



Enghouse
Interactive

Practical AI for the Contact Centre

WEBINAR BROUGHT TO YOU BY ENGHOUSE INTERACTIVE

Presented by **Brad Whyte** and **Patrick Gallagher**



About Enghouse



- **Founded in 1984**



- **Offices in 25+ locations**
- **HQ in Toronto, Canada**
- **APAC Offices in Singapore, Sydney, Melbourne & Auckland**



- **1600+ employees**
- **CAD\$385+ million**
- **10% CAGR FY15-19**
- **Publicly Traded - ESL:TSX**



Brad Whyte
Sales Manager
Voitec Pty Ltd



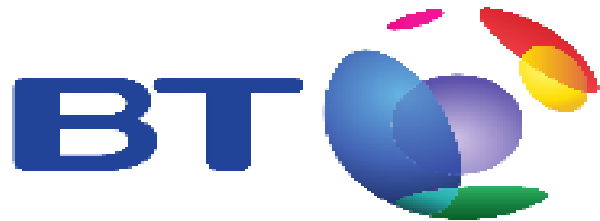
Patrick Gallagher
Managing Director,
ANZ & Northern Asia
Creative Virtual



Powered by Enghouse Interactive & Creative Virtual

Enghouse Interactive delivered the world's first true cloud contact centre (launched 1998)

- Designed from the ground up from day #1 as a true multi-tenant Contact Centre
- Offered by many well-known providers as their own hosted contact centre:



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Creative Virtual has 16 years of industry experience

- **Winner of Frost and Sullivan's Product Leader for AI for 2019**
- **Winner of The Queen's Awards for Enterprise: Innovation**

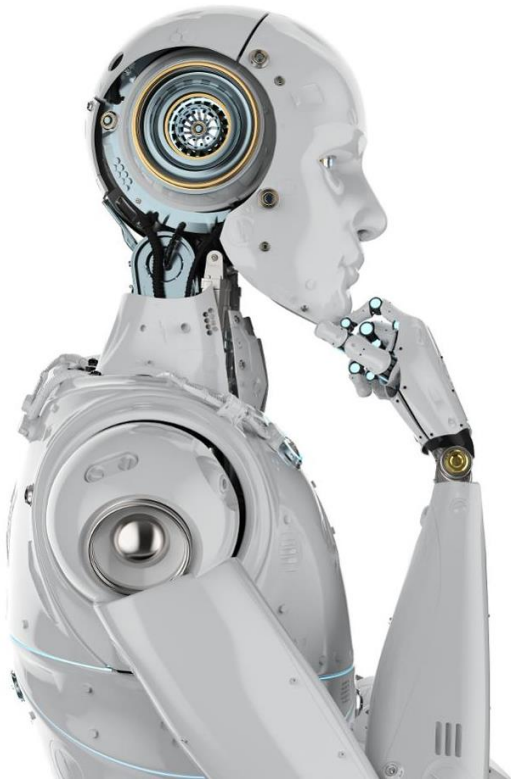




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Artificial Assistance for Agents

We've come a long way in our perceptions of these



In many cases we can use these terms interchangeably but there is a difference

bot:

A computer program that carries out tasks for other programs or users, a “conversational interface”

AI:

Artificial intelligence is a type of computer technology that makes machines work in an intelligent way, similar to the way that the human mind works.

virtual assistant:

A wireless electronic device that can respond to commands, for example by giving information.



Why do we need this technology?

75%

of customers
prefer self-help
to resolve their
issues¹

85%

Of Consumer
interactions will
be non-human
by 2020²

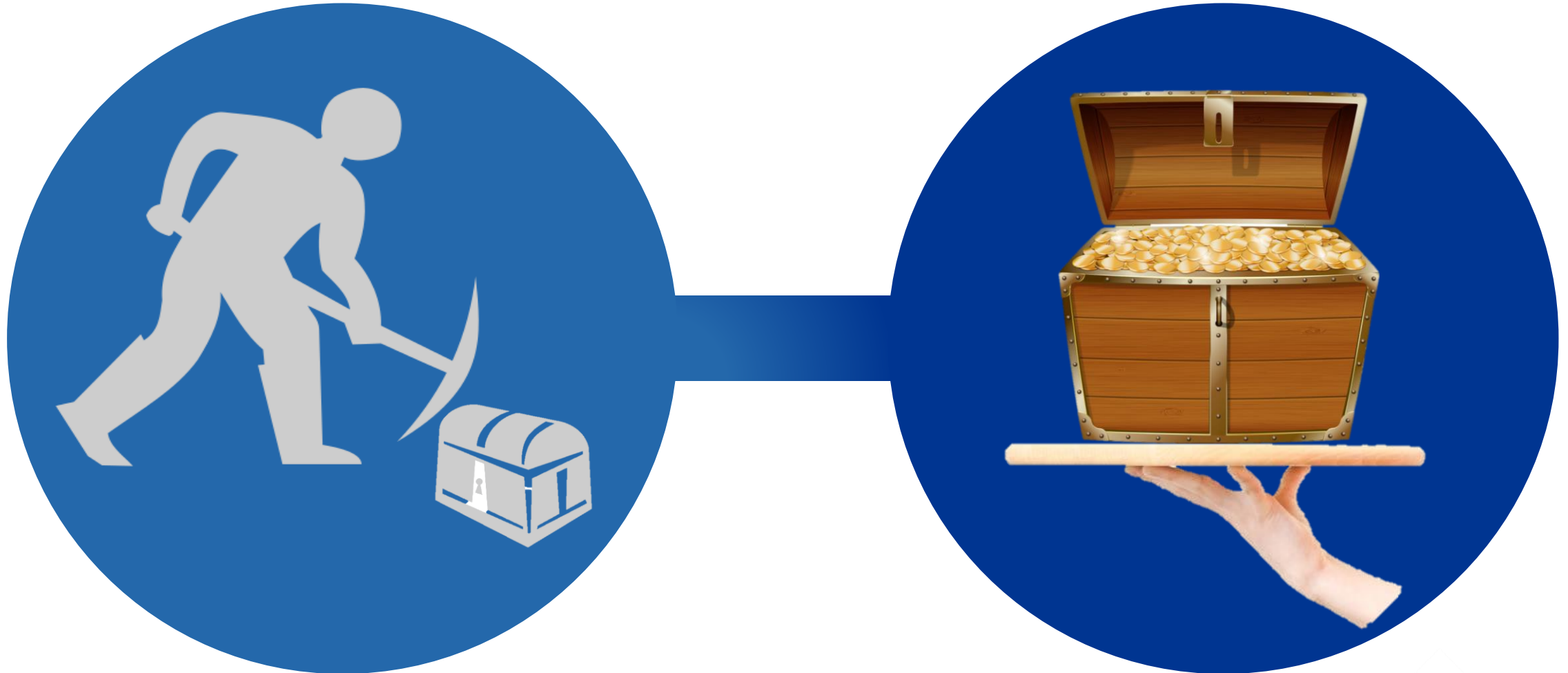
91%

Of organisations
are planning to
deploy AI in next
3 years³



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Why do we need this technology?



My Challenges...

- Constant repetition, boredom
- Silly mistakes slipping through
- ‘Junk’ social media feeds
- Unpredictable bursts of activity
- Fear of ‘Chat bot’ complexity
- The cost of staffing after hours

My Wish list...

- ✓ More time on high-value interactions
- ✓ Opportunities to develop my staff
- ✓ 100% consistent responses
- ✓ More time to service clients
- ✓ More customer insights
- ✓ Ability to offer 24x7 service

My Concerns...

- Will my customers hate not being answered by a real person?
- Should I pretend it's a real person?
- Will my staff worry about losing their jobs?
- How do I know it will work?
- Isn't it really, really expensive?

My Concerns...

- Will my customers hate not being answered by a real person? *Not if you do it right.*
- Should I pretend it's a real person? *No, absolutely not.*
- Will my staff worry about losing their jobs? *Again, not if you do this right.*
- How do I know it will work? *Find a technology partner with proven experience.*
- Isn't it really, really expensive? *Work with your provider to establish a solid business case.*



Next Steps?

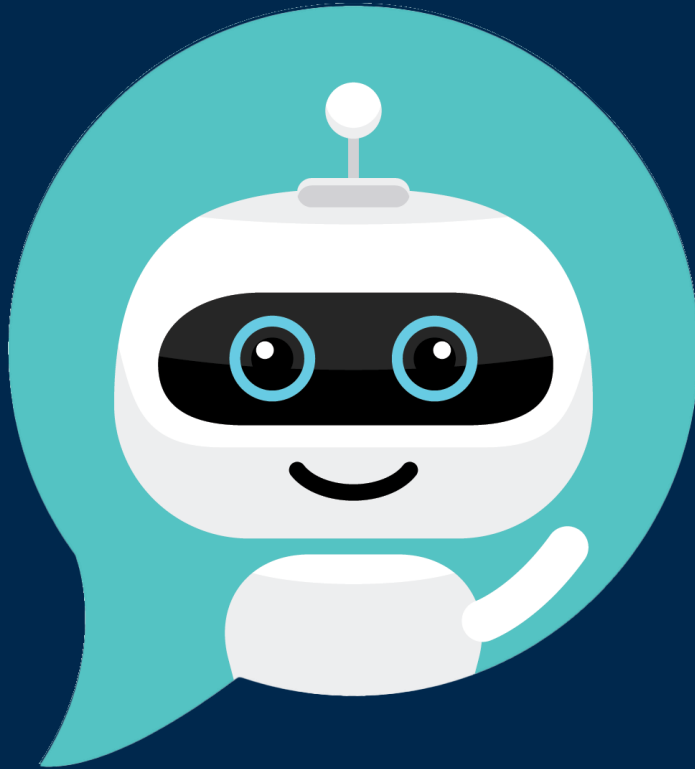


1. As a starting point, identify small but costly tasks where humans add no value, for example basic FAQs
2. Build a knowledge-base, start with a list of the most common FAQs such as hours of opening, office/store locations etc. Think about the ways that people ask these questions, so the bot can recognise as many as possible. Your frontline staff are the ones most qualified to contribute to this.
3. Appoint an owner to ensure this is kept up-to-date
4. Create a process that anyone can participate in



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Special Webinar Offer!



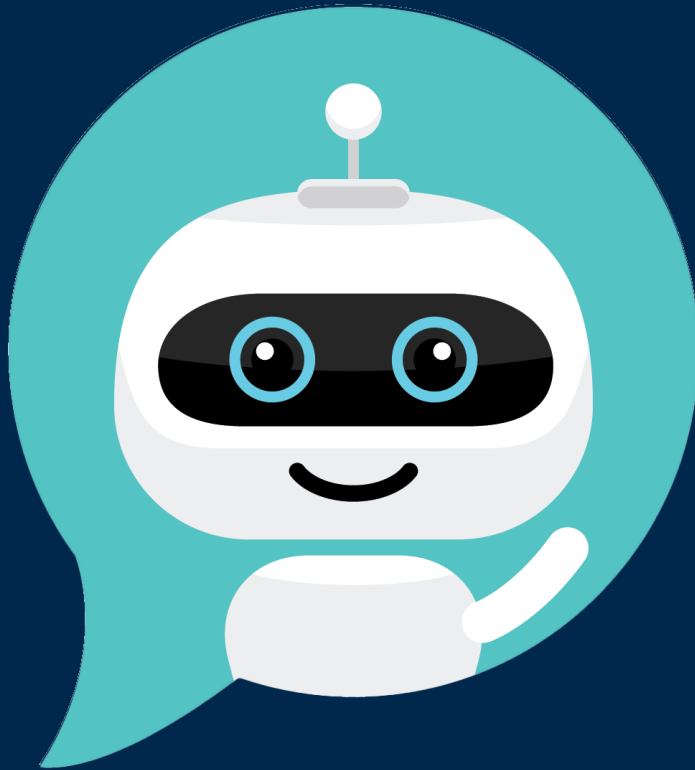
3-hour FREE workshop with Creative Virtual

- Personalised to your organisation's needs:
 - ✓ How AI could assist the CX you offer
 - ✓ How to start planning an implementation
 - ✓ Understand the benefits and ROI of AI
- Worth approximately AUD\$1000



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To Qualify for this Offer!



- Requires 3-5 members of your team
- Register or contact us by 20 March

To sign up, go to:

info.enghouseinteractive.com/AI-Workshop.html