AI is Shaping the Future of Customer Service and the Call Center:
Are you ready?
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IBM

Challenges of Modern Contact Centres

Growing Customer Expectations
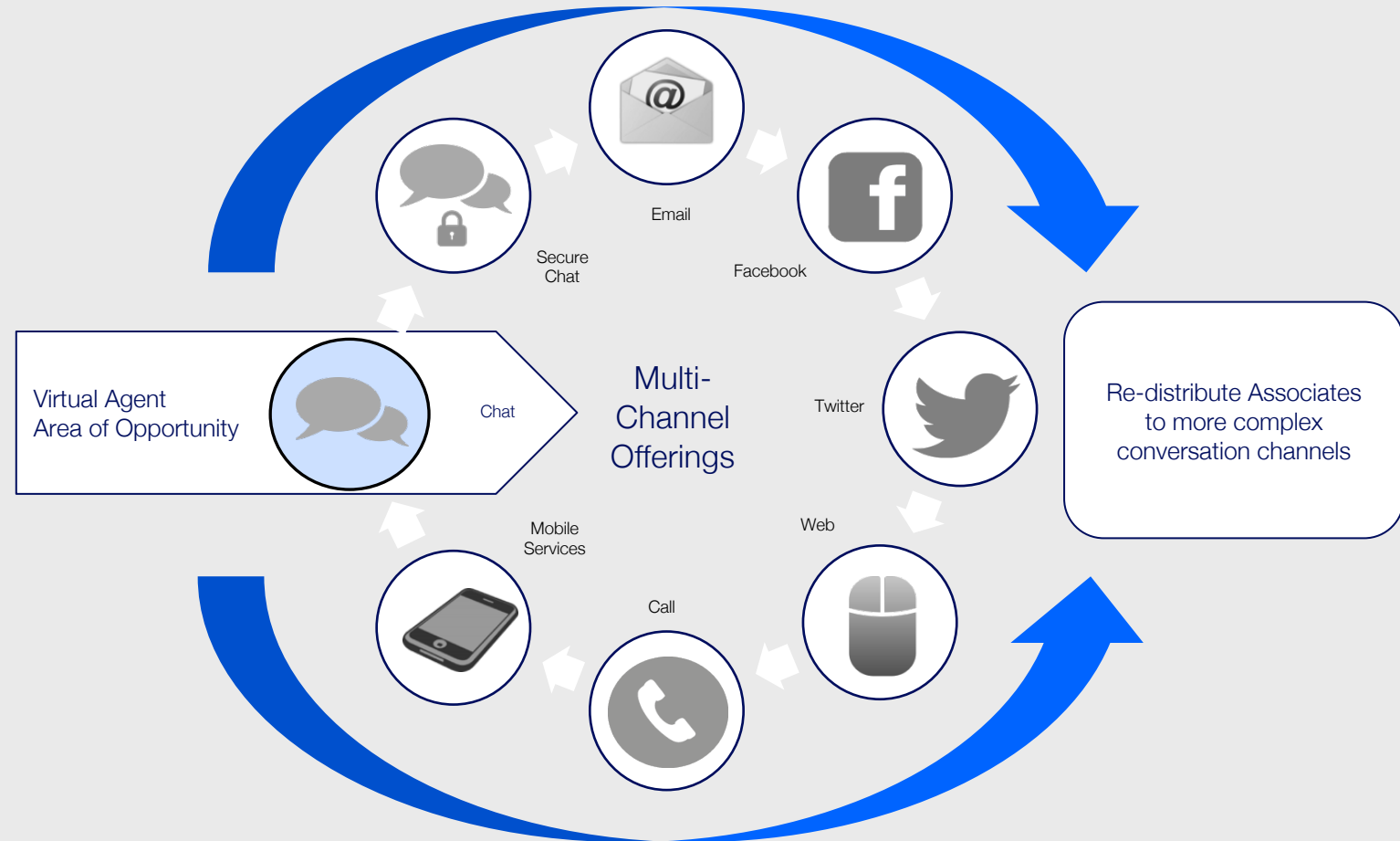
- Explosion of messaging
- Hyper-educated customer
- 'Customer-of-one' expectations
- Multi-channel expectations
- Increasingly digital customer

Agent Expectations

- High Churn
- Higher inquiry complexity (more products and educated customers)
- Complex systems and desktops

Management Pressure

- Pressure to reduce costs
- High management oversight
- Pressure to move customers to less-expensive channels and modes

Email

Secure Chat

Facebook

Virtual Agent
Area of Opportunity

Chat

Multi-
Channel
Offerings

Twitter

Web

Mobile
Services

Call

Re-distribute Associates to more complex conversation channels

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How AI is Re-Shaping the Contact Centre Business

Improved Engagement

Engage

Self-service engagement

Delivering one-on-one experiences at scale

Direct-to-consumer cognitive virtual agents serving, guiding and advising on customer channel of choice.

Actionable Insights

Advise

Agent / Advisor Assist

Delivering expert service every time

Explore

Live Customer Insights

Anticipating customer desired and needs.

Employee-facing applications that supplement service across the customer life-cycle by guiding employees and providing insights on individual customers.

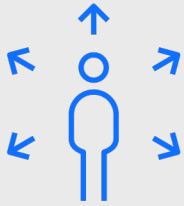## Operational Transformation

Complete

Task and Operation Automation

Real-time resolution of customer issues.

Employee-facing applications that enhance operations & automatically complete back-end processes.

AI Contact Centre Solutions in Production Today

Virtual Agents

Chat and Voice AI solutions that engage directly with customers to answer questions, accomplish tasks, and generally help them self-serve.

Agent Assistants

Agent or advisor-facing solutions that help employees deliver the best quality of customer service by empowering them with tools, understanding and recommendations.
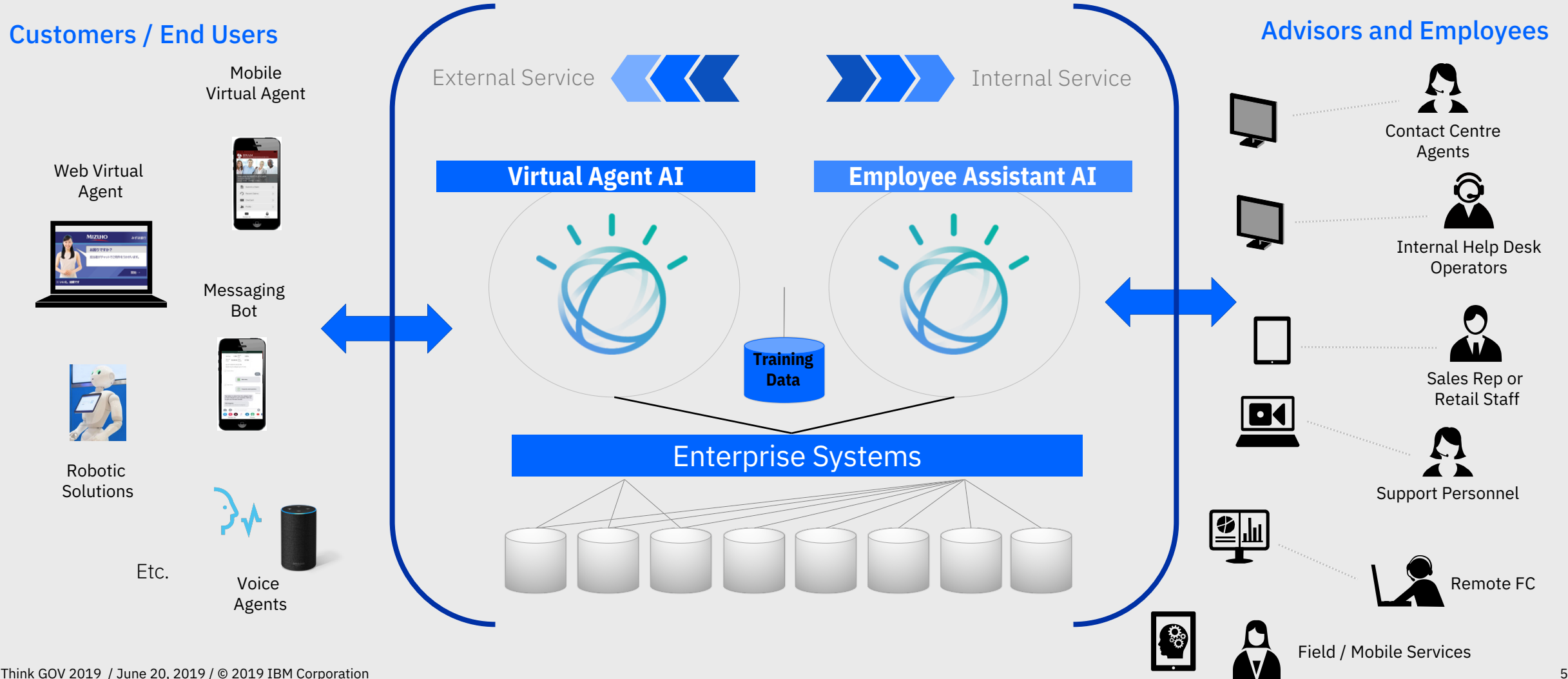
Voice of Customer

Real-time analytics to understand the current customer state, tone, and requests to dynamically adapt the service that is being delivered to maximize customer service.
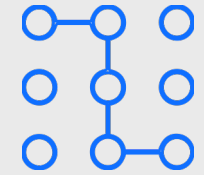
Routing & Ops

Solutions such as intelligent routing algorithms and AI-based workforce management help contact centre operators ensure that the customer gets the right agent quickly, every time.

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Virtual Agents Across the Enterprise

Customers / End Users

Web Virtual Agent

Mobile Virtual Agent

Messaging Bot

Robotic Solutions

Etc.

Voice Agents

External Service

Internal Service

Virtual Agent AI

Employee Assistant AI

Training Data

Enterprise Systems

Advisors and Employees

Contact Centre Agents

Internal Help Desk Operators

Sales Rep or Retail Staff

Support Personnel

Remote FC

Field / Mobile Services

Unified Endpoint for Customer-Facing Automation

Hi John, just a friendly reminder that your bill is coming up for payment at the end of this week and we haven't received payment yet.

Hi John, you're spending over your limit this month relative to your spending goals – would you like to explore how we can help you hit your target?

Hi John, looks like you are travelling. Remember that since you're in Latin America, don't pay with your Visa in USDs, pay in local currency to save money!
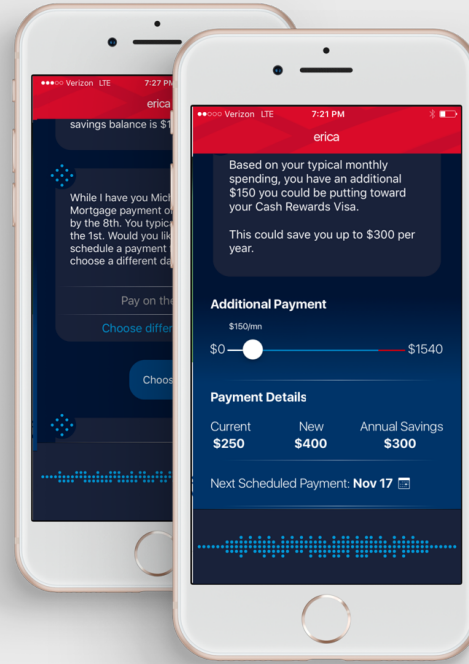
Hi John, although you have product A today, based on your spending, product B might save you some money! Would you like to explore how?

Hi John, looks like you're doing really well saving this month. Want me to take your extra savings and load it into a short term GIC?

Hi John, it looks like there may be some suspicious transactions on your card, can you confirm the last few transactions for me?

As you add more proactive, analytical and recommendation-based solutions to your portfolio, an effective Chatbot can be a **scalable delivery mechanism** for these very contextual customer experiences, delivering huge benefit to customers.

CenturyLink™

CenturyLink uses Watson technology to automatically engage its customers and help them self-serve over chat.

By focusing on specific user journeys and incrementally building capabilities, CenturyLink was able to rapidly deploy a fully integrated Virtual Agent solution in a matter of weeks that significantly reduced the traffic to the contact centre and provided customers with a sophisticated self-service experience, boosting customer sat.

Results:

Improved customer experience through automation and self-service of high-volume customer inquiries.

Significant reduction of contact centre volumes thanks to full completion of chats with the Virtual Agent.

Intelligent routing for all non-answered chats and a vast source of customer inquiry data for future training purposes.
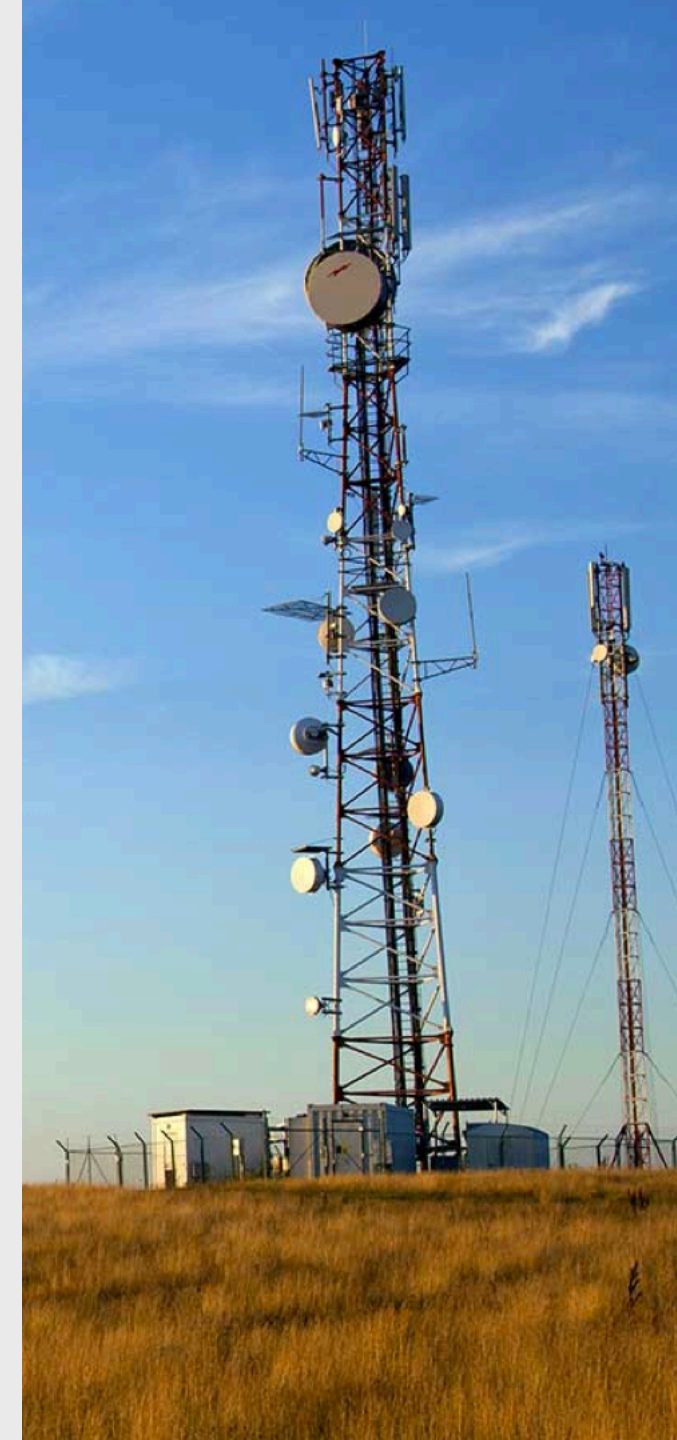
TD Bank is leveraging IBM AI to empower brand employees through an AI-based Branch Advisor solution.

TD's Virtual Branch Advisor solution is aimed at providing branch employees with easy and instant access to policies and procedures. Currently moving towards its pilot phase, the Virtual Advisor solution, accessible on their branch terminals, provides advisors with information and procedural guidance for products and services as well as a unified access point to knowledge resources.

Results:

Higher branch advisor performance thanks to access to contextual, immediate and intelligent support.

Estimated reduction of 40-60% of calls to the supporting branch help desk.

Improved customer experience in-branch through more confident and effective branch personnel.

REGIONS

Regions Bank is using Watson as a Voice Assistant to talk to customers over the phone, helping them self-serve and when need be, escalate to a human agent.

"When customers call Regions, many interact directly with Watson Assistant receiving rapid and consistent answers to their questions. They can get help on a variety of issues including updating personal information and navigating the Regions Bank website. Letting Watson take on the more routine questions allows service representatives to tackle the more intellectually challenging questions, spend more time engaging with customers and be better informed to resolve issues."

Results:

Already, 700 professionals at the bank rely on Watson to complete customer problem resolution.

Regions also uses an agent assistant solution built with Watson Assistant to guide agents in delivering customer service.

Over time, Watson will be trained on other tasks, including analyzing customers' tone to help determine when a customer should be transferred to a live agent.

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AI Outcomes in the Contact Centre

Improved User Experience through Self-Service

Measurable Outcomes:

• NPS Increase / Customer Satisfaction
• Better Self-Service Experiences
• Reduction in Wait Times
• 24hrs Support Coverage
• Increased Digital Capture, etc.

Support Staff Gains in Operational Efficiency

Measurable Outcomes:

• Deflection from Human Channels through Virtual Agent Containment
• General Reduction in Support Calls
• Improved First Call Resolution
• Reduced Mean-Time to Resolution
• Greater Insight into Call Purposes

Improve Support Staff Performance

Measurable Outcomes:

• Reduction in Escalations / Tier 2
• Improved AHT / Process Time
• Increase Process Compliance
• Greater Employee Satisfaction

How will AI transform your Contact Centre?

Thank you

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