The Future of the Call Center

Digital, automated, scalable 24x7 support that delivers higher customer satisfaction at lower cost

Today's digitally connected, always-on consumers are demanding unprecedented levels of 24x7x365 customer service. But most call centers are slow to respond due to aging technology and processes that rely solely on Interactive Voice Response Systems (IVR) and human agents. Companies can bring impactful change to their business by embracing Watson, scaling operations and transforming customer service, while reducing costs and delighting users.

As-is process time 8-45 mins

Enhanced process time
Immediate to less than 10 minutes

Contact us
For more information regarding this offering or any of our services, please contact your Watson sales representative or visit ibm.biz/watsonplatform-scheduler
Why cognitive customer care? Why start today?

1. Lower operating costs
   - Increased efficiency of agents
     Replace repetitive labor and allow human agents to focus on more complex tasks that require expertise and creativity.
   - Improved efficiency
     Advanced analytics helps to reduce errors, increase execution speed and promote continuous learning and improvement.

2. Improved user experience
   - Informed and consistent customer service
     Increasing first contact resolution with instant and accurate answers.
   - Meet the customer on their terms
     Omnichannel system allows the customer to choose their preferred channel and engage whenever they want.

3. New revenue streams
   - Increased call deflection rates
     Provide first call resolution, decreasing the number of routine calls escalated to CSR.
   - Lowest cost channel
     Being able to seamlessly transfer customer interactions between bots and human agents keeps customers within the lowest cost of service channels.

4. Partnering with IBM
   - 360-degree view of the customer
     Integrate with multiple data sources inside and outside the enterprise to provide a holistic customer view.
   - Better anticipation of customer needs
     Advanced analytics and virtual agents allow for a more informed and personalized conversation.
   - Geo-location analytics
     Advanced analytics consumes geographic data to make better decisions and offer more customized recommendations.
   - Trend identification and correlation
     Make sense of data to create trend analysis to deliver better offerings.

- **270B**
  - Calls to customer service per year

- **29%**
  - Reduction in costs

- **70%**
  - Increase in call resolution time

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Engagement Timeline

Here's a sample implementation plan that applies to both solutions.
Virtual Agent Assist and Cognitive Omnichannel Self-Service.

Customer Engagement Model

**Assessment**
Complete assessment of agent service, contact center diagnostic and self service capability.

**Week 1**
Introductory Meeting

**Week 2**
Experience Workshop & Prioritize Use Cases

**Week 4**
Build PoC

**Week 6–8**
PoC Initial Rollout, Readout and Expansion

**Week 9**
Signed SOW

**Week 10–16**
Data Ingestion & Training

**Week 17**
Iterative Build

**Week 26**
Cognitive Call Center Transformation

**Benefit Forecasting**
Develop benefit forecasting and measurement for entire roadmap.

**Operations Management**
Assist and bolster transformation with performance management, recruiting center portfolio management and workforce effectiveness programs

**Business Models**
Select from various ways to run your cognitive call center: consult to operate. Cognitive Care as a Service or in-house development.