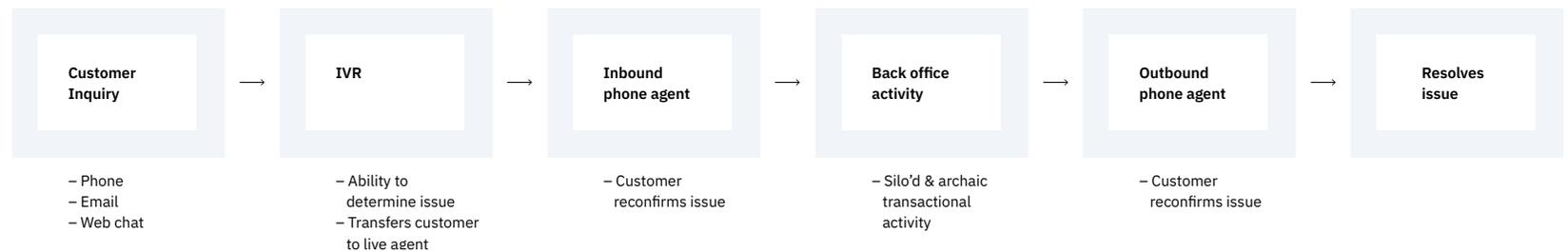


The Future of the Call Center

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

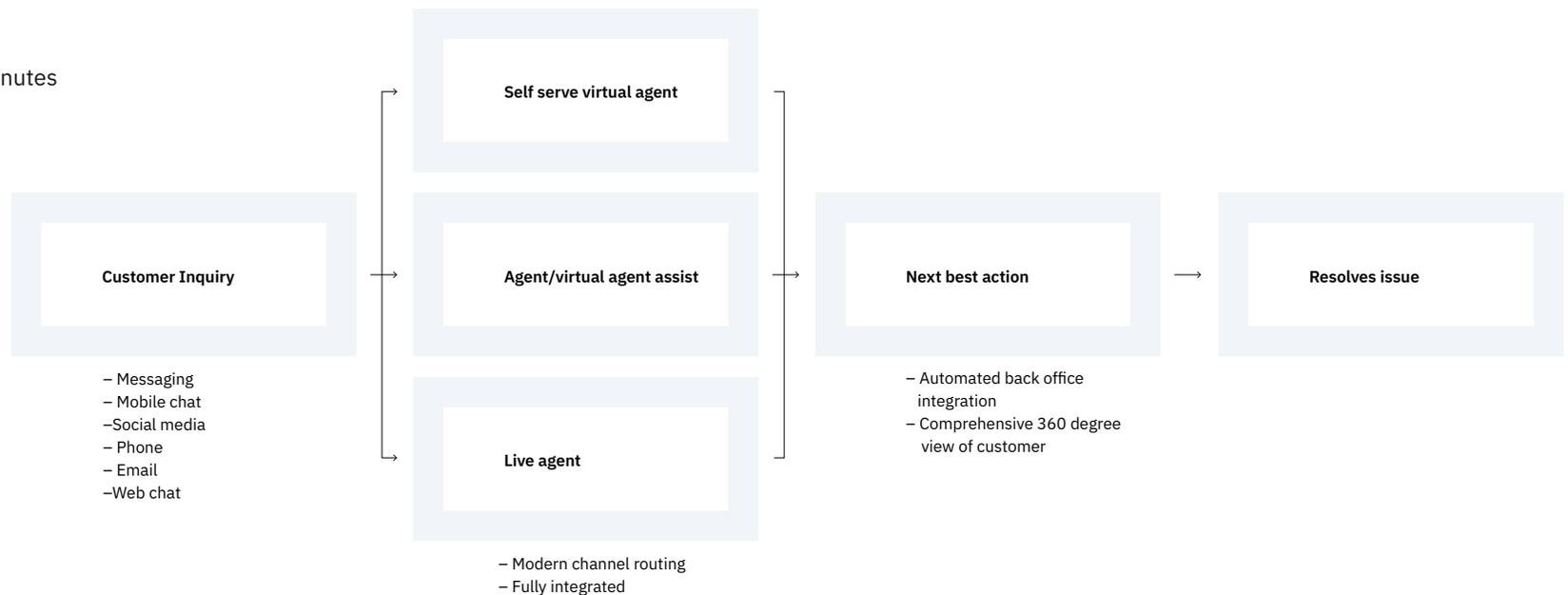
Today's digitally connected, always-on consumers are demanding unprecedented levels of 24x7x365 customer service. But most call centers are slow to respond due to aging technology and processes that rely solely on Interactive Voice Response Systems (IVR) and human agents. Companies can bring impactful 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?

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

 **29%**
Reduction in costs

 **70%**
Increase in call resolution time

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.

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.

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.

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.

3. New revenue streams

Cognitive product recommendations

Advanced analytics helps identify which products to upsell customers through virtual agents.

Geo-location analytics

Advanced analytics consumes geographic data to make better decisions and offer more customized recommendations.

New channels of revenue

Uncover retail opportunities both in store and online through cognitive kiosks, robots or mobile apps.

Trend identification and correlation

Make sense of data to create trend analysis to deliver better offerings. Implement proactive care processes to enhance revenue generation through next best action next best action.

4. Partnering with IBM

Our breadth of offerings seamlessly enable a shift from the traditional call center to a cognitive call center

The first line of defense to prospects, customers, employees, and others. We

offer a comprehensive portfolio of cognitive customer care solutions from transforming the people and process, to operating the environment as a service.

Engagement Timeline

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

Customer Engagement Model

