

# A Smarter Contact Center for Employee and Customer Experience

# What's Inside

For years, customer service has prioritized cost containment and contact deflection. Today, rising customer expectations require a more responsive and strategic contact center that can also foster brand differentiation and customer loyalty.

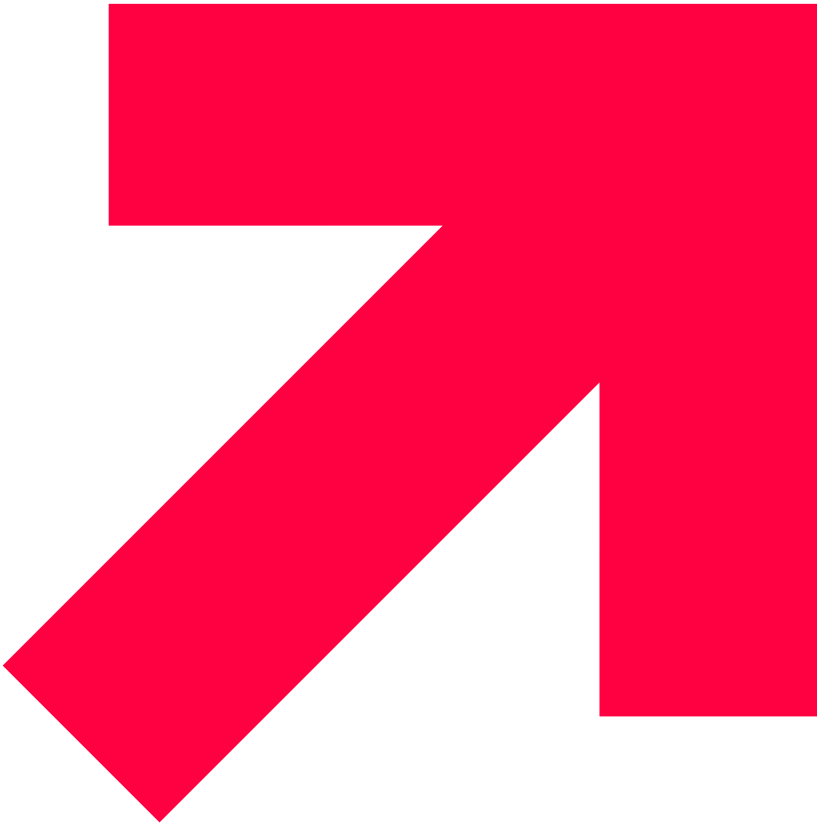
The growth of self-service channels, like communities and chatbots, is offloading routine customer issues and subsequently impacting the skills and technologies needed for service agents to solve more complex customer cases, whether at their desks, or increasingly, in the field.

AI is here to help contact centers scale support, deliver personalized service, and empower agents to do more easier and faster than ever.



# AI for Business

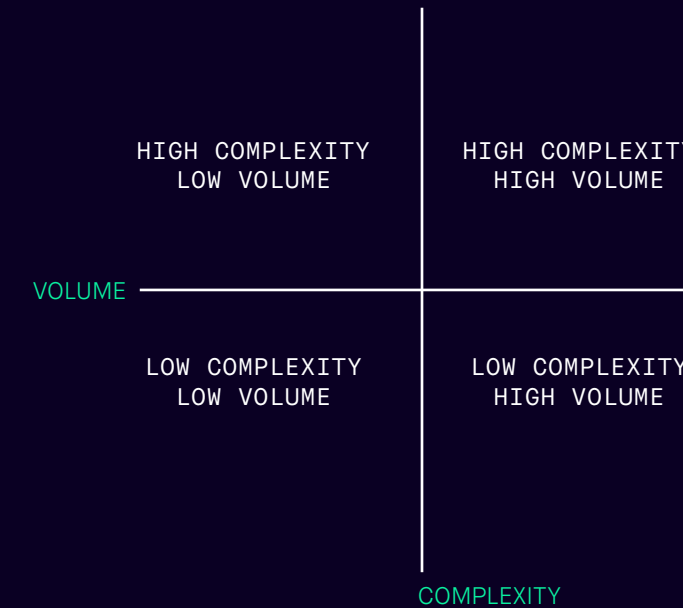
We are living in the era of digital business, where customers demand personalized experiences and expect businesses to deliver them-now. AI is here and will deliver powerful new ways for you to engage your customers through your contact center.



This year,  
AI investment  
is increasing  
by 31%

# AI for Every Business Type

Contact center needs vary by industry, complexity, and volume of cases. Before knowing which AI solutions and technology to implement, it's important to first audit your contact center with a holistic perspective. Understanding where your business falls in this matrix, below, will help you prioritize different initiatives as you move to a smarter contact center.

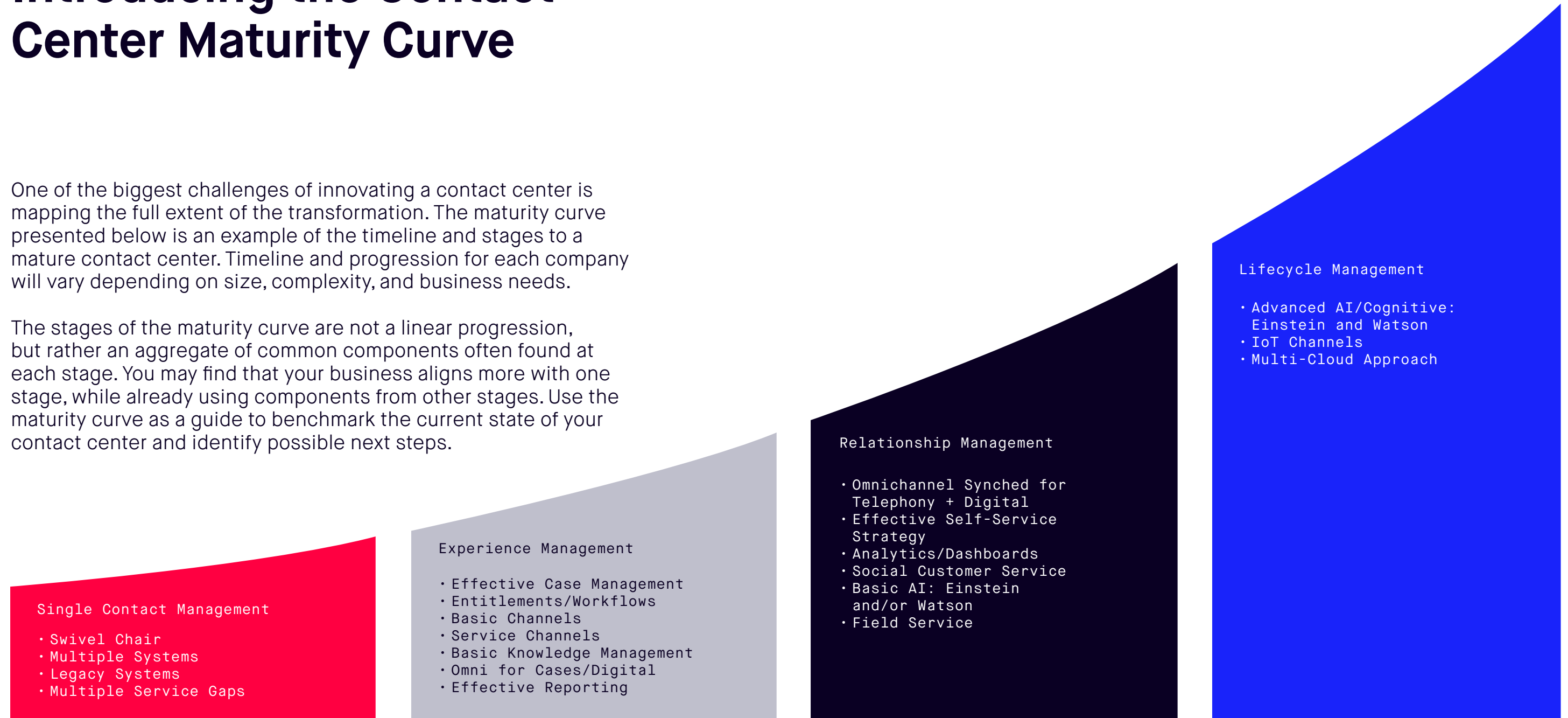


Gauge if your business is ready for AI by starting with our *AI Readiness eGuide* [bluewolf.com/ai-readiness-eguide](https://bluewolf.com/ai-readiness-eguide)

# Introducing the Contact Center Maturity Curve

One of the biggest challenges of innovating a contact center is mapping the full extent of the transformation. The maturity curve presented below is an example of the timeline and stages to a mature contact center. Timeline and progression for each company will vary depending on size, complexity, and business needs.

The stages of the maturity curve are not a linear progression, but rather an aggregate of common components often found at each stage. You may find that your business aligns more with one stage, while already using components from other stages. Use the maturity curve as a guide to benchmark the current state of your contact center and identify possible next steps.



Maturity

## Level 1

### Single Contact Management

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Companies are at the beginning stages of building their contact center. Most are using legacy or homegrown systems to manage their service teams and customers. Customers are primarily funneled through a single contact channel, leading to multiple service gaps in access, time-to-resolution, and case management prioritization.

## Level 2

### Experience Management

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Contact centers at this stage are focused on building a positive experience for their customers. Case management and workflows have been implemented and customers are able to reach support through a handful of basic channels, and are beginning to look at adding omni-channel capabilities. Companies may also have some knowledge management embedded into their contact center, and are able to see some reporting and insights from their contact center activity and improve upon their customer experience.

## Level 3

### Relationship Management

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Contact centers in the relationship management stage are doing just that—managing and building a relationship with their customers. They are focused on furthering the relationship with each touchpoint, wherever that touchpoint is. Customers are able to effectively self-serve and connect with agents through omnichannel digital experiences. Deeper analytics, basic AI, and field service capabilities are available to support agents for a more connected experience. Basic AI typically involves a stand-alone product or service like a chatbot, and not an integrated AI platform with a strategy.

## Level 4

### Lifecycle Management

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Companies at this stage have a fully mature contact center that's capable of supporting a customer throughout their entire lifecycle with the company. AI capabilities are embedded to extract data from both inside and outside the company to inform more comprehensive insights and recommendations for agents to use. A multi-cloud approach allows the company to easily share data between teams and identify opportunities to cross-sell, up-sell, and exceed customer expectations. Companies may also have explored IoT as a possible channel to grow into next.

# Aligning Agent Experience to Contact Center Outcomes

First, focus on what your contact center is ultimately hoping to achieve. The agent experience directly impacts business outcomes. How should you improve contact center capabilities to drive revenue? By aligning your contact center goals to your business strategy from the start, you can make sure your AI use cases will deliver measurable business results.





## How Autodesk Customer Support Responds 99% Faster

Autodesk teamed up with IBM to develop Autodesk Virtual Agent (AVA). Trained on Autodesk's historical customer data from chat logs, use cases, and forum posts, AVA responds to web submissions and chat inquiries, and escalates to a live agent as needed. Customer support agents have more time in their day to troubleshoot exceptional cases, with average resolution time for AI-engaged cases decreasing from one-and-a-half days to just 5 minutes.

**99%**  
faster customer  
response times

**80%**  
cases  
deflected

## AI Connects Insight to Action

AI impacts what you understand about customers, how you interact with them, how you answer their requests, and how you guide employees with next best-actions.

### Understand

AI learns customers' preferences and habits at an individual level, with scale. The integration of external data, such as social profiles and personality insights, empowers your organization and employees to personalize each and every customer engagement.

### Interact

AI-powered chatbots, for example, can deflect inbound customer requests or automate repetitive tasks, which allows more time for sales and service to focus on customers and solve more complex problems.

### Answer

AI can assist with deep knowledge discovery, helping client-facing employees accurately answer questions faster. AI can also monitor internal data to identify and surface patterns or trends, so employees spend less time mining through data and more time engaging and serving your customers.

### Guide

AI can learn from your data and instruct next-best-actions through predictive and machine learning models. AI can also be used for agent-training to surface insights on how customers like to engage with support, route cases based on traffic variation, and employee skill development goals.

## The AI Partnership for Business: Watson + Einstein

The goal of a contact center is to make valuable connections with customers and continuously meet their changing demands. AI enables you to support your customers wherever they are, identify knowledge gaps, and automatically route cases to the next available agent.

IBM Watson and Salesforce Einstein are complementary AI technologies that uncover insights from data inside and outside of Salesforce.

### Watson - knows your business

Watson uses advanced AI capabilities with embedded machine learning to understand, analyze, and contextualize documents, files, cases, and more from diverse sources outside of Salesforce.

#### Watson understands:

- Unique company policies
- How to surface insights from previous customer cases
- The application of industry-specific information
- How to connect data in multi-org environments
- Information in multiple languages
- Nuanced tone and sentiment of customers and their reviews
- How to extract relevant insights from thousands of news articles

### Einstein - knows your customer.

Einstein helps you discover insights and patterns in your data, predict business outcomes, get recommendations in context, and automate tasks.

#### Einstein understands:

- The best product to sell, up-sell, and cross-sell
- Service case predictions
  - How well a marketing email will perform
  - The lifetime value of every customer
- Which customers are most likely to churn
  - Which leads and opportunities are most likely to convert
- The sentiment and intent in text







#### **Case Prioritization**

Watson prioritizes cases based on topic and sentiment so agents know which ones need attention first.

#### **Question Assistance**

Watson provides faster responses to customers' questions.

#### **Chatbots and Omni-Channel Support**

Self-service and multiple touch-points through chat bots, live chat, social channels, and more to lend support anywhere, anytime.

#### **Cognitive Routing and Assignment**

Watson classifies by issue and level of difficulty. Cases are automatically routed to appropriate and available employee.

#### **Support Search with Watson**

Watson Discovery enables agents to search first to solve an issue before even opening a case.

#### **Einstein Discovery**

Boost productivity and discover relevant patterns in all your data, whether it lives in Salesforce or outside.

#### **Einstein Bots**

Easily build, train, and deploy custom bots on digital channels that are connected to CRM data.

#### **Einstein Case Management**

Route and escalate cases automatically.

#### **Einstein Next Best Action**

Define recommendations. create action strategies, integrate predictive models, etc.

#### **Einstein Mobile Service**

Optimize Field Service scheduling with advanced mobile app.

*\*Examples only,  
not a comprehensive list*



IBM and Salesforce have a strategic partnership committed to delivering on AI's promise of faster, smarter decision-making. The combined AI capabilities of IBM Watson and Salesforce Einstein deliver unprecedented intelligence across industries to help service teams connect to their customers in new and valuable ways.

IBM's commitment to the Salesforce ecosystem helps contact centers of any size and industry create experiences customers can't forget and agents don't want to work without.

## How IBM Resolves Customer Cases 35% Faster with IBM Watson

IBM is using Salesforce Service Cloud with IBM Watson Services to scale personalized customer service across 170 countries and 22,000 agents with a single view of the customer. Watson instantly surfaces answers to complex questions for live agents to solve customer problems faster than ever before, and assists with case routing and prioritization.

**30%**  
of cases  
deflected with  
Watson Chatbot

**3.5+ M**  
Cases  
assisted

**45**  
Daily minutes  
saved

# Field Service Lightning

Field service depends on time management and efficient resource allocation. By connecting mobile field technicians, agents, and dispatchers on FSL, service organizations have real-time visibility into how and where service technicians are assigned, can access the full context of a case, and connect to all the data they need to quickly resolve service issues with a 360° customer view.

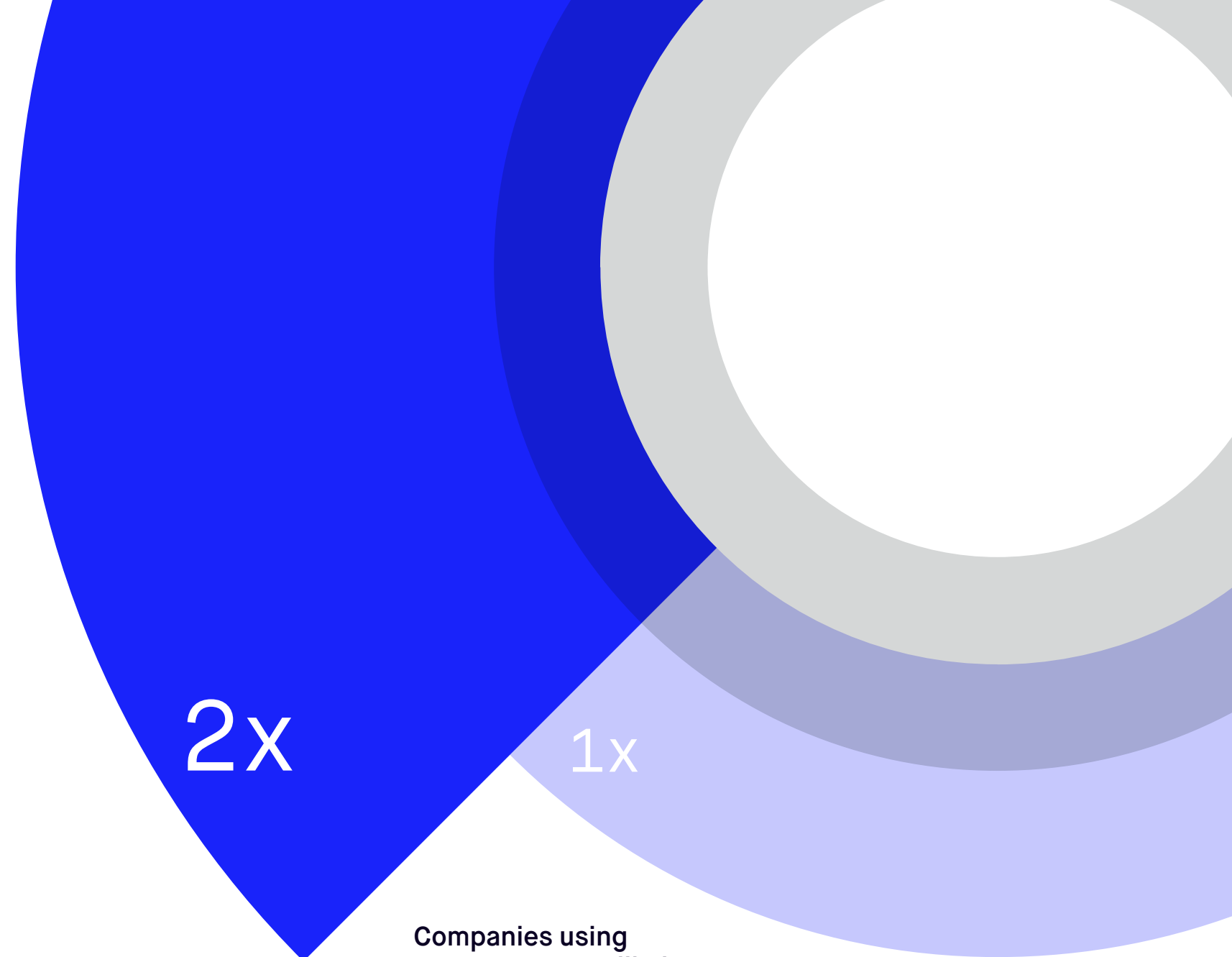
## Transforming Field Service from Oil Procurement to the Pump

One of the world's largest multinational oil and gas companies uses Salesforce as its global operations platform to connect the service chain, from pre-stream oil procurement and mid-stream oil refinement, through to downstream oil distribution. Operators and engineers use Field Service Lightning on the Salesforce1 Mobile app to track and manage data, and conduct repairs for stations worldwide.

**6,000**  
technicians

**80**  
remote oil  
and gas fields

**87**  
countries



**Companies using FSL are 2x more likely to say they provide a cohesive experience across Marketing, Sales, and Service than those not using FSL**

# Community Cloud

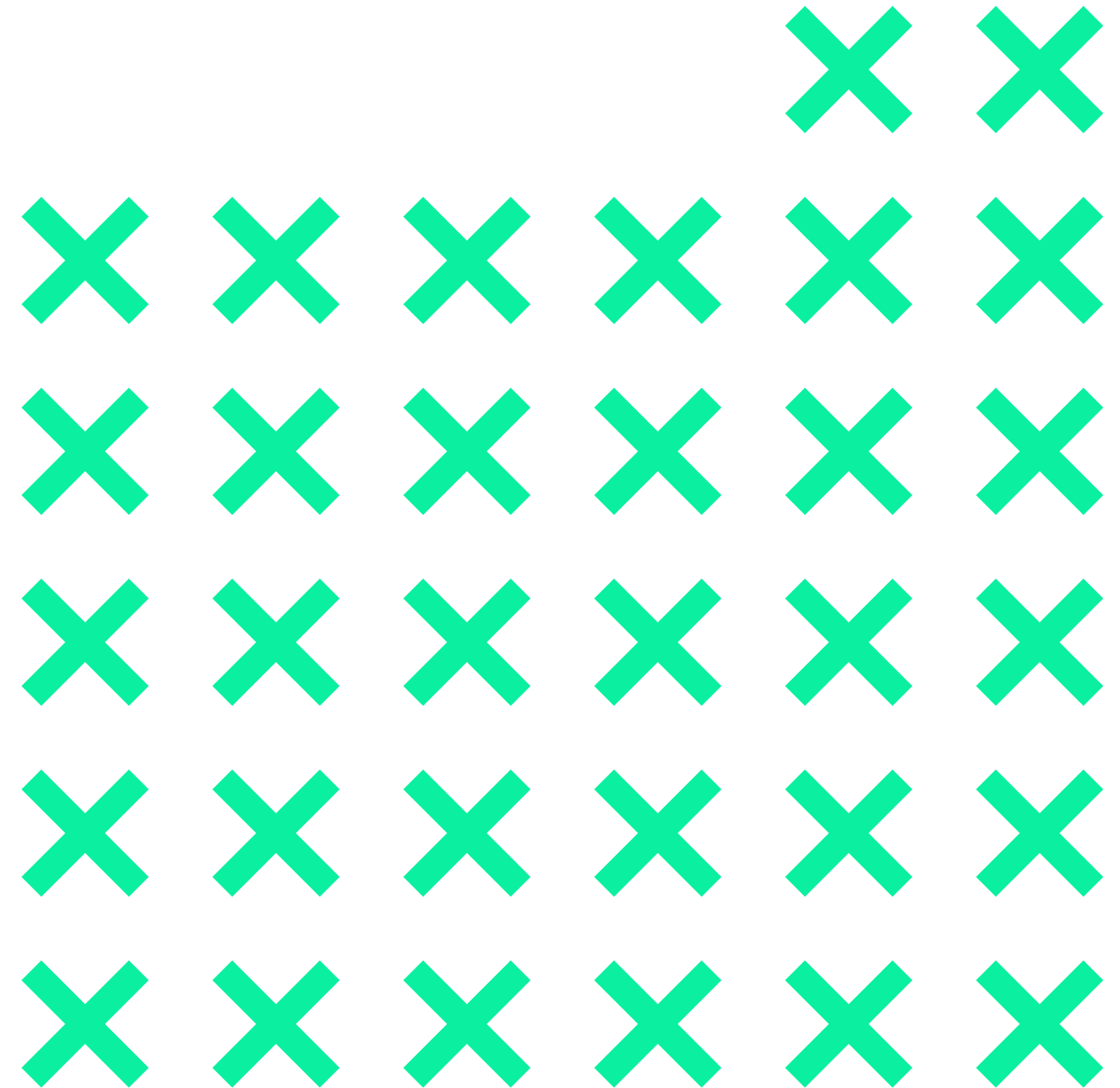
Community Cloud enables businesses to provide more personalized service to their customers. By empowering customers to solve their own routine issues via self-service, businesses are experiencing faster case resolution, reduced case volume, and higher customer satisfaction.

## How Community Cloud drives self-service and increases user engagement

A large insurance annuity provider was looking for a way to improve the user experience and productivity of associates and external partners with a single enterprise platform. They chose Salesforce as the platform of engagement across their distribution, call center, marketing, and partner firms to provide teams with rich data, real time workflow and visibility into all customer interactions. The launch of four Salesforce clouds created a single engagement platform for internal teams and external distribution partners. Internal teams benefit from streamlined processes and greater visibility into new business and all customer interactions. The implementation of Partner Communities provides a new service channel, decreases the strain on call center agents and sets the foundation for further expansion of self service and personalized digital engagement.

+32%

Service Cloud users with Community Cloud are 32% more likely to say they do an excellent job at quick and effective case resolution



## Your AI-for-Business Partner

Bluewolf, an IBM Company, is the global consulting agency committed to helping our clients lead the future of business with Salesforce. Backed by the power and scale of one of the world's most trusted technology companies, we enable organizations of any size and industry to use Augmented Intelligence (AI) as a competitive advantage and deliver deeper customer and employee moments—now.

[bluewolf.com/contactcenter](https://bluewolf.com/contactcenter)

**18+**  
Years of  
Innovation

**10k+**  
Success  
Stories

**9/10**  
Customer  
Satisfaction  
Rating

**40+**  
Global  
Studios



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