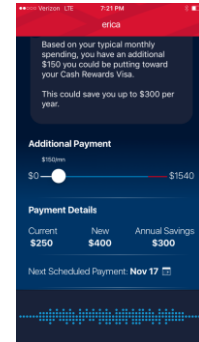
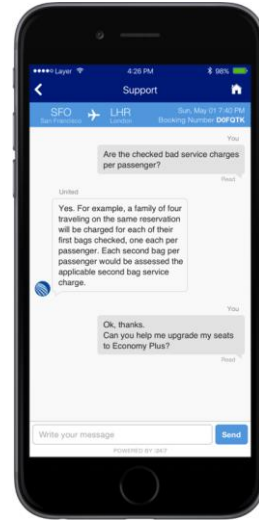
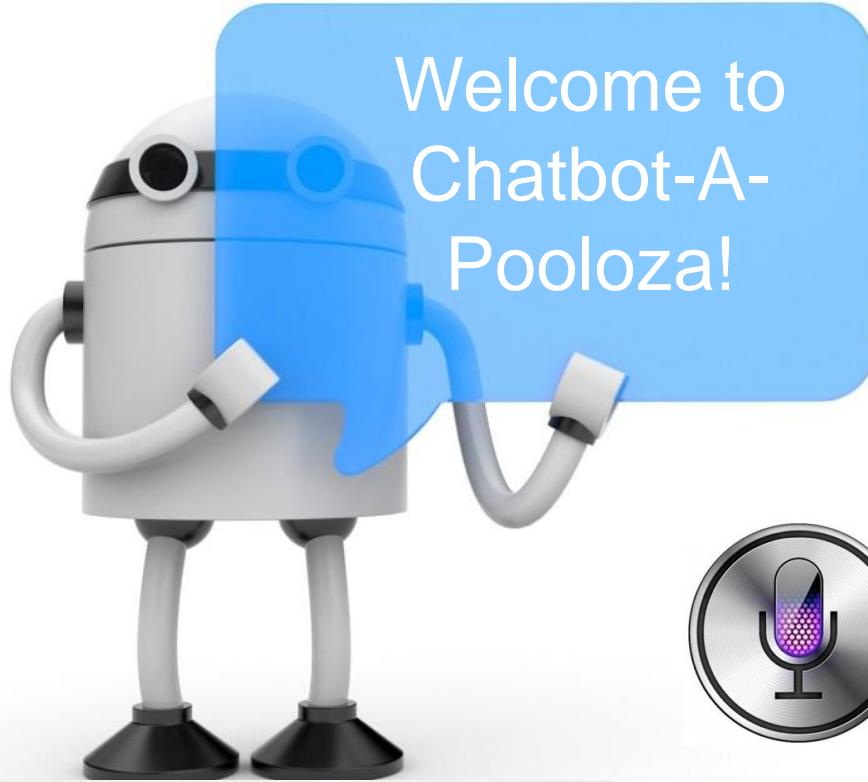
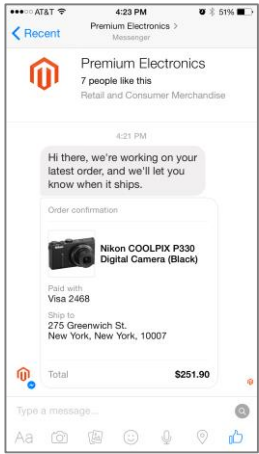


# The Artificially Intelligent Agent

The role of AI and chatbots in customer engagement

**Daniel Hong, David Lloyd, Kathy Brown**

Batteries not included



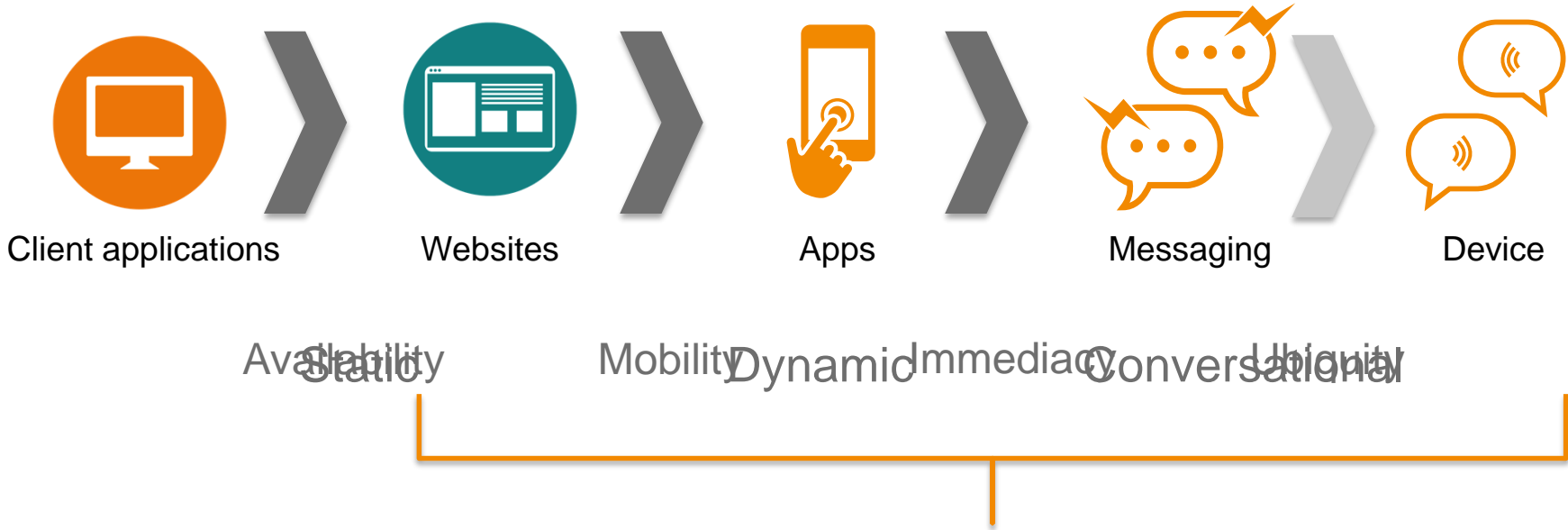
ASSISTANT

Hi, how can I help?



# Why chatbots, why now?

## How customers communicate is changing



# The need for Artificial Intelligence

Problem solving, decision-making, learning, speech recognition, visual perception, and translation

Mass personalization in a one-to-many paradigm

Conversational and cognitive

But wait there's more...

# What are the real business benefits of a bot strategy



## Cost optimization

- Cost reduction through automation
- In-channel agent escalation to web chat
- 1.8 simultaneous chat sessions per agent



## UNCONSTRAINED Voice of the Customer

- Critical customer level data
- Identification of customer friction points
- Deriving competitive insights



## Customer AND agent Experience

- Improved ergonomics for Millennials
- Increase in CSAT / ESAT, NPS and retention
- Preparation for the next wave of “AI-led” experiences

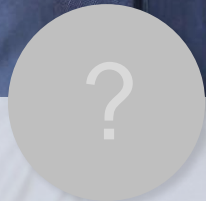
# Most engagement today:

- Generic
- Reactive
- Painful

How can I help you?



Customer Profile



Understand  
Customer Behavior



React to  
Customer  
Action



Anticipate  
Customer Needs



# Some engagement today

- Kinda personalized
- Reactive
- Confirms action

Hi Will, are you contacting about...



Customer Profile



Understand  
Customer Behavior



React to  
Customer  
Action



Anticipate User  
Needs

# Engagement tomorrow:

- Personal
- Anticipatory
- Conversational

Hi Will, I'm sorry to hear about...

I already went ahead and made changes...

This is a better experience for that...



Customer Profile



Understand  
Customer Behavior



React to  
Customer  
Action



Anticipate  
Customer Needs



# Where are chatbots used in the enterprise



## **Customer Engagement**

*Sales*

*Customer service*

*Technical support*



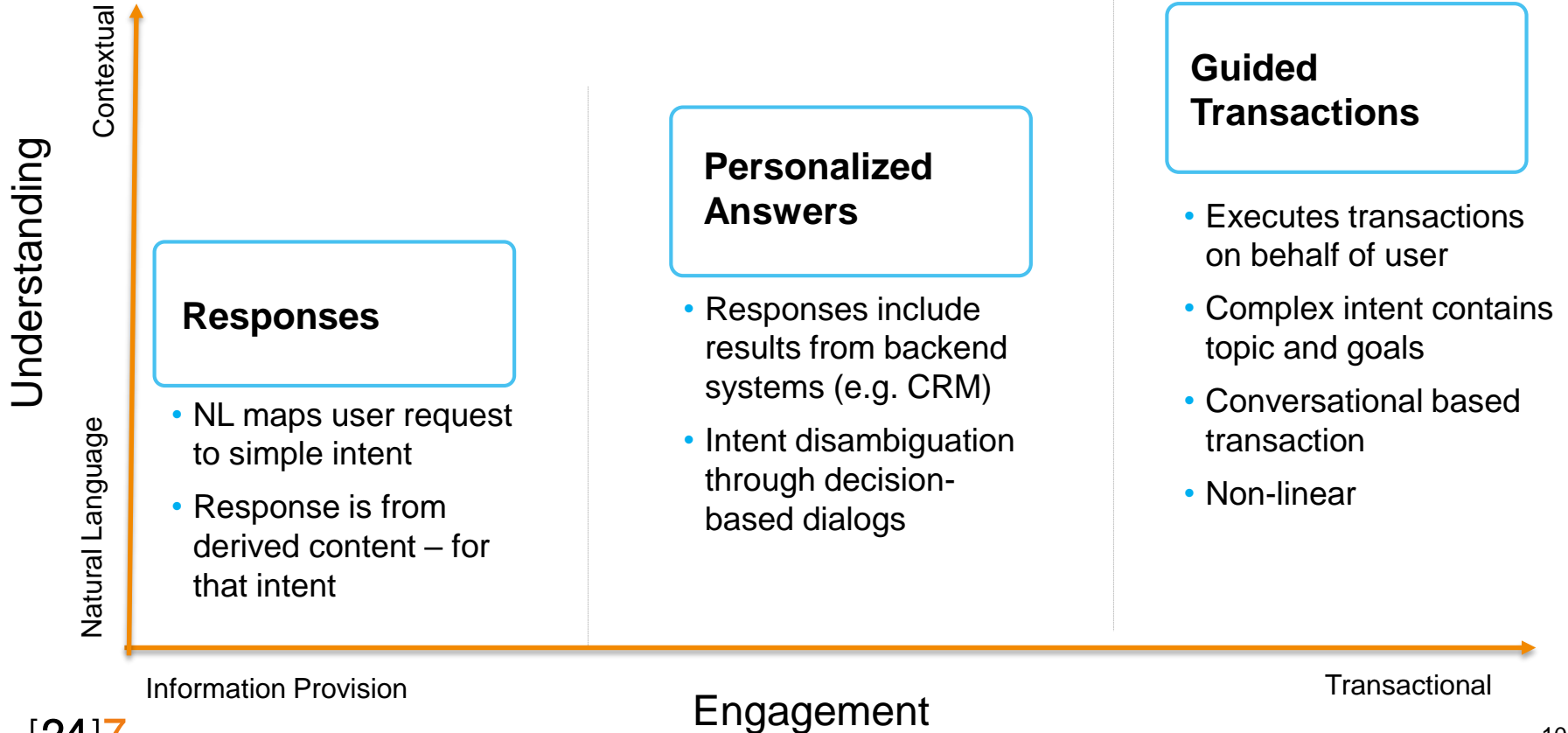
## **Employee Assistance**

*Contact center agents*

*Help desk/tech support*

*Sales*

# The chatbot evolution



How to get there with a customer engagement framework

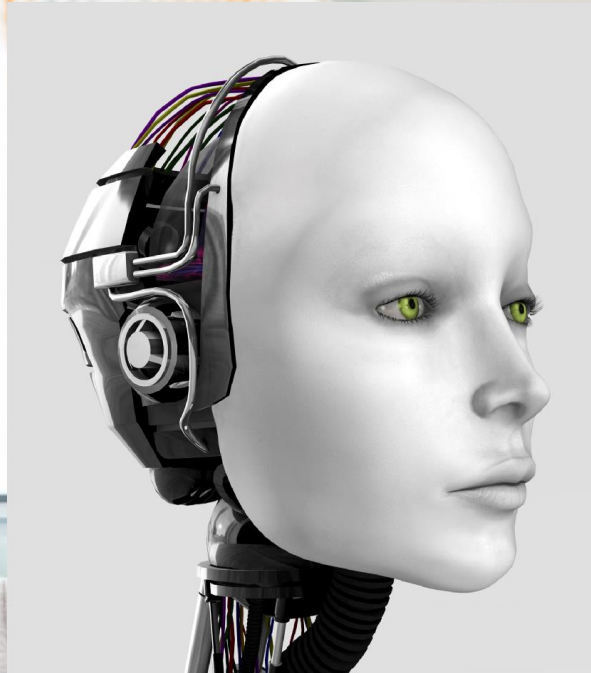
Anticipate  
Simplify  
Learn

# Anticipate

Deriving intent from data, context and natural language



# Why not replicate your best agents?



1.1m agents in North America and Western Europe

...handling over 11.3bn customer interactions this year

# Using data, context, and natural language to understand intent and come to a decision



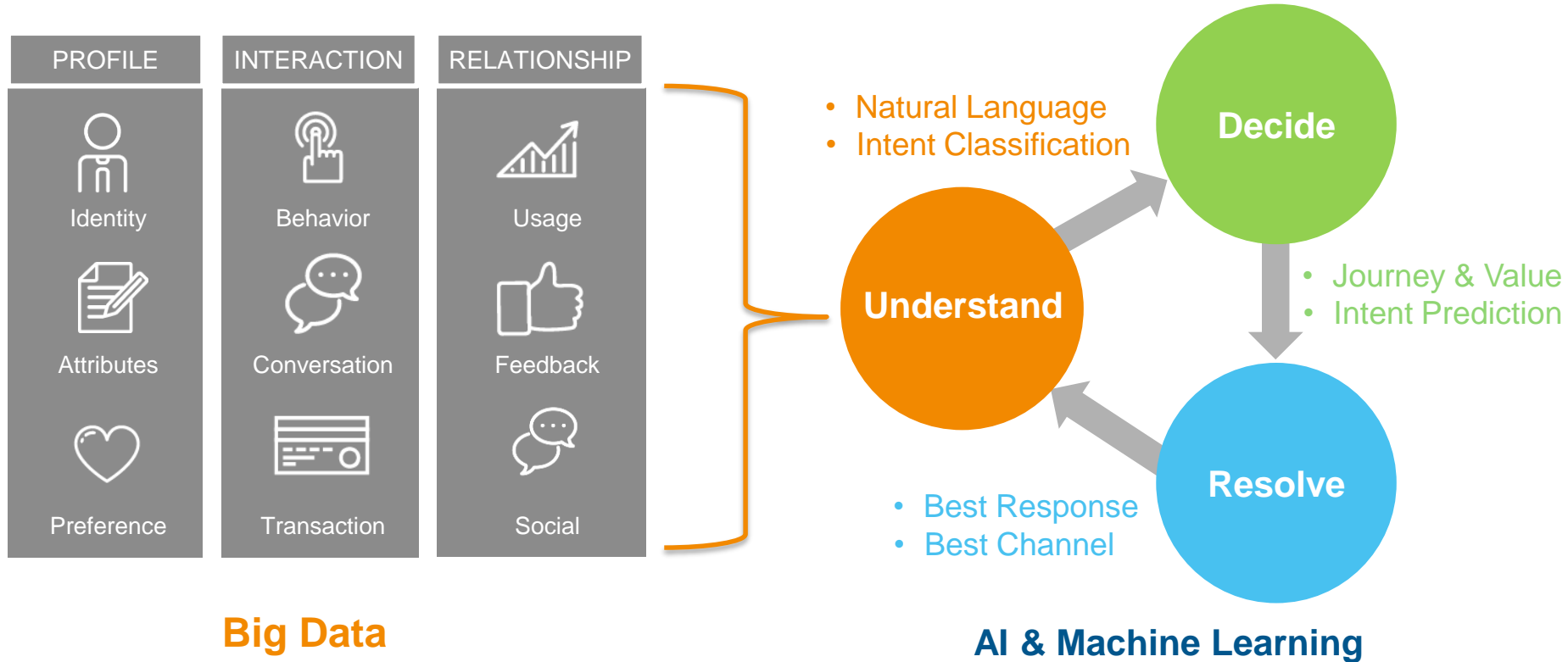
**Big Data**

**AI & Machine Learning**

# Simplify

How to engage with the “best” experience

# Using context, natural language and intent to drive outcomes

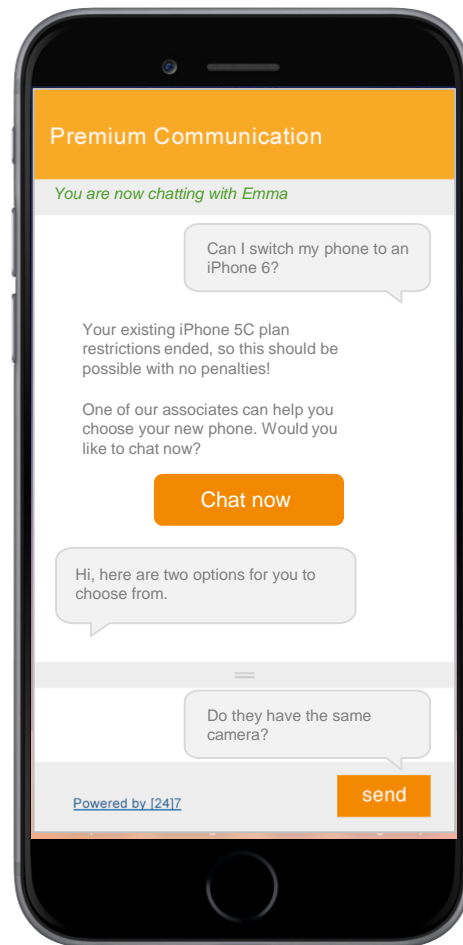




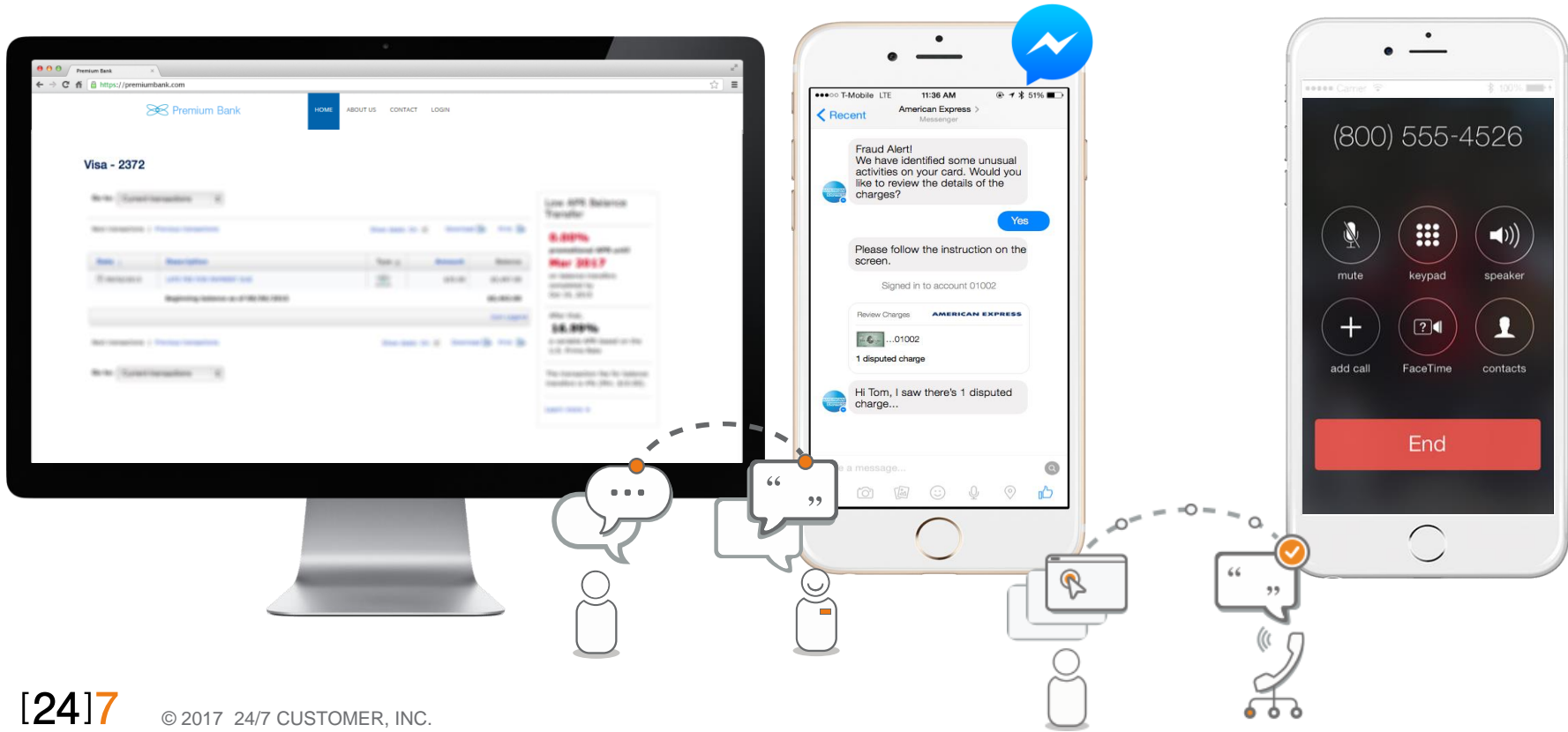
# Best channel treatment

All chatbots should:

- Have an easy agent escalation path to chat
- Remain in the conversation to learn how to solve similar issues in the future
- Be made for multiple channel engagement



# Follow across time and channel with context



# Learn

Using machine learning, analytics, crowdsourcing

**JUST SET IT**



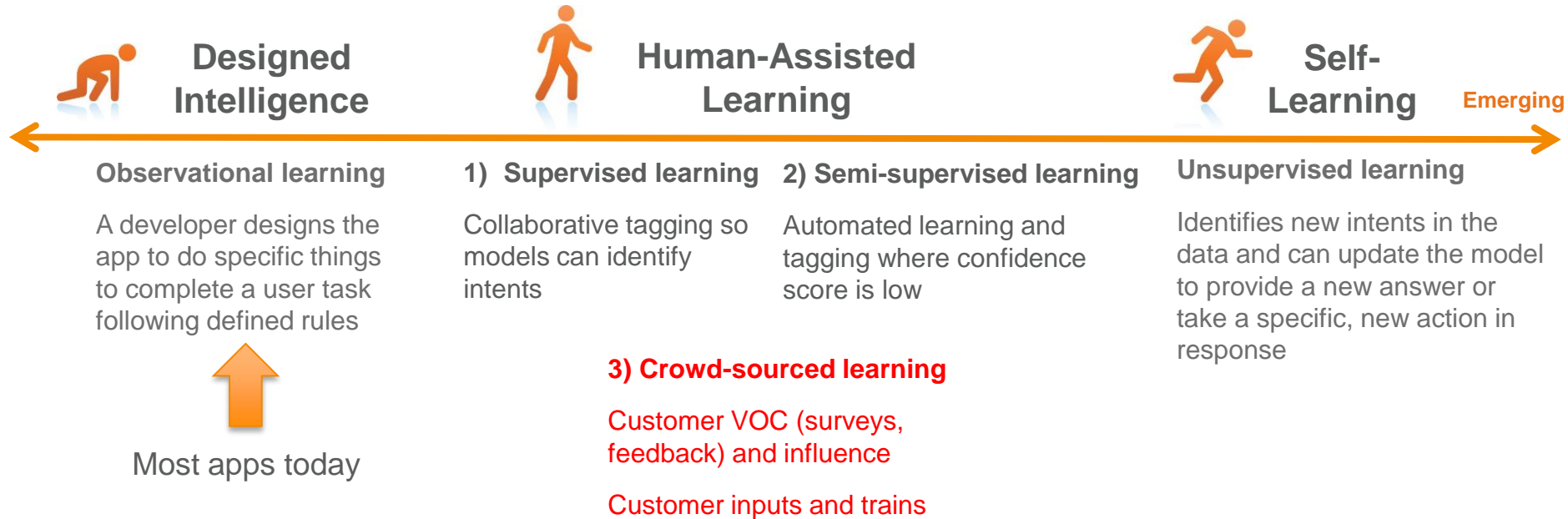
**AND FORGET IT**

made on imout

Not really



# Machine learning: the reality today



# Analytics: gleaning insights from tools



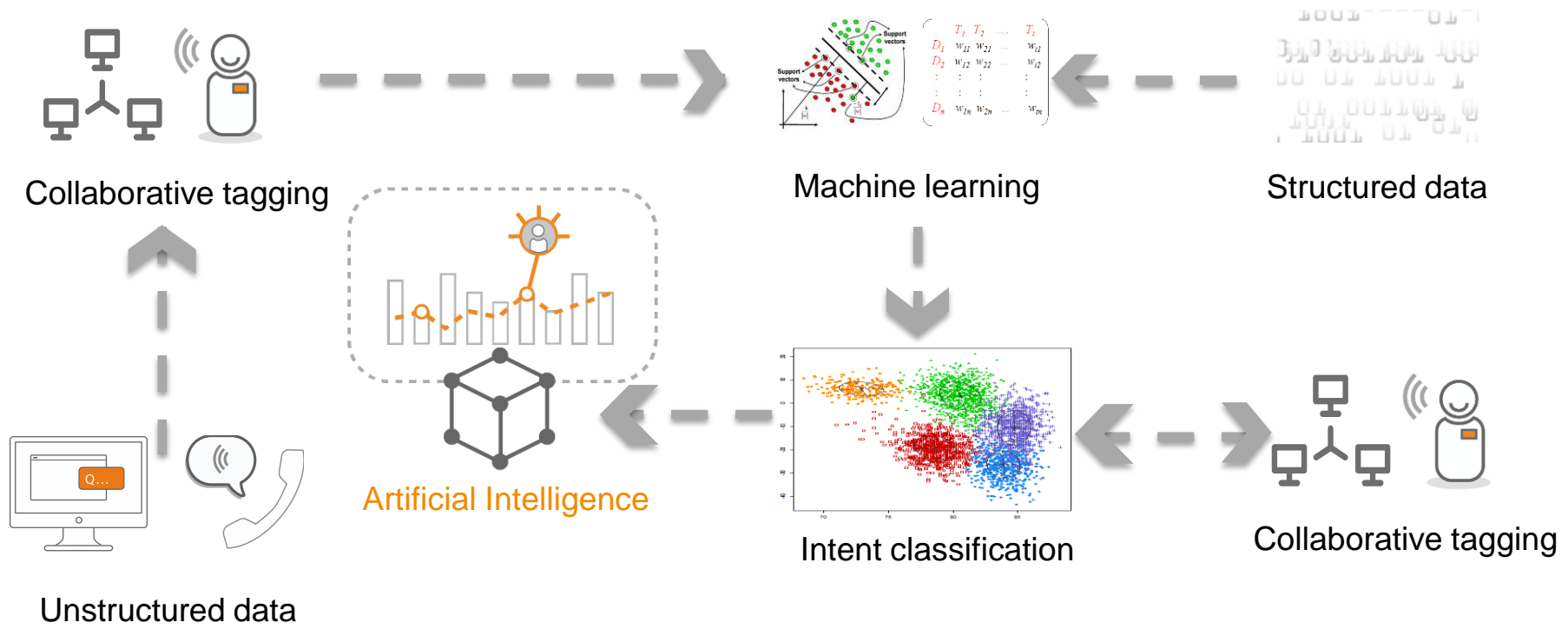
## Original Question

Do you have discounts on winter tires?

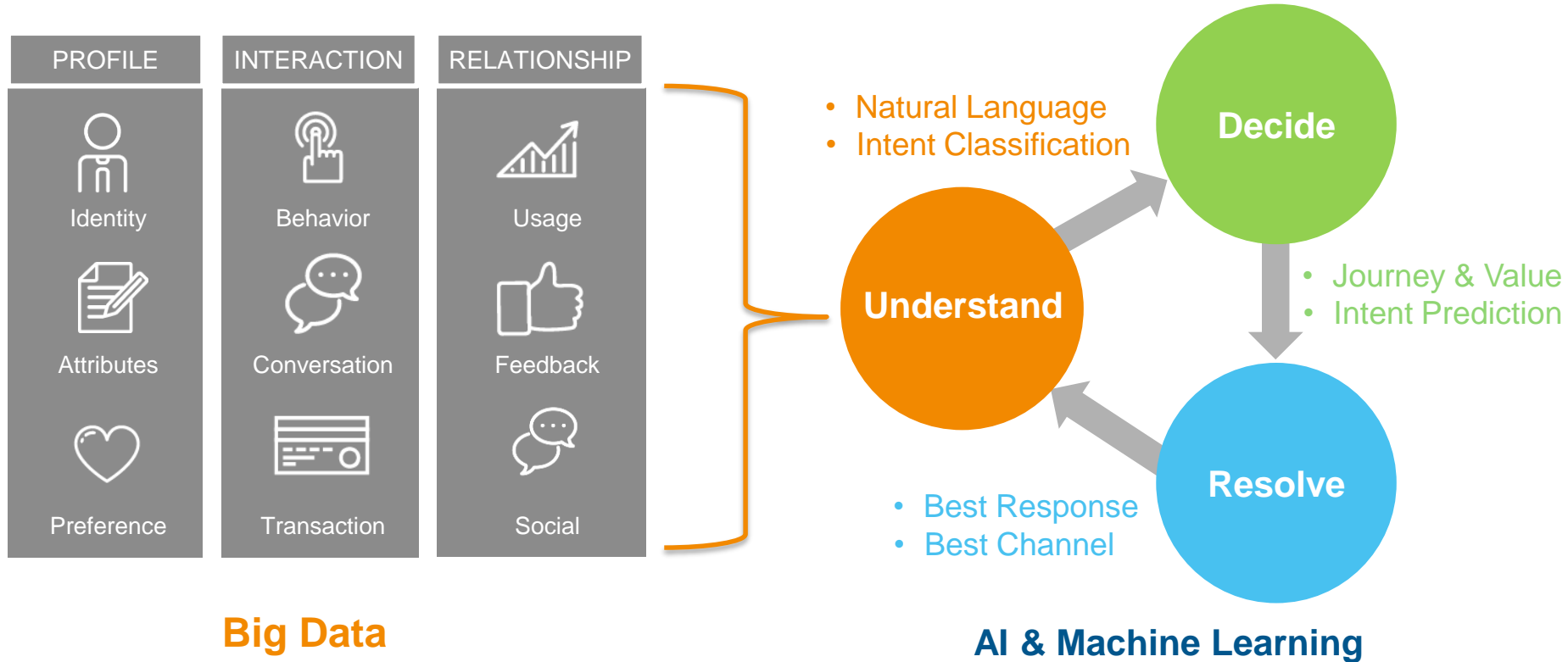
## Post Interaction Analytics

- 💡 Insurance customers are asking about winter tires?
- 💡 Competitors offering winter tire discounts
- 💰 New revenue stream, lower P&C claims
- 💡 Tag CRM record with interests for future Marketing campaigns
- 💡 Update product and partner offerings
- 💡 Update KPI metrics (revenues, high NPS, low CES)

# Models are built, trained, and optimized with structured and unstructured data



# Using context, natural language and intent to drive outcomes







## Business impact of chat bots

### Reductions

call volume by up to 35%

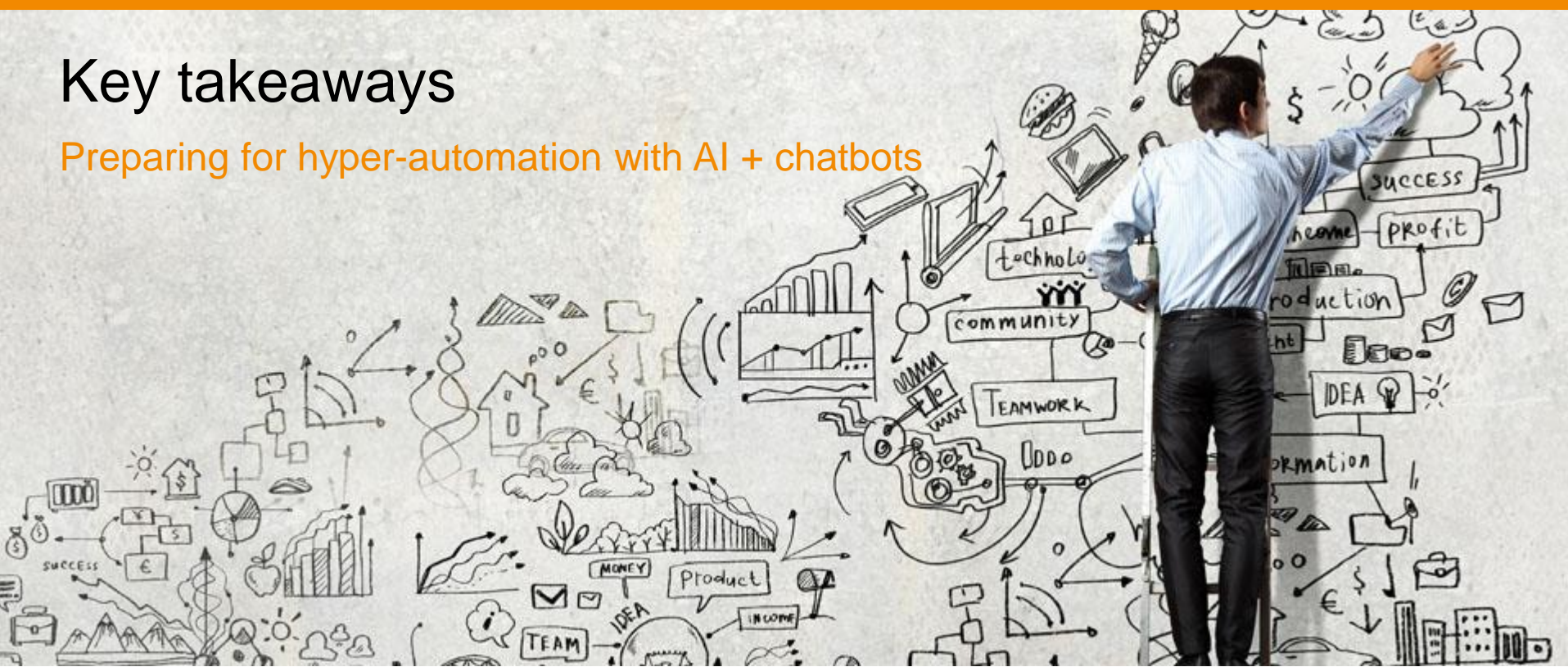
email volume by up to 50%

chat volume by up to 56%

Accuracy 90%+ | CSAT +30%

# Key takeaways

## Preparing for hyper-automation with AI + chatbots



Allocate the right amount of resources

Operationalize the chatbot

Start small, increase footprint

Channel future proof

# It's not what you learn about bots

...it's what you learn about your customers



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# AI Architecture

