

Conversational Automation and Robotic Process Automation



A Match Made in Contact Center Heaven

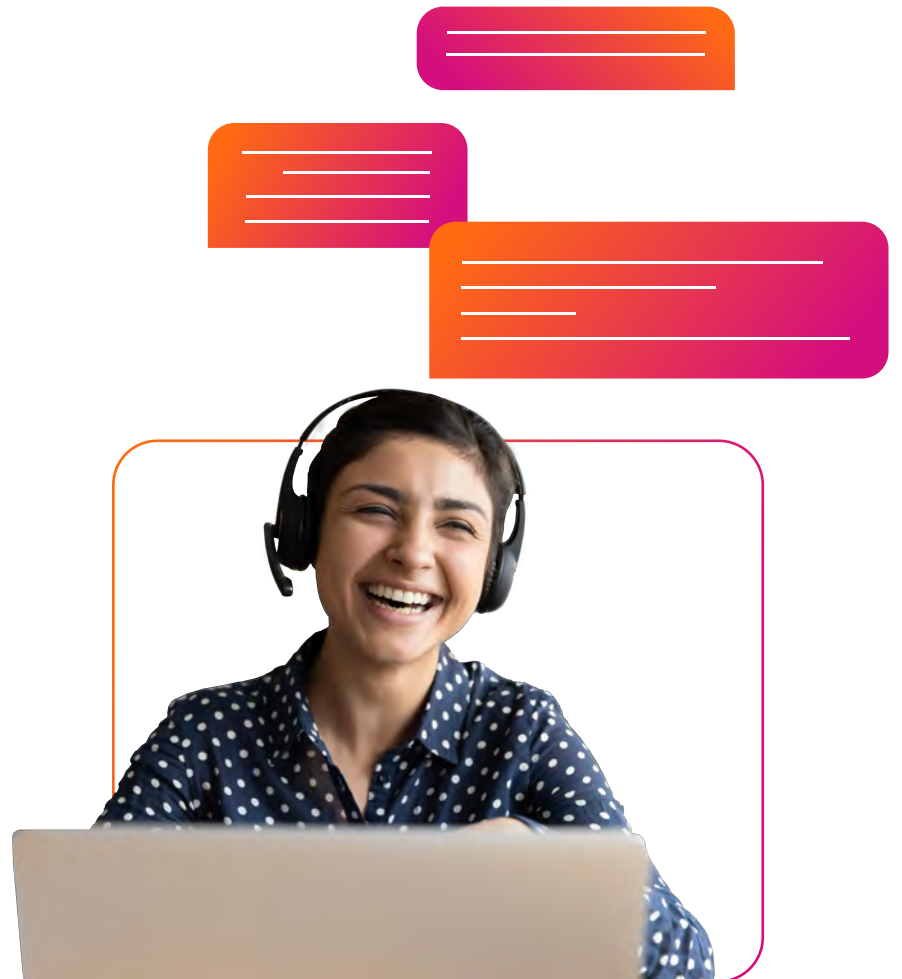


Executive Summary

It is the sign of the changing times, and a couple of things have changed; First, customer experience will be the biggest brand differentiator ahead of product and pricing. Second, a majority of the customer conversations with a brand will happen via virtual assistants or chatbots. This puts contact centers in the limelight as the torchbearers of a brand's customer service.

All this calls for urgent and transformative overhaul of the contact center space. So contact centers as we know it are dead. Long live the contact centers. What we need are experience centers wherein the back-end is driven by Robotic Process Automation (RPA) and the front-end is powered by a conversational AI platform called Conversational Automation.

Conversational Automation is a fledgling technology, a platform and a brand-new experience centered around giving customers their voice back. So powered by the human voice, Conversational Automation is going to revolutionize the contact center space and will work in tandem with RPA to create the experience centers of tomorrow.



Evolution of Contact Centers is Imminent

On a typical day a certain large global bank gets hundreds of requests for new account opening from scores of countries that it is servicing. Deploying humans to help customers, spread across linguistically diverse geographies to open bank accounts is prone to errors, time-consuming and a very costly proposition for the bank. This is where the bank decided to implement a clever combination of RPA and Conversational Automation for all new account openings.

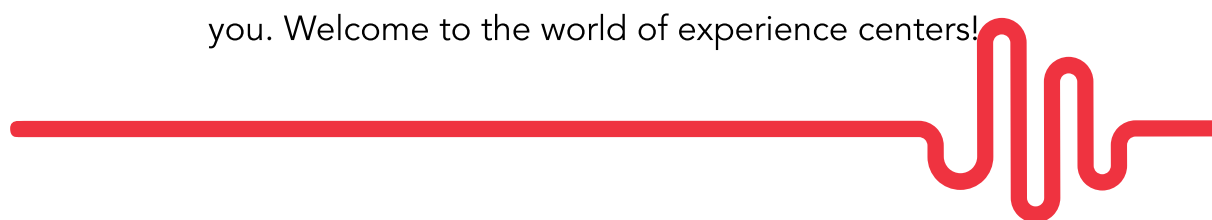
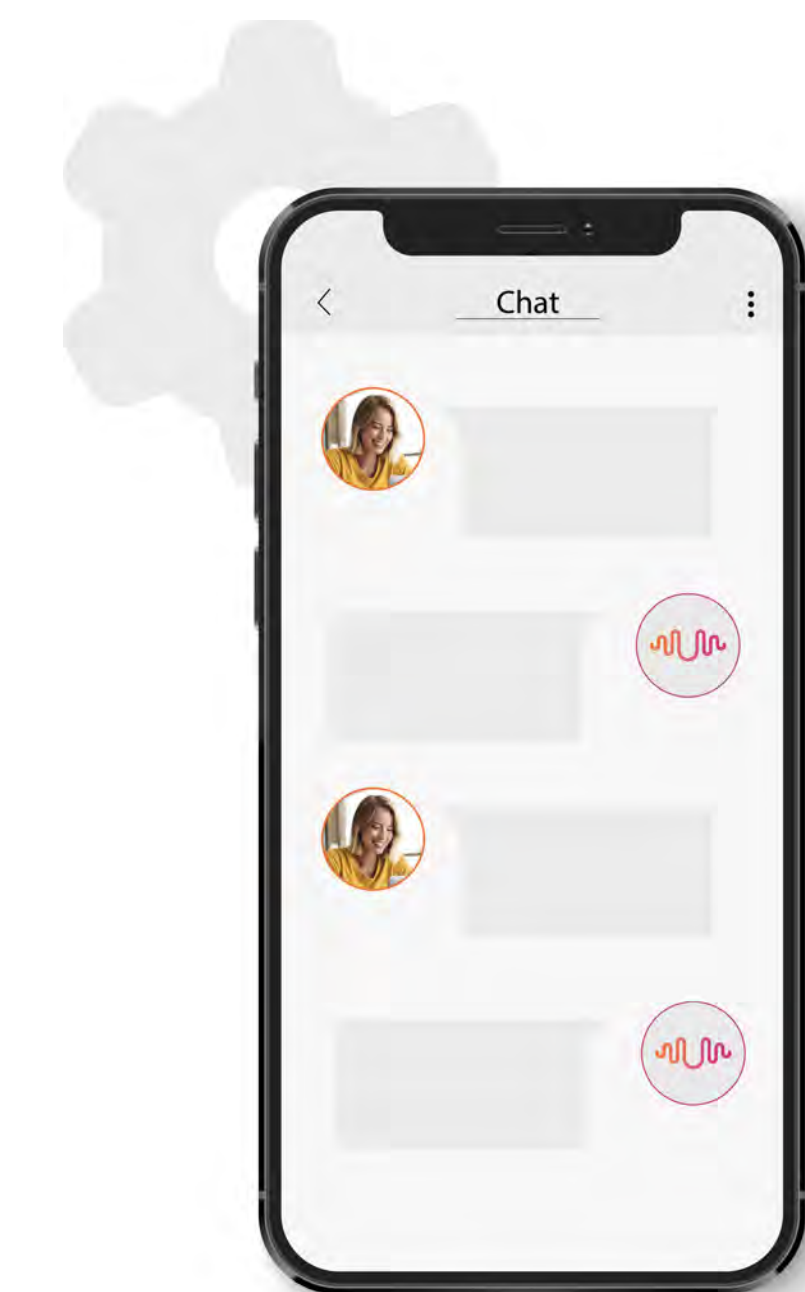
How this works is simple. The Service Automation powered chatbot first interacts with the prospective customer;

- Understands their intent to open a bank account
- Gathers all the requisite information
- Informs the customer to have all the needed documents ready
- Gives some important instructions and then sets the ball rolling

Next, the RPA at the back end gets triggered. It diligently;

- Gathers all the data that the customer has input
- Does the paperwork and uploads the completed form to the requisite portal
- Connects with multiple digital systems
- Does some number crunching
- Takes some important decisions based on the customer data
- The chatbot again connects with the customer
- Gives the information on the new account opening
- Resolves any queries that the customer might have and finally ensures the customer is fully satisfied.

Now, that is the combined power of Conversational Automation and Robotic Process Automation for you. Welcome to the world of experience centers!





Understanding Robotic Process Automation

Robotic Process Automation is the technology that emulates human actions of interacting with digital systems for executing a business process. We can consider RPA as a type of business process automation that is based on the metaphorical software bots. The RPA bots basically develop a list of actions by watching the humans perform the task within the Graphical User Interface (GUI) of the application. It then automates the task and then can repeatedly perform the tasks directly in the GUI. RPA bots can also interpret the results, trigger timely responses and also successfully communicate with other digital systems to perform a huge variety of repetitive tasks. All this helps to save a substantial amount of money, reduce errors, speed up the process and improve the overall efficiency and productivity associated with the business tasks.

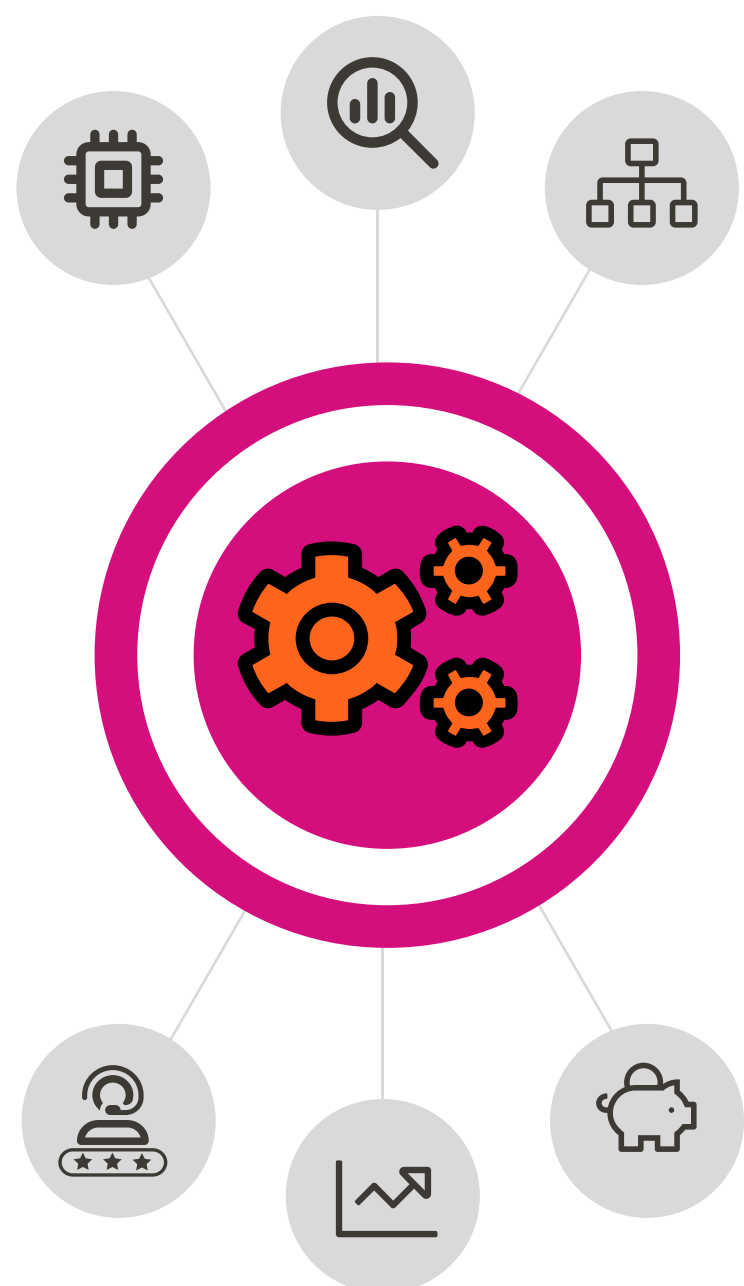
They interpret, trigger responses and communicate with other systems in order to perform on a vast variety of repetitive tasks. Only substantially better: an RPA software robot never sleeps and makes zero mistakes.

Shortcomings of Robotic Process Automation

The biggest problems with most of the enterprises today is the fact that most of them are running their processes the same way that they did more than two decades ago. Even Robotic Process Automation is not a new technology. It has been around for a long time now with lot of improvements coming in recently. RPA has been doing a great job at moving data around the enterprise at faster speeds and with reduced manual intervention. But in the last couple of years, the way digital enterprises are doing business has fundamentally changed.

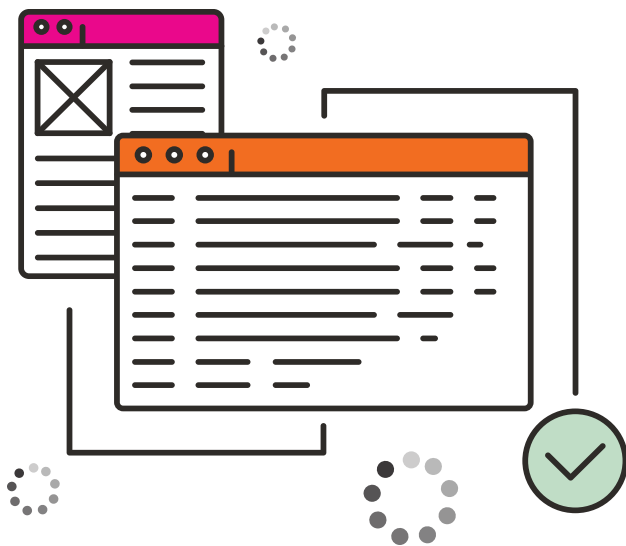
The reason for this radical change is application of Artificial Intelligence and Machine Learning capabilities in diverse business operations from Human Resources, Marketing, Operations and last but not the least to Customer Service. It is in this light we will discuss how Artificial Intelligence, Conversational AI to be more specific, can help RPA to rise to the next level.

RPA is more suited towards tasks that are high-volume and are repetitive in nature. There might be a lot of processes that can benefit from automation, but RPA needs certain criteria to be fulfilled before it can be automated. The processes have to be rules-based, less prone to change and industry-wide processes rather than company-specific processes. Thus, there is a need to have integrated automation.



What is Integrated Automation?

One of the biggest concerns of RPA in the Contact Centers is that it automates the tasks in a piecemeal fashion. But today's tasks are anything but piecemeal. Getting rid of the siloed approach in business processes is one of the biggest challenges most senior executives face in any enterprise. Most of the enterprises are still experimenting with small RPA projects and trying to apply it to broken and siloed processes. This is where integrated automation powered by Artificial Intelligence can come into the picture.



Integrated automation has the following salient features:



A central unifying purpose for adoption



A broad change management program in place



Intent to shift the focus to a hybrid workforce

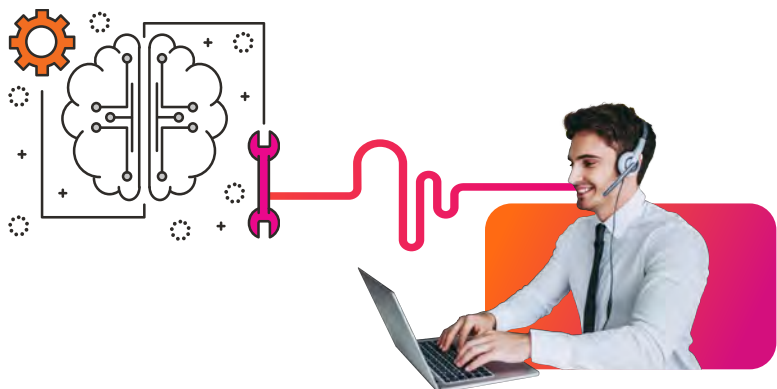


Trifecta of Automation, Analytics and Artificial Intelligence

Bridging the Gap between RPA and Integrated automation

There is a huge gap between the automation solutions provided by contact center infrastructure providers and RPA providers who are focused on back office automation. The time has come to bridge this gap by an end to end intelligent automation platform focused on contact center needs which also connects the dots between front office and back office and makes it a seamless process of information flow. The solution should enable real time listening of conversations across channels and then convert them into automated real time actions using an AI enabled intelligent platform that is continuously self-learning.

This helps reduce work pressure on call center agents, improve accuracy of information dispensed, provide data points for real-time decision making to call center managers and more importantly reduce customer stress and effort in dealing with brands.



Augmenting RPA with Conversational Automation in Contact Centers

Conversational Automation is about enabling front office automation in contact centers. Consider this scenario. A customer starts a conversation with a chatbot or a voice bot for quick self-service. The bot is able to provide some quick and valuable updates. The voice bot accesses data on the customer’s previous interactions, collects customer inputs via an easy voice interface and completes the transaction. If the conversation gets more complex, the voice bot politely hands the call to a human agent via a live transfer. The agent is assisted through real-time analytics and chat transcripts. The human agent again assisted by behavioral coaching is able to make an attractive next best offer which the customer gladly accepts.

The analytics layer then identifies an RPA bot to process the order immediately and the agent informs the customer in real-time that the order has been processed. The underlying platform automates After-Call-Work (ACW), creates a call summary, captures customer sentiment as positive, and updates the call summary and call disposition to the backend CRM system. It is automation backed by real time analytics that enables enterprises to expediently deliver personalized and seamless customer service experience.


Enriching Customer Interactions with Conversational Automation & RPA

When Conversational Automation works in tandem with RPA it is a win-win situation. It no more is about deriving information from ticketing but advancing the customer and employee experience in the enterprise. By using a conversation-driven approach to business process, we can successfully marry the capabilities of Conversational AI and RPA. Thus you can personally address the customer needs, predict their future needs and prescribe solutions all thanks to the power of conversational AI. Business process that are repetitive and are time-intensive can be automated using RPA to reduce the overall operational costs and improve customer experience.


Thus, when Conversational Automation works with RPA you can successfully understand the customer conversations, look at their previous interactions and draw conclusions based on historical findings and automate resolutions to greatly enhance customer and employee engagement. This is like taking RPA to the next orbit from just screen scraping off a customer ticket.

What is Conversational Automation?


Conversational Automation uses conversational AI, RPA, and workflow automation to bridge humans and machines, and back office and front office operations throughout the customer conversation across digital and voice channels.

**SELF SERVICE**

First, Conversational Automation helps drive effective conversational experiences and increases self-service and automation rates using chatbots and voicebots or speechbots. Using unattended RPA, Conversational Automation further automates front office tasks if required based on the intent of the customer.

**HUMAN-TO-HUMAN**

During a call, Conversational Automation assists the agent with workflow automation, in-call coaching guidance, and predictions for the next best action based on real-time analysis of customer emotion, sentiment, and intent. Attended RPA augments and automates back-office tasks initiated by the agent.

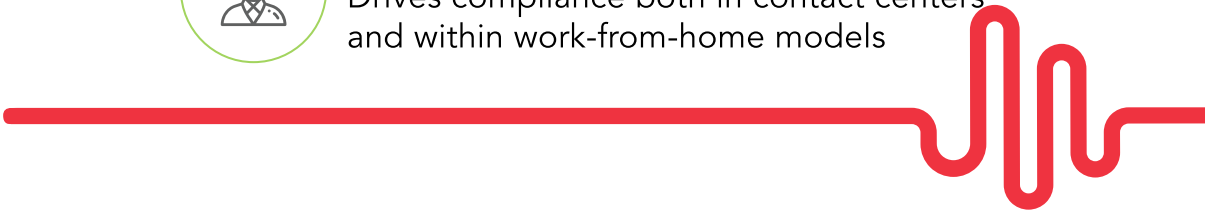
**POST-CALL**

After the call, it automates the after-call work summary for the agent and uses post-call analytics to surface emerging trends and friction points to inform planning and operational improvements.

How is Conversational Automation Different?

Conversational Automation is the only platform that addresses the entire conversational experience for both customers and agents, using conversational AI, RPA, and workflow automation to drive demonstrable and sustainable business value across many areas, including:

- **REVENUE**
- Drives increased revenue with AI-powered recommendations for upsell/cross-sell opportunities
- **CUSTOMER EXPERIENCE**
- Improves time to resolution, customer satisfaction, and loyalty
- **AGENT EXPERIENCE**
- Increases employee satisfaction and retention, accelerates agent onboarding, improves training, and enhances quality
- **OPERATIONAL COST**
- Reduces agent churn, reduces average handle time, improves agent productivity, and reduces call volume
- **SECURITY AND COMPLIANCE**
- Drives compliance both in contact centers and within work-from-home models

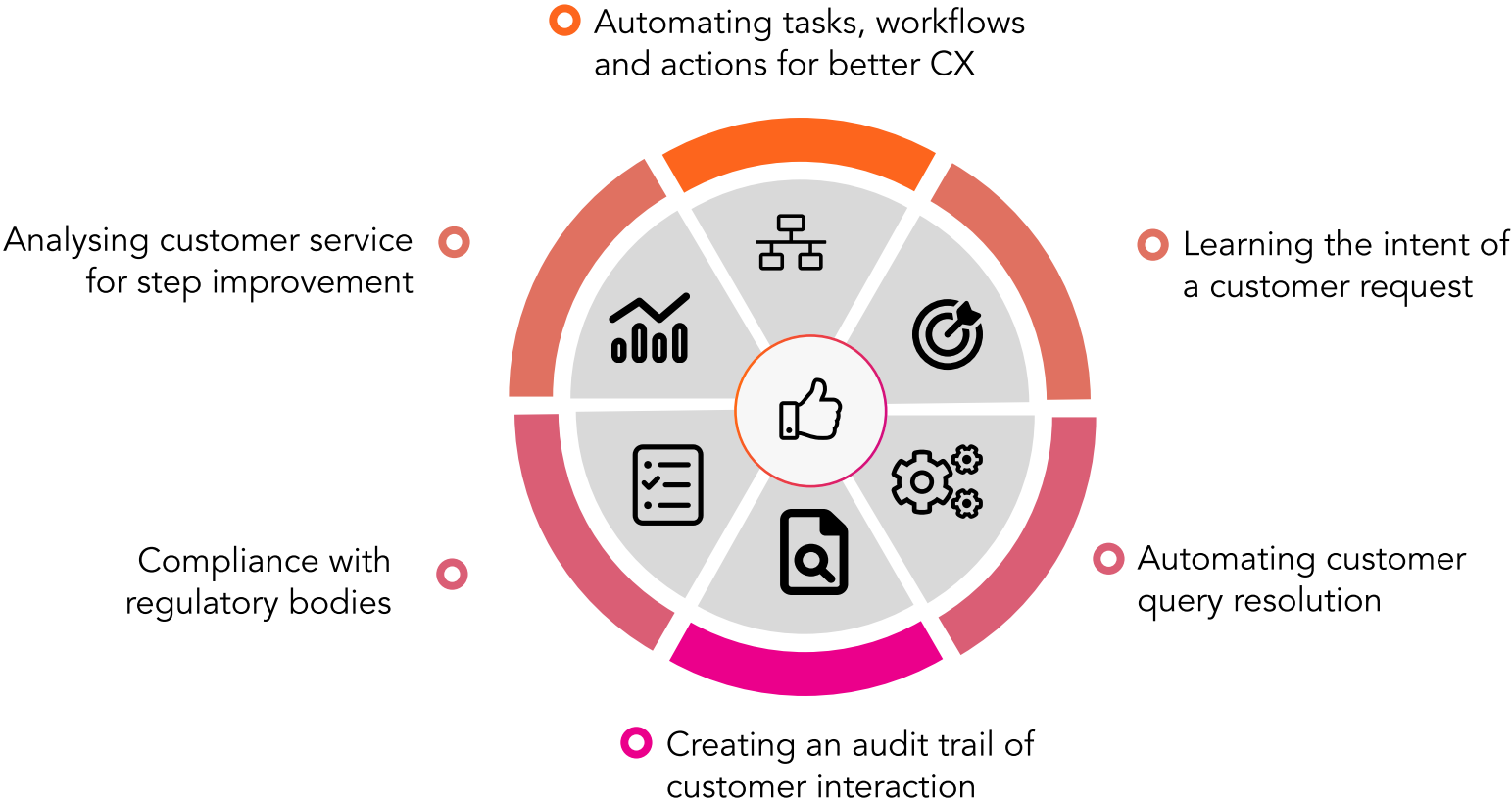


Conversational RPA can address Major Business Challenges

In today's world of information overload and unending customer demands, businesses can sometimes find themselves in a quandary. This added with a lack of automation in tasks accompanied by a shortage of learning can soon spiral out of control. This has a direct consequence of long resolution times, repetitive often disjointed tasks and manual triage. This can swiftly lead to unsatisfactory customer experiences.

Conversational RPA does have the twin power of Conversational Automation and Robotic Process Automation. When done right this dual power can help solve a lot of the complex challenges facing customer service in the contact centers.

“According to Gartner, “By 2022, 70% of white-collar workers will interact with conversational platforms on a daily basis.”



Connecting Front and Back Offices seamlessly

There has been a long demand to seamlessly integrate the front and the back offices for a great customer experience. Conversational Automation and RPA can together work to fulfill that promise. Chatbots and other customer-facing conversational AI tools have been at the forefront of customer experience transformation efforts. They directly interact with customer requests, gather details, search for information, perform the request operations and provide desired results. These capabilities are directly provided by Conversational Automation that includes using natural language process, predicting the customer intent, managing customer conversations and generating the desired responses.

Now, based on the customer intent, the Conversational AI tool may need to access a variety of enterprise systems like CRM, help desk, billing, inventory, service provisioning, order entry, CRM and so and so forth. Now this is where the RPA bot makes its presence felt. It is adept at navigating difficult-to-access enterprise systems without the need to access each systems API. Thus, the circle of customer service is complete thanks to the Front-end power of Conversational Automation and the Back-end power of Robotic Process Automation.



About Uniphore

Uniphore is the global leader in Conversational Automation. Every day, billions of conversations take place across industries—customer service, sales, HR, education, and more. Whether they are human-to-human, human-to-machine, or machine-to-machine, conversations are at the heart of everything we do, and the new currency of the enterprise.

At Uniphore, we believe that companies that best understand and take action on those conversations will win. We have built the most comprehensive and powerful platform that combines conversational AI, computer vision, emotion, and tonal analysis, workflow automation, and RPA (robotic process automation) with business-user-friendly UX in a single integrated platform to transform and democratize customer experiences across industries.

