficiency and knowledge.

Email Automation

Automate simple tasks and deliver customized training modules based on an Agent's performance data.

Loyal-Eyez

Analyze interactions to deliver actionable insights, driving better performance and higher customer satisfaction (CSAT).





Sales Strategy

Partnering with Basesoft Solutions provides a competitive edge in the call center industry. This partnership brings together two companies that combine their expertise in AI and development, forming a robust alliance that significantly increases the likelihood of success.

Basesoft Solutions is our Sister software developer of Loyal-Eyez, and a key partner providing advanced AI development expertise to significantly enhance efficiency and operational effectiveness.

01

CALL CENTER FOCUSED

Call centers are the main target customer. Loyal-Eyez solutions can directly help improve agent performance and enhance overall operations.

02

AI-DRIVEN

By integrating AI features into our solutions, we boost productivity and provide our customers with enhanced benefits in their CX experience.

03

A FLEXIBLE SOLUTION

Collaborate with Basesoft Solutions, our Sister AI software development partner, built on top of IQ Portal, a platform with reusable modules.



Revenue Model

One-Time Call Center Setup Costs

- Implementation: **EUR 3.500** (est), one-time
- Integrations to CRM, LMS: **EUR 500-1000** per connection, one-time.

Strategic Partnerships

Possibly partnering with other software providers to integrate services, enhancing their platform's functionality and appeal.

Subscription Per Agent Per Year

- Loyal-Eyez Basic: **EUR 130** per agent/year.
- Added Products (Trainer Review, AI Agent Assist, AI Email Automation): **EUR 130** per agent/year.

Consultancy

Rates per hour: between **EUR 70-120**



Meet the Team



**Mitchel De Graaf,
Co-Founder**

Co-founder dedicated to leveraging AI to create efficient solutions that enhance customer experiences and optimize operational processes.



**Paul De Graaf,
Co-Founder**

Co-founder dedicated to leveraging AI to create efficient solutions that enhance customer experiences and optimize operational processes.



**Gerard Reumer,
Advisory Board Member**

An esteemed leader in international energy and infrastructure, excels in strategic leadership and AI integration for organizational growth.



**Rick Boeijen,
Advisory Board Member**

Rick Boeijen brings 30 years of experience in international business scaling and strategic growth, guiding Loyal-Eyez in global expansion and innovation.



Thank You!

