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Intelligent Self-Service
Rise of the Machine

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Session Topics

Rise of the Machine (Part 1)

- The Evolution of the Machine in Contact Center Operations

- Contact Center- Technology Adoption

- Contact Center - Omni Channel Technology Adoption

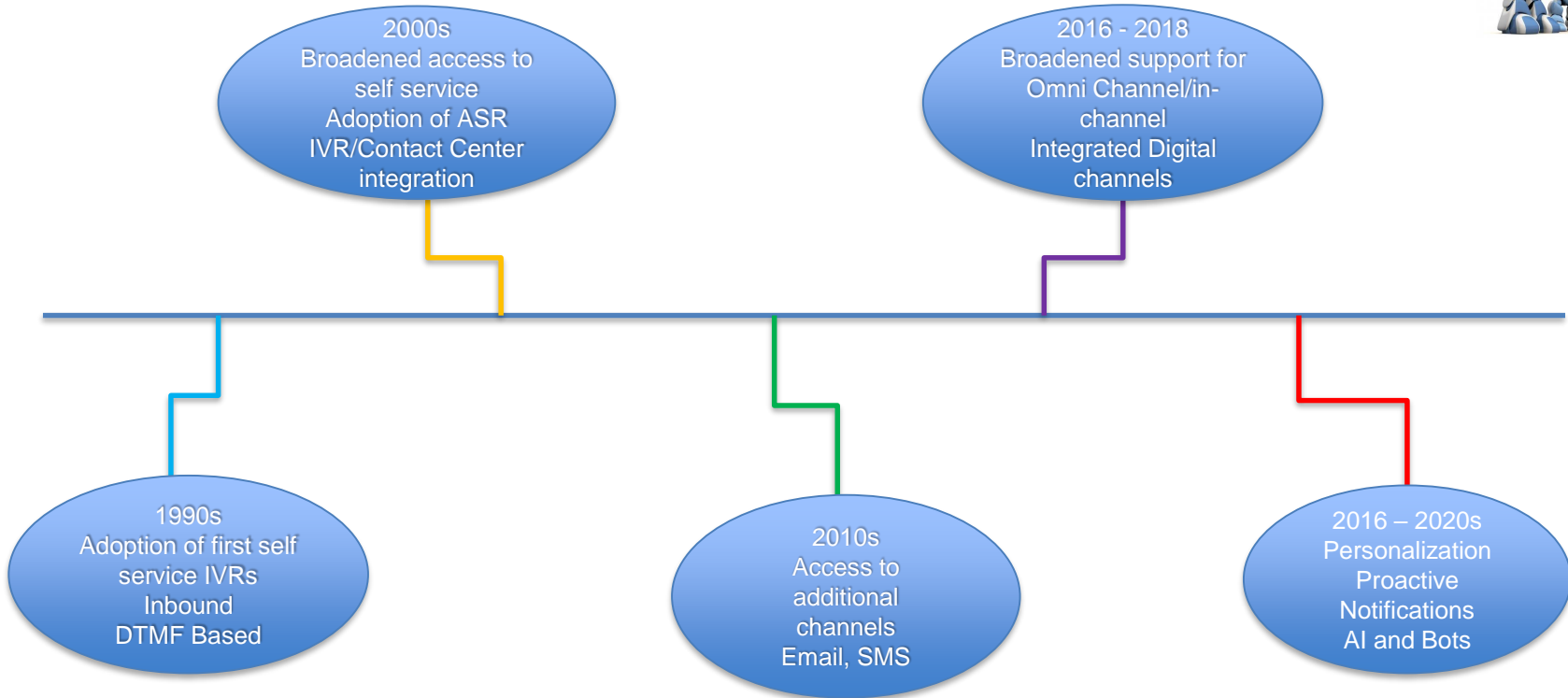- Improving the self service experience

Intelligent Self Service - Rise of the Machine (part 2)

- Proactive Notifications
    - Are you being proactive?
- AI and Bots

Open Discussion

Enghouse solution set – Partner Pavilion

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The Evolution of the Machine in Contact Center Operations

2000s
Broadened access to self service
Adoption of ASR
IVR/Contact Center integration

2016 - 2018
Broadened support for Omni Channel/in-channel
Integrated Digital channels

1990s
Adoption of first self service IVRs
Inbound
DTMF Based

2010s
Access to additional channels
Email, SMS

2016 – 2020s
Personalization
Proactive Notifications
AI and Bots

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Contact Center Technology Adoption (U.S.)

Level of Technology Integration in the Contact Center	
Technology	**Adoption Rate**
IVR Self-Service	49%
Integrated CRM	43% (pre-routing, screen pop)
Integrated WFM	48%
QM for Calls	85%
QM for Email/Chat	56%
Speech Analytics	36%
Proactive Notifications	25% SMS, 45% Email, 27% Voice
Chatbots (Virtual Agent)	4% Self-Service, 11% Agent Assist

Omni channel – Contact Center Adoption

Level of Integration into the Contact Center

Channel	% of Contact Centers Using It
Voice	99%
Email	86%
SMS	7%
Web Chat	40%
Social Media	26%
Video	2-3%

Channel Popularity by Age

Source: Dimension Data

Legend: Social Media, Mobile App, Email, Telephone, Web Chat, Other

X-axis: Under 25, 25-34, 35-54, 55-70, Over 70
Y-axis: 1st, 2nd, 3rd, 4th, 5th, 6th

"Digital volumes handled by contact centers remain on track to exceed phone contacts by the end of 2016."
"Digital technology is fast transforming the global contact center industry."

Source: DiData– 2016 Global Contact Center Report
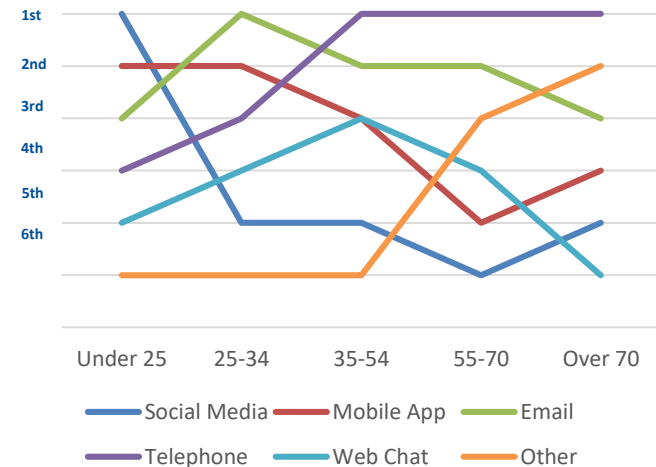
Improving the self service experience –

- Personalize the user experience –
  - Provide customized self service options based on customer data.

- Flatten the menus –
  - Consider speech recognition
  - Change menu order or options based on past transactions
  - Allow "expert" users to barge through menu options

- Offer additional channels for self service –
  - Based on menu choice –
  - Example – Offer link to access account data via mobile device

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Proactive Notifications – Are you being proactive?

- Omni-channel outbound activity has become an important part of the overall customer journey.

- Customers appreciate well-timed and informative outbound notifications, such as reminders, perks and other benefits.

- These forms of proactive customer care are valuable tools for engaging customers, especially combined with data from customer relationship management solutions, which can help personalize outbound communications for each individual customer.

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Proactive Notifications Automation

- Keeps customer informed

- Allows customers to be notified via the channel they choose

- Enables customers to take action on the notification

- Makes use of all channels available

  - Email

  - SMS

  - Native mobile apps

  - Mobile web apps

 - Voice apps

Proactive Notifications

- According to the latest surveys:
    - 31.0% of respondents have the capability now.
    - Set to rise to 57.2% by the end of 2016.
    - Proactive automation already comes in third, behind phone and email.

- Initiating contact for:
    - Service enquiry updates (17.2%)
    - Sales and marketing (21.1%)
    - Reminders, Status changes, etc. (24.0%)

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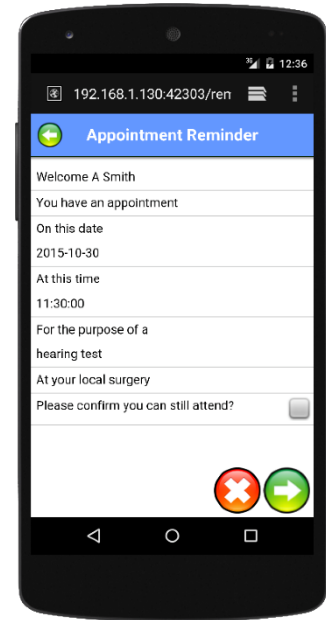# Proactive Automation Example -Payment Reminder

- Timely reminders help retain customer loyalty
- Quick and easy to take action on -
  - SMS notification
  - Linking to a Mobile web app
  - Enabling self service
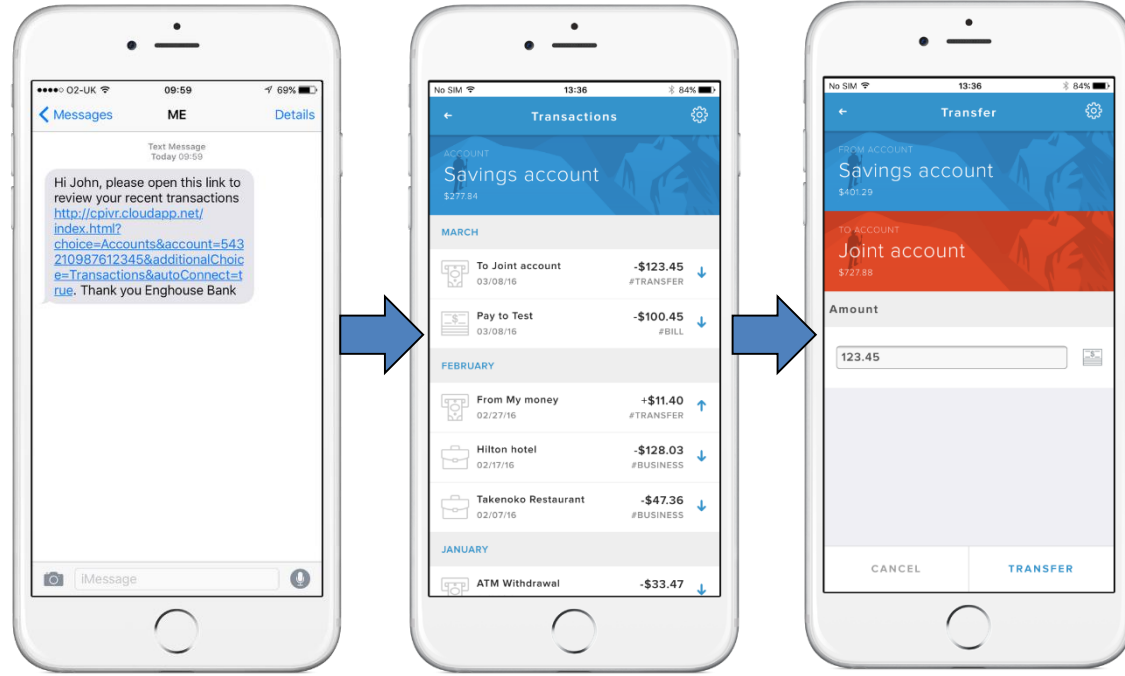
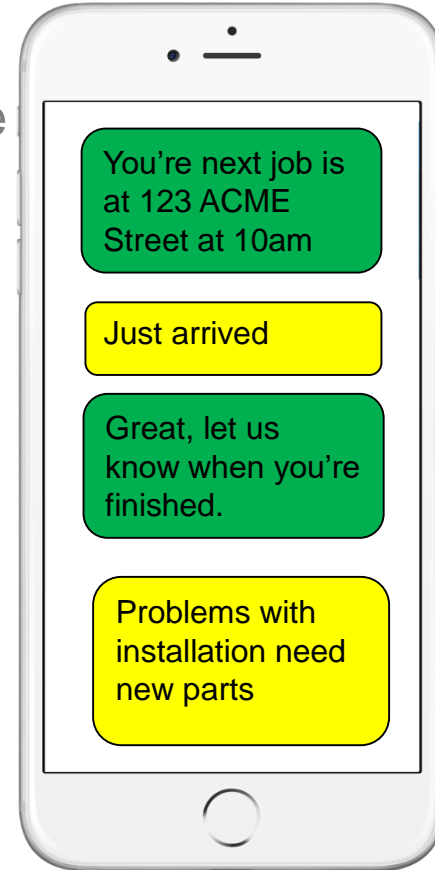**Proactive Automation Example –Appointment Reminder**

- Enable the customer to confirm/change or cancel appointment

  - Eliminate no-shows

  - Increase productivity

- Supply rich information

  - Leverage location – Maps

  - Provide documentation/forms

- Supports Vertical Markets

  - Healthcare

  - Field Service/Support

Proactive Automation Example –Interactive SMS reminder

- Improve efficiencies for your Field Service engineers

  - Increase productivity

  - Protect Revenue

- Enable process automation

  - Report job status

  - Order parts

  - Reschedule

You're next job is at 123 ACME Street at 10am

Just arrived

Great, let us know when you're finished.

Problems with installation need new parts

The Benefits of Proactive Communications

- Keep customers informed and engaged.

- You can personalize your notifications.

- Actionable notifications allow customers to self-serve 24/7.

- Makes self-service options more visible to your customer base.

- Reduce unexpected peak call volumes by keeping customers informed.

- Reduce number of repetitive tasks that are processed by Contact Centre agents.

- Reduce cost per customer contact by leveraging self-service.

AI and Bots – What are they?

Bot –
NOUN
(chiefly in science fiction) a robot.
an autonomous program on a network (especially the Internet) that can interact
with computer systems or users, especially one designed to respond or behave
like a human.

chat·bot -
NOUN
a computer program designed to simulate conversation with human users, especially
over the Internet:

Artificial intelligence (AI)
NOUN
 Intelligence exhibited by machines.

AI and Bots – Why are they important?

- 2017 is predicted to be the year of the chatbot
- AI has reached a stage in which chatbots can have increasingly engaging and human conversations.
- Chatbots are particularly well suited for mobile — Messaging is at the heart of the mobile experience.
- **New findings in the Aspect Consumer Experience Index** show that **61 percent** of consumers feel that chatbots in customer service are the way of the future.
- **43 percent** of consumers surveyed said that in a perfect world, all customer service should be done through intelligent assistants or chatbots.
- **Chatbots aren't going away anytime soon.** Facebook currently boasts over 30,000 chatbots on Messenger, while Pandorabots, a web service for building and deploying chatbots, has helped create over 285,000.

AI and Bots – On the horizon for 2017

- According Venture Beat, every **Fortune 1000 business will add a chatbot** to their tech and marketing stack.

- **Chatbots will become more intelligent** – enabling context-aware experiences that leverage user data like location and user properties.

- **Platform intelligence will increase** – Brand innovators will leverage digital assistants like Alexa, Google Assistant, Siri, and Cortana.

- **Chatbots will find their role at the office** - Enterprise messaging platforms like Yammer and Skype for Business have been developing chatbot frameworks.

AI and Bots – So, what's the ROI?

- In a survey by the Altimeter Group, 69 percent of the digital transformation strategists and executives surveyed said the lack of ROI was a primary challenge.
- So how can a chatbot demonstrate a return?

  - Lower telephony costs.

  - Reduction in labor expense - McKinsey recently estimated that 29 percent of customer service positions in the U.S. could be automated through chatbots.

  - Chabot deployment inside the enterprise can improve/aid agent productivity and increase customer satisfaction.

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AI and Bots – How do they work?

- There are two types of chatbots, one functions based on a set of rules, and the other more advanced version uses machine learning(AI).
- Chatbot that functions based on rules:
    - This bot is very limited. It can only respond to very specific commands. If you say the wrong thing, it doesn't know what you mean.
    - This bot is only as smart as it is programmed to be.
- Chatbot that functions using machine learning:
    - This bot has an artificial brain AKA artificial intelligence. You don't have to be ridiculously specific when you are talking to it. It understands language, not just commands.
    - This bot continuously gets smarter as it learns from conversations it has with people.
- AI Chatbot Examples:
    - AI Bot
        - http://brainbot.botlibre.com/
    - Rules Bot
        - https://www.messenger.com/t/kayak

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AI and Bots – Chatbots in the Enterprise
Things to consider before you jump in

- Set a Clear Strategy -

  - It is important for your business to set a clear expectation of what the bot is set to provide.

- Analyze the Interaction –

  - A chat bot is not a replacement to a human interaction but just a means to add a digital spin to the process to make it more efficient.

- Plan the Voice of your Bot –

  - Think of the bot as the person who is a spokesperson of your organization. A bot need not behave like a robot but a means for the business to tell their brand stories through it in a seamless interaction.

- Listen to your Customers –

  - Feedback is one of the most important things to consider before you make the decision to develop your Bot. Understand from your customers as to what part of their interaction with the business poses a challenge.

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AI and Bots – Chatbots in the Enterprise
Things to consider before you jump in

- Chatbot platforms will need to provide capabilities in areas such as integration, security, management, or monitoring, which are essential elements of enterprise solutions.

- Enterprise-ready chatbot platforms should include some of the following capabilities:

  - Integration with messaging platforms

  - Natural language learning systems

  - Chatbot store

  - Monitoring

  - Integration with enterprise systems

  - Testing

  - Security

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Open Discussion & Final Comments

Enghouse Solutions –

To learn more about how Enghouse products and services that can help you to address the ever changing customer interaction landscape, please visit our kiosks in the Partner Pavilion.

Thank You!

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Your great subtitle in this line

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