



AI. The essential vitamin for a healthy CX.



Bob Benner
Sr. Director, AI Specialized Sales

May 2024

Why contact centers need an AI multivitamin



Contact centers are barely keeping up

Rising customer expectations for service

Not meeting them can lead to customer churn & damaged brand

Agents burdened with repetitive & manual processes

High resource costs, limited effectiveness & agent attrition

Undue time spent on achieving bare minimum results

Missed revenue opportunities

Dated, unintegrated or complex technology

Higher costs & wasted time

**AI-powered
modern
customer service
is the edge your
business needs.**

Grow customer lifetime value

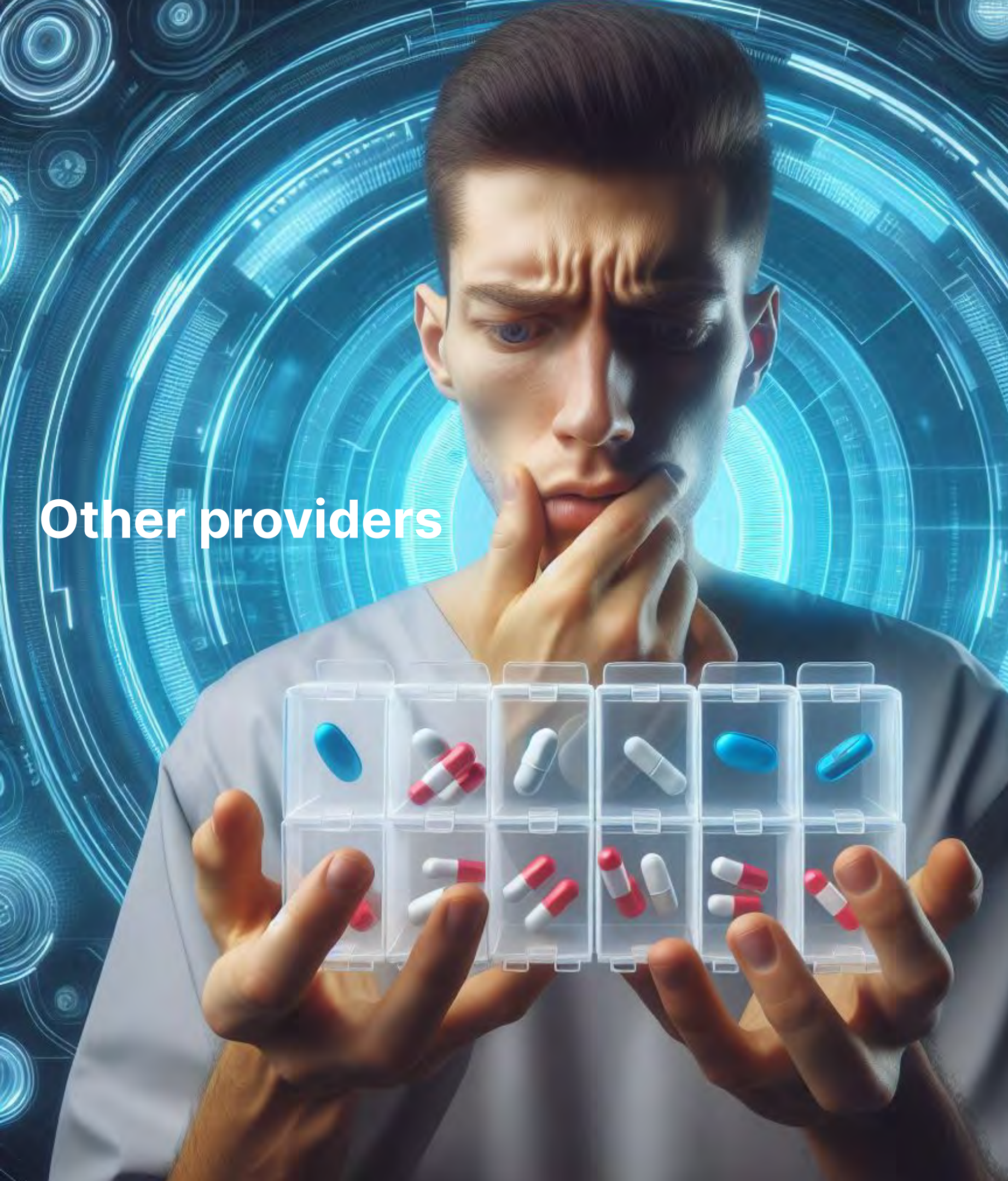
Engage with your customers anywhere, any time, across any channel with personalized, context-driven support.

Operate more efficiently

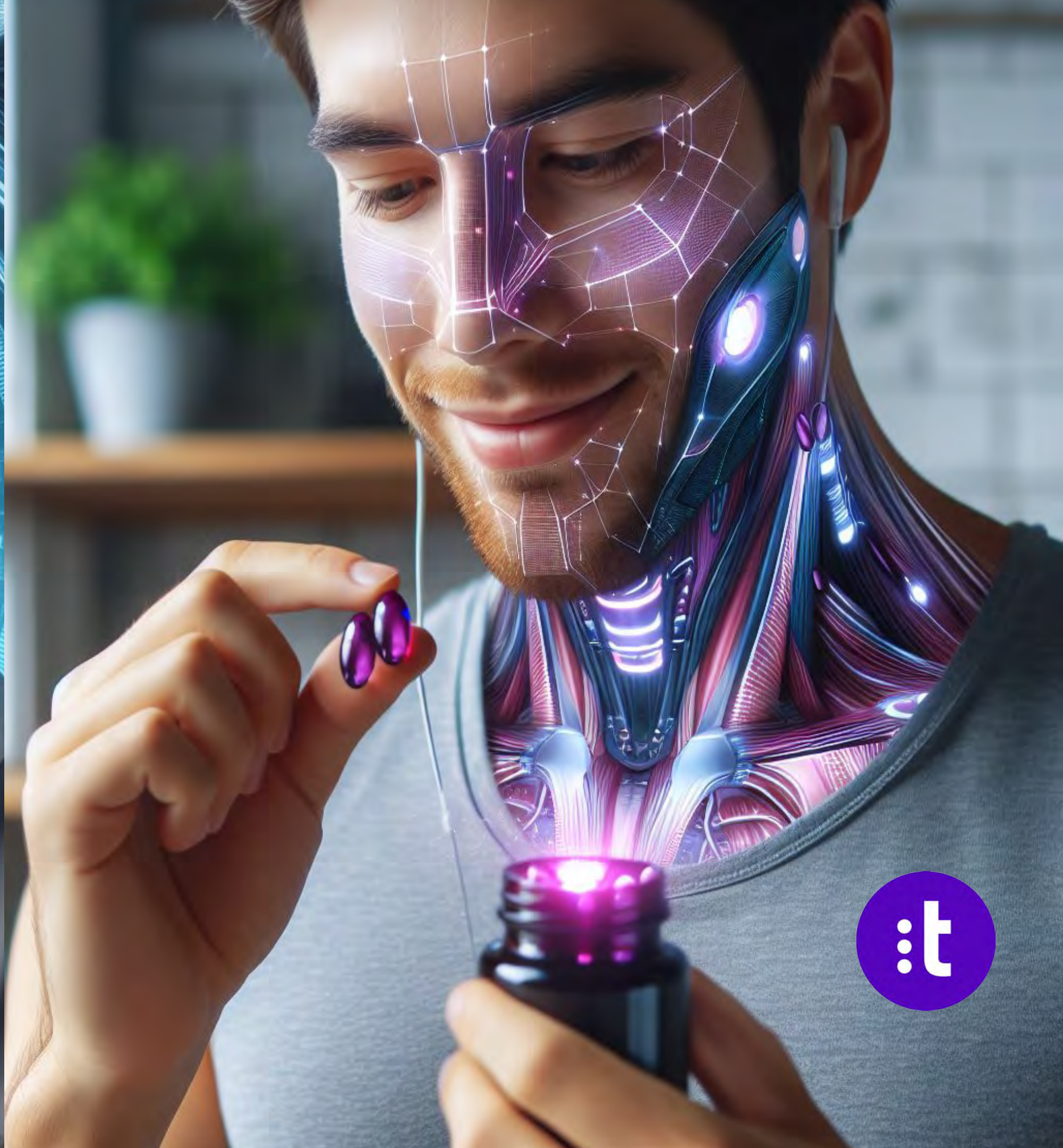
Reduce your cost per interaction with AI and automation that increases self-service resolution, boosts workforce productivity, and extracts insights from your valuable customer data.

Maximize technology investments

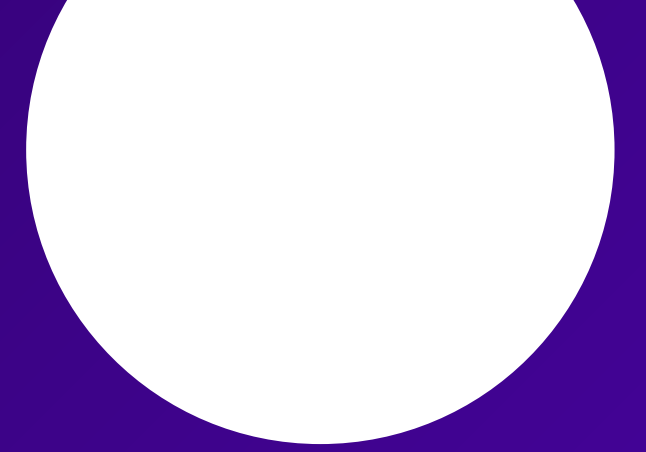
Consolidate, integrate, and customize your technology in ways that reduce costs and IT overhead, while increasing business agility.



Other providers



So....why AI ?



Business Challenges



Automate Interactions

- Get customer service right the first time
- Offer more self-service
- Drive digital channel adoption

Empower Agents

- Improve agent productivity
- Guide agents to resolutions
- Accelerate onboarding ramp & reduce attrition

Illuminate Conversations




- Seek out new ways to route interactions
- Improve quality management
- Uncover agent training gaps

Key Impact Zones

EXTERNAL

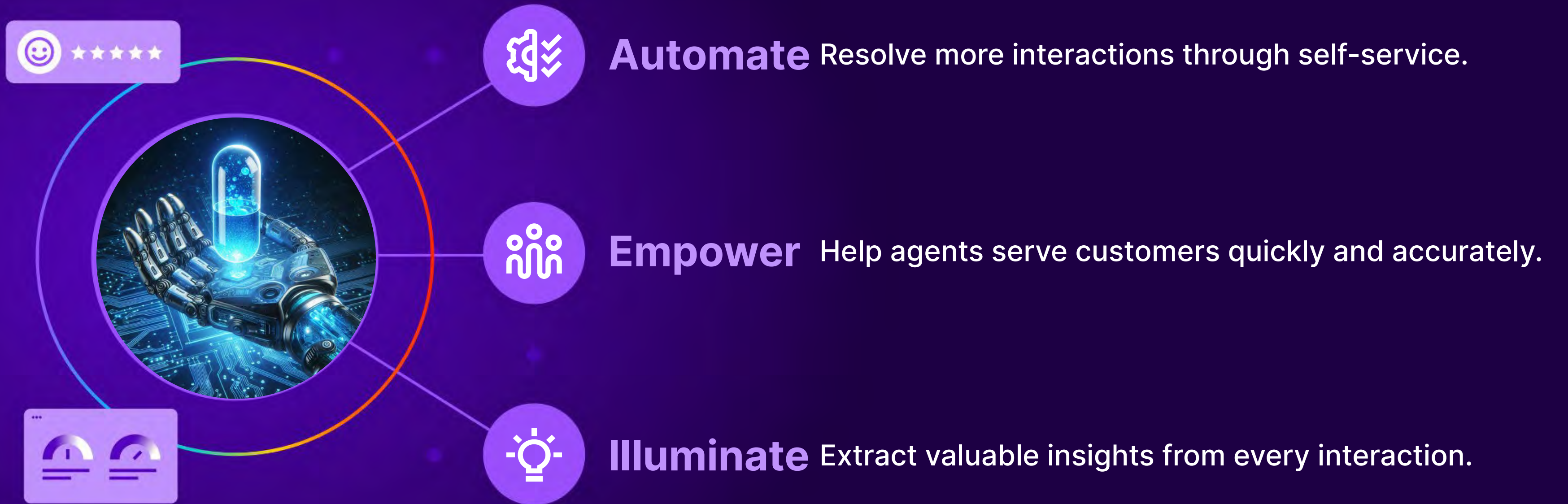
PROCESS

PEOPLE

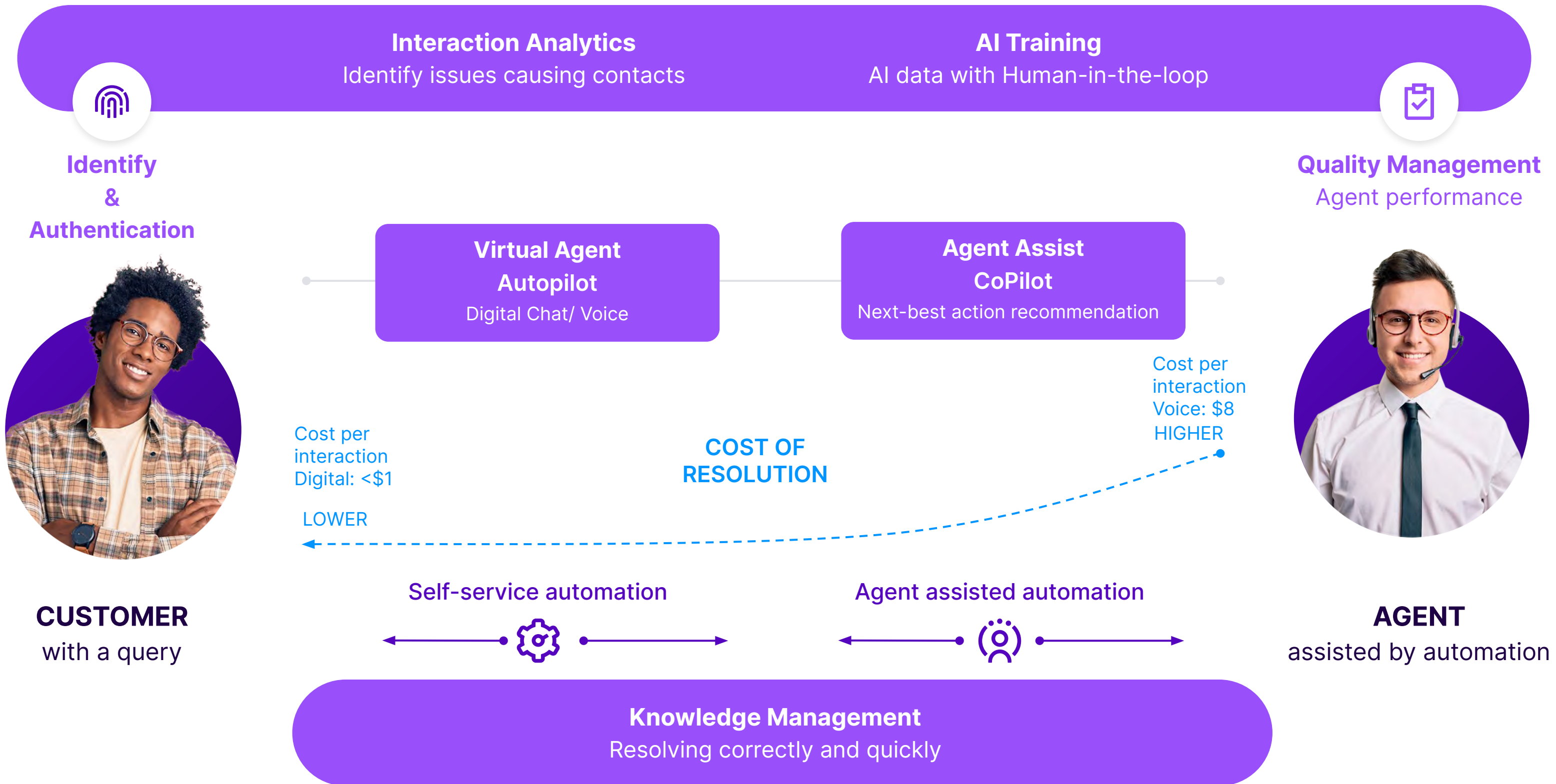
Grow Your Business 	Differentiate with Exceptional CX 
“My goal is to acquire new customers and expand current customer spend.”	“My goal is to exceed customer expectations.”
“My goal is to unlock cost saving opportunities within the organization.”	“My goal is to enhance agent engagement and impact.”
Optimize Time & Costs 	Make Teams More Effective 

INTERNAL

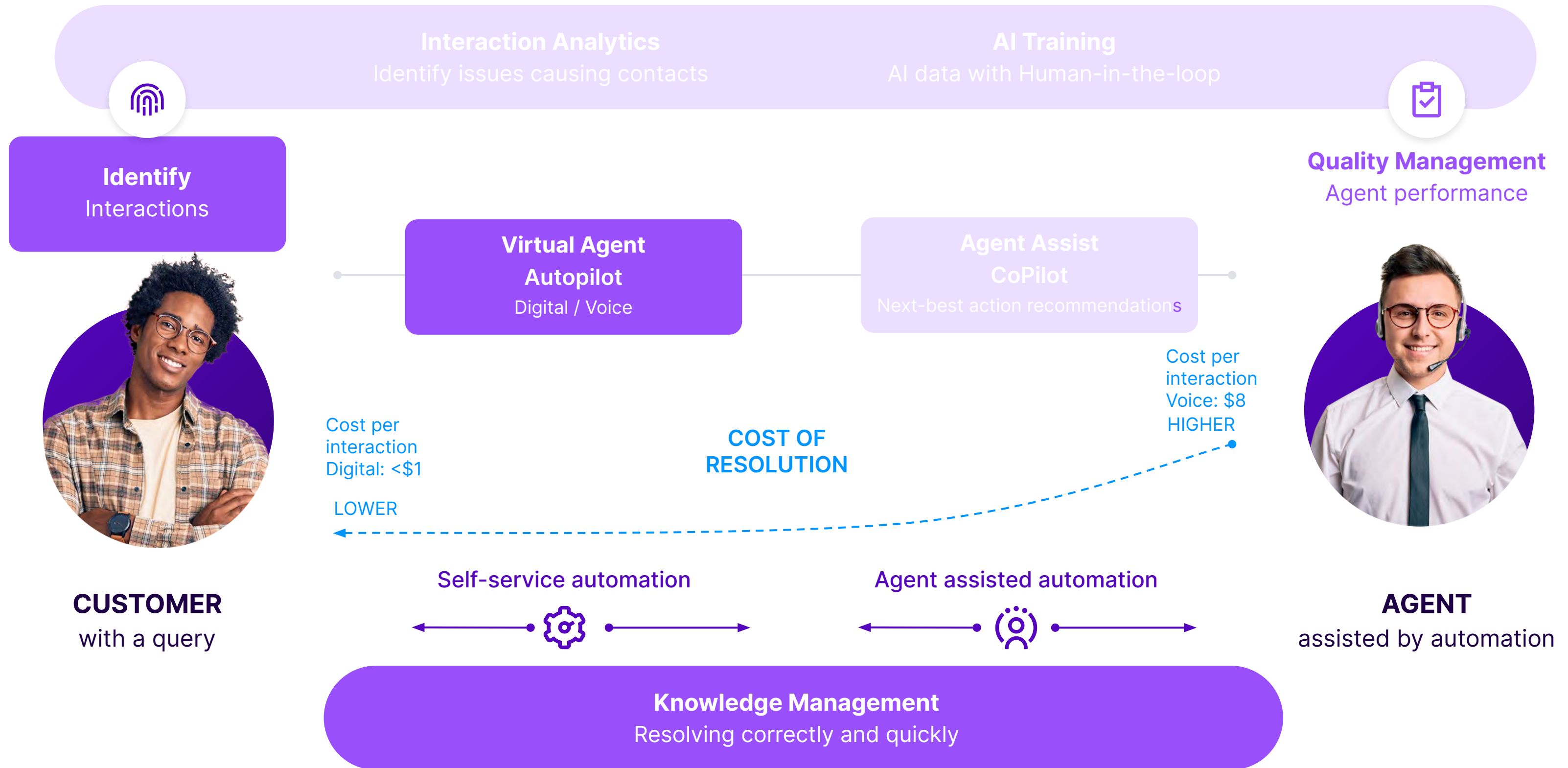
3 Essential AI vitamins for a healthy CX



AI for every day.



AI for every day.





Automate customer interactions

IDENTIFY & AUTHENTICATE

AUTOPILOT - (SELF SERVICE)

AUTOMATED INTERACTIONS

Identity
Leverage Voice Biometrics to decrease AHT and Phone Validation to detect fraud!

1311 contacts

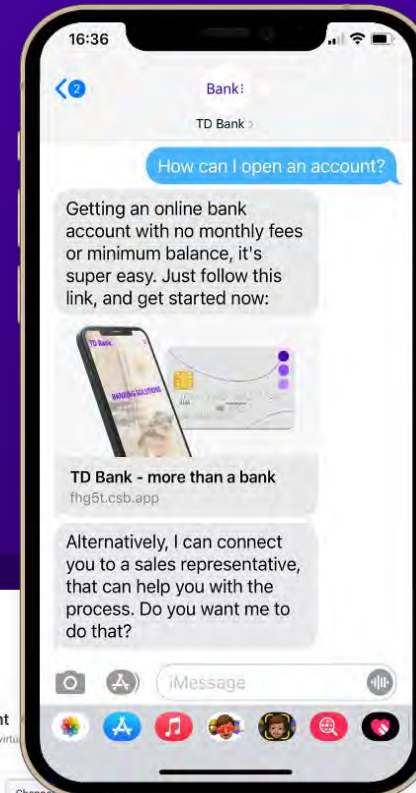
Name	Call risk	Voice authentication
MV Maria Vincent +1 987167251	90%	Failed
BW Benjamin Wilson +1 918165412	80%	Failed
BC Business Comp. +1 987165413 - ID:292615566	70%	Failed
LH Lannie Harper +1 971671125	60%	Successful
+1 0795 280 7527	50%	Successful
+1 987656721 ID: 287554412	40%	Successful
GS George Sippel +1 961543256	30%	
BC Business Comp. +1 987165413 - ID:292615566	20%	Successful
+1 817 428-4738 ID: 778516724	10%	Successful
HM Helen McCoy +1 987614324	0%	Error occurred

Contact details
Benjamin Wilson
+1 918165412

Last call Today, 10:32 PM

Risk 80%
Voice authentication: Failed
Phone validation: High Risk

History
3 calls



Virtual Agent
Bank assistant

Overview

Active sessions
Current: 186 sessions

Sessions per channel

Channel	Sessions
Voice	422
SMS	245
Web Messenger	84
Others	392

Top intents

Intent	Hits
open_account	422 hits
check_savings	123 hits
check_balance	60 hits
faq_accounts	46 hits
special_requests	29 hits

Total sessions vs. escalations
2402 Sessions

Automation Designer
Train Company

Flowchart: Order Train Ticket

```
graph LR; A[Flow Trigger: Order Train Ticket] --> B[Ask: From, To, Date, Class]; B --> C[Execute action: Order Ticket]; C --> D[Success]; C --> E[Error]; C --> F[Timeout];
```



The AI Value...

Automate customer interactions



Identify

Automate Customer Identification

Poor or nonexistent identification → automated, secure, & connected

Auth Time ↘

AHT ↘

CSAT ↗



Routing Intelligence

Direct customers to the right service first

Lack or limited self-service → agentless interactions & resolution

Containment Rate ↗

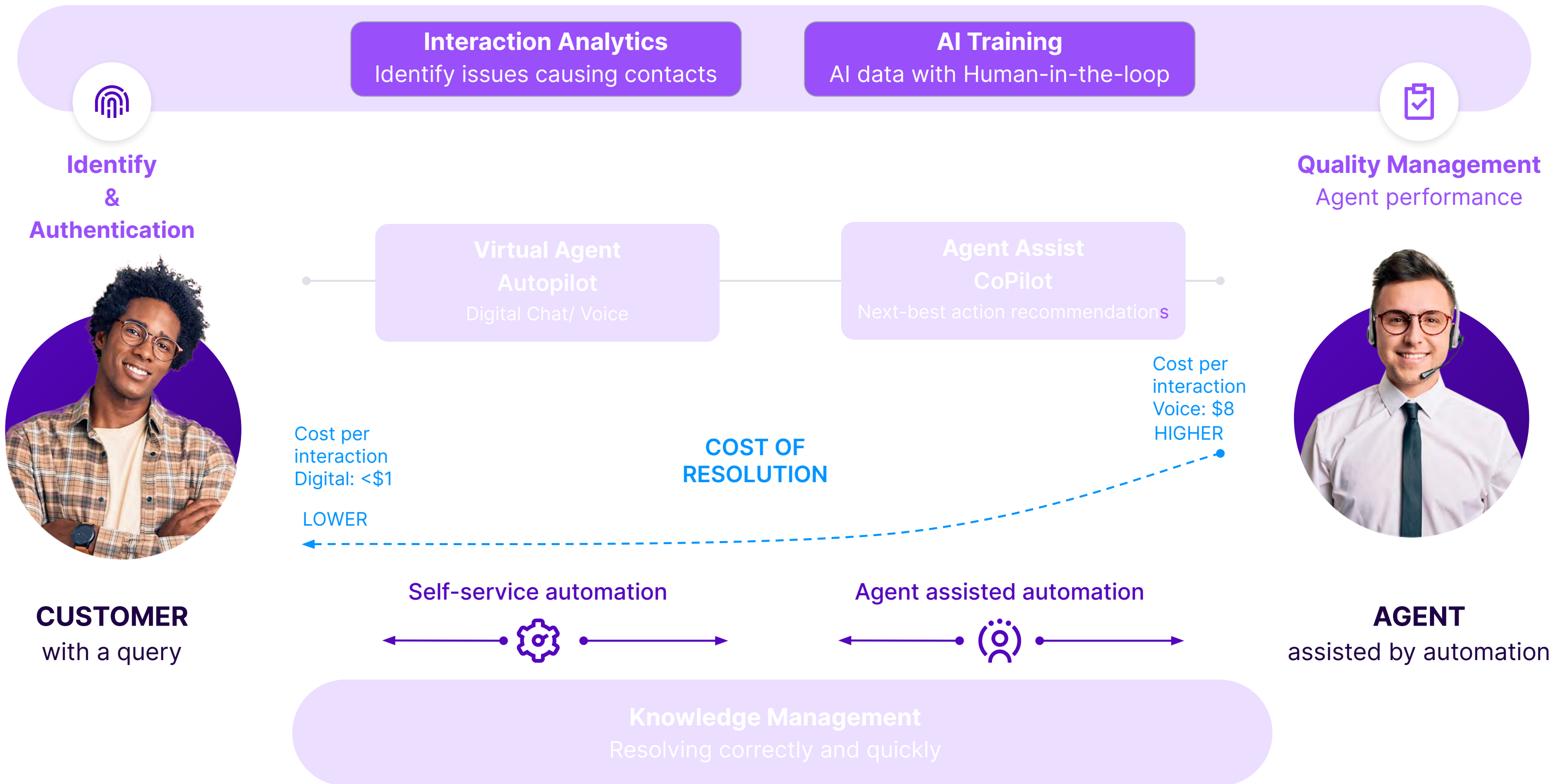
AHT ↗

Agent Costs ↘



Containment / Self Service

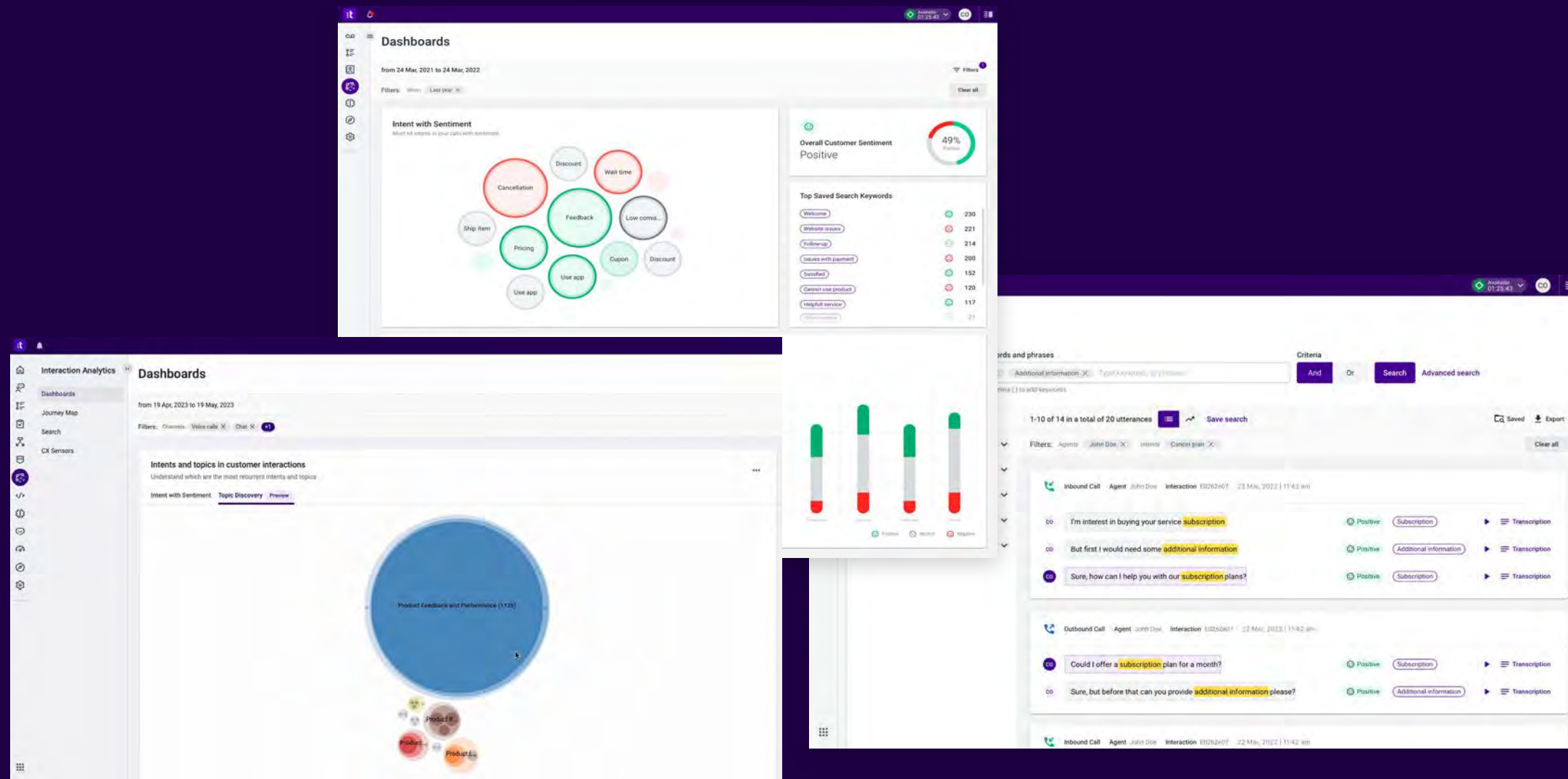
AI for every day.



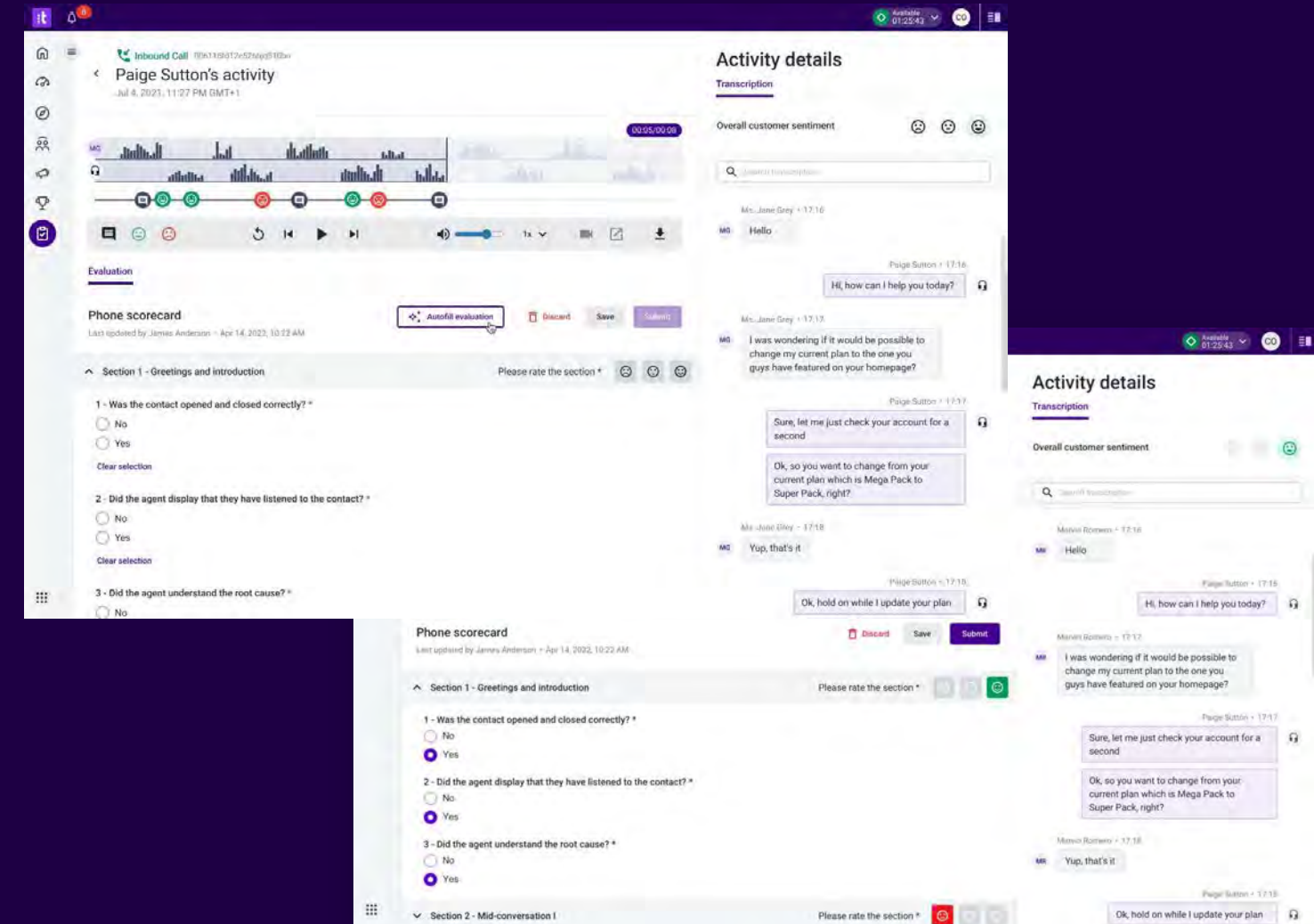


Illuminate customer issues and uncover new insights

Speech & Text Analytics



AI-powered Quality Management



Analytics dashboards
Advanced (Boolean) search
Robust filters

Sentiment analysis
Topic and intent detection
Keyword and phrase search

Interaction evaluation forms
Automated scoring
AI-generated annotations



The AI Value...

Illuminate customer issues and uncover new insights



AI Training
Human-in-the-Loop

Get Customer Service Right the First Time

Lack of confidence & clarity on issues → Resolution within first contact

Repeat Contacts ↓

FCR ↑

CSAT ↑



Interaction Analytics

Accelerate Agent Ramp Time

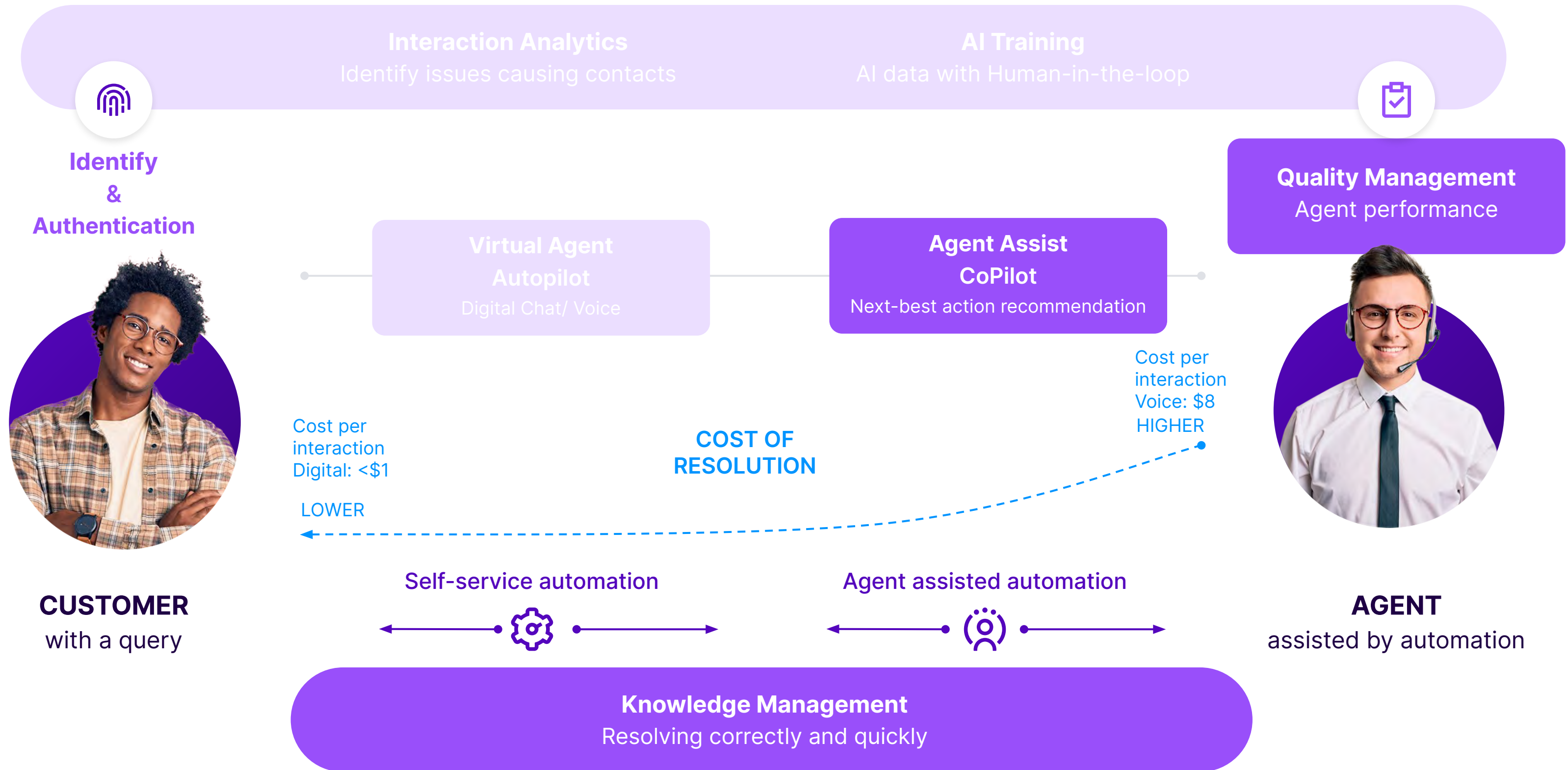
Long training times & decreased TTV → agents on the phone faster

Ramp Time ↓

Onboarding Costs ↓

Time to Value ↓

AI for every day.





Empower agents to resolve issues faster

AGENT COPILOT

Agent Assist

Search knowledge...

How to inform customers about our refund policy
Confluence · Updated on May 12, 2021

John Smith · 04:13

JS: Hello

I have booked a flight to **Croatia**

However, due to the COVID 19 situation I can no longer travel. Can I get a **refund**?

Alex Jones · 04:19

AJ: Hello. Sure, please bear with me for one second

Unfortunately, we cannot make a monetary refunding. Our policy only allows us to create your flight and to get a coupon with the same value to be used after

Agent Assist

Search knowledge...

How to reschedule a flight
Confluence · Updated on Aug 12, 2021

If a customer is coming up to reschedule a flight: No change fees will be charged for flights booked until February 28, 2022. However, there might be...

Quick answer for reschedule a flight
Updated on Aug 12, 2021

If a customer is coming up to reschedule a flight: No change fees will be charged for flights booked until February 28, 2022. However, there might be...

Automation for reschedule a flight
Updated on Aug 12, 2021

Talkdesk

Conversations

Assigned to you | Inbox

2 conversations

Phil Lanza
+1 415-577-5675

Number: +1 415-577-5675
Email: pl@gd.com
Company: G.D. Williams Marketing Agency
Contact pop

Interaction ID: a12f169fa7c44f15a4500e0ed621b67

Agent Assist

Search your knowledge base

HOW DO I KNOW WHICH PRODUCT I HAVE?
Talkdesk · Updated on Sep 14, 2022

Yes, I have an older operating system and I want to do this suggested Update

But I'm afraid that I will lose my data.

Ben Rigby · 1:45 PM

I see.

There's a trick you can do before you update your P O S system to make sure that your data is safe.

In the upper right corner. There is a saved a server button. Click that button before you do your update and you'll be all set.

Do you see it?

Ah, yes. Perfect. Thank you so much.

Contact +1 46 PM

End call

KNOWLEDGE MANAGEMENT

Cards

28 cards

Kettle content capacities
Published · Intel, Specworks

Variations Settings Statistics History

Prompts: 209 | Views: 81 | Feedback: 12 (3) | Bookmark: 2

Card performance
Number of card prompts, views, likes and dislikes over time

Mar 22, 2022

Prompts: 209 | Views: 81 | Feedback: 12 (3)

Filters: Small Appliances (11), Major Appliances (14), Smart Home (14), Electronics (14), Outdoor (1)

Languages: English (US)

Channels: All

Ring groups: All

Status: All

Prompts: 209

FRAUD PREVENTION

Identity

Leverage Voice Biometrics to decrease AHT and Phone Validation to detect fraud

1311 contacts

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HM Helen McCoy +1 987614524	0%	Error occurred

Contact details

BW Benjamin Wilson
+1 918165412

Last call: Today, 10:22 PM

Risk: 80%

Voice authentication: Failed | Phone validation: High Risk

History: 3 calls

Call risk: 80% | When: Today, 10:32 PM

Call risk: 30% | When: Yesterday, 11:21 AM

Call risk: 10% | When: Sep 15, 1:00 PM



The AI Value...

Empower agents to resolve issues faster



Agent Assist
Copilot

Guide Agents to Resolve Customer Needs

Disparate sources of customer data & slow decision making → AI-driven resolutions quickly & effectively

AHT ↘

Transfer Rate ↘

CSAT ↗



Quality Management

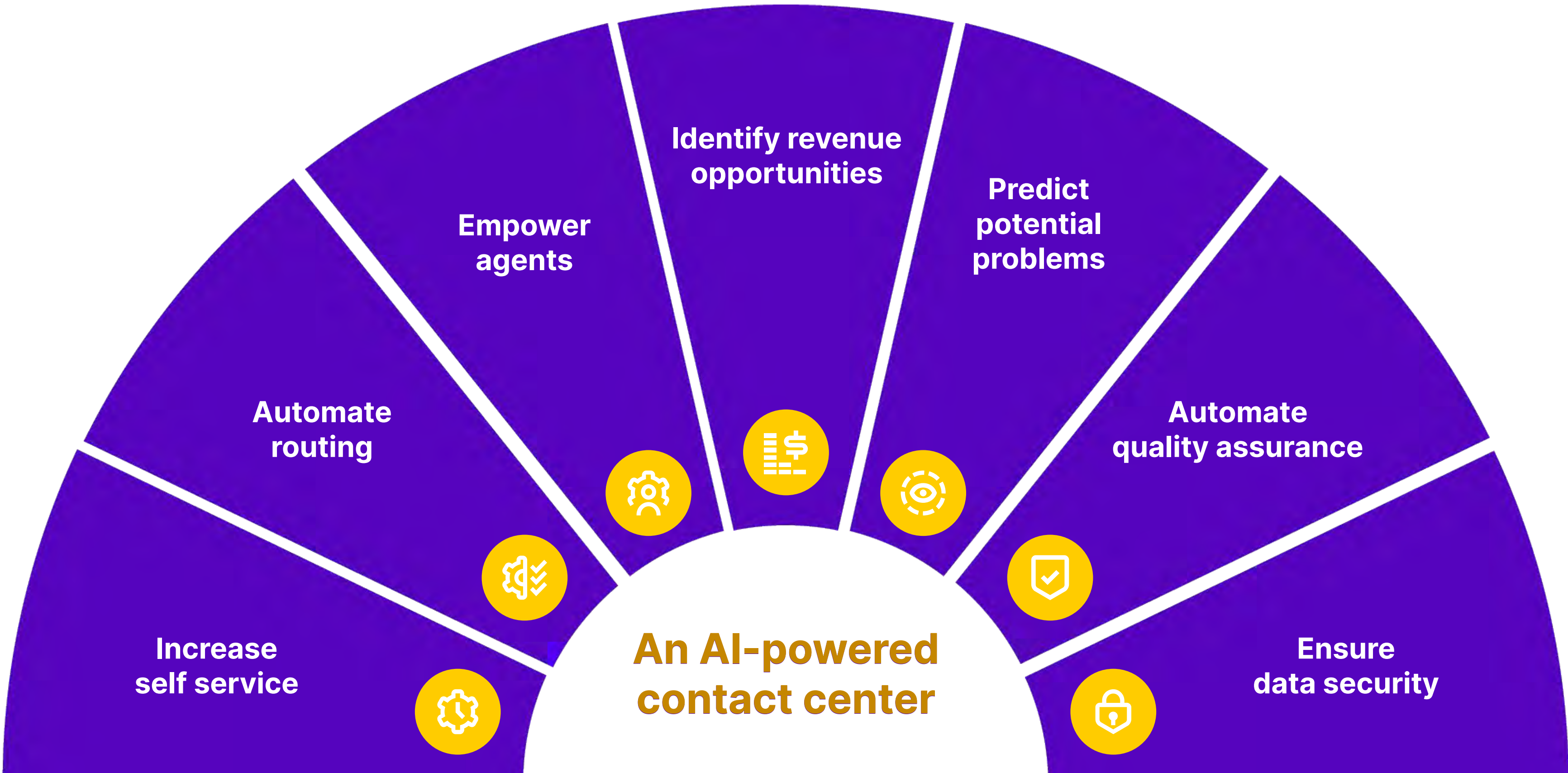
Improve Quality Management

Inaccurate & inconsistent agent performance → scored & informed agents

Non-agent Costs ↘

Agent Satisfaction ↗

Consider an AI Multivitamin to enrich your contact center



Proven Results!



Automate

- Get customer service right the first time
- Do more with self-service
- Drive digital channel adoption

69%

Decrease abandonment rate

Empower

- Improve agent productivity
- Guide agents to resolutions
- Accelerate ramp time & reduce attrition

24%

Reduction in Avg, Handle Time

Illuminate

- Find new ways to route interactions
- Improve quality management
- Uncover agent trainings needs

47%

reduction in avg. time to answer



Thank you

Connect with me →

