Customer Conversations Driven by AI

The Impact on CX and the Contact Center

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CUSTOMER
EXPERIENCE (CX)
IMPACT

of organizations today don't have the technologies and processes in place to provide a consistent customer experience across departments and channels.

Source: 2015 Gartner

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Customer Expectations Missed 30% of the Time

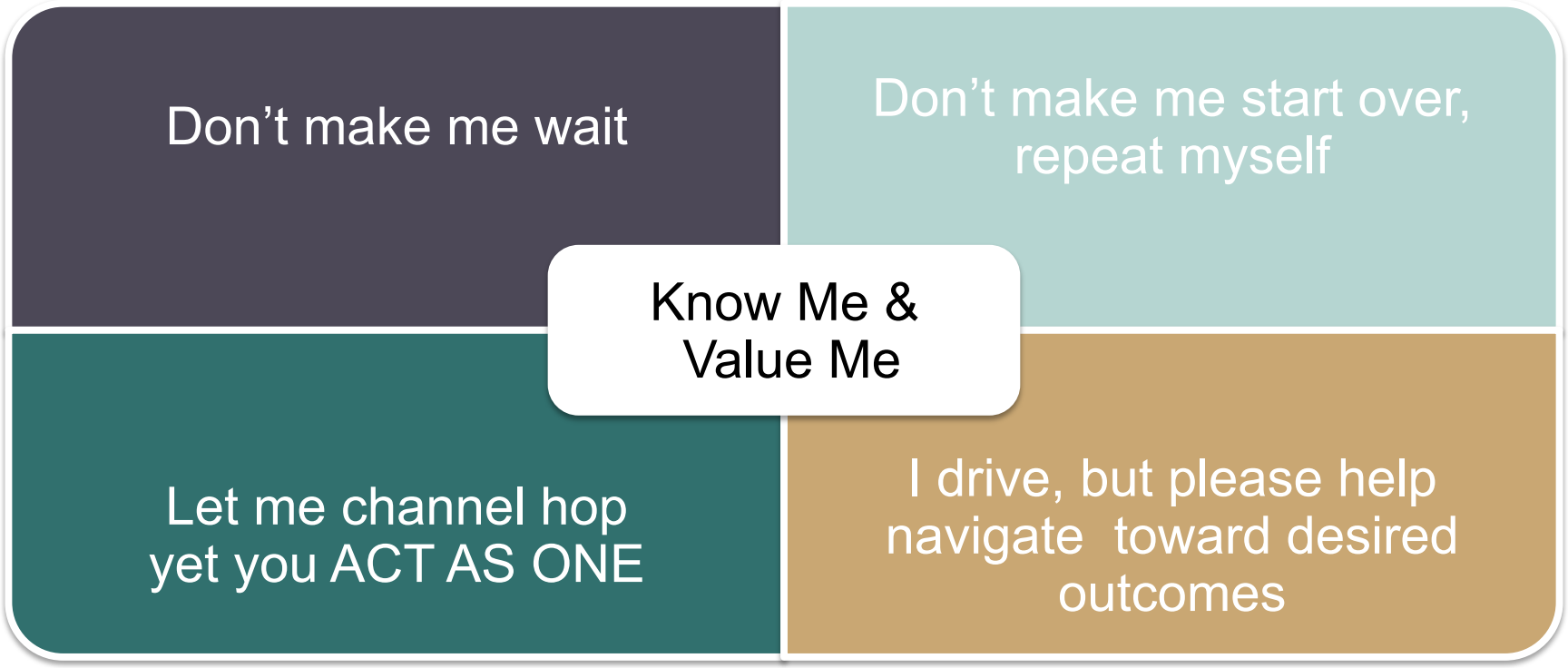
2014 AMEX Global Customer Service Barometer

Customer Trends

72% of customers are
FRUSTRATED
WITH INCONSISTENT SERVICE
across interaction channels
within same company

Source: 2013 Accenture's annual CX research

The Experience We All Want



“The most important industry change in the last 30 years …

is the growing irrelevance
of the telephone-centric model.”

Dimension Data’s 2015 Global Contact Centre Benchmarking Report, © Dimension Data 2009-2015

78% of customers say a nonvoice channel would be their first choice

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Ovum 2017 Enterprise Insights in Customer Engagement

Figure 1: Which channel would you prefer to use if you knew you could get a resolution on the first attempt?

	Phone call	Email	SMS	Mail	Website	Mobile app	Live chat	Communities	Social media
Technical issue with product or device	51%	22%	6%	4%	6%	4%	7%	0%	1%
When purchasing items on the web	16%	27%	4%	4%	22%	13%	9%	3%	4%
Service outage & restoration	26%	19%	7%	8%	14%	9%	8%	5%	5%
Billing question	38%	18%	8%	6%	8%	5%	13%	1%	4%
Suspected fraud	26%	19%	5%	14%	8%	8%	8%	9%	4%
Cancellation	14%	27%	20%	15%	10%	6%	3%	2%	5%
Change a reservation	12%	21%	17%	9%	8%	16%	11%	1%	7%
Make account modifications	8%	24%	6%	18%	18%	12%	6%	0%	9%
General support questions	6%	8%	1%	0%	19%	22%	33%	4%	8%

Total respondents = 400

Source: Ovum

Dimension Data Benchmarking Report 2015

Popularity of channels by age profile | 2015 Report sample question

Which channels are most popular with your age-profiled customers? Percentage of contact centres | n = 717

	Percentage of centres that track channel popularity by age profile					
% of n	**Internet/ web chat**	**Social media**	**Electronic messaging (e.g. email, SMS)**	**Smartphone application**	**Telephone**	**Don't know**
Generation Y (born 1981–1999)	23.9 (1st choice)	23.9 (1st choice)	20.9 (3rd choice)	19.1 (4th choice)	12.3 (5th choice)	43.5
Generation X (born 1961–1980)	20.6 (3rd choice)	11.6 (4th choice)	28.3 (2nd choice)	11.0 (5th choice)	28.5 (1st choice)	41.8
Baby boomers (born 1945–1960)	7.4 (3rd choice)	2.1 (5th choice)	24.4 (2nd choice)	2.6 (4th choice)	63.5 (1st choice)	41.8
Silent generation (born 1944)	1.8 (3rd choice)	1.0 (4th choice)	6.2 (2nd choice)	0.6 (5th choice)	90.4 (1st choice)	43.4

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Customer enablement

(read self-service)

is becoming a priority.

Ovum Research: 2017 Trends to Watch: Customer Engagement

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CONTACT CENTER
IMPACT

Ongoing Challenge of CX vs. Cost

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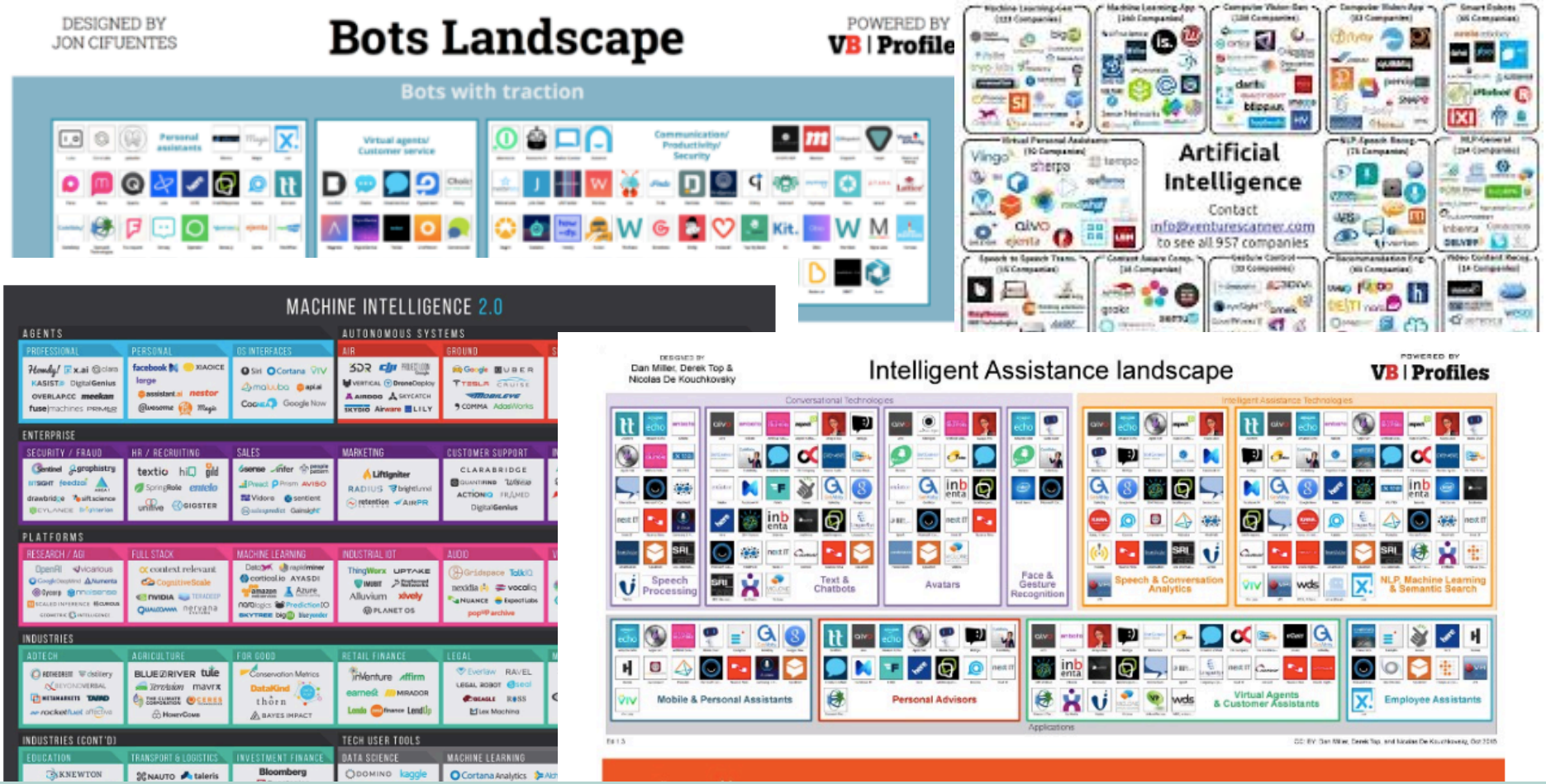
The average number of channels handled by contact centers today is

Key Service/Sales Delivery Challenges

- Overwhelmed with digital channels
- Increased flows of data
- Embryonic IoT platforms
- Integration of system, data silos, silos, and more silos
- Agent cost/turnover



Users Grapple With Confusing Landscape

Multiple Definitions AI, Smart Machines, etc.

Gartner opts for Smart Machines rather than AI

"…There is no need to complete the Human Brain Project or pass the Turing Test for a smart machine to deliver business value."

Gartner July 2016

Virtual Customer Assistants

- Biz app
- Simulates conversation
- Simple: Delivers info
- Advanced: Takes action

Gartner Defined …

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By 2020, 25% of customer service and support operations will integrate virtual customer assistant technology across engagement channels, up from less than 2% in 2015.

Source: Gartner November 2016

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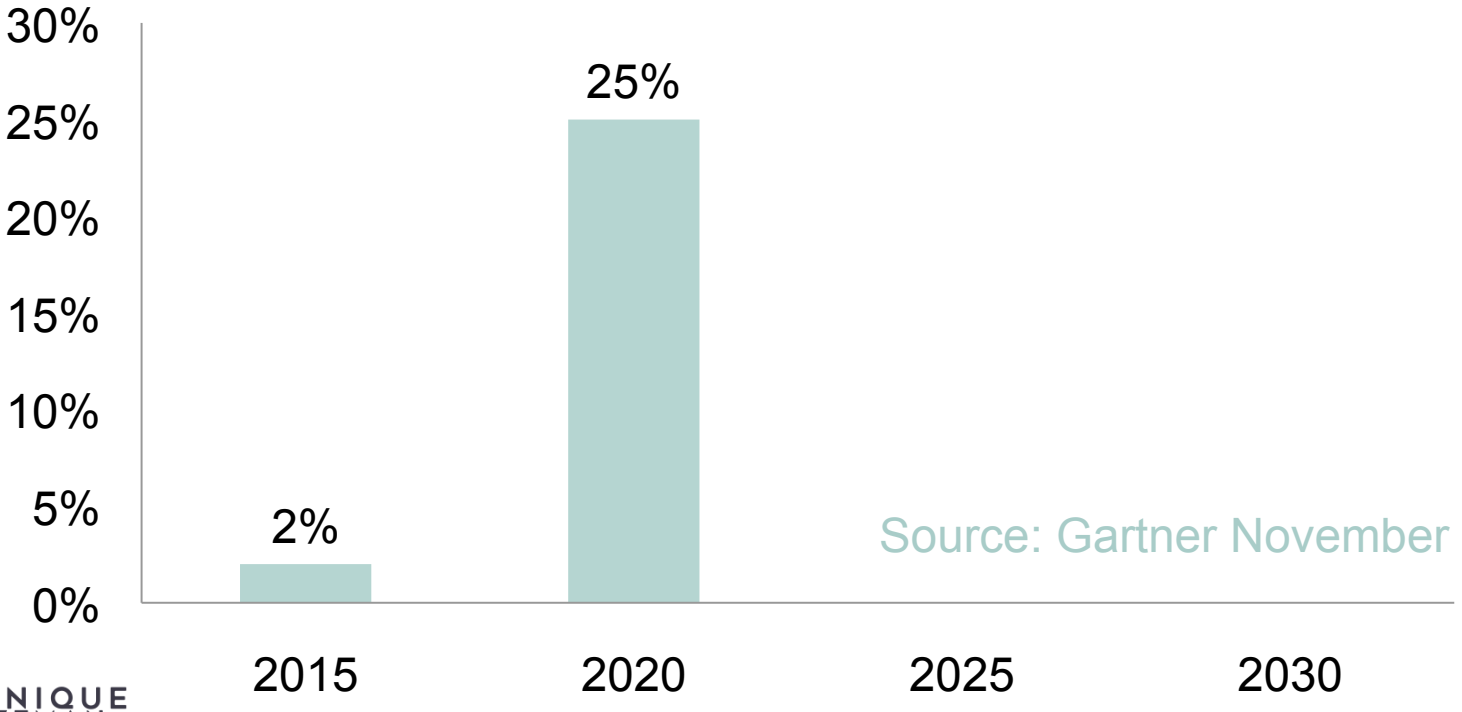
Virtual Customer Assistant Technology Integration in Service/ Support Operations Across Channels



Source: Gartner November 2016

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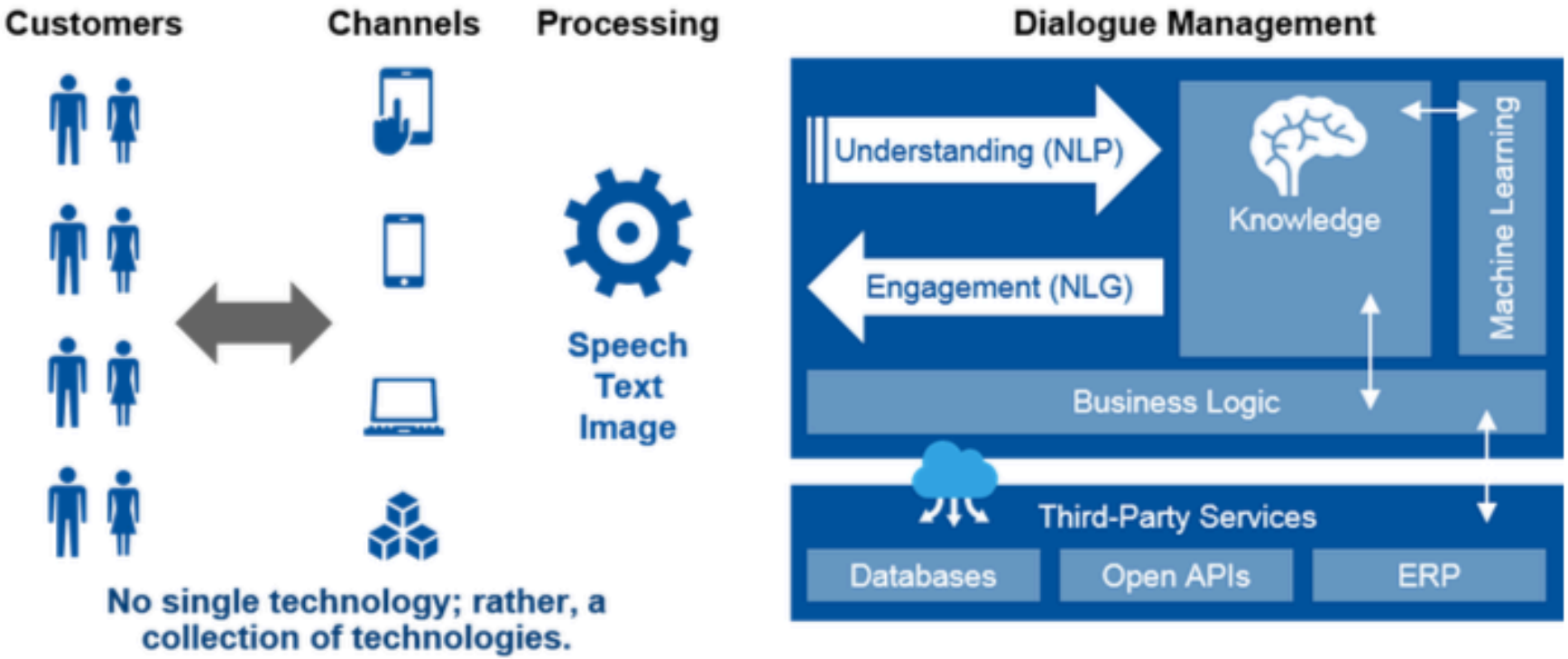
Figure 1. Technology Components of a Virtual Customer Assistant



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Source: Market Guide for CVA Gartner Nov 2016

CVA Drivers / Impact

- 70% reduction in call, chat and/or email
- Increase in Customer SAT
- 33% saving per voice engagement

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Stats Cited in Market Guide for CVA Gartner Nov 2016

Industry Challenges

- Standardization of Terms
- Vendors Finding Your WHY
- Finding Use Cases – Problems
- Data, Data, Data (labeled, unlabeled, security)
- Focus on Smaller Footprint/Employee? Or Internal uses cases first
- Quick Productivity/Cost Savings Gains

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Where we are headed?

- Voice and Text-based Input
- Machine and Man (self and assisted blend)
- We'll see a combination of rules-based combined with real Machine Learning
  - Today, most solutions offered are PS-heavy, rules-based and aren't using ML

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Not either /or but BOTH depending on customer choice, environment, use case

+

Voice

Text

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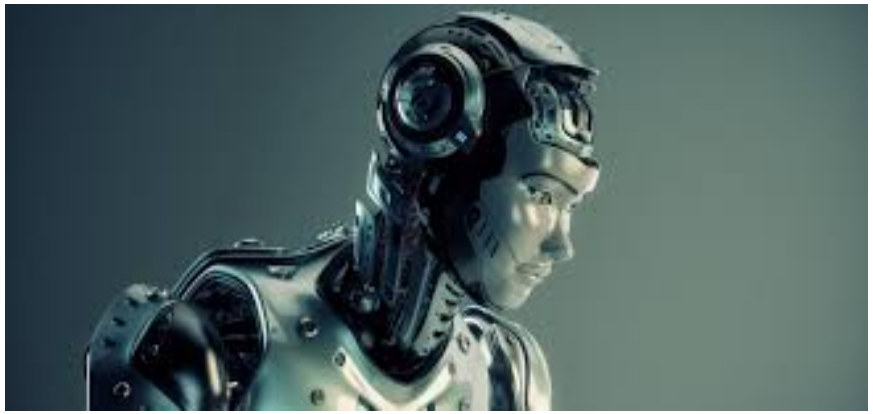
Greater Human Productivity vs. Human Redundancy



Machine (SELF Service)

+

Human (ASSISTED Service)

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The Age of the Highly Paid “Super Agent?”

- We’ve been talking about it for years
  - Agents no longer will be part timers/college students/offshore
- Conversational AI interfaces (text and voice) means …
- We will do more in self service and when need be, will escalate, with context, personalization to expert live support combing self and assisted service to reach outcomes

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Seamless Embed Humans/AI

- “It has been widely observed that attempts to circumvent rather than enhance human input typically constitute the key failure points.” World Economic Forum 2016

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Look for Solutions That Are …

Rule-Based + Deep Learning

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Good intelligent virtual assistants have yet to be developed, deployed.

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