

Chris du Toit, CMO,
Jacada



Callan Schebella, CEO,
Inference Solutions



John Forrester, CMO,
Inbenta



ROUNDTABLE: IVR AND SELF-SERVICE BEST PRACTICES

MAY 2017

IVR and Self-Service 2017

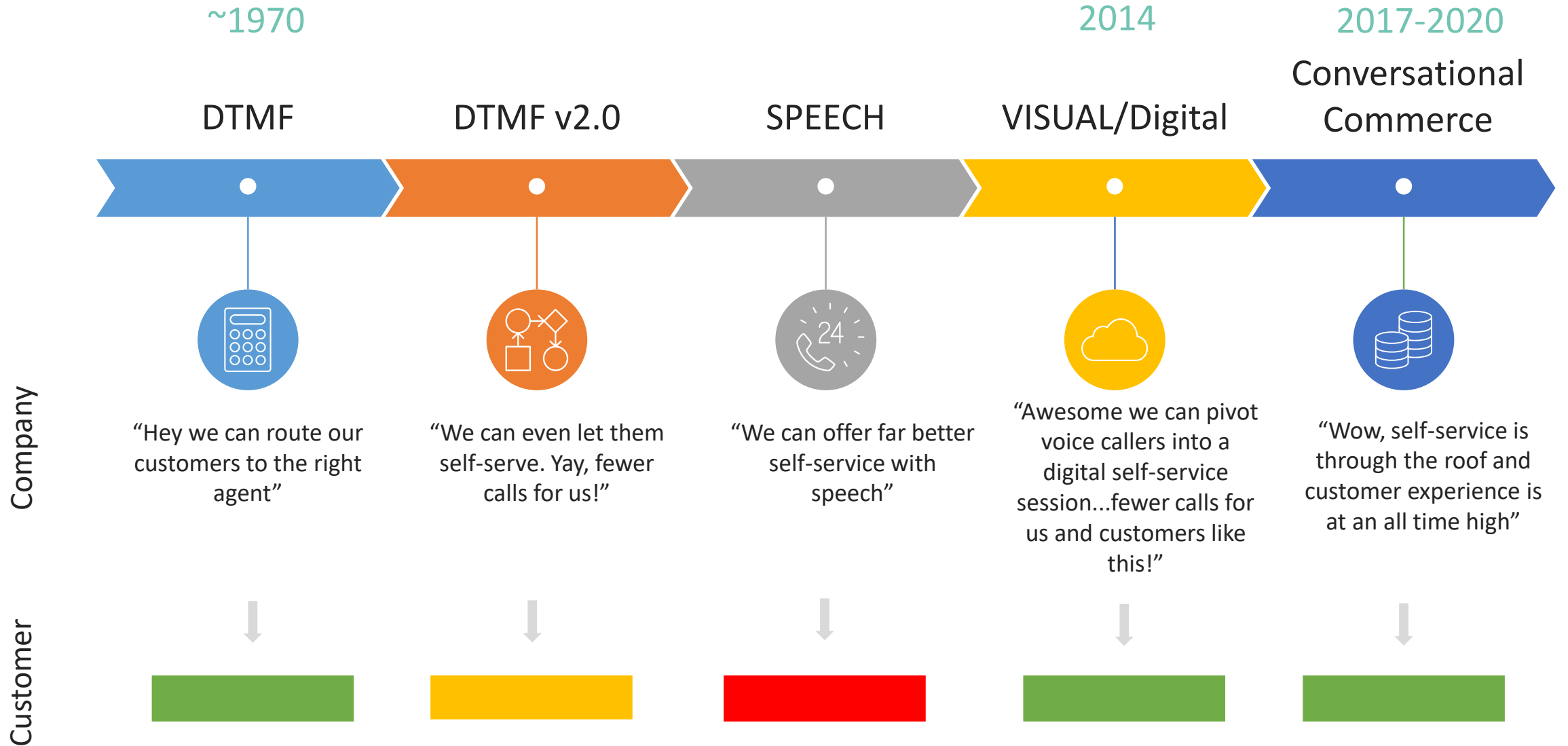
Roundtable: The future of IVRs and Virtual Agents

Chris du Toit
Chief Marketing Officer

Jacada

This history (and future) of IVRs and Virtual Agents

Evolution in customer experience



Visual IVR



Visual IVR

Pivot voice callers into a digital experience

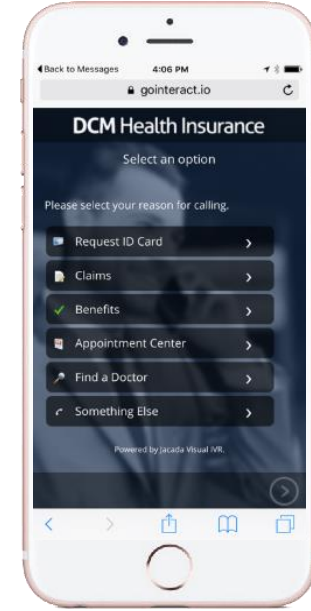


1-800
Number

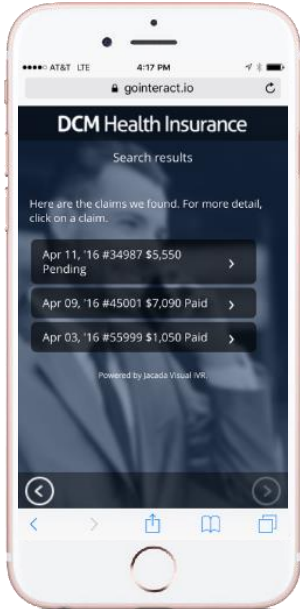
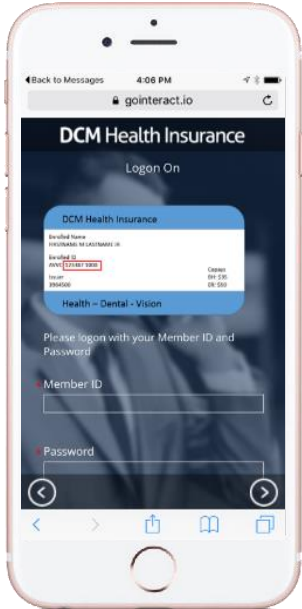


Thank you for calling DCM. To experience our new visual interface, please press 1

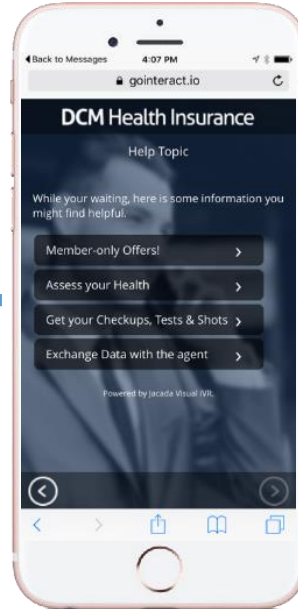
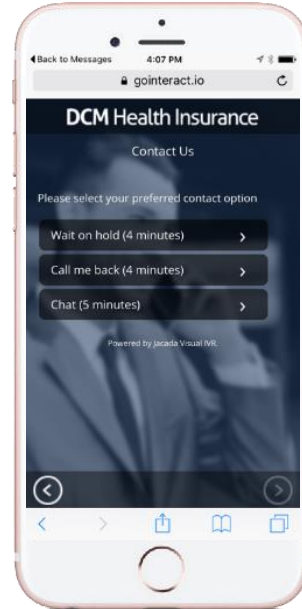
SMS or
Mobile Push



Self-Service



Assisted Service



“Good afternoon Mr. Smith. I see you are calling about your pending claim.”

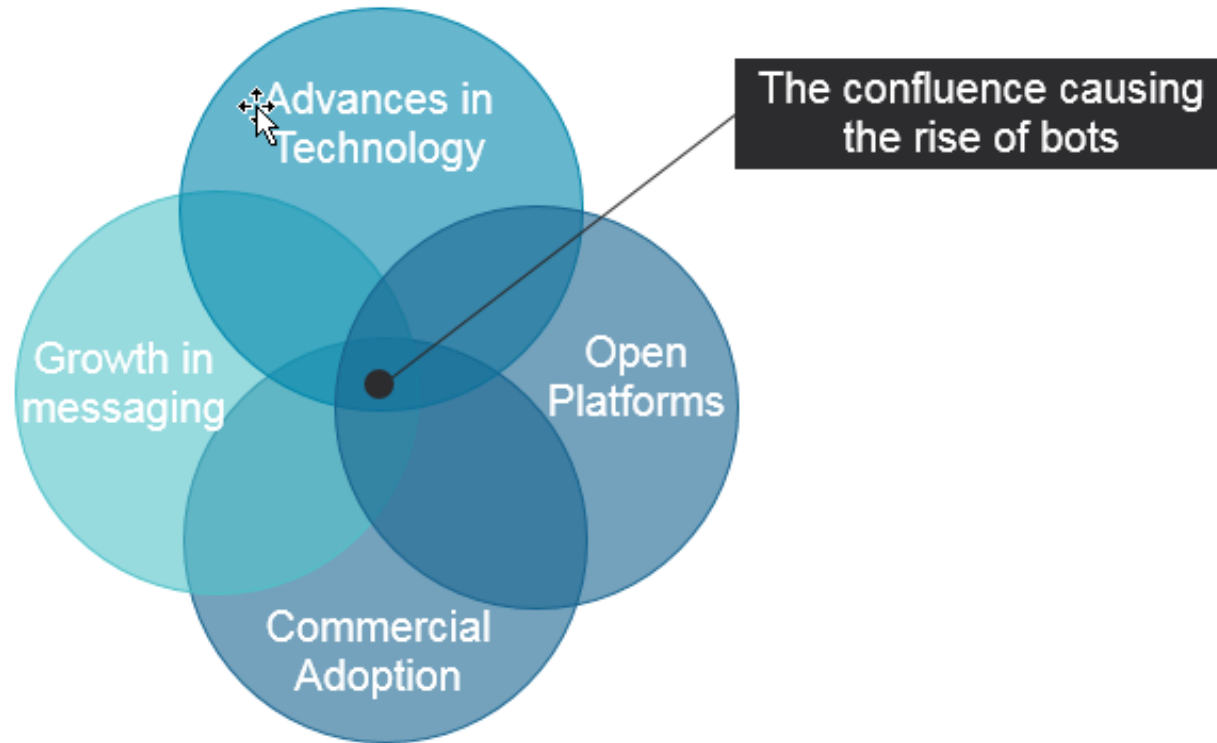
The Digital Future of CX, VA and IVR

The changing face of customer **interactions**

1. The rise in chatbots/virtual agents
2. The rise in conversational commerce

The rise of chat bots

The changing digital landscape

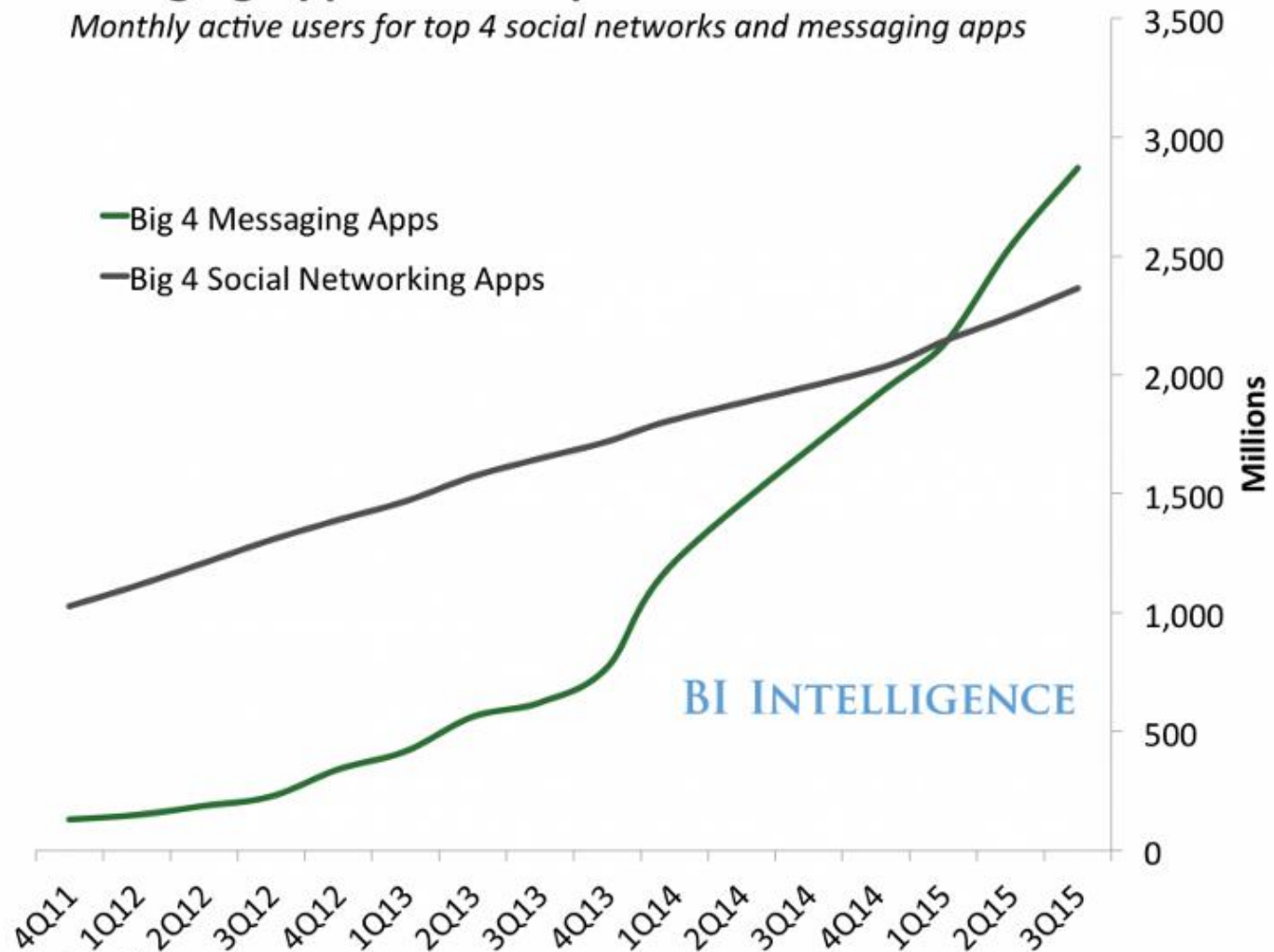


The rise of chat bots

The new interface of choice

Messaging Apps Have Surpassed Social Networks

Monthly active users for top 4 social networks and messaging apps



Source: Companies, BI Intelligence

“People are now spending more time in messaging apps than in social media and that is a huge turning point.

Messaging apps are the platforms of the future and bots will be how their users access all sorts of services.” -- Peter Rojas,

Entrepreneur in Residence at

Betaworks

Conversational Commerce

The changing face of customer **interactions**

Conversational Commerce “*pertains to utilizing chat, messaging, or other natural language interfaces (i.e. voice) to interact with people, brands, or services and bots that heretofore have had no real place in the bidirectional, asynchronous messaging context.*”

--- Chris Messina (ex-Uber, ex-Gogler)

Conversational Commerce

The “messaging interface” is more intuitive, less complex and allows more functionality

WeChat

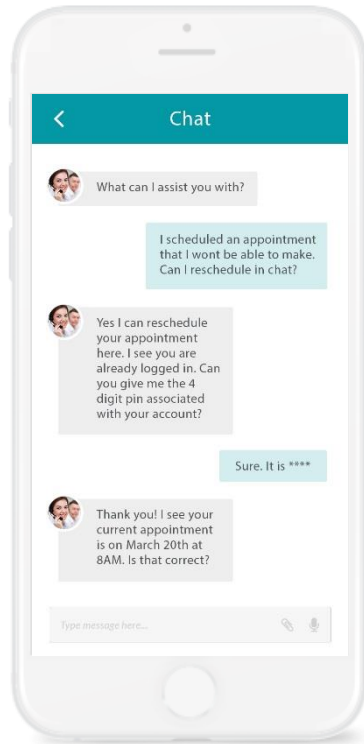
- ~700m monthly active users, already allows people to:
 - make payments,
 - e-commerce purchases,
 - hail taxis,
 - order food,
 - customize and order a pair of Nikes,
 - host a conference call
 - [and more all through a chat interface](#)



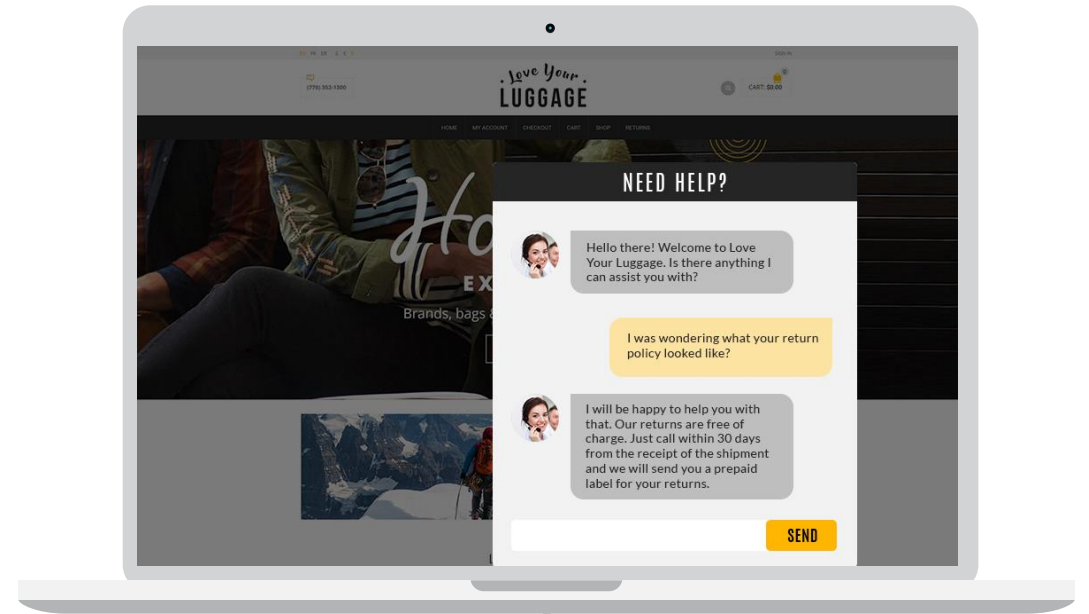
**So what does this have to
do with IVRs and VAs?**

Visual IVR enables Virtual Agents on any channel

Jacada's virtual customer assistant is available on ANY channel



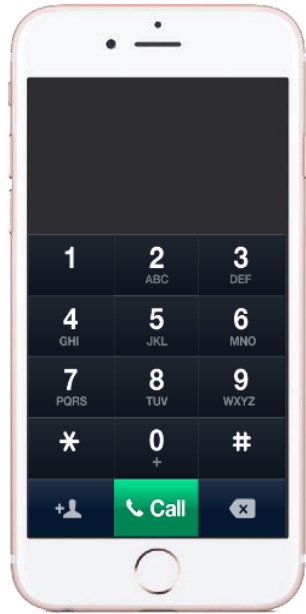
Voice Channel



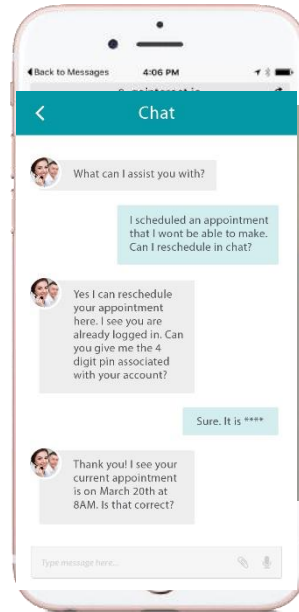
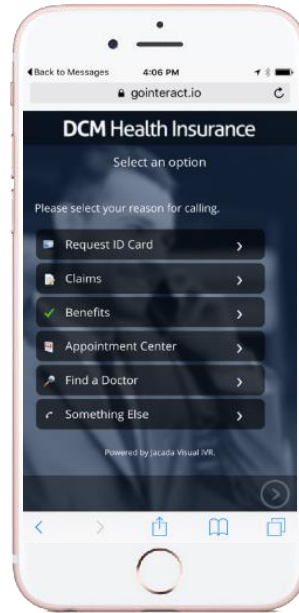
Web Channel

Visual IVR

Your gateway to Conversational Commerce



1-800
Number



“ Good afternoon Mr. Smith. I see you are calling about your pending claim.”

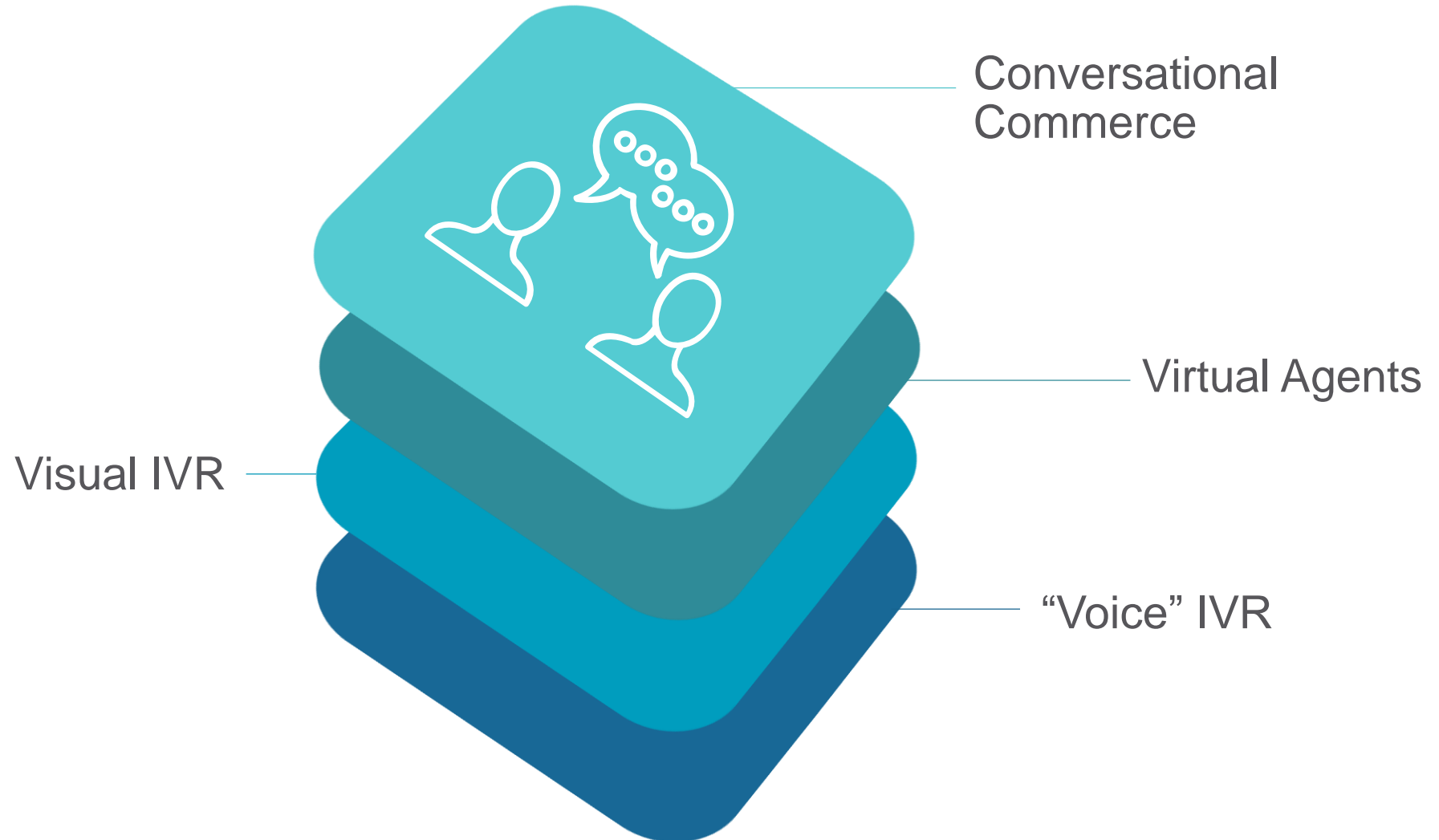
The Benefits of Visual

Surface all your digital assets to your voice callers







Conversational Commerce

What the IVR will look like in the future



Case Studies

Confidential for Panel only

|  |  |  |  |
|---|--|---|---|
| <p><i>Leading telco in Turkey serving 38 million subscribers</i></p> | <p><i>Fortune 50 Software Company</i></p> | <p><i>Multinational cable, telecom and content company with over 728 million broadband subscribers and 864 million pay TV subscribers</i></p> | <p><i>Singtel Group serves over 600 million mobile subscribers worldwide</i></p> |
| <ul style="list-style-type: none"> • Complex troubleshooting with embedded video content. • Sharing photos and videos | <ul style="list-style-type: none"> • Retail (inventory, WISMO, Schedule Appointment) • Authentication • Help desk triage | <ul style="list-style-type: none"> • Technical support for set-top boxes | <ul style="list-style-type: none"> • Billing & Payments • Re-contracting • Activation • Technical Support |
| <ul style="list-style-type: none"> • ~70% successful call containment for visual IVR users | <ul style="list-style-type: none"> • 11% overall call reduction across 4 lines of business • Reduce AHT from 7.9m to 1.15m • Eliminate Tier-1 tech support ticketing agents • Reduce number of misrouted calls | <ul style="list-style-type: none"> • 15% overall call reduction within the subsidiary using Visual IVR | <ul style="list-style-type: none"> • 60% successful call containment for Visual IVR users • Over 9200 calls deflected per month (in successful pilot) |



THANK YOU

WWW.JACADA.COM



UNITED STATES OFFICE

5901 Peachtree Dunwoody Rd
#550-B

Atlanta, GA 30328



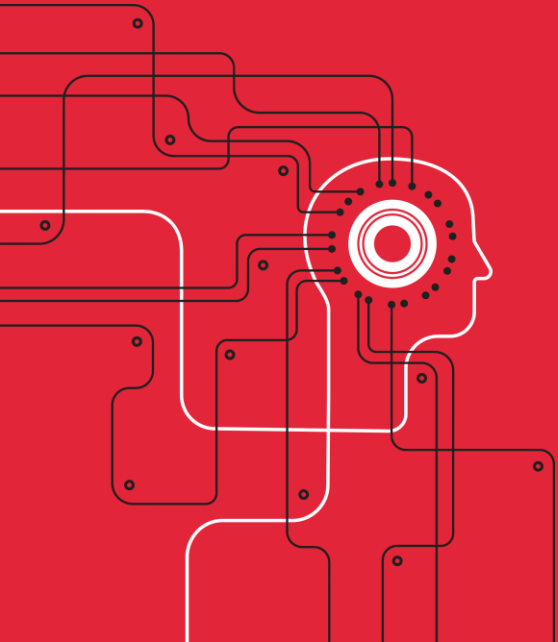
CHRIS DU TOIT

cdutoit@jacada.com

inbenta

ARTIFICIAL INTELLIGENCE
FOR SUPPORT & E-COMMERCE

JOHN FORRESTER, CHIEF MARKETING OFFICER



How are you improving customer service?





You've launched self-education portals

Deployed online chat





Optimized your call center



Then your company grows

The Challenges Around Customer Interactions

For the Customer:

- Difficult to navigate websites
- Inaccurate search functions
- Complex and frustrating phone trees
- Slow-to-respond chat agents
- Transferred to multiple agents for answers

For the Business:

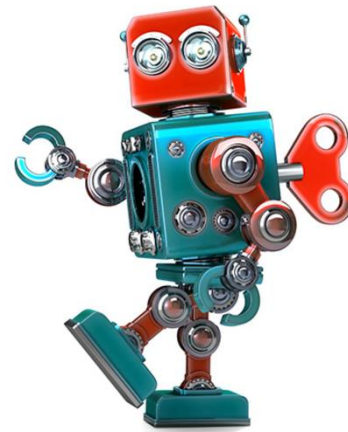
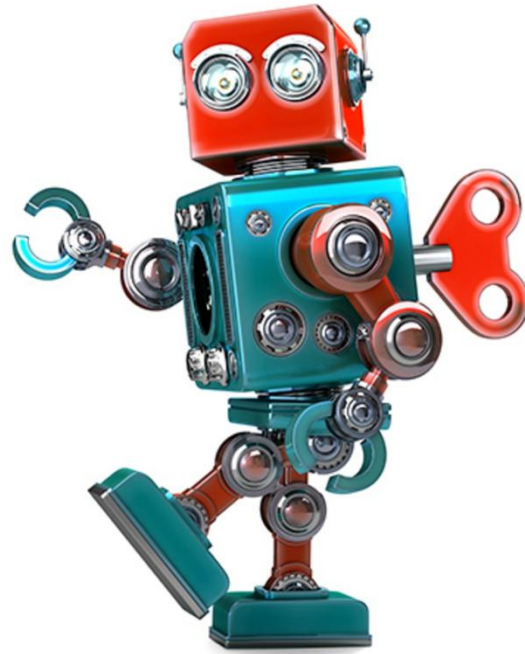
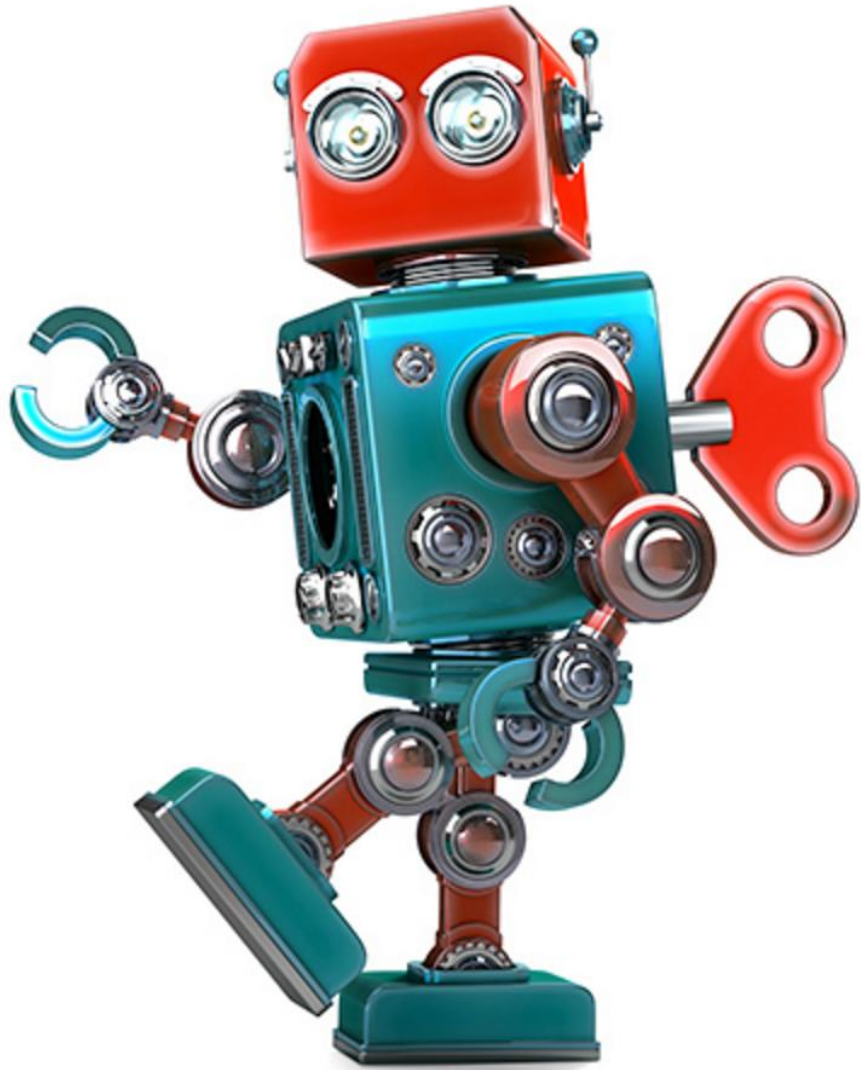
- High cost of support teams (phone & chat)
- High staff turnover and training costs
- Increased churn due to low CSAT scores
- Brand & competitive hit from poor CSAT
- Supporting customers across multiple channels (Social, Web, Mobile)



But your customers want to talk to you.
Really, they do.

**Chat offers the highest satisfaction level (73%)
- Econsultancy**

Enterprise-class Chatbots Have Arrived.



Answer questions immediately, anytime. Even when your team isn't working.

ticketmaster®

Search Artist, Team, or Venue



United Kingdom ▼

My Account ▼

Customer Service



Music Sport Arts, Theatre & Comedy Family & Attractions Offers Gift Cards

Buy & Sell Guaranteed Tickets **GETMEIN!** ⓘ

GET HELP NOW!

Music

Benica
Goldfr
Maxim
Triviun
Beverl
Little M
All Mu

Sport

Six Na
Arenac
British
Six Da
Aviva I
UFC
All Sp

Arts, Theatre & Comedy

Powered by **inbenta**

CAN I BRING MY CHILD AND WILL THEY NEED A TICKET?

Ticketmaster:
Hi there! I'm here to help you, but I'm not a real person, so it helps me to find your answers if you just type in key words relating to your question.

Does my son have to pay?

Ticketmaster:
This answer matches your question:
[Can I bring my child and will they need a ticket?](#)

If you're thinking about taking your little ones with you, here's some information to take into account. There are sometimes age restrictions that won't allow children under a certain age into an event, so please check this before buying any tickets.

Unless we specifically say otherwise on the event information page, your children will need their own ticket, even if they'll be sitting on your knee.

Children aged 0-18 months
Very few shows, if any, are aimed at this age group. Even family events and shows aimed at older children can be a bit uncomfortable for children this young.

18 month – 3 years
We wouldn't recommend taking children this young to gigs or concerts, but unless there's a specific age restriction set by the venue or event organisers, this is completely up to you.
For shows aimed at children, the sound levels are

Account

your list of favourites and never miss an
or [Create Account](#)

Unmissable tickets* [Book now](#)
*Terms apply

of live entertainment for term! [Explore the guide now >](#) **minimaster**

3 NEW
Super



inbenta

Answer questions immediately, anytime. Even when your team isn't working.

ticketmaster®

Search Artist, Team, or Venue



United Kingdom ▼

My Account ▼

Customer Service



Music Sport Arts, Theatre & Comedy Family & Attractions Offers Gift Cards

Buy & Sell Guaranteed Tickets **GETMEIN!** ⓘ

GET HELP NOW! ✕

Ticketmaster:

Hi there! I'm here to help you, but I'm not a real person, so it helps me to find your answers if you just type in key words relating to your question.

Does my son have to pay?

Ticketmaster:

This answer matches your question:
[Can I bring my child and will they need a ticket?](#)

Powered by **inbenta**

CAN I BRING MY CHILD AND WILL THEY NEED A TICKET? ✕

If you're thinking about taking your little ones with you, here's some information to take into account. There are sometimes age restrictions that won't allow children under a certain age into an event, so please check this before buying any tickets.

Unless we specifically say otherwise on the event information page, your children will need their own ticket, even if they'll be sitting on your knee.

Children aged 0-18 months

Very few shows, if any, are aimed at this age group. Even family events and shows aimed at older children can be a bit uncomfortable for children this young.

18 month – 3 years

We wouldn't recommend taking children this young to gigs or concerts, but unless there's a specific age restriction set by the venue or event organisers, this is completely up to you.

For shows aimed at children, the sound levels are

Account

your list of favourites and never miss an

or [Create Account](#)

Unmissable tickets* [Book now](#)
*Terms apply

of live entertainment [Explore the guide now >](#) **minimaster**

NEW
Super
A bowl of green smoothie with a carrot stick.

inbenta

Hybrid chat functionality will connect your customers to agents when needed.



Help and Security

The screenshot displays the ticketbis website interface. On the left, a chat window is open, showing a conversation between a buyer and an agent named Alvaro G. The chat history includes a welcome message, a status update, and a greeting. The chat input field contains the text "John: hello". At the bottom of the chat window, there are buttons for "End a chat" and "Contact Form".

The main content area of the website features the ticketbis logo, which is a colorful 't' shape, followed by the text "ticketbis" and "a StubHub company". Below the logo is a search bar with the placeholder text "Search for an event, city, artist or team" and a blue "Search" button. The search bar is overlaid on a background image of a soccer match. Below the search bar, there is a lock icon and the text "More than 300,000 clients rely on us for their tickets." At the bottom of the page, there are three small images showing soccer players in action, with captions for "Manchester City vs Liverpool Tickets", "Liverpool vs Everton Tickets", and "Real Madrid vs Barcelona Tickets".



AI-powered Natural Language Processing & Machine Learning



- Shows results that *customers want*
- Understands conversational language & context
- Matches structured search requests – Categories, Product Names and Attributes
- Results improve over time with Machine Learning & Computational Linguist-customization

Natural Language Processing understands the meaning behind questions

International shipping policy

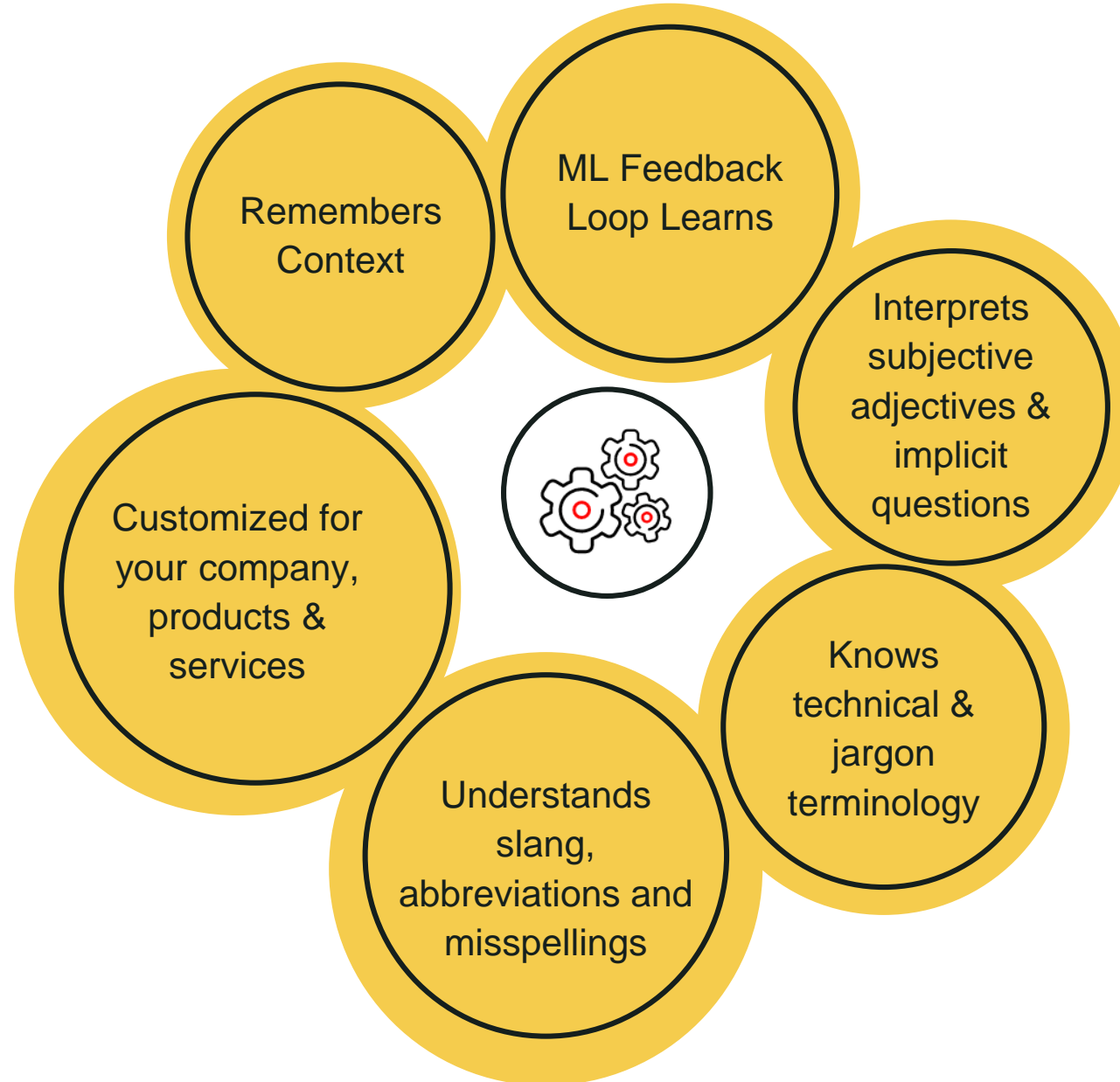
ship a book to France

book a ship to France

Cruises in the south of Europe



NLP Combined with Machine Learning Improves Conversations



Approach to Launching an Enterprise Chatbot

Integrations:
CMS, Open
APIs,
Search,
Social,
Mobile

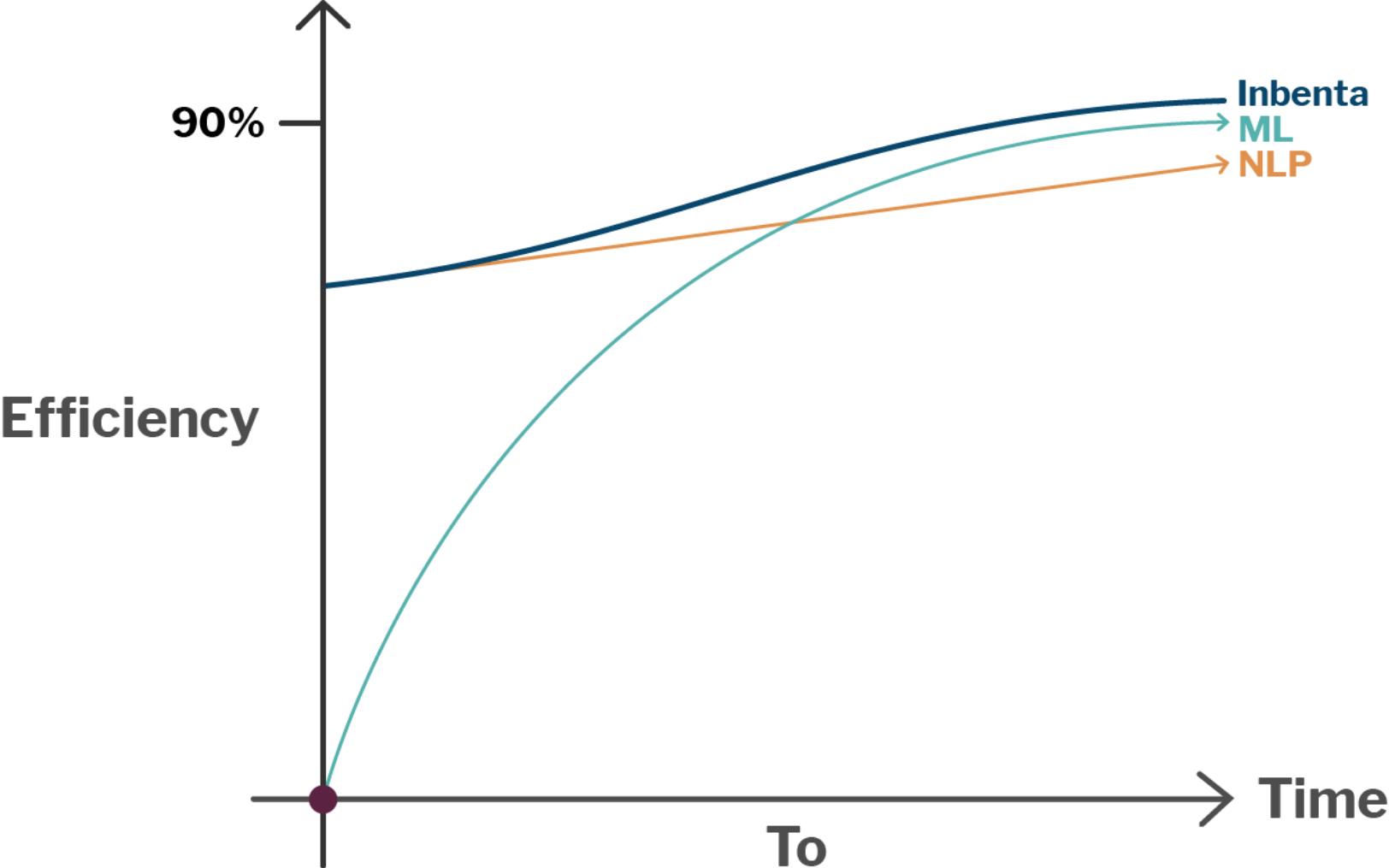
**Natural
Language
Lexicon &
Customer
Knowledge
Base**

Use cases:

- **Customer Support**
- **Pre-sales**
- **E-commerce**

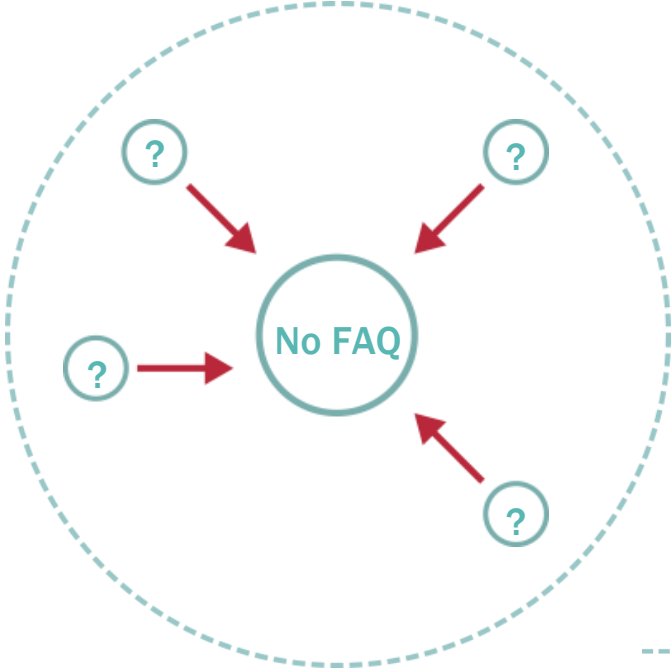
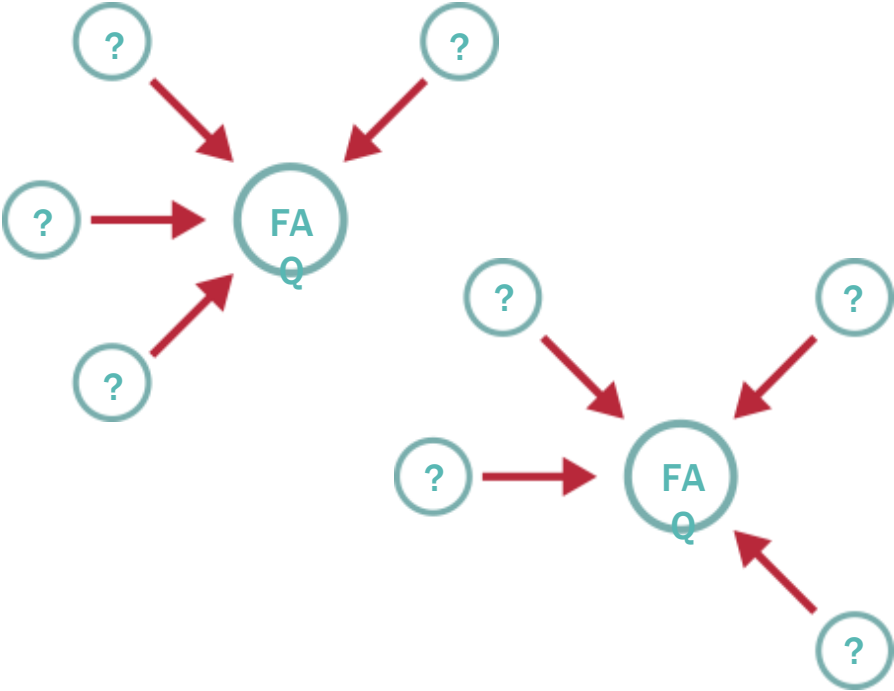


Machine Learning vs Natural Language Processing

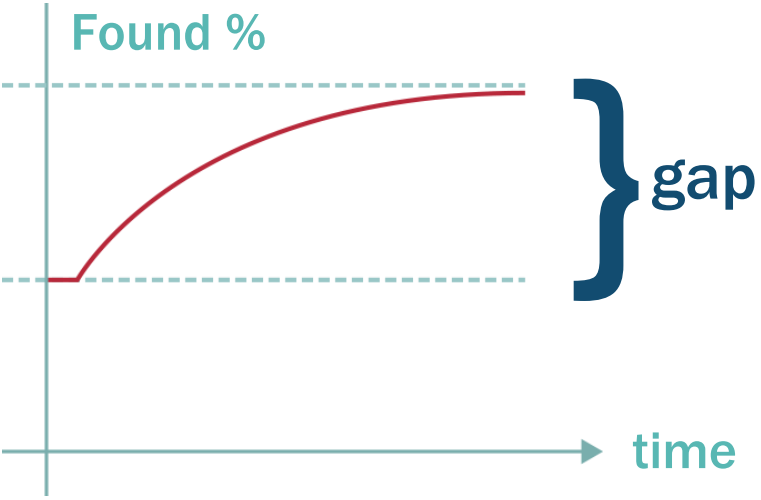


Content Discovery & Gap Analysis

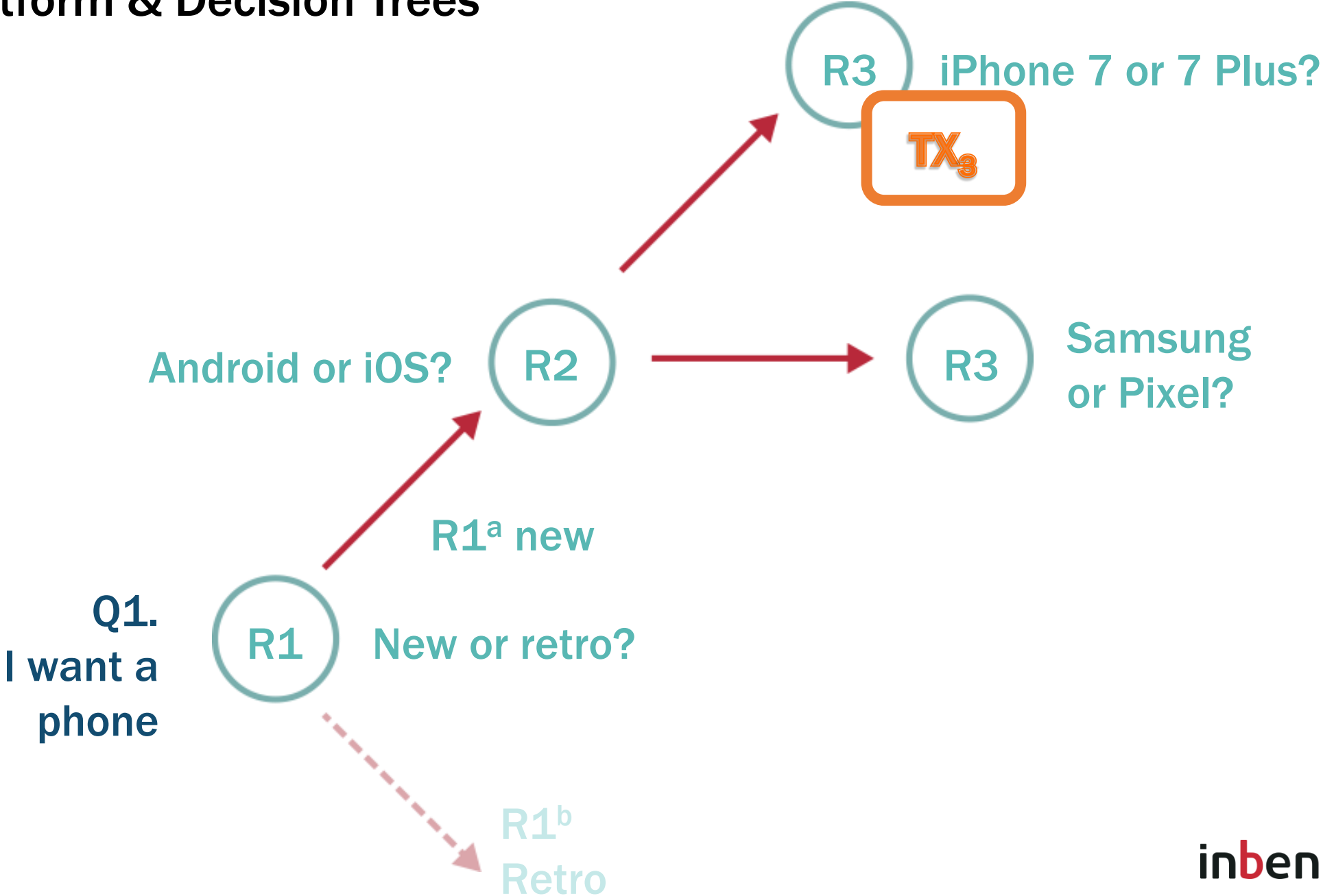
Analyzing unanswered questions reveals content needed to fill the gap, making your results more accurate over time.



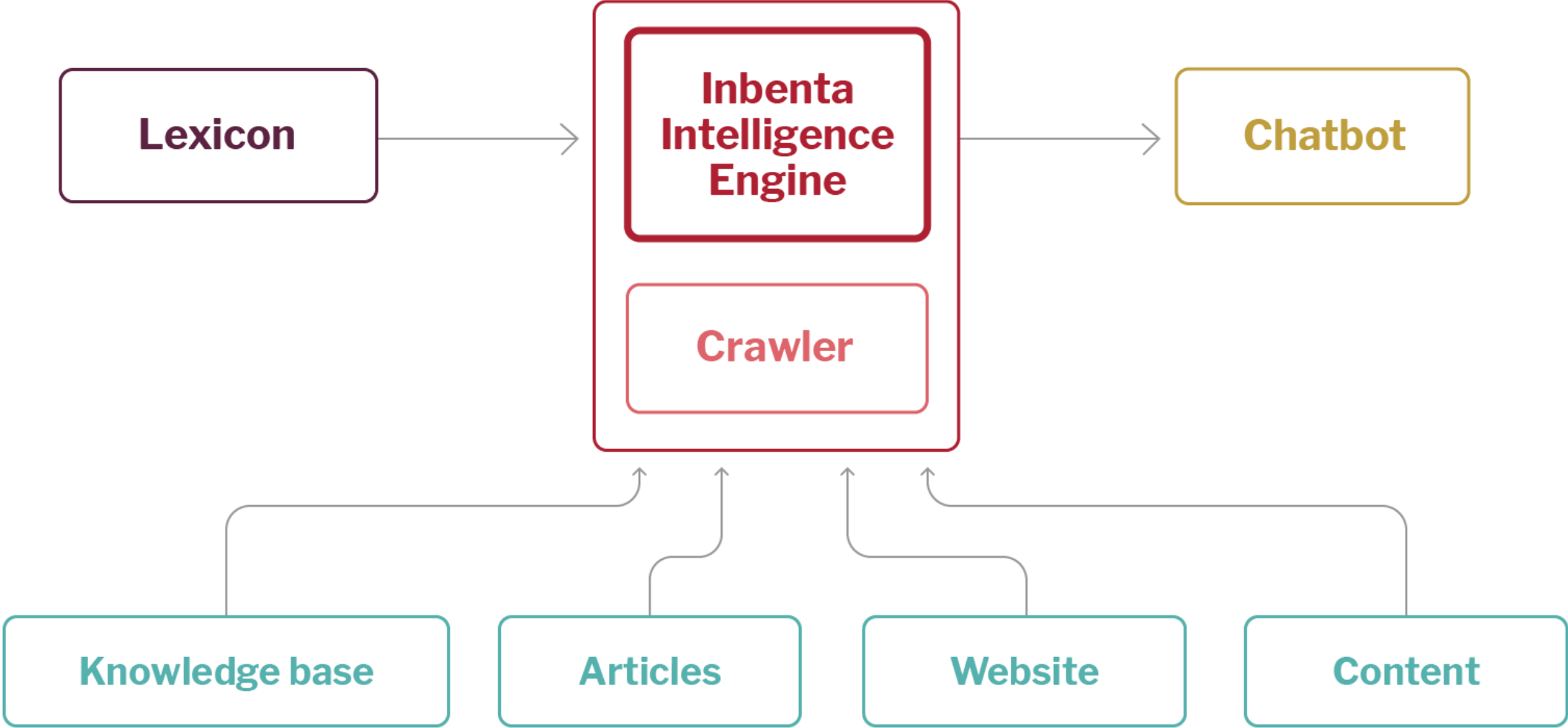
Unanswered questions



Chatbot Platform & Decision Trees



How do you gather information for a chatbot?



Inbenta Company Overview



Enterprise Search



E-Commerce Search



The InbentaBot

- Company founded in 2005
- Built AI-powered Platform in 2010
- Headquarters in San Mateo, CA
- Offices: US, France, Spain, Netherlands, Brazil, Japan
- Over 250 customers globally
- Key customers – DHL, DocuSign, Ticketmaster, Groupon, Genentech, BBVA, Telefonica, NTT
- Native support for 27 languages
- \$12M Series B Investment

Our Customers

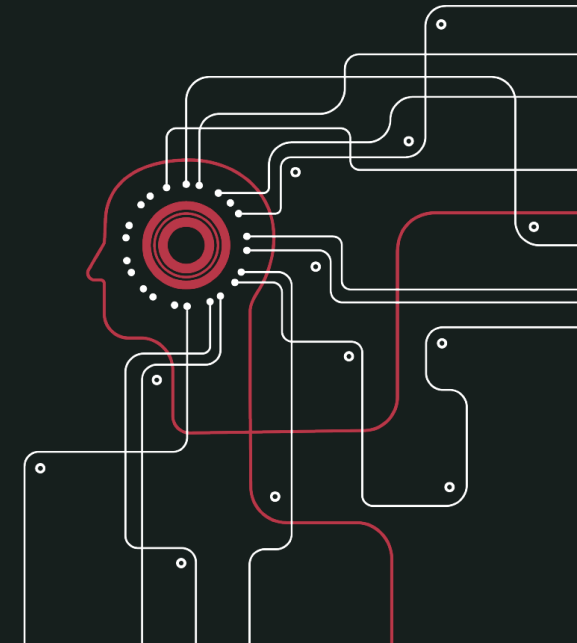


inbenta

Learn more at www.inbenta.com

info@inbenta.com

777 Mariners Island Blvd. Suite 220
San Mateo, CA, 94404
Tel. +1 (408) 213-8771



Revolutionizing IVR

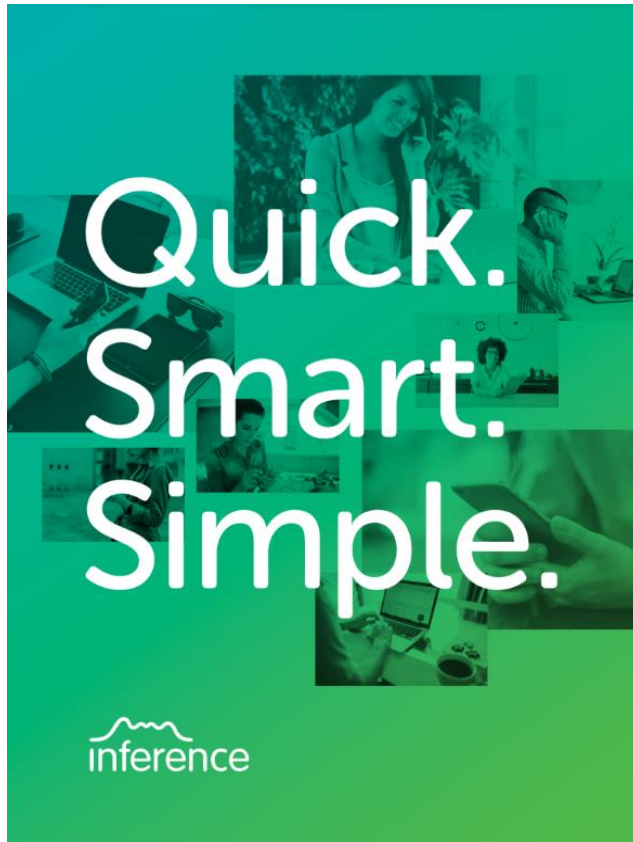
Callan Schebella
CEO, Inference Solutions

Traditional IVRs

- For a long time IVR technology seemed to stand still
 - How many times do you find yourself still stuck in an endless phone tree?
- Traditional IVR platforms were premise-based, expensive and complex...and they lived for a *very* long time.
- A side effect of being complex is that no one wanted to touch them
- The move to cloud telephony and the widespread availability of cloud services has changed everything



IVRs in 2017



- Made simple
 - Easy to get, build & maintain
- Made inexpensive
 - Gone forever is capital expenditure
 - SaaS consumption models
- Made proactive and multichannel
 - Make it useful, future-proof, and contextual
 - IVR now is now a technology hub that can draw on resources as needed.

Case Study 1 – Toys R Us



The Problem:

- Each of their 864 stores had a dedicated premise based auto attendant to manage the hundreds of daily calls
- More than 800 IVRs requiring constant management with biggest issue being when auto attendants needed to be changed eg. To change store hours, new prompts were upload to each individual IVR that required many hours of work
- System had become cumbersome and unwieldly

The Need:

- A solution that would save them hours of work, easy and quick to deploy, more cost effective to manage with flexibility and robustness to cope with volume of calls

The Solution:

- AT&T and Inference Solutions worked collaboratively to move the entire IVR system to the cloud.
- All 800+ IVRs were migrated to the Studio platform creating a centralized management system and handling all calls from a single auto-attendant
- Toys R Us have capability to create customized emergency and marketing messaging for each individual store ever day in minutes to what used to take days

The ROI:

- Significant increases in efficiency and cost savings since June 2015 implementation
- Savings on infrastructure and development, hours in human resources. What used to take a team of people days to do now takes one person a maximum of 15 minutes

OVERVIEW

Company: **Toys'R'Us**

Location: **Wayne, NJ**

Industry: **Toy and baby product retailer**

Annual Revenue: **\$12.5 billion**

Number of Employees: **66,000**

Service Provider: **AT&T**

“...from the moment the new auto-attendant went live, we could measure the positive impact it had on productivity...” – Judy La Sardo, Toys R Us Account Manager, AT&T

Case Study 2 – HealthSCOPE Benefits

The Problem:

- Legacy premised based IVR system that could no longer service the ongoing requirements of the organization
- System struggled to cope with volume of daily calls, was awkward and inflexible to change and wait times for customers was too long

The Need:

- A reliable and seamless call handling system capable of routing calls according to existing business rules without huge investment in hardware or additional human resources

The Solution:

- Masergy and Inference Solutions worked closely to move the IVR and call automation capability to the cloud for Healthscope to realize the flexibility and cost benefits cloud solutions bring
- Three solutions implemented:
 - a fully customized auto-attendant giving customers a fully customized call experience for each customer
 - Inference QforMe integrated into the Healthscope IVR to allow customers to request a call back
 - Fax back IVR allows customers to request a hard copy summary of their benefits packages via an API

The ROI:

- Dramatically improved call traffic management throughout the organization
- Abandoned call rate decreased significantly and pressure on call center staff was alleviated considerably



OVERVIEW

Company: **HealthSCOPE Benefits**

Location: **Arkansas, USA**

Industry: **Health Management & Claims Administration**

Annual Revenue: **\$15 million**

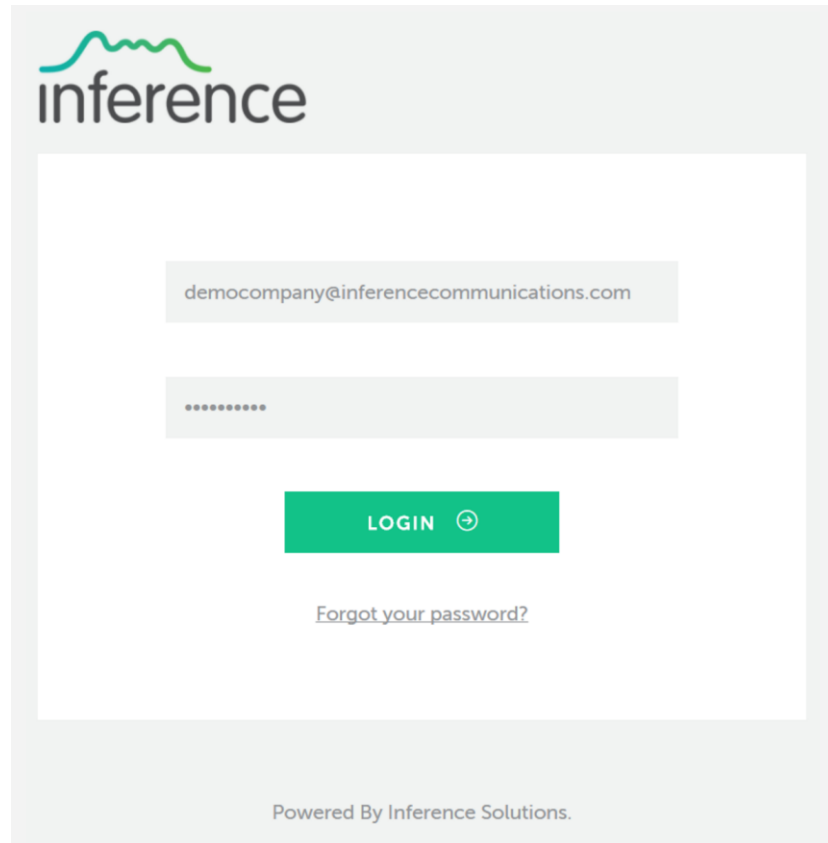
Number of Employees: **375**

Service Provider: **Masergy**

“...what Healthscope gets from Inference is a clever, flexible and nimble toolkit that handles the volume of calls and quick response times to events that occur...” – Dean Manzoori, VP Product Management, Masergy

“...from day one we had a fully functional call management system that didn't require any additional fine tuning...” – Darren Ashby, VP Operations, Healthscope

Simple IVR with Inference Studio



The screenshot shows the Inference Studio login interface. At the top left is the Inference logo, which consists of a green wavy line above the word "inference" in a lowercase, sans-serif font. Below the logo is a white rectangular area containing the login form. The form has two input fields: the first contains the email address "democompany@inferencecommunications.com" and the second contains a series of dots representing a password. Below these fields is a green rectangular button with the text "LOGIN" and a small white circular icon containing a right-pointing arrow. Underneath the button is a link that says "Forgot your password?". At the bottom of the white area, the text "Powered By Inference Solutions." is displayed.

- Inbound IVR service
- Outbound IVR service
- 2-way interactive text messaging
- PCI Payments
- Teleclock
- Voice Biometrics

A photograph of a person's hands holding a smartphone at a desk. The desk has a laptop, a tablet, and sunglasses. The image is overlaid with a green gradient. The text 'Questions?' is written in white on the left side.

Questions?

Find out more...

<http://docs.inferencesolutions.com/docs/sms-scripts>



Callan Schebella

CEO

Email: Callan.Schebella@inferencesolutions.com

Phone: (415) 535 2229

Chris du Toit, CMO,
Jacada

www.jacada.com



Callan Schebella, CEO,
Inference Solutions

www.inferencesolutions.com



John Forrester, CMO,
Inbenta

www.inbenta.com



Roundtable: IVR and Self-Service Best Practices

MAY 2017