

Key Updates at a Glance

COPC Customer Experience (CX) Standard for Contact Centers Release 7.1

Release 7.1 updates put advanced technology at the core of performance management and customer interactions—strengthening efficiency, accuracy, and service quality. With these refinements, organizations can more effectively sustain a resilient and adaptable CX model. The changes streamline processes and enhance decision-making to deliver a seamless, purpose-driven experience.



Core Enhancements

Technology Integration in Forecasting & Capacity Planning

- Supports seamless customer interactions with reliable technology availability
- Improves resource allocation and cost efficiency

Technology-Driven Quality Assurance

- Analyzes agent interactions and decision accuracy
- Strengthens service consistency and performance calibration

Machine Learning for Smarter CX Technology

- Prioritizes reliable AI solutions through metrics like **learning accuracy** and **learning on-time**
- Enhances customer interactions by reducing errors and improving response quality

Evaluating Agent Enablement Tools

- Assesses the effectiveness of agent enablement tools (e.g., CRM, knowledge bases, workflow platforms)
- Equips agents with the right tools for accurate, efficient service

Updated Certification Requirements

- Standardizes requirements for multi-client operations to ensure fairness, accountability, and customer satisfaction



Expanded Performance Metrics

Technology Uptime	Tracks system reliability to minimize disruptions
Recognition Accuracy	Evaluates AI precision in customer interactions
Technology Latency	Reduces delays to improve responsiveness
Routing Accuracy	Ensures customers are directed to the correct resource
Learning Accuracy	Assesses the reliability of machine learning models, considering factors such as precision and recall
Learning On-Time	Measures the percentage of machine learning models trained and deployed within the planned timeline



The Advantage

These updates give CX leaders the tools to run **more innovative and effective** operations. With precise metrics and technology-driven insights, teams can **fine-tune performance, eliminate inefficiencies, and deliver seamless service at scale.**

For customers, the impact is immediate—faster resolutions, more accurate support, and a frictionless experience that **builds trust and drives loyalty.**