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Why Conversational AI

Before making the decision to begin the Conversational AI journey, you must understand the drivers and approaches for building a conversational solution. This will help you to define your strategy. This episode will give you insight into what Conversational AI is, the best use cases for AI in customer service, and how to prove that your solution will positively impact your organization.

Subchapters

Current customer service landscape
Steps to transformation
Proving your use case

"A big part of the problem that we're trying to solve here is to really understand our clients, to understand their needs, to help them solve a problem, but also to help them through their journey."

Rob High, Chief Technical Officer, IBM

Current customer service landscape

Contact centers today are being challenged to change.

Contact centers must:

– Understand customer sentiment and trends
– Interact in the way their customers want and expect
– Inform and empower your customers and agents each step of the way

Implementing AI is a journey, that takes several steps to get to final transformation

Upgrading a contact center is a significant undertaking and needs to be taken a step at a time. As each step is taken, you're increasing the complexity of what you're trying to do, the data you need to deal with, and the value and you need to deliver.

Step 1.
Automate/Inform repeatable tasks to be handled by a machine to minimize human involvement and gain more consistency. This is usually an informational interaction in which a question is asked and an answer is provided in return. It involves very little personalization.

Step 2.
Augment/Orchestrate your interaction with customers to gain operational efficiencies and scalable best practices and knowledge. This can be a deeper and more personalized interaction where the customer provides more information about themselves. Additionally, this step can include gathering information and insights for the enterprise to respond, react and evolve.

Step 3.
Re-invent/Transform a front or back-office business function to differentiate your organization. This requires deep understanding and accessibility of the data that can assist and drive deeper and long-term value.

There are 5 factors to consider when building out your Conversational AI use case

Business Value

– Addresses a clearly recognized business opportunity or pain point.
– What is the business proposition that you're trying to address?
– Is there value out of the solution that you're trying to create?
– Can you measure business value both qualitatively (CSAT, NPS, Employee Satisfaction) and quantitatively (AHT, Deflection, FCR, Revenue)?

Viable Data

– Different projects will require different types of data, so consider what type of data you have.
– What is the quality of your information, and what is the accessibility to that information?
– Is data sensitive, restricted, confidential or legally owned?
– Is your data in a format that you can make ready use of (structured data) or do you need to spend time improving the quality (unstructured data)?

Technical Feasibility

– Make sure that delivery aligns with your overall journey map.
– Do you have access to the types of technologies that are necessary to achieve the results that you're producing?
– Are you able to get access to the AI systems, conversational services and data processing that's necessary to have a successful project?

Speed to Implement

– The longer it takes to produce your Conversational AI solution, the longer it takes to generate a result, the more financial stress you'll see yourself in.
– How can I deliver this project as quickly as possible?
– Start simply, analyze initial results, and iterate on your solution

Alignment to Corporate Initiatives

– Are there initiatives already in your institution that you can align with to help justify the value of what you're trying to do with your Conversational AI solution?
– Are you considering how you're going to transform your business to deliver greater customer engagement?

Read the IBV Study, Reinventing the call center, to learn other tactical steps to take when transforming your customer service with Conversational AI.

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