

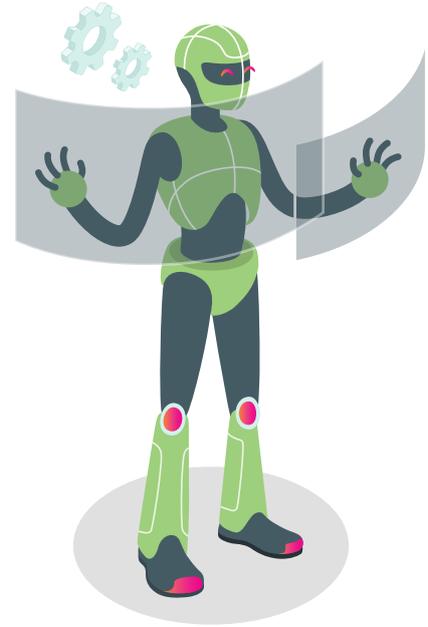
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# How to Transform Your Overloaded Contact Center



## Executive Summary

In uncertain times like these, organizations have to deal with multiple challenges concerning employee health, government-mandated shutdowns, costs spiraling out of control, and the need to scale up resources effectively. And at the center of these challenges is the need for organizations to balance processing call volume quickly with commitment to care for their customers. Organizations need to assuage customer fears, understand their concerns, and ensure they get the best experience in this difficult time. There's a fine line that needs to be treaded using technology to speed resolution and make sure customers feel they are being heard and that they are a priority. Successfully walking this line relies on an organization's ability to deliver personalized customer experience.



## Understanding contact center spikes

Due to the uncertainties surrounding our normal way of life and the global economy in general, we are seeing contact centers having to deal with spikes in call volumes. Contact centers being the place where the rubber meets the road when it comes to customer service, we are going to see more of such spikes. In an age where there is information overload in practically every industry, the customer service industry is no exception. Most of the contact centers that suffer from data overload heavily depend on analysts to crunch the numbers and convert it into meaning insights on dashboards.

### Chief reasons for overloaded contact centers in these uncertain times include:

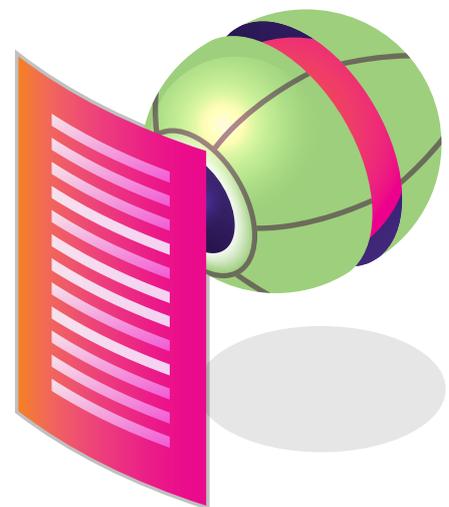
-  Inability to physically send workers to customer's place as a result of restrictions placed
-  Customers feeling jittery looking to assuage their anxieties due to all the uncertainties
-  Companies going into virtual lockdown are hampering customer relations and services

When you have contact center spikes which go unattended, it eventually leads to losses in revenue and dissatisfied set of customers. Thus, businesses can't leave customer experience to chance. The only way out is to prepare better for contact center spikes and act accordingly.

There are seasonal spikes and then there are unforeseen spikes. Spikes do pose a grave challenge to most contact centers if not handled the right way.

Predicting the call volume accurately helps to best utilize the scarce human resource in the most optimal way.

Nobody can predict when the next crisis or disaster can strike. We are already in the midst of a global slowdown due and contact centers just cannot prepare enough to deal with the surge of calls during this time of crisis. Be it banking enterprises, telecom service providers, ecommerce portals, hospitality chains, healthcare institutions, citizen advisory services or transportation services; we need the business leaders to prepare for these kinds of occurrences and act fast.



# Conversational Service Automation – a helpful way to scale, improve and reduce costs in your contact center

Customer service is reliant on conversations in all their forms, including instant messaging, chat, email, and of course traditional voice calls. Given these huge number of conversations, there is an emerging category of capabilities that has the potential to help automate these services: conversational service automation (CSA). Amid many other uses, CSA can essentially help prioritize and route calls appropriately by recognizing a caller's intent, mood, and sentiment in real time and funnel incoming callers through self-service prompts to get to the right information. These contact center technologies, powered by artificial intelligence (AI) and machine learning (ML), can help organizations get through these difficult times while improving the customer experience.

## So how do you start with AI and automation in contact centers?

So, the first step in dealing with contact center spikes is to get a holistic and unified view of what is happening in your contact center and more importantly trying to understand why are these spikes happening in the first place.

The most important way to deal with sudden, unplanned spikes in contact center calls is to quickly identify why customers are calling. It is like doing a root cause analysis so you can be in a better position to provide the solution quickly.

Conversational Service Automation is an emerging category of solutions that leverages the power of AI and automation to help enterprises deploy heightened automation while saving costs. It achieves that through an intelligent combination in real time of various overlapping categories – conversational analytics, data analytics, voice bots, IVR systems, security, Robotic Process Automation (RPA) and customer feedback history – to drive both automated human to machine conversations, as well as personalized conversations between customers and contact center agents.



### Assess your readiness to handle contact center spikes as below:

- Foremost, gauge the risks involved in not handling these spikes
- Evaluate the hidden capacities that you may have in-house
- Consolidate and augment the on-demand capacity that you possess
- Get a holistic view of what is happening in the contact center
- Estimate the productivity of your workforce and realign their tasks
- View the effort to manage the spikes as an organizational effort
- Identify your unique areas of strength and leverage across problem areas
- Explore data on the operational side, not just direct customer facing

It is also possible to train and onboard new agents within a short period of time thanks to powerful AI and automation tools that can help in contact center agent training and onboarding. You can also pull staff from other departments during the call spike period. Cross-training service representatives is also a good idea to ensure their skills are utilized across different lines of business based on the call volumes.



## Mitigating a contact center spike when 'work from home' is the norm:



Provide all the tools and support that the remote contact center agents require to deal with a call volume spike



Creating customer care hotlines based on specific issues and managing each one of these at a granular level



Bringing in all staff at the customer service level including the quality assurance and monitoring personnel



Leverage analytic tools, better understand why, how, and when customers are contacting you and then test that in small trials

## Implementing automation and cost savings at scale in your contact center

Having an artificial intelligence and automation platform to do all your speech analytics can save you precious time and also it does away with human-related errors. This kind of a powerful conversational analytics solution not only has the drill-down capabilities, but it also offers solutions based on best practices and knowledge bank access. You can go for an intelligent virtual assistant for digital offloading, you can even have an IVR or a self-managed 800 hotline to reduce the burden on your contact center agents. Using an AI-based automation and analytics tool you can reach out to customers without having to directly service them through human interaction.



## Conversational Service Automation can help you handle contact center spikes as below:

- Automate mundane and repetitive tasks so agents can concentrate on empathizing with customers
- Using technology to train agents for better call handling and reducing the average call handle time
- Constant feedback on agent performance and live agent alerts go a long way in improving first call resolution
- Monitor and analyze 100% of the calls to help QA officers to pinpoint the exact reason customers are calling and better equipping the agents with canned solutions
- Offloading routing calls to an Intelligent Virtual Assistant can save both time and money
- Agent assist for faster call resolution times goes a long way in assuaging customer anxieties
- Automating after call work summary in natural language does away with human-related errors and gives agents more time to empathize with customers

- Compliance by redacting Personally Identifiable Info helps to stay in sync with the regulatory authorities
- Agent dashboard monitoring capabilities for efficiency and compliance at every level
- Voice biometrics to ensure compliance and ongoing agent identification process
- Support for remote workers, real-time AI for agent-assist/coaching/automation of tasks is crucial
- Communicate regularly with teams about progress and seek feedback constantly
- Implement a solution that includes automated ways to follow up post contact with customers

Constant monitoring and optimization are crucial. Systems you put in place need to have robust reporting and analysis tools. Seek ongoing feedback not just from machine data but people using the systems. Find out what do agents want/need to be more successful?



Publish or promote key learnings after projects have been completed. The industry will get better as we work together and share learnings. These are some of the ways in which you can successfully handle contact center spikes without affecting the quality of customer service in your contact center thanks to conversational service automation.

## Get started to transform your overloaded contact center now!

Our flagship solutions like auMina™ for conversational automation & analytics and akeira™ as conversational assistant are both built for helping you successfully manage contact center spikes.

auMina™ can be configured both on-premise and on the cloud. Regardless of the configuration, your contact center agents can work remotely and auMina™ will ensure that your agents can work as if they were working out of your office premise. Your agents will receive real-time alerts and notifications, live access to knowledge bank so that their capabilities are augmented when servicing a customer. The supervisors can monitor the agents real-time and intervene in ongoing call, if the need be. The speech analytics capabilities of auMina™ will ensure you will get actionable insights on the customers at all times even though your agents are logging in remotely for work.

The akeira™ conversational assistant product is a truly tried and tested AI chatbot. Regardless of your industry, you can configure and get it up and running in your enterprise within no time. This will help you deflect the FAQs and other simpler queries from your live agents so that you can better handle the spikes in call volumes. You can also better categorize the calls based on their level of difficulty and urgency and then handle it thanks to our conversational assistant tool. This way you can also improve your organizational capabilities and optimize your contact center resources for good.

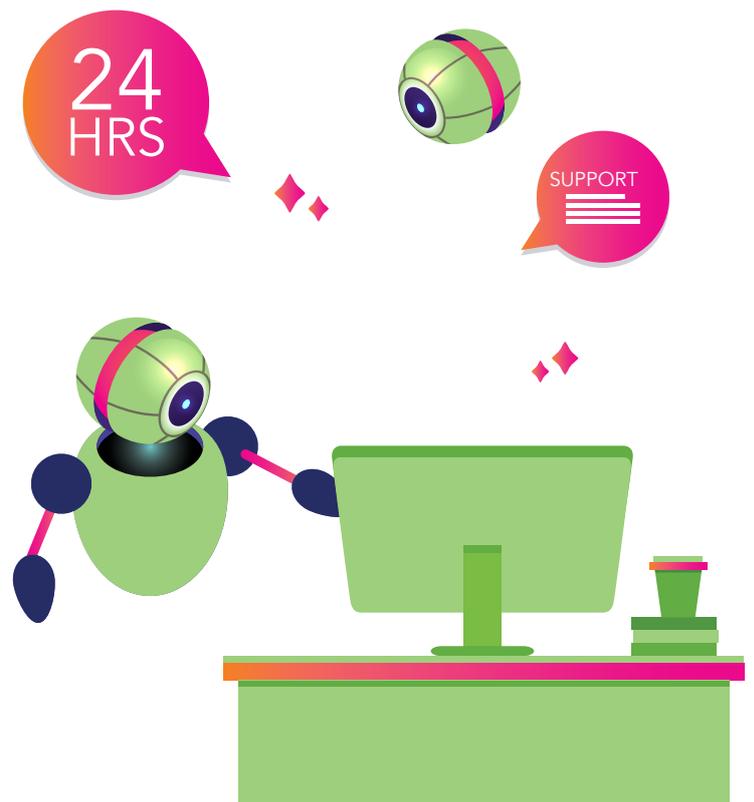
This is the combined power of our Conversational Service Automation platform and we are committed to helping you in these tough times.



## Our commitment to you

We're in this together for the long haul. Already, health experts and world leaders are predicting months of disruptions—if not years. Make sure you provide callers with automated reminders of events or actions they are supposed to take, follow up to ensure resolution, check future needs, and make recommendations for additional actions. Personalizing these interactions with context from previous touchpoints ensures a positive customer experience and builds brand loyalty.

The current upheaval is overwhelming call centers across the globe. Organizations need to deal with the explosion in call volume quickly while addressing customer concerns appropriately. Conversational service automation can identify customer intent and mood and automatically funnel calls through the appropriate channels. Listening to customers and making them feel like they are being listened to will help ease anxieties and help everyone get the information and service they need to get through this crisis.



# 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](http://www.uniphore.com)

