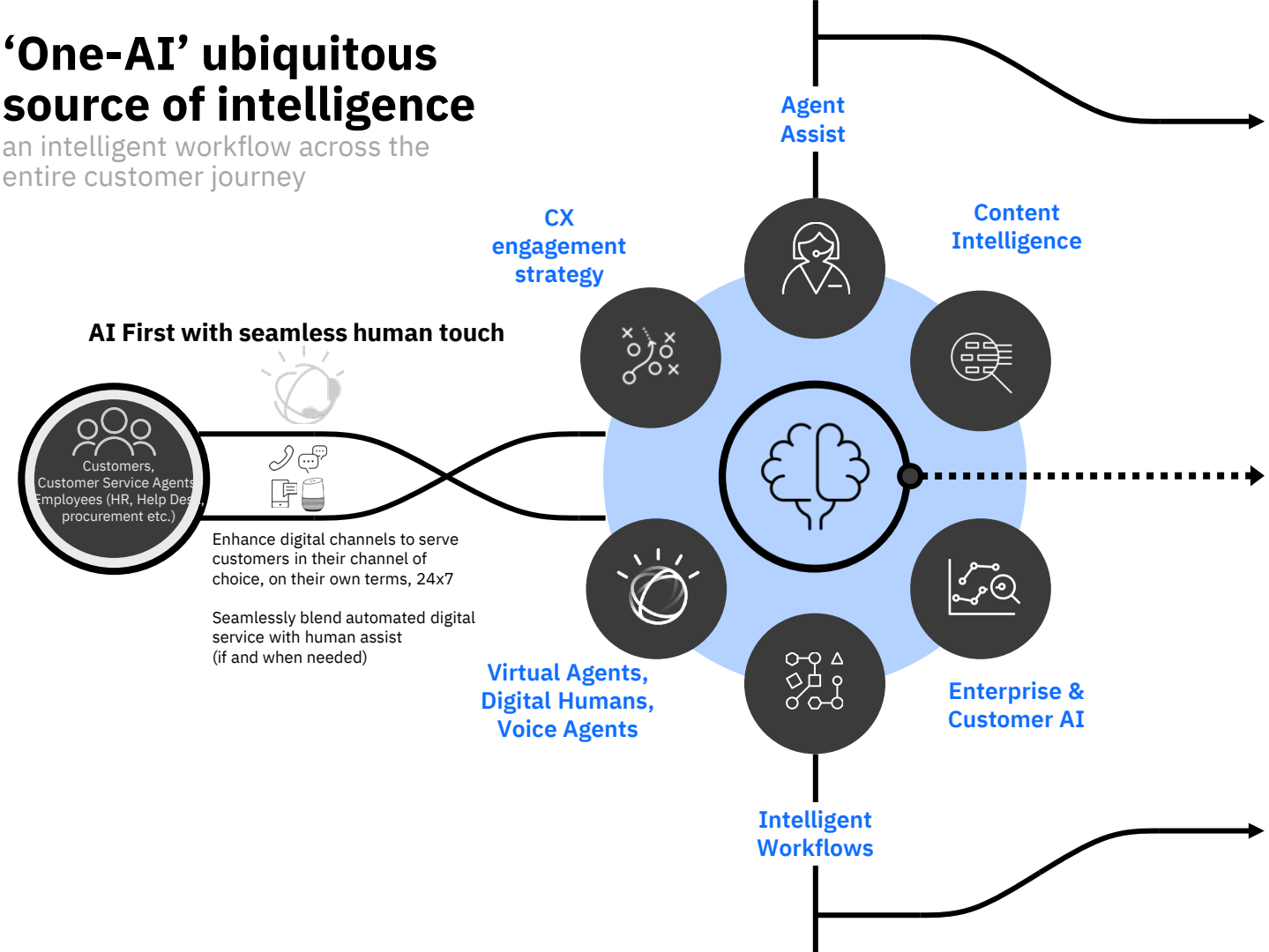
‘One-AI’ ubiquitous source of intelligence

an intelligent workflow across the entire customer journey



Live Agent

AI working in-tandem with human agents to enhance customer and employee care

Augment agent workflows

- Agent Assist/Dashboards
- AI Search of internal corpus
- Virtual Assistant
- Active Listening

‘One AI’

Watson/Azure/Google/AWS

Portable trusted AI - on any Cloud or on-prem

Open AI eco-system

Automation

Deep integrations into backend systems, CRMs, Enterprise-wide data & analytics etc.

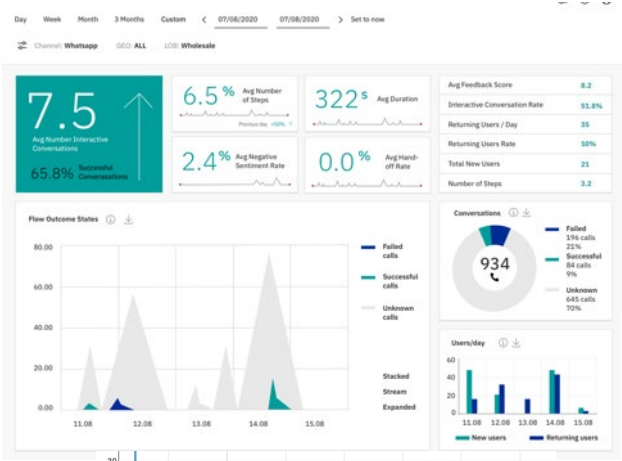
Leverage Robotic Process Automation, Digital Workers, Process workflows

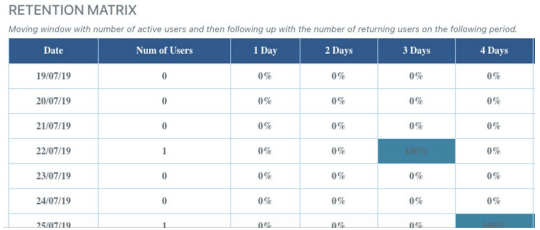
Voice of Customer Analytics for Tuning AI effectiveness

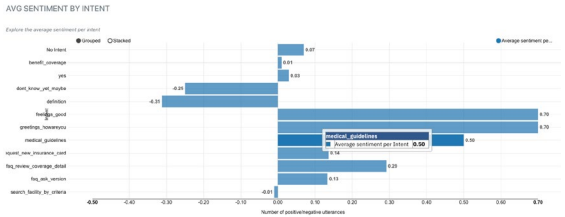
Voice Analytics to help improve AI effectiveness, and track longitudinal user interactions with AI & human cross-channel. Identify pain points, recommend intents, detailed evaluation of drop offs/transfers.

Measure key performance indicators and benchmarks (user engagement, retention, containment, deflection, abandonment, funnel conversation, A/B testing, path analysis)

Identify **where** and **how to improve** your conversation flow or training set (not handled, mishandled, flow path abandonment, low confidence, competing confidence, negative sentiment)







The Modern Contact Center: An Engagement Hub rather than a Servicing Center

A Hub for empowering agents and deepening customer-enterprise relationship shifts circumstantial interaction with customers to an ongoing and connected relationship, with implications on people, process, and technology

Key Themes:

1 A Changing Workforce

43% of full time US employees prefer to continue working remotely

Reduce **Average Handling Time by 30%**

New Roles: Hybrid Agents
Agents must have the skills of bankers, marketers, salespeople, and troubleshooters, in the modern contact center

A Distributed Workforce
Teams are remote, collaborating online, and supporting clients across multiple channels, work from anywhere

A Shift in Recruiting
Focused on communications, multitasking, emotional intelligence, and technical skills rather than location

Preserving the Workforce
The evolved agent role makes it critical to provide better working conditions, career guidance, and training, to reduce attrition and maintain an engaged workforce

2 The New Role of the Modern Center

Reduce **Operating Costs by 50%**

Increase **Market Share by 10%** by deploying a unique personal digital customer experience

Cost Savings
Capitalize on CCaaS and technology; increasing digital channels containment, self service, and agent productivity rather than primarily focus on outsourcing.

Revenue Generation
Increased revenue generation with timely personalized cross/upsell offers; empowered by personal relationships and an understanding of customer wants & needs

Business Intelligence
Driving enterprise offering optimization through data collected by agents and technology including pain points and feedback about brand, products, services, and experience

3 Transformed Customer Experience

Meet customers where and when they want, **61% of customers engage digitally, *and* 70% will continue using voice**

Yield **+20 pts in NPS through effortless customer experiences**

Proactive Culture
Driven by real-time context, insight, and accurate predictions;
Embodied in servicing, contact center operations, and customer relationships

Personalization
Agents become individually known to customers as their role has expanded and system uses customer experience to drive decision making

Interactive Customer Experience
More visual exchanges between customers and agents using video, screen sharing, and multimedia, across new channels, and embedding location information

Single Point of Contact
The agent-customer relationship becomes the single point of contact for the customer to obtain necessary services

Capabilities:

Dynamic Agent Assist | **Work from Anywhere** | **Intelligent Feedback** | **AI** | **Process Ontology** | **Intelligent Data** | **Omni Channel Engagement** | **Virtual Agent** | **Proactive Outbound**