

Conversational AI: REAL Contact Center Deployments



Today's Presenters



Bruce Belfiore



Richard Stark



Livio Pugliese



Conversational AI: Market Feedback and Real Deployments



Conversational Artificial Intelligence / Virtual Agents



Customer Intents

Key Work Lists

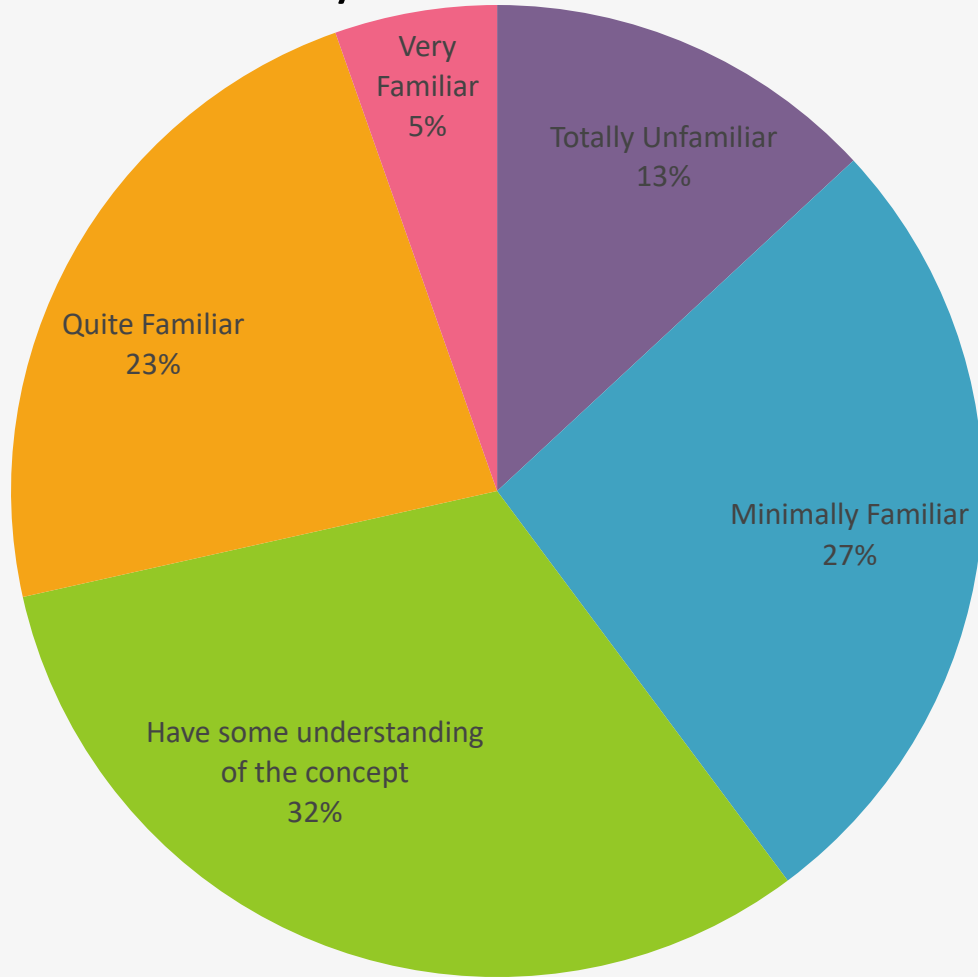
Cognification

Interaction Mapping

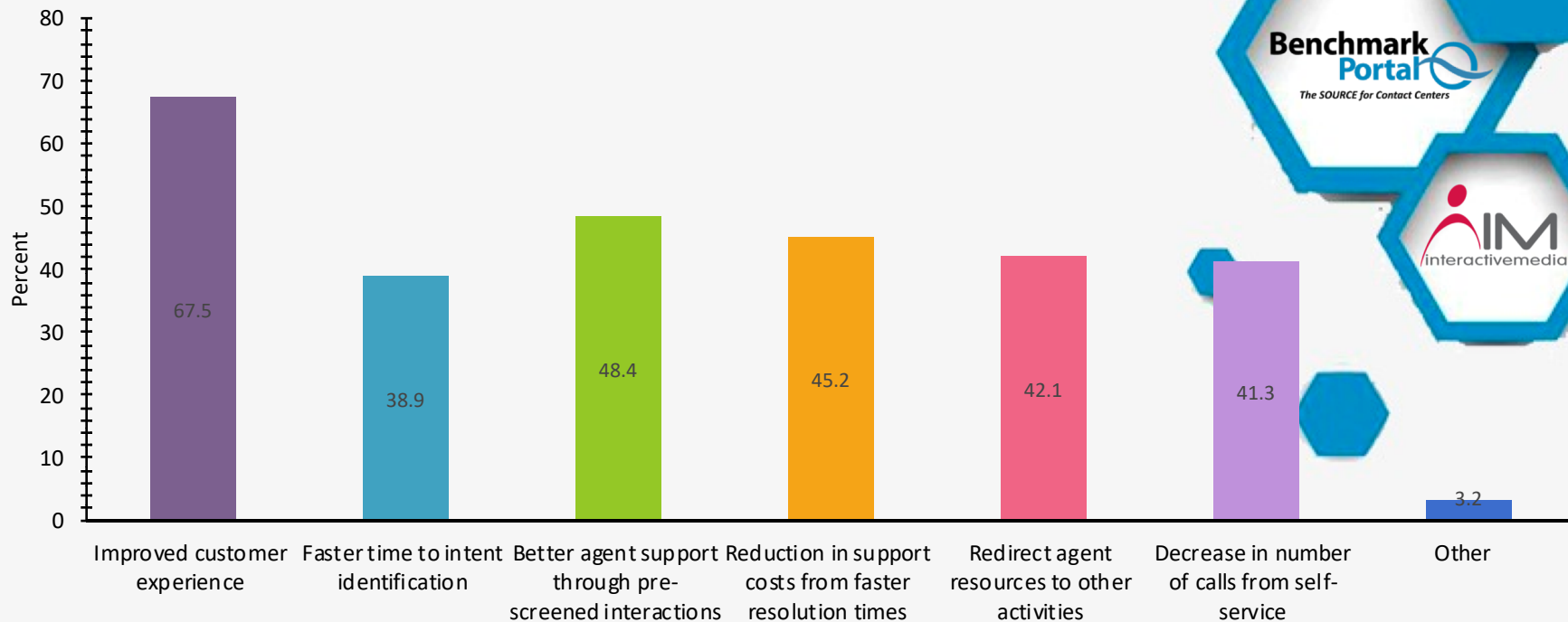
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How familiar are you with Conversational AI?



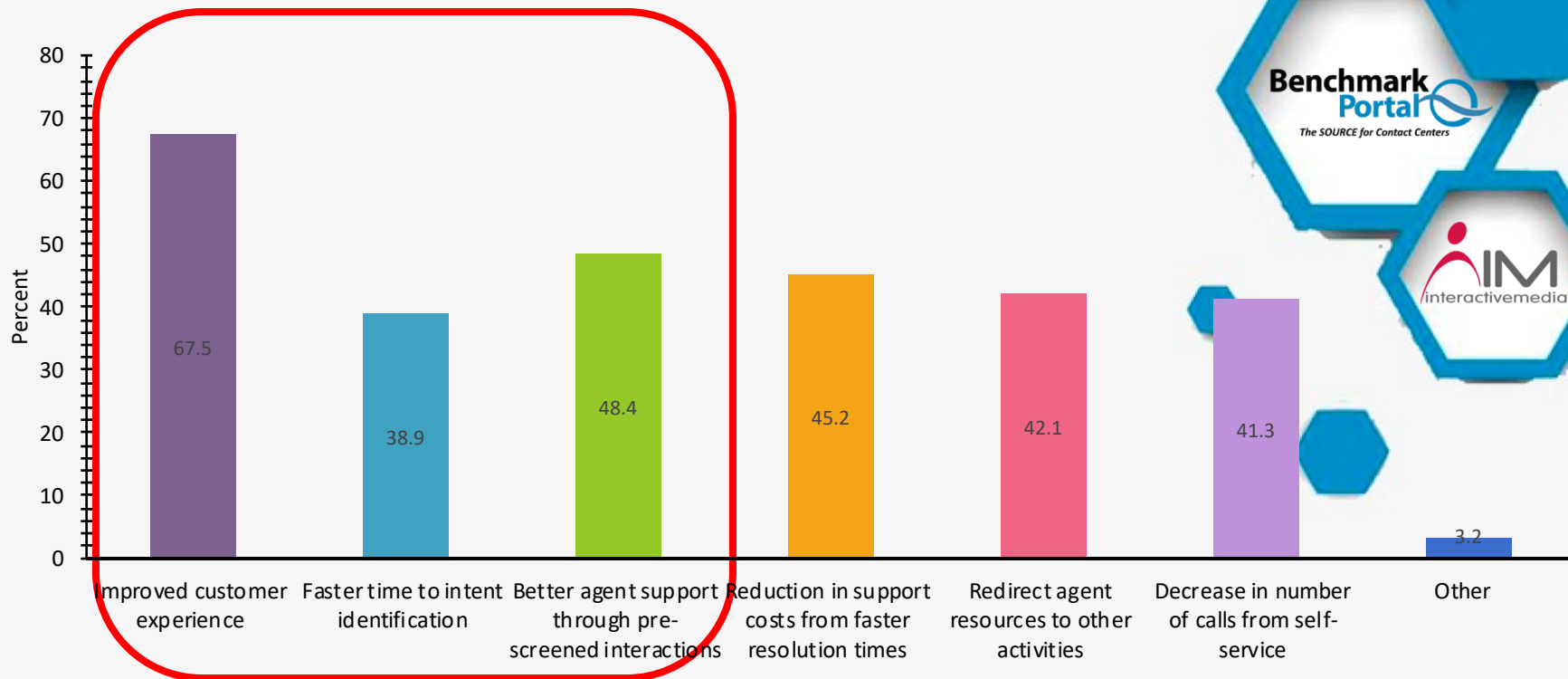
How would you describe the benefits of conversational AI? *Select up to three factors that you think are most important*



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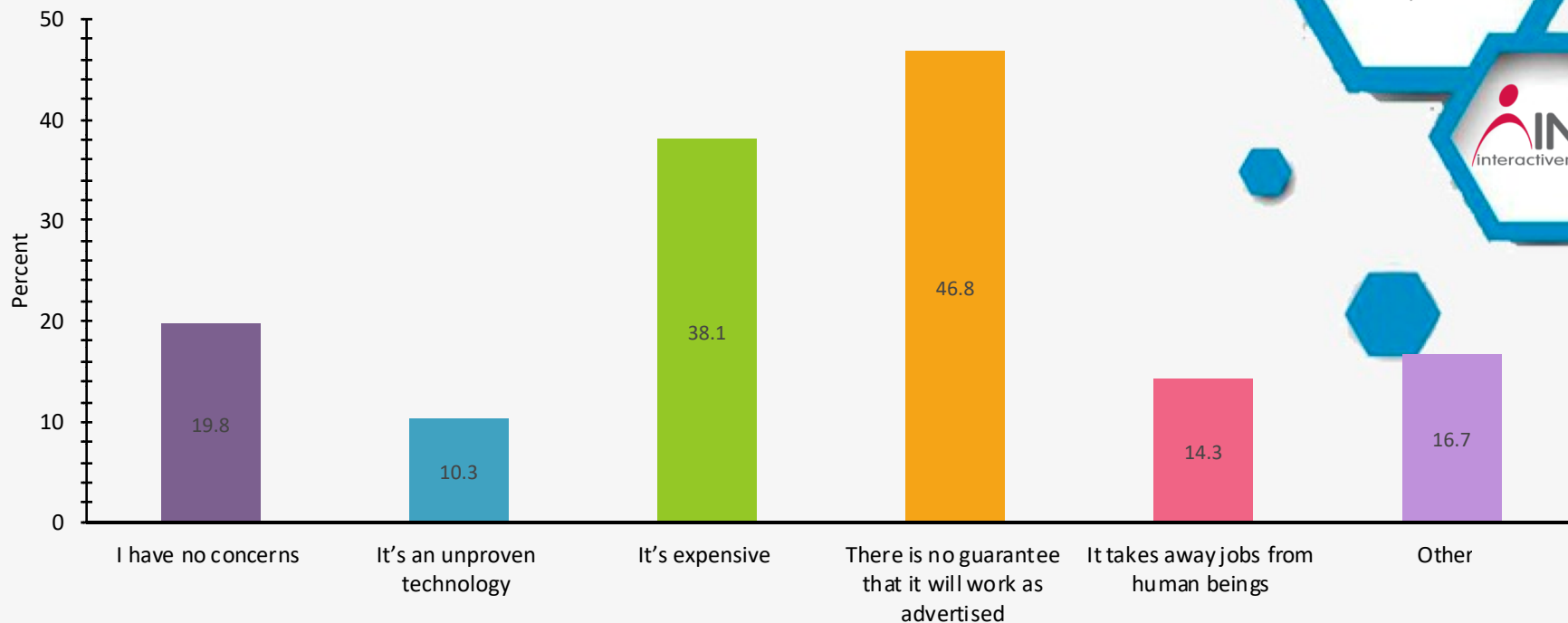
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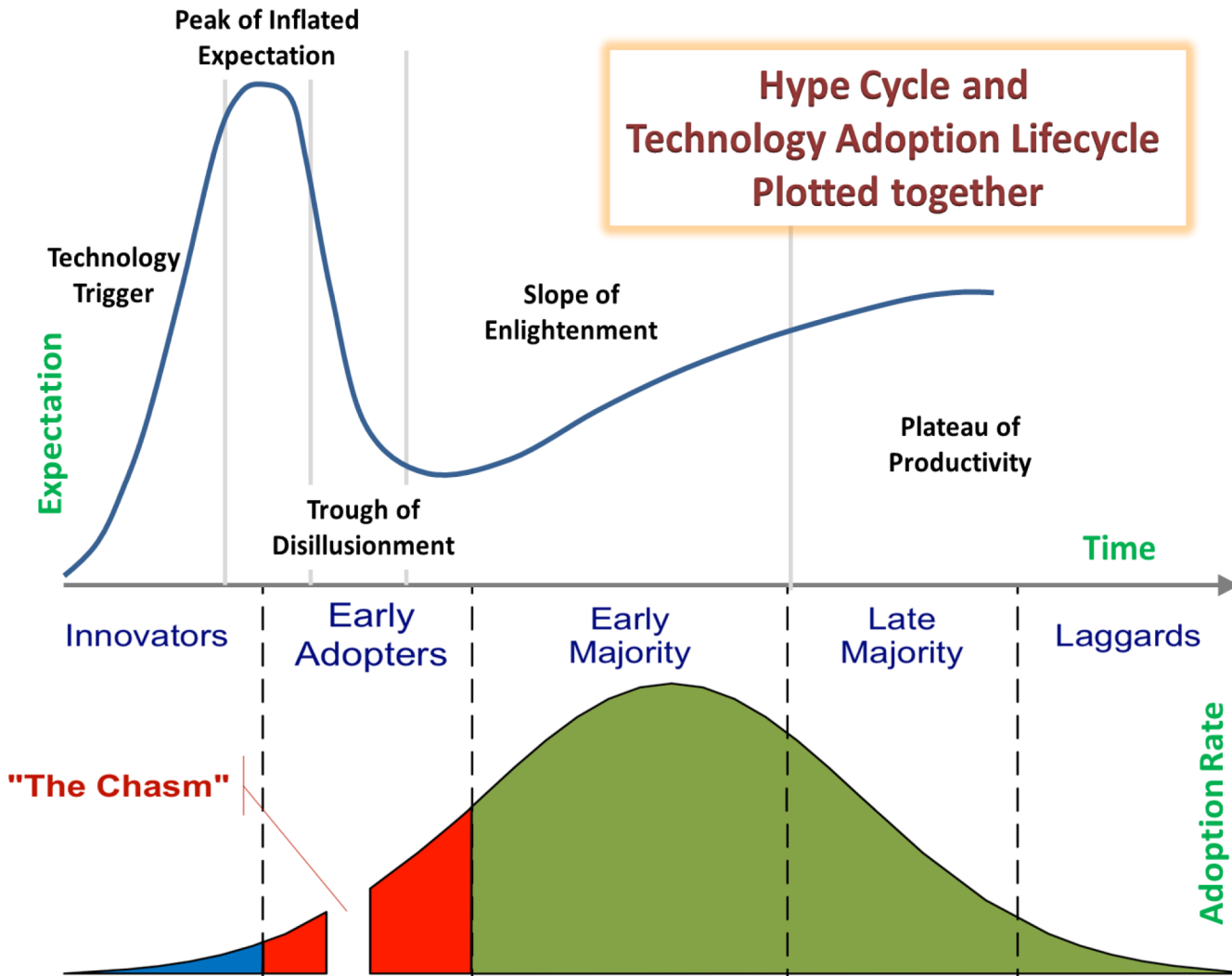
What are your concerns about Conversational AI?



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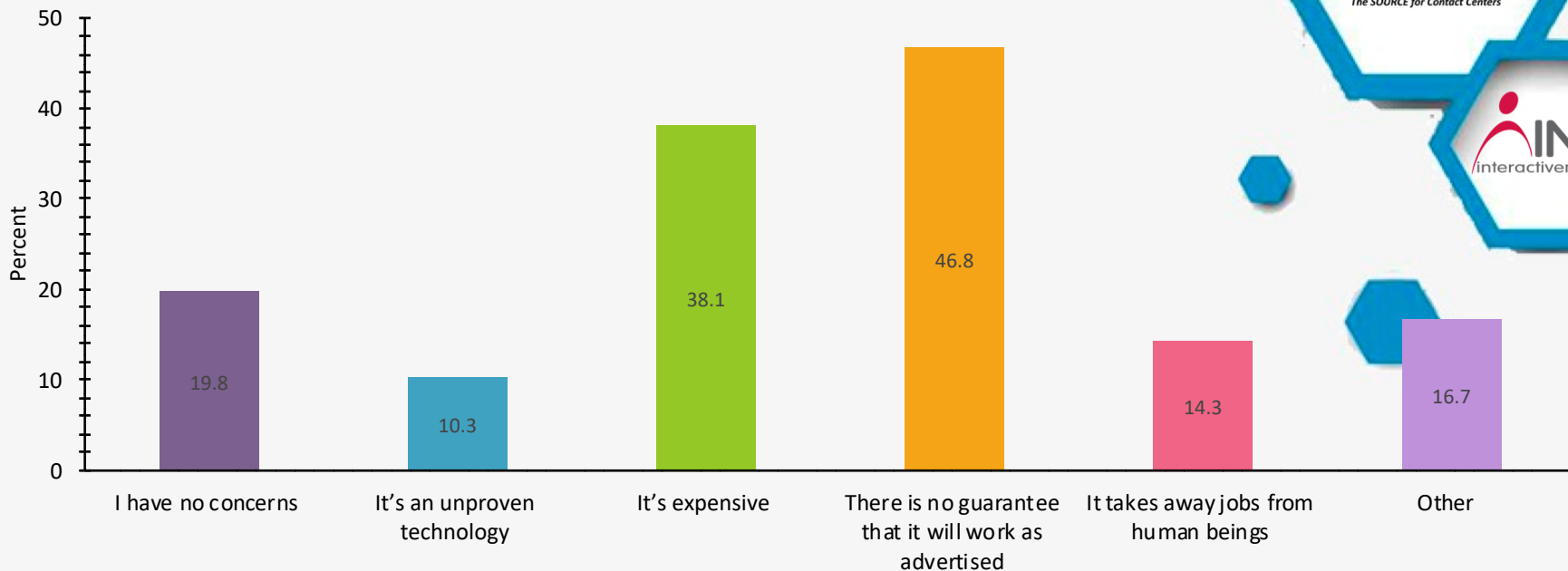
Hype Cycle and Technology Adoption Lifecycle Plotted together



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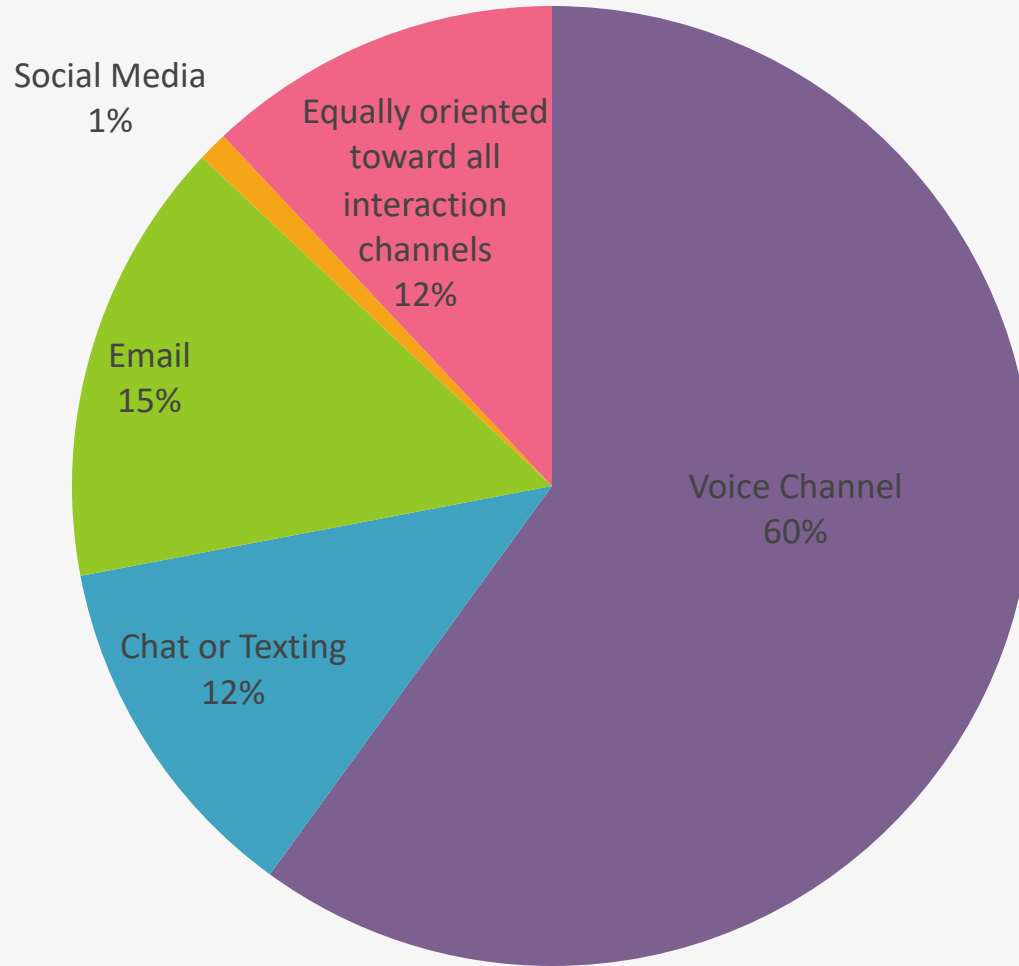
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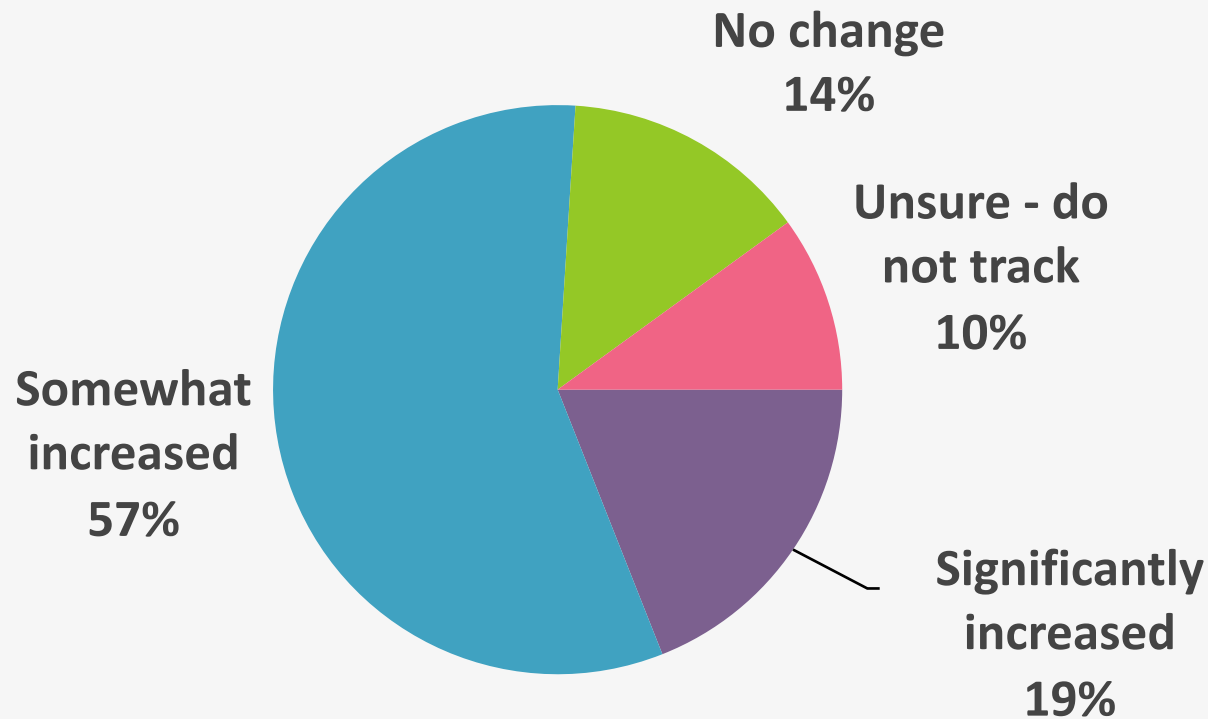
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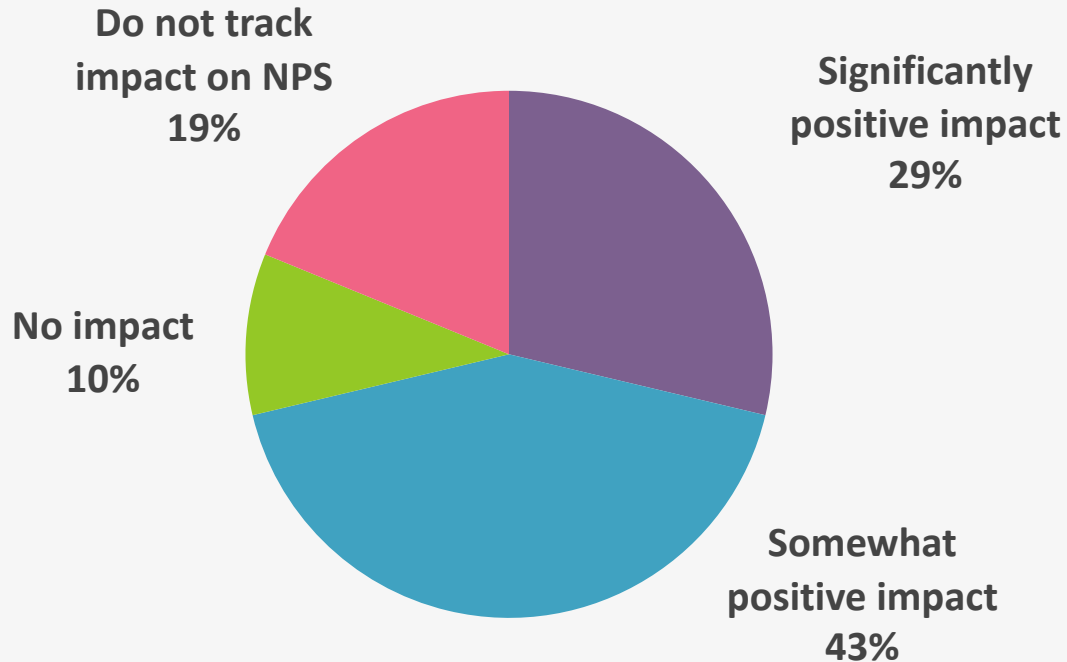
What customer channels are favored by your operations?



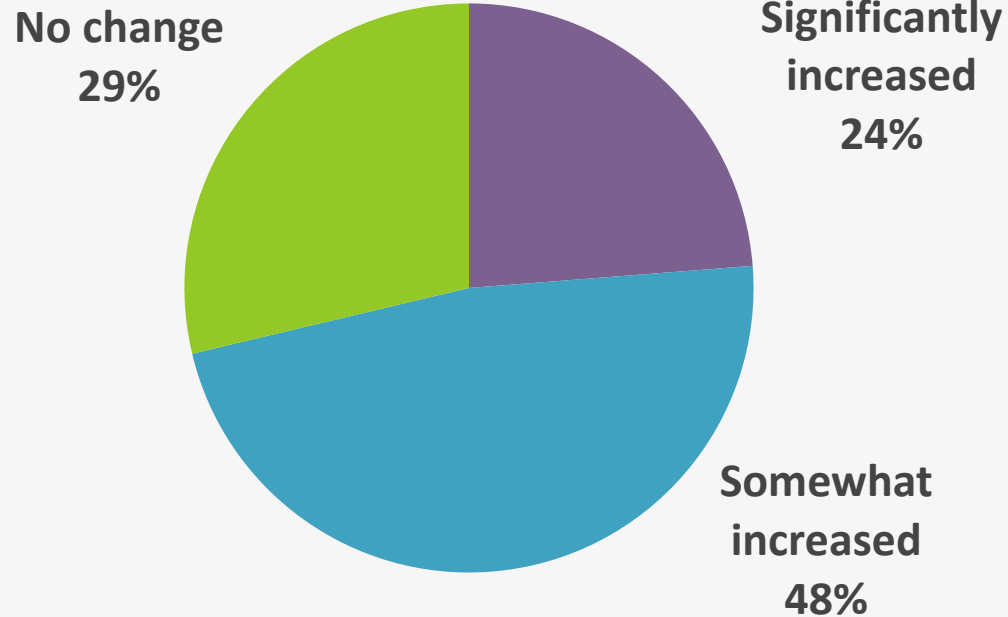
Impact on First Contact Resolution



Impact on Net Promoter Scores (NPS)



Impact on Agent Satisfaction



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Management Issues Addressed

- Recruiting
- On-boarding
- Training
- Re-training
- Scheduling
- Coaching
- Motivating
- Compensating



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The Research Shows...

- Awareness and interest are increasing
- Adoption remains at low levels
- Reported benefits of actual deployments are significant
- There is a lot of room to grow



Natural Conversations



Boundless Interactivity for Customer Service Automation

Conversational AI delivers easy and personal customer engagements

Good morning Jane, can you tell me the reason for your call?



What do your customers prefer?

- Customers prefer using speech to other forms of self-service
- By 2023, speech interfaces to initiate 70% of self-service customer interactions¹
- Conversational AI Virtual Agents enables you to deliver the level of service your customers expect

¹ Gartner Predicts 2019: CRM Customer Service and Support, Olive Huang, et al, 13 December 2018

Why deploy Conversational AI

- To improve customer experience and satisfaction
- To deliver a personalized customer experience at scale
- Improve business process outcomes
- Deliver operational efficiencies
- Cost management



Key concerns from the survey

Will it work as advertised?

How to control the output of the virtual agent in a feedback loop to continuously improve responses and resolutions

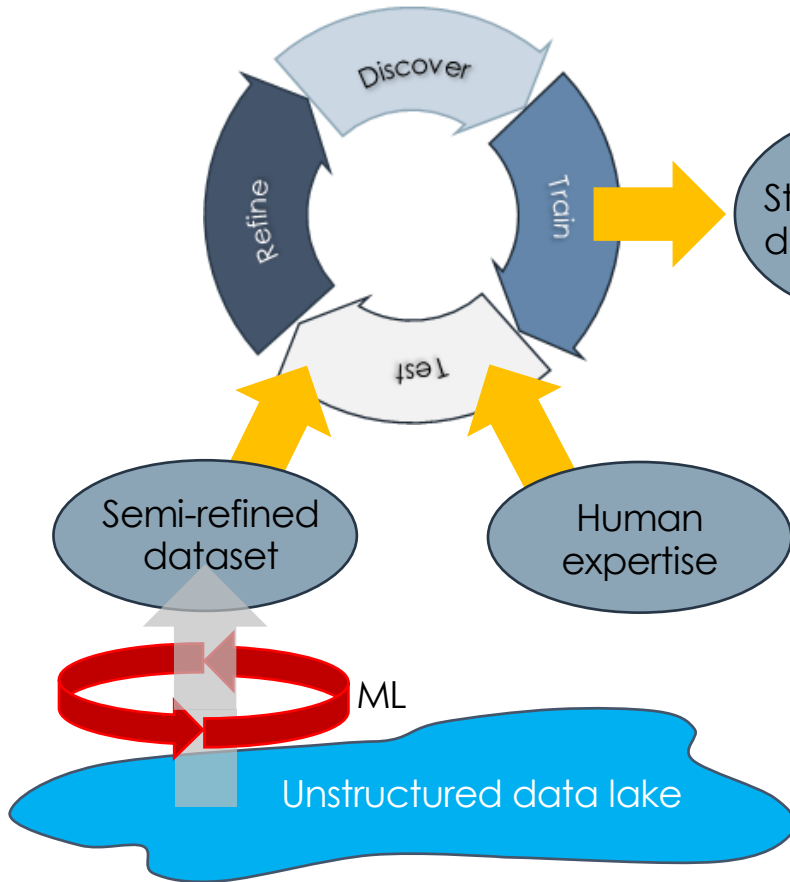
Unproven technology

Examples of deployments that have been running for several years and handling millions customer interactions annually

Expensive

Deployments deliver positive ROI in months while increasing customer satisfaction and engagement

Combined AI approach: measurably better



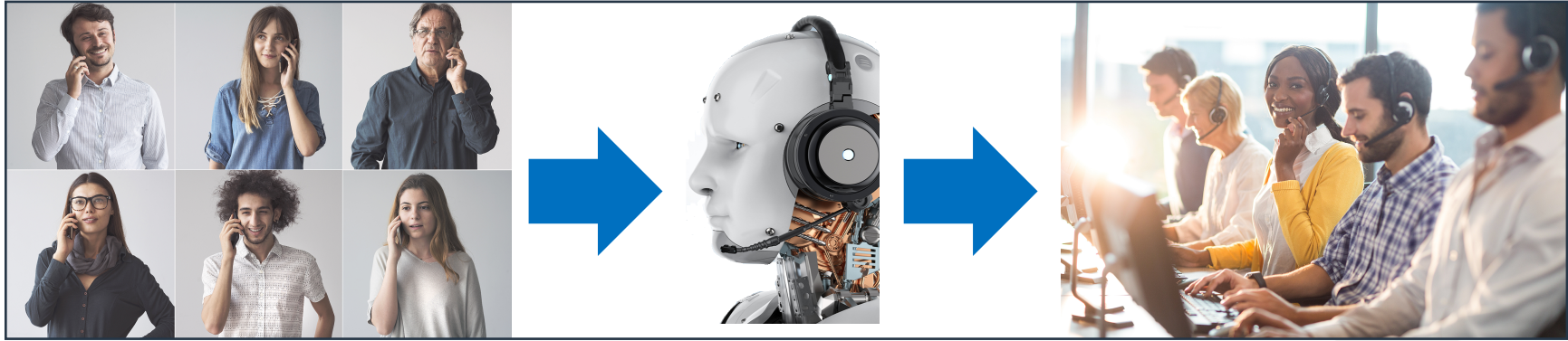
Virtual Agent

Neural Networks with pure Machine Learning only yields about 70% understanding of the caller's intent and delivers a "Black Box" solution.

By using a Semantic Model approach on top of the knowledge base we can achieve much better comprehension, while keeping in control of the process.

Conversational AI project playbook

- Start with voice first, where the ROI is the greatest

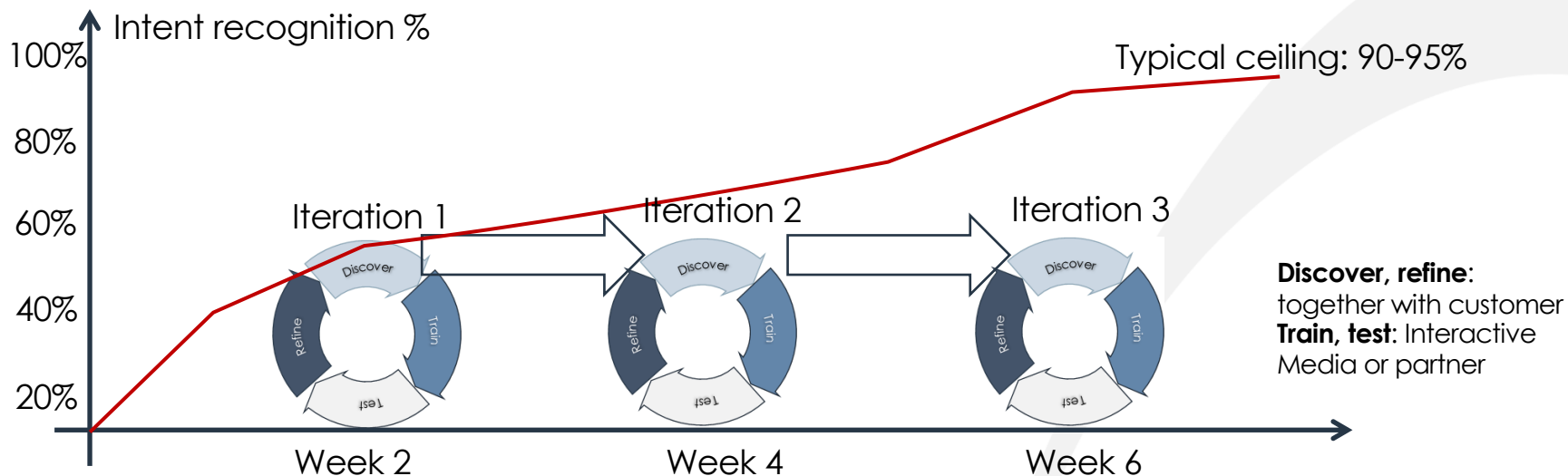


- Identify the most suitable call types and tasks for virtual agents
- Virtual agents can be the front end for all incoming calls to a contact center, or behind an initial IVR selection
- Apply Virtual agents to front end data gathering tasks

Conversational AI implementation path to excellence

An iterative deployment process: discovery, train system, test, refine

Immediate results that are quickly refined and enhanced



Project success depends on understanding and expecting that...

- Deploying conversational AI is new to many organizations
- This is not just a customer service “thing”
- The project will provide opportunities for process improvements
- Iteration is key to success, and ROI
- Deploying and training a Conversational AI virtual agent is just like your live agents, but...

Examples of successful projects



Telco – Mobile Operator

56.6 million subscribers

13 thousand employees

A pioneer in bringing new products and services to Market

A history of innovation: **the first in its market** to launch internet as a prepaid service

Government – Social Services

Provides services to over **40 million** people

24 thousand employees

The Contact Center manages **25 million** voice calls per year



Telco Mobile Operator Use case

- Automate six services: *SIM Card Registration, Address Change, Bills via Email, SIM Card Lock and Unlock, Services Deactivation and Installments Payment*
- Customer previously had human agents servicing all of these – an expensive proposition
- The virtual agents understands names, addresses, emails, birthdates and social security numbers
- Forwarding the call to a human agent if an issue arises
- **Containment rate: 75%;**
- **Quality improvement:** fewer errors in understanding and filling forms.



900k calls per month; 75% self-service success rate



120 Virtual Agents



Channels: voice, SMS



In production since 2017

Government – Social Services – Use Case

- The IVR had grown bloated with menu options
- Long navigation time, difficulty finding the right item, overall frustration
- Solution dramatically improved the service:
 - Interaction time went from 47 to 22 seconds on average
 - Abandonment rate down from 17% to 6%
- Correct intent recognition and call steering in the 90%'s
- Self-service management of appointments
- Callers satisfaction ratings soared



3M calls per month



240 Virtual Agents



Channels: voice



Status: in production
since 2016

Our strengths

1. A personalized, conversational customer experience
2. Multi-modal - use the best interface for any situation
3. Trainable system – can easily evolve as your needs evolve
4. Open integration - built for integration from the ground up

Pre-integrated with leading vendors

ASR, TTS



Contact Centers



Enterprise Platforms



Let's go to your questions



Interactive Media: <http://imnet.com>, info-web@imnet.com



Thank you

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