

Conversational Automation: 5 Do's and Don'ts for BPO Leaders




Business process outsourcing (BPO) organizations today are at a crossroads. Faced with higher-than-ever consumer expectations and an increasingly competitive digital landscape, many are turning to technology to attract and retain customers remotely. Of the myriad investments fueling this “digital transformation”, one consistently ranks among the top implementations: conversational automation.


Conversational Automation utilizes artificial intelligence (AI) to convert customer voice and text input into data that can then be automatically applied in a variety of applications. This technology can greatly accelerate speed to resolution, eliminating time-consuming data entry tasks while simultaneously improving accuracy. However, even the best solutions are only as good as the strategy behind them. To unlock the full potential of conversational automation—and avoid common pitfalls—BPO leaders should align implementation goals and expectations with a few basic best practices:

Don'ts


Don't Let Innovation Trump Function

 Conversational Automation technology is exciting. However, just because a program has the latest bells and whistles doesn't mean it's right for your organization. When considering an automation solution, start with the use cases that matter most to you. For BPO leaders, consider the areas that will have the biggest impact for your client(s).


Don't "Fire and Forget"

 Conversational Automation isn't a “one-and-done” implementation. As more customers (and agents) engage with the technology, organizations can—and should—use the data gathered from each interaction to make continuous improvements to the overall system.


Don't Neglect Other Channels

 Customers today are engaging with brands across multiple channels. Conversational Automation can streamline every step of the customer journey, capturing crucial information and facilitating next-best actions—whether a customer reaches out on chat, by email or over the phone.

Don't Expect a Replacement

 While Conversational AI is revolutionizing self-service, evidence shows that customers still prefer interacting with people over machines for complex issues. Rather than replacing live agents, or programs like CRM, Conversational Automation augments and optimizes these vital components.

Don't Set Unrealistic Goals

 Every organization is different, and what works for one BPO client might not work as well for another. While it's true that Conversational Automation can optimize key metrics—often significantly—it's important that you align your goals and expectations with your organization. As you learn more during implementation, you can then refine your solution to perform even better.

Augment Agent Capabilities



BPO agents have a lot on their plate—from recording data to troubleshooting to nurturing customer relationships. Conversational Automation unburdens agents by automatically capturing relevant information and providing them with context—whether from previous steps in a customer's journey or during live interactions—so they can focus on what matters: solving customer queries efficiently and empathetically.

Personalize Each Interaction



Beyond merely capturing data, the technology behind Conversational Automation—artificial intelligence—can also create highly personalized customer experiences. By leveraging interaction analytics, an intelligent Conversational Automation platform can tailor a customer's journey to their unique preferences and inclinations.

Minimize After-Call Work



Because Conversational Automation can accurately capture and record verbal (and written) customer data, it can reduce after-call work (ACW) by as much as 72 percent. With call summaries populated automatically—and with fewer errors—agents can resume answering calls faster.

Automate Promise Fulfillment



One of the most common causes of customer dissatisfaction is the lack of a promised follow-up communication or action after the call has ended. By automating promise management, customers can expect timely, post-call updates regarding promises or commitments made by the agent. This improves customer satisfaction while reducing time-consuming manual steps.

Ensure Compliance Management



BPO clients often have strict guidelines for information and disclosure compliance. Conversational Automation can identify where compliance rules should be met and can notify agents when to make important disclosures. It can also accurately record conversations for auditing purposes.

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