

uniphore 

ATTENTION BPO LEADERS:

Conversational Service Automation –
A Single Platform for all Your Contact
Center Automation Needs





EXECUTIVE SUMMARY

Contact Centers around the world have been continuously trying to catch-up with an ever-changing landscape of customer expectations. The internet has not only made the customers more demanding, but it has truly empowered them. No other industry had to evolve so much in so little time as the Business Process Outsourcing had to evolve.

The growing number of customer communication channels, a world centered around social media and mobile apps, the challenges posed by the millennial customers, all these factors are leading to a sea change in the Business Process Outsourcing industry. The Contact Center is positioned at the crossroads of customers, channels and employees and it has single-handedly led the evolution of customer service for a long time now.

Today we can see a wide range of technologies working together in the Contact Centers. These could be workflow technology, automation, analytics, bots, authentication – all with the single aim of improving the customer experience. Artificial Intelligence has recently burst into the scene like a ray of hope for BPOs who have been unsuccessfully struggling with bad customer reviews, lost business opportunities, burgeoning costs, broken processes, and overworked employees.

WHY THE BPO INDUSTRY NEEDS A MAJOR OVERHAUL?

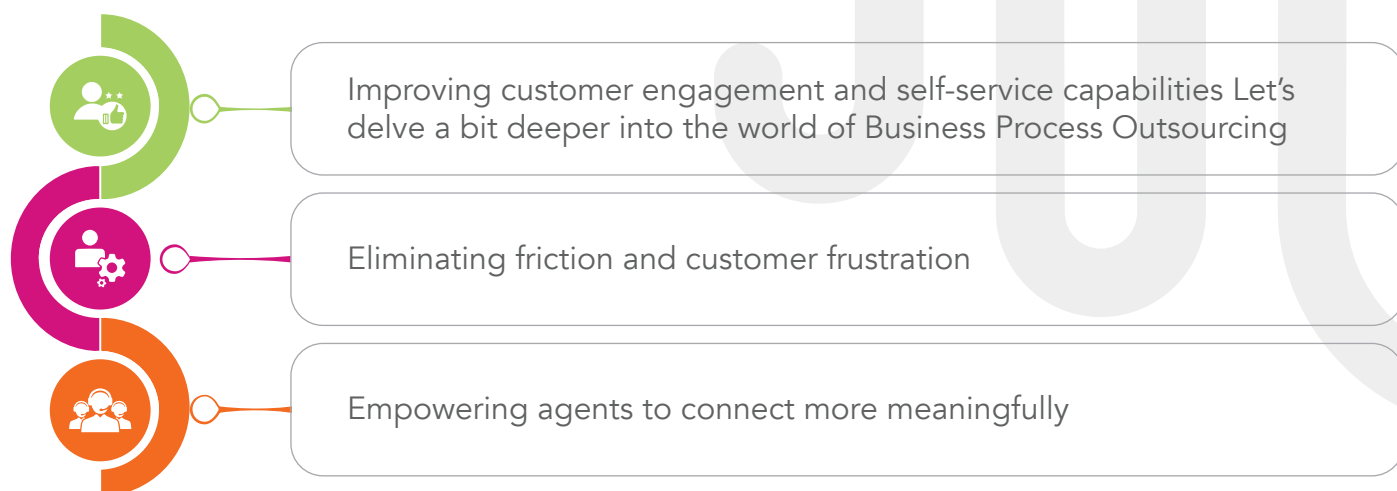
We all have faced immense miseries making ourselves heard to the customer service of a brand thanks to the BPO industry's inadequacies. How often has it happened to you that you wanted to resolve an urgent issue with a product or a service and you had to navigate through an unempathetic IVR, then having to be on hold for at least 5 minutes, having to give your details, be vocal about the problems related to the product/service only to be told by the customer care agent to be patient while he transfers you to the concerned department. You are again put on hold for a good 5 minutes and then just when you thought your predicament was over, you realize that you have to repeat yourself all over again starting from your customer ID to the problem that you are facing.

"Companies that excel at the customer experience drive revenues 4% to 8% higher than those of their market – Bain & Company"

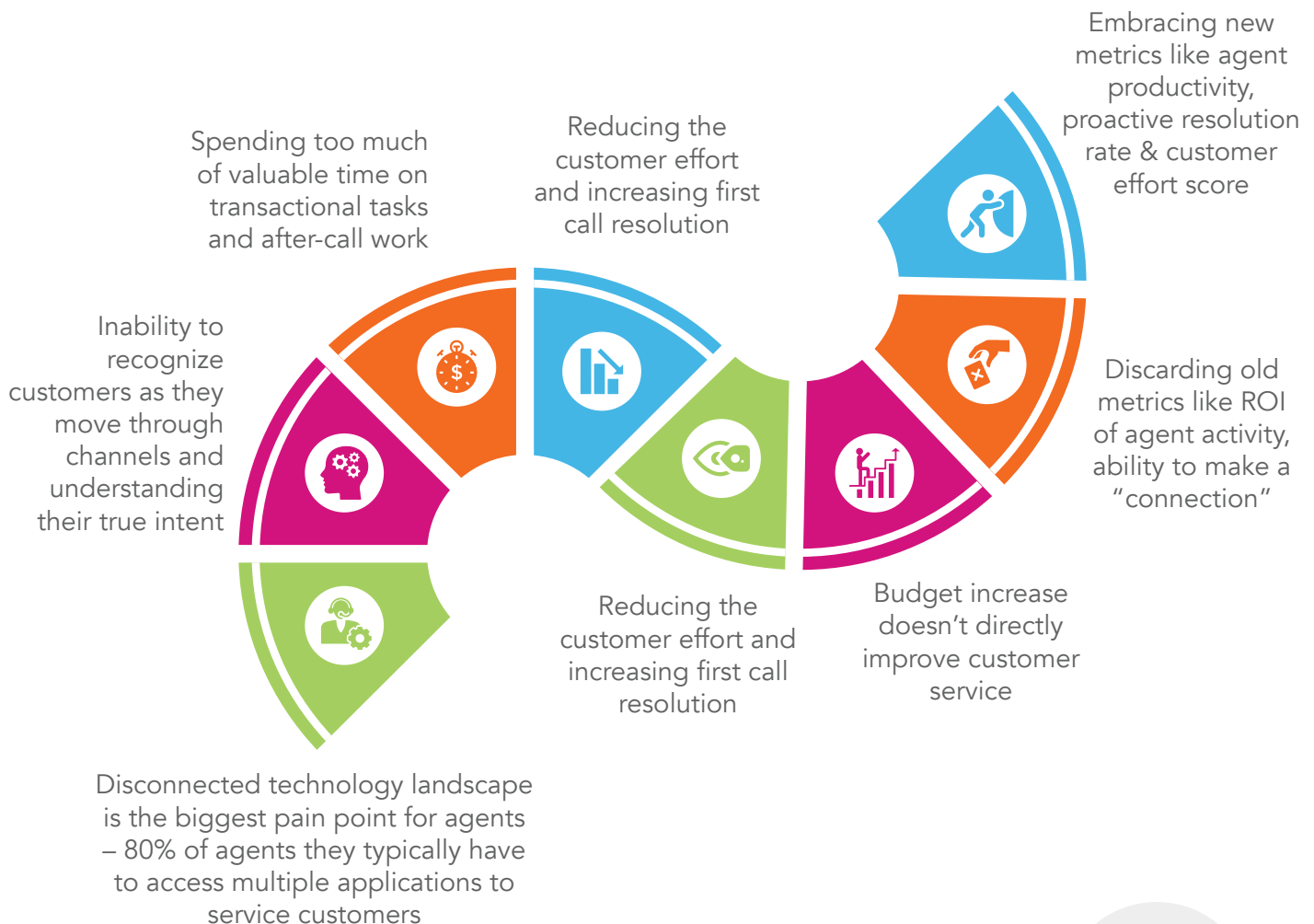
Well, this is a common occurrence with most brands and even the best brands around the world fail miserably when it comes to servicing their customers. Welcome to the world of the BPO industry. Well, now it seems there are huge disruptions happening in this industry and at the center of it is Artificial Intelligence, Automation, Analytics and Digital Transformation bringing about huge disruptions in the BPO industry.

Let's delve a bit deeper into the world of Business Process Outsourcing.

PRIME FOCUS FOR CONTACT CENTERS INCLUDE:



BUT, SOME OF THE BIGGEST CHALLENGES FOR CONTACT CENTERS ARE:



INTRODUCTION TO CONVERSATIONAL SERVICE AUTOMATION

Now that we are familiar how ill-equipped the BPO industry is when it comes to handling customer issues and customer queries, let's find out the solution to the maladies of Business Process Outsourcing industry.

We know that the new customer is digital native. They've witnessed how AI and speech recognition have come together in consumer products to provide better experiences. And they understand voice is key to efficiency—and technology will deliver it. They've grown up with data bombardment and instant access to information. They demand simplicity, customization, and rapid resolution without effort.

"Increasing customer retention rates by 5% increases profits by 25% to 95% – Harvard Business Review"

Conversational Service Automation is an AI-powered platform to take care of all your Contact Center front-office needs. The unique platform seamlessly combines the power of voice, AI, machine learning and Robotic Process Automation to truly hear what the customer service agents are missing in the first place. The AI-powered digital agents will be working alongside call-center humans to radically boost productivity and customer experience.

This is the start of a new age of evolving human-technology partnership, made possible by the power of Conversational Service Automation. This radical shift showcases the power of tools and technologies moving from "obedient servants" to "creative collaborators". Conversational Service Automation (CSA) is how enterprises deliver transformational customer service experiences.

CONVERSATIONAL SERVICE AUTOMATION CAN HELP CONTACT CENTERS IN:



Agent training/retention

Talk about the importance of training and retaining the agents by deploying the power of artificial intelligence and automation technologies. Training the agents takes a huge toll on the Contact Center industry thanks to the need to equip the agents with the requisite skills. Again, the A-based machine can come to the rescue with the ability to course correct the agent, provide tips and ideas to improve the engagement with the customer. The agent progress can be monitored, measured and calibrated to ensure all the quality benchmarks are met. When speaking with a customer the agent can be provided with real-time notifications and alerts based on the customer current condition. All this goes a long way in training and coaching the agents and helping the BPO in reaching its business goals.

"One-third of consumers say they would consider switching companies after just one instance of bad customer service – American Express"



Reducing costs

Cost reduction is one of the primary goals of any Contact Center process. By streamlining the processes and removing the room for any redundancies it is possible to cut costs while maintaining a sterling customer service. Using automation, you can put the brakes on agents having to do all the mundane and repetitive tasks and which is also prone to errors. This results in a marked cost reduction and leaves the agents to focus on things that are more productive and valuable. It is also possible to reduce costs by removing the inefficiencies which are so associated with humans. Machines, once trained, can help to take over most of the human task and in the process reduce a lot of the costs.



Measuring compliance/customer SLAs

Compliance is a big business for most of the Business Process Outsourcing clients serving the industries of banking, insurance, healthcare, among others. There is a need to adhere to compliance and regulation goals because breaching the compliance can lead to hefty fines and license cancellation among other things. The Conversational Service Automation platform plays a pivotal role in ensuring the agents stick to a certain script, mention about the mandatory compliance disclosures among other things. Otherwise the AI-based system will flash real-time alerts so that the agent is notified in a timely fashion.

Most of the Contact Center processes can be improved thanks to the power of Artificial Intelligence and Conversational Service Automation. The agent capabilities can be better utilized with Conversational Service Automation.

HOW CONVERSATIONAL SERVICE AUTOMATION CAN AUGMENT CONTACT CENTER AGENT CAPABILITIES

Let's face it, humans just aren't designed for certain things. Like repetitive process work, time-consuming mundane tasks, real-time multi-tasking, follow-up, even listening. And being human, we are prone to error. Human agents need to focus on tasks only humans can do. Like focusing 100% on the customer conversation, empathizing with them, and efficiently resolving their problem.

All other mundane tasks are handled simultaneously by our digital agents and AI. What this means for call-center agents is that a digital agent on the Conversational Service Automation platform can take over simple transactional conversations which shouldn't require a human agent in the first place.

And yet for more complex and time-consuming conversations assist the human agents towards all mundane, tasks such as looking up information, filling out forms, writing summaries or taking notes, leaving them to doing what they do best - have a great conversation with the customer and solve their issues. Now isn't that a win-win proposition?

"Customers will manage 85% of their relationship with an enterprise without interacting with a human by 2020 - Gartner"

As well as make suggestions during a call, proactively look up information, take actions or create a post-call summary. A powerful Conversational Service Automation platform has the unique ability to listen for language, specific dialects, detect and analyze customer emotion, and predict true intent. All in real-time.

It is also possible that this AI-powered Conversational Service Automation platform lets you uncover trends and insights no one else can.

Like how many customers might churn, buy something new, or display interest in one product over another. While doing this, the same AI is also live monitoring, mentoring and coaching human agents.

CONVERSATIONAL AUTOMATION & ANALYTICS TO HEAR EVERY CONVERSATION IN REAL-TIME

The value of untapped conversational data is massive and is essential to understanding and resolving customer expectations. Conversational Automation & Analytics combines the power of AI and Natural Language Processing technologies to uncover real actionable insights from every customer conversation, generating advanced analytics of customer churn, satisfaction and the likelihood of repeat business. It also optimizes operational efficiency, evaluating contact center agents' performance in real-time, analyzing key metrics such as call volumes, first call resolution and customer sentiment.

Going beyond simply providing descriptive analytics, what it offers is real-time alerts to the agent on whether the customer is primed for up-sell or cross-sell. The conversational analytics solution auto-generates call summarization, automating after-call work. This saves significant time and money with industry average after-call work at 2-3 minutes.

CONVERSATIONAL ASSISTANT TO DO EVERYTHING THAT A HUMAN SHOULDN'T

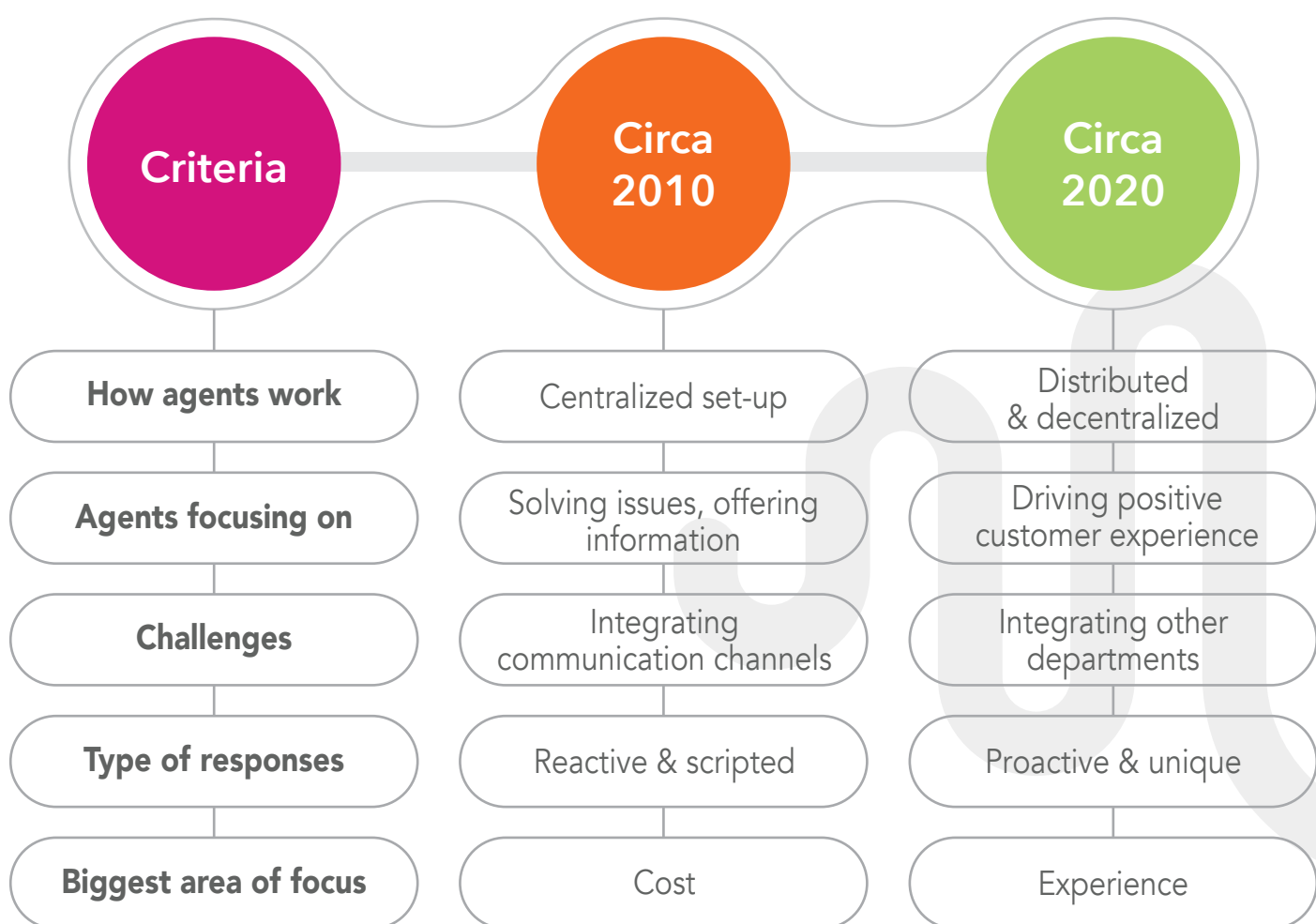
A Conversational Assistant or a digital agent works alongside call-center humans to radically boost productivity and customer experience.

They intervene and handle simple transactional conversations which shouldn't require a human agent in the first place. They make suggestions during a call, proactively look up information, take actions or create a post-call summary. A powerful automated digital agent resolves issues in real-time, with the capability to seamlessly hand back to a human at any time.

Conversation is the new consumer interface. And people need the freedom of choice to have a customer service conversation with a brand. The digital agents are agnostic to the channel customers elect to interact on: it could be started through chat, then continue on a website, Alexa or a call center. Regardless, a good digital agent manages that complexity and the experience is seamless across mediums.

"91% of customers who are unhappy with a brand will just leave without complaining – Kolsky"

EVOLUTION OF CONTACT CENTERS IN 2020 AND BEYOND...



Contact Centers will start moving beyond the omnichannel experience to seamlessly becoming a hub for customer interactions in the enterprise by as early as 2020. We can expect to see social media being fully integrated into the Contact Center thus making it possible to leverage the true value of one-on-one interactions between the customers and the brand. When the Contact Centers become experience and interaction hubs it is possible to take responsibility for customer communications holistically.

The communication with the customer will have to be delivered in the channel that is most appropriate to them. This could be using a language that they prefer. We will see the evolution of IVR calls to route natural speech commands and real-time speech translation. This will support the agents to respond to the customers in their preferred language. The entire goal and the metrics involved to measure the success of the customer service agent will be based on how easy he makes it for the customer.

When it comes to personalization it will not be just about offering products or services as per the customer's requirements but also about agents becoming a known and trusted individual for the customer rather than a scripted and anonymous representative. Depending on customer's context, the way the service is provided will also change.

Technology should adapt to humans. Not the other way around. Conversational Service Automation isn't taking away human jobs. It's about freeing up humans for tasks meant for humans only, so they become smarter knowledge workers. On the contrary it can create a new set of jobs that is needed to service the digitally empowered new customer cohort.

All other tasks are automated by the AI and digital agents. Efficient. Enlightening. Error-free!

ABOUT UNIPHORE

Uniphore is the global leader in Conversational Service Automation with offices in the U.S., India and Asia. The Company's vision is to disrupt an outdated customer service model by bridging the gap between human and machine using voice, AI and automation. So that every voice, on every call, is truly heard.

Uniphore enables businesses globally to deliver transformational customer service by providing an automation platform where digital agents take over transactional conversations from humans, coach agents during calls, and accurately predict language, emotion and intent. All in real-time. Conversational Automation & Analytics, Conversational Assistant and Conversational Security elevate how enterprises support and engage their customers, build loyalty and realize efficiencies.

For more information on how Uniphore delivers business value using Conversational Service Automation technologies, please visit **www.uniphore.com**

