



THE CONTACT CENTRE IN 2021 – WILL THERE STILL BE ROOM FOR AGENTS AFTER AI AND AUTOMATION?

Jonathan Wax,
Dublin, 29th January 2019



Our Experience

NUMBER OF AGENTS

- Up to 25
- Up to 50
- Up to 100
- Up to 250
- Up to 500
- Over 500

CONTACT CENTRE EXPERIENCE

- Up to 3 Year
- Up to 5 years
- Up to 10 Years
- Up to 15 Years
- Over 15 Years

Contact Centres: Your starter for.....

WHY DO YOU HAVE ONE?


- Customer Service
- Sales
- Because we always have

IS RUNNING THEM GETTING EASIER?

- Yes, because of technology
- No, because of technology

FAST FORWARD

- 29th Jan 2019
- 29th Jan 2020

The background of the slide is a complex, abstract design. It features several concentric circles in shades of blue and teal. Overlaid on these circles is a grid of small squares, some of which are highlighted in a lighter blue. Scattered across the grid and circles are numerous footprints of various shapes and sizes, suggesting a path or journey. The overall aesthetic is futuristic and technological.

Conclusion 1:
We live in a
complex and
changing
world

One Week, One Newsletter

- **Human and virtual combine to revolutionise customer experience in 2019**
- **Here's what AI experts think will happen in 2019**
- **How AI will -- and won't -- dominate customer service in 2019**
- **25% Of Digital Workers Will Use Virtual Employee Assistants Daily By 2021, Predicts Gartner**
- **Chatbots for customer experience: How AI-assisted chat helps people**
- **How Global Brands Blend Human Skills And AI To Build Customer Intimacy And Drive Growth**
- **Report says UK online customer experience declining**

This is the Customer Experience Economy

74% of consumers have used **3 or more channels** to resolve customer service issues.

Source: Ovum

Customer experience will replace price and product as the **key brand differentiator by 2020**.

Source: Walker

80% of consumers are more likely to purchase brands that offer **personalized experiences**

Source: New Epsilon

Conclusion 2:
Technology
promises, but
isn't delivering,
yet!



AI and Automation – What are we talking about

- AI – Anything that isn't human intelligence!

AI makes it possible for machines to learn from experience (data), adjust to new inputs and perform human like tasks. Intelligence and Independence.

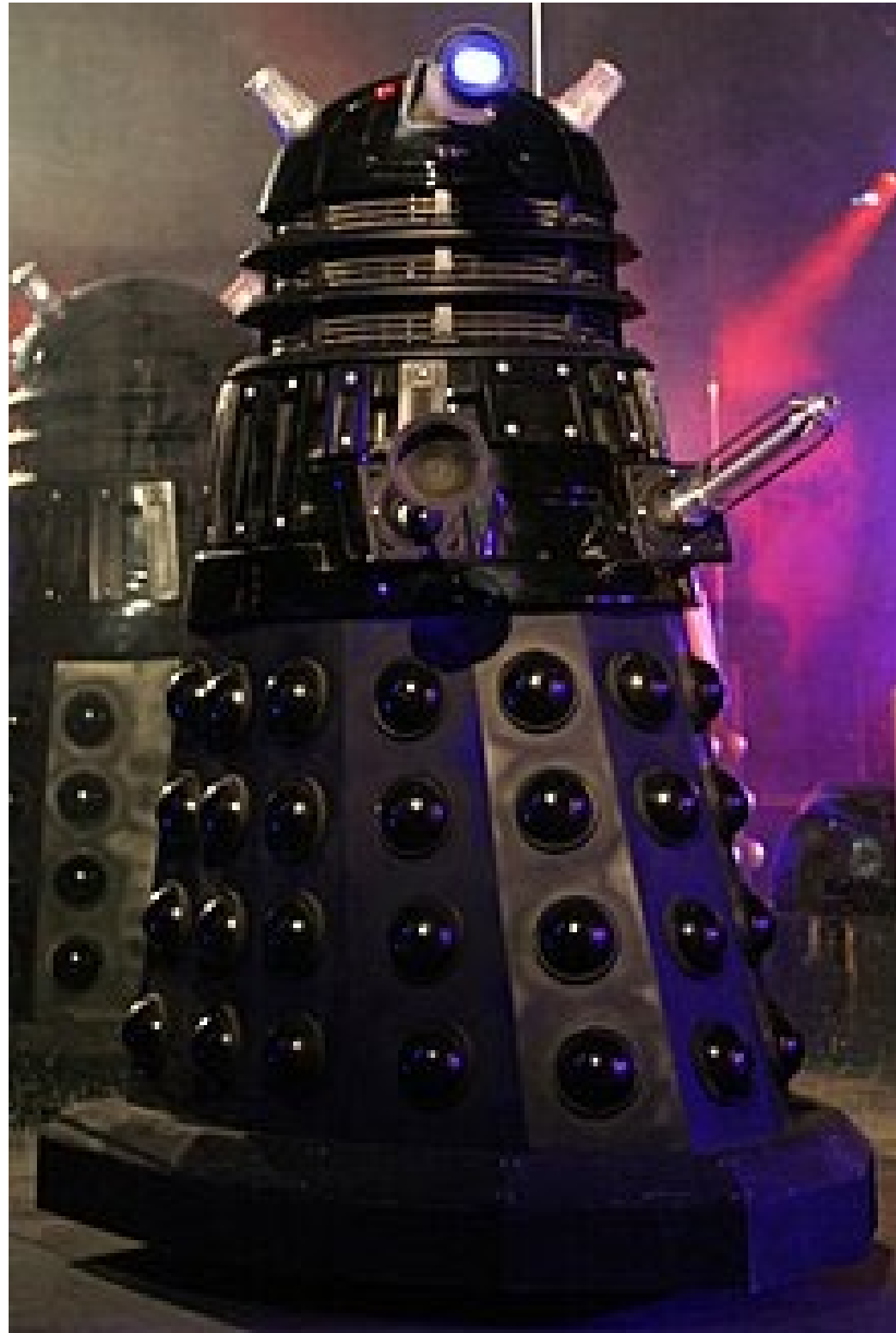
Started in 1956.

- Automation – the technology by which a process or procedure is performed with minimum human assistance.

Started a long, long time ago

Both aim to minimise human involvement

The Ultimate Robotc Automation Experience?



AI – Hype or Reality

But, mutual trust between AI and people can only be achieved if AI is built with an ability to understand all things human – including people's emotions, cognitive states and the like – and respond accordingly, showing understanding and empathy.

Rana el Kaliouby, CEO Affectiva <https://thenextweb.com/artificial-intelligence/2019/01/02/heres-what-ai-experts-think-will-happen-in-2019/>


AI can help deliver the hallmarks of good customer experience: personalized recommendations, fast response times, and seamless cross-channel service. What it can't deliver is the sheer charm of human interaction.

If a bot cannot gracefully resolve the customer's question or complaint, a human customer service representative is the only solution. Figuring out how to work this passing of the baton in an efficient and smart way will be one of the core challenges businesses face on this front in 2019.

Michael Klazema, betanews <https://betanews.com/2019/01/07/how-ai-will-and-wont-dominate-customer-service-in-2019/>

Automation is already everywhere

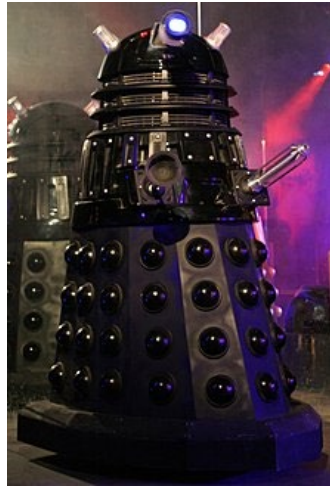
- ACD
- IVR
- Recording
- WFM Scheduling
- Authentication
- RPA
- Tagging
- Analytics



Conclusion 3:
Automation &
AI is here.
So are agents

Time to apply a new lens

- Replace Human v Machine



- With Agent Robot Duo



How do we adapt to Agent Robot Duo (AI led automation?)

- Making every customer interaction process smarter
- Take an Customer (outside in) view
- Build out an infrastructure that:
 - 1) Measure and Quantifies your current business
 - 2) Maximises the value of your data
 - 3) Allows you to manage the deployment of new technologies

2019 Trends

- Analytics Intelligent data driven decision making
- Omnichannel will evolve into customer journey management
- Robotic process automation will reshape customer experience
- Cloud customer experience delivers enterprise-grade platforms

CUSTOMER ENGAGEMENT ANALYTICS

CUSTOMER JOURNEY OPTIMIZATION

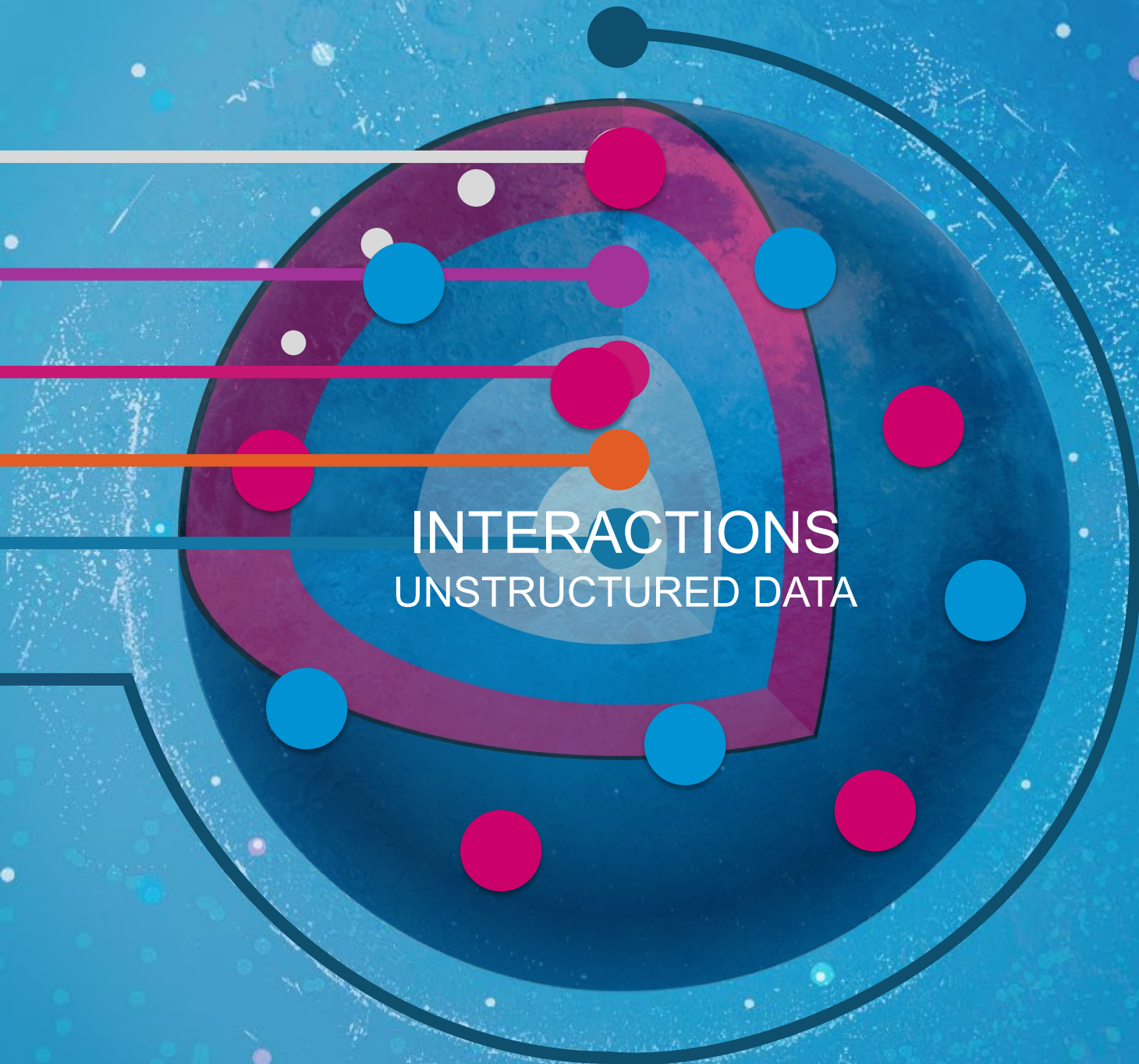
DIGITAL CONTAINMENT

IVR OPTIMIZATION

PREDICTIVE BEHAVIORAL ROUTING

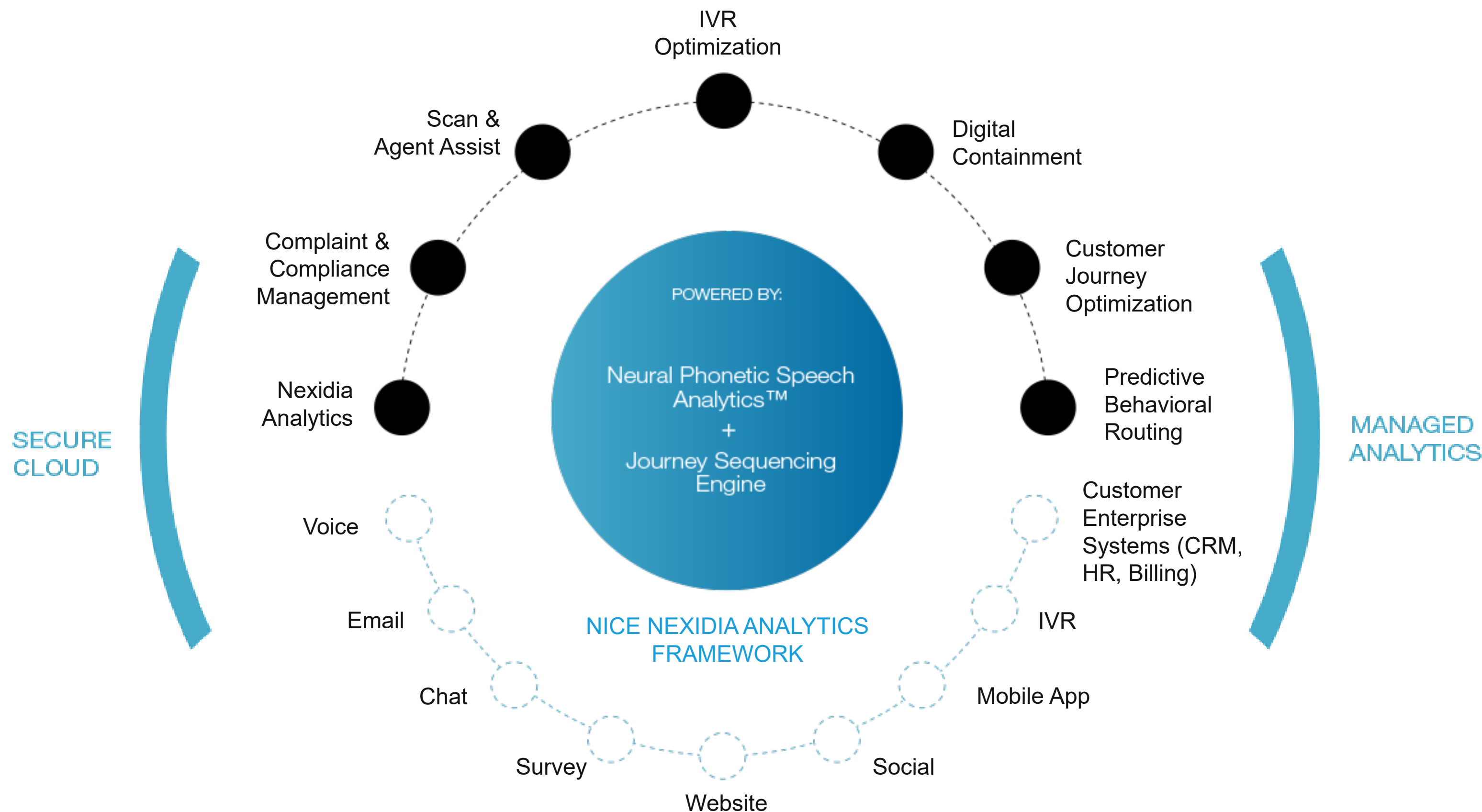
NEXIDIA ANALYTICS: UNSTRUCTURED DATA

CUSTOMER ENGAGEMENT ANALYTICS



INTERACTIONS
UNSTRUCTURED DATA

NICE Nexidia Customer Engagement Analytics Framework



Customer Interaction Analytics for Business Transformation

Converting unstructured data
into actionable insights

SALES EFFECTIVENESS



TRAVEL & HOSPITALITY – \$80M REVENUE BOOST

- Agents coached to book nearby hotel
- MAS Team predicted \$19m increased revenues
- Realised Revenues increase of \$ 80m

CHURN / RETENTION



COMMUNICATIONS – 18M RETAINED CUSTOMERS

- Predictive modelling of customer churn
- 30% improvement in ability to spot churners
- Redesign of inbound and outbound retention programme
- \$10M+ Savings

COST MANAGEMENT



RETAIL HEALTHCARE – \$213K SAVINGS

- Tracking, Quantifying and eliminating defects
- 20% Improvement in call time
- 15% improvement in FCR

CUSTOMER SATISFACTION



FINANCIAL SERVICES – \$540K SAVINGS

- Analysis of “customer effort” and relation to C-Sat
- Long Hold Times due to agents missing information
- Training meant hold times went down and CSAT went up
- \$ 540K in Annual Savings

jetBlue®

Marriott

American Airlines

IHG
InterContinental Hotels Group

UNITED

Disney

COMCAST

verizon✓

T-Mobile

BARCLAYS

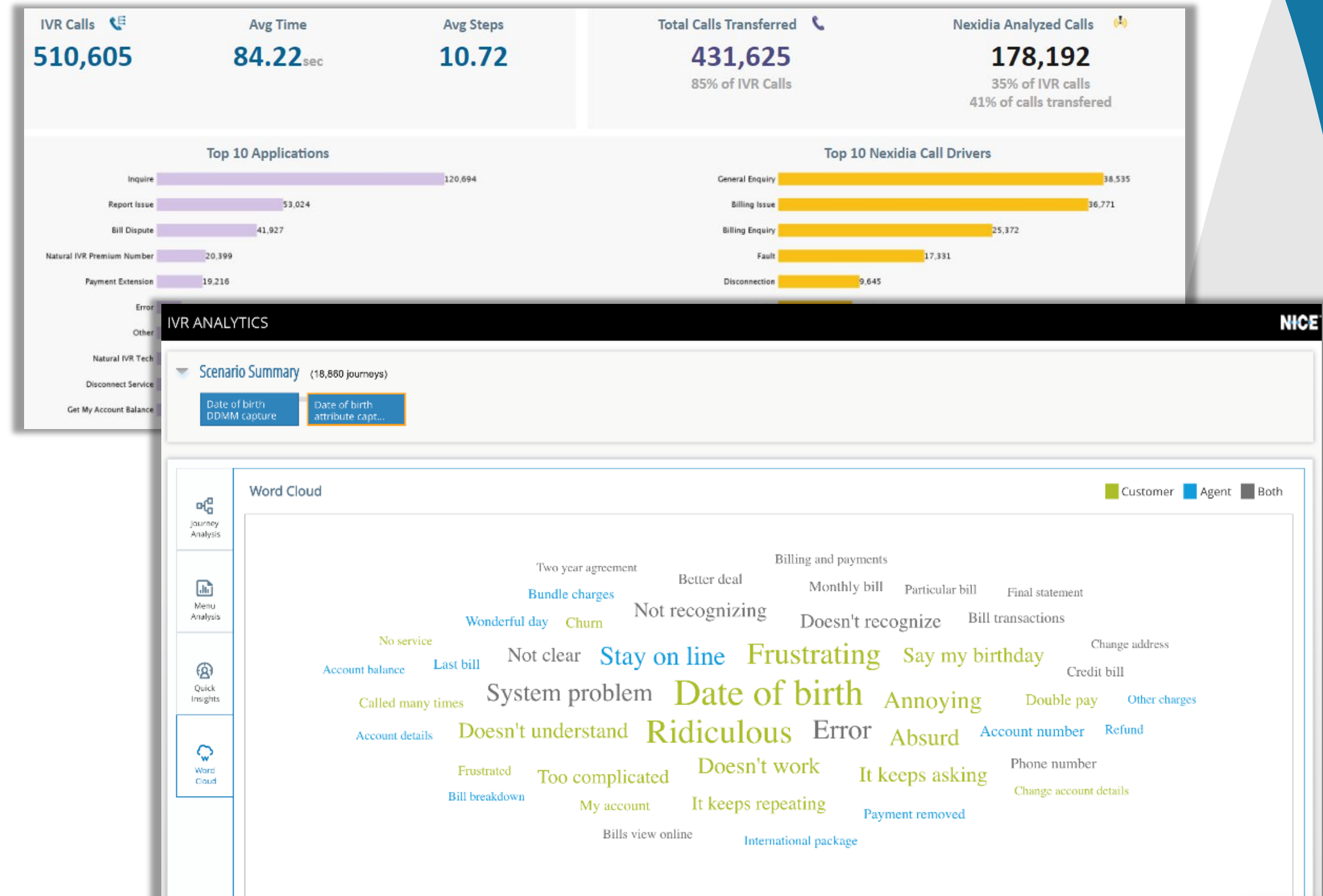
JOHN PAUL

AMERICAN EXPRESS

EURO INFORMATION

IVRO enhancing Core Nexidia Analytics

- Provide reasons for misroute from IVR to a live agent
- Identify root causes for customer dissatisfaction
- Detect missing self-service opportunities
- Use Nexidia's Discovery Word Cloud and drill down to individual interactions



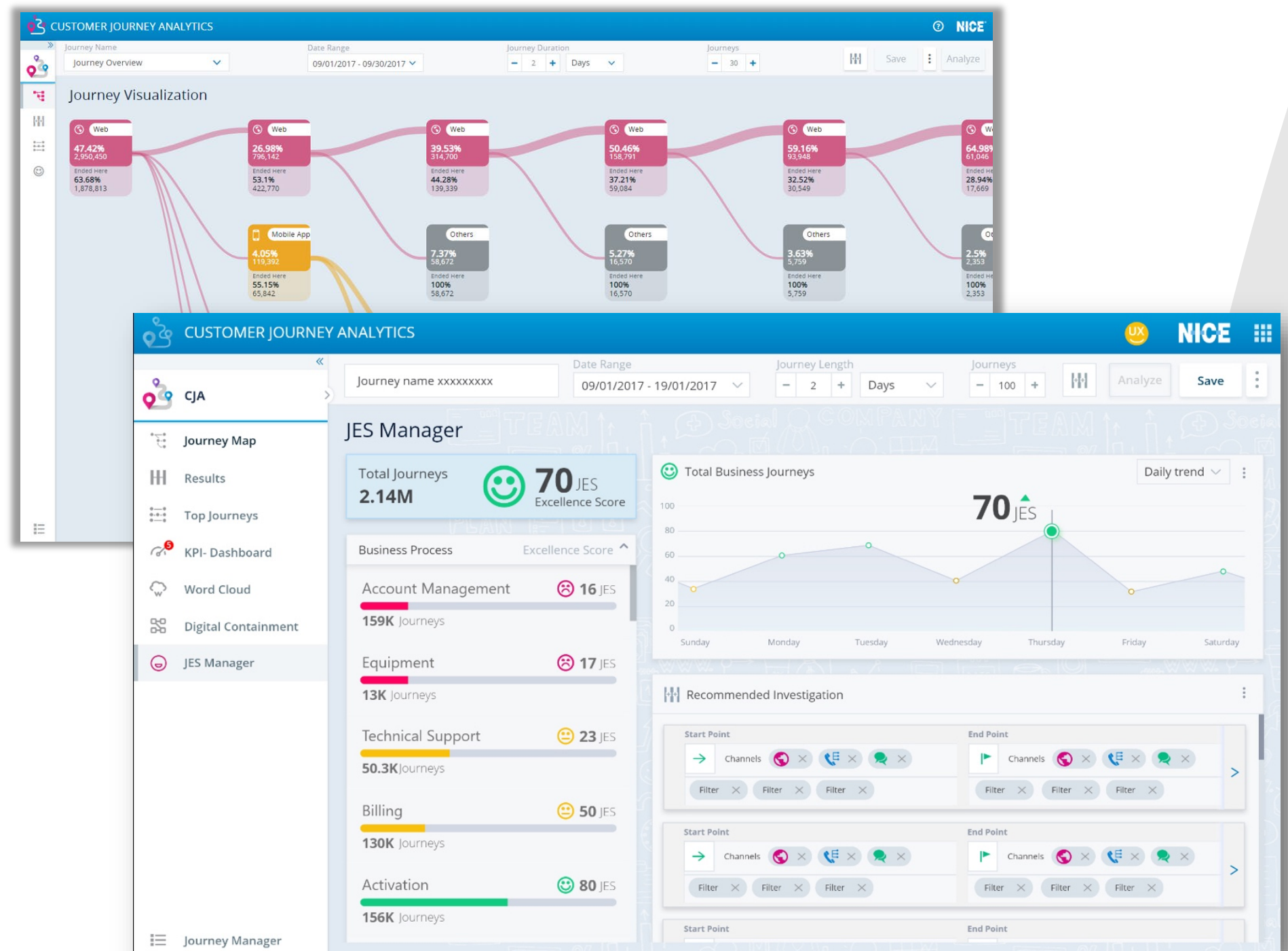
AI enhanced Omnichannel Journey Analytics

Industry-first Journey Excellence Score

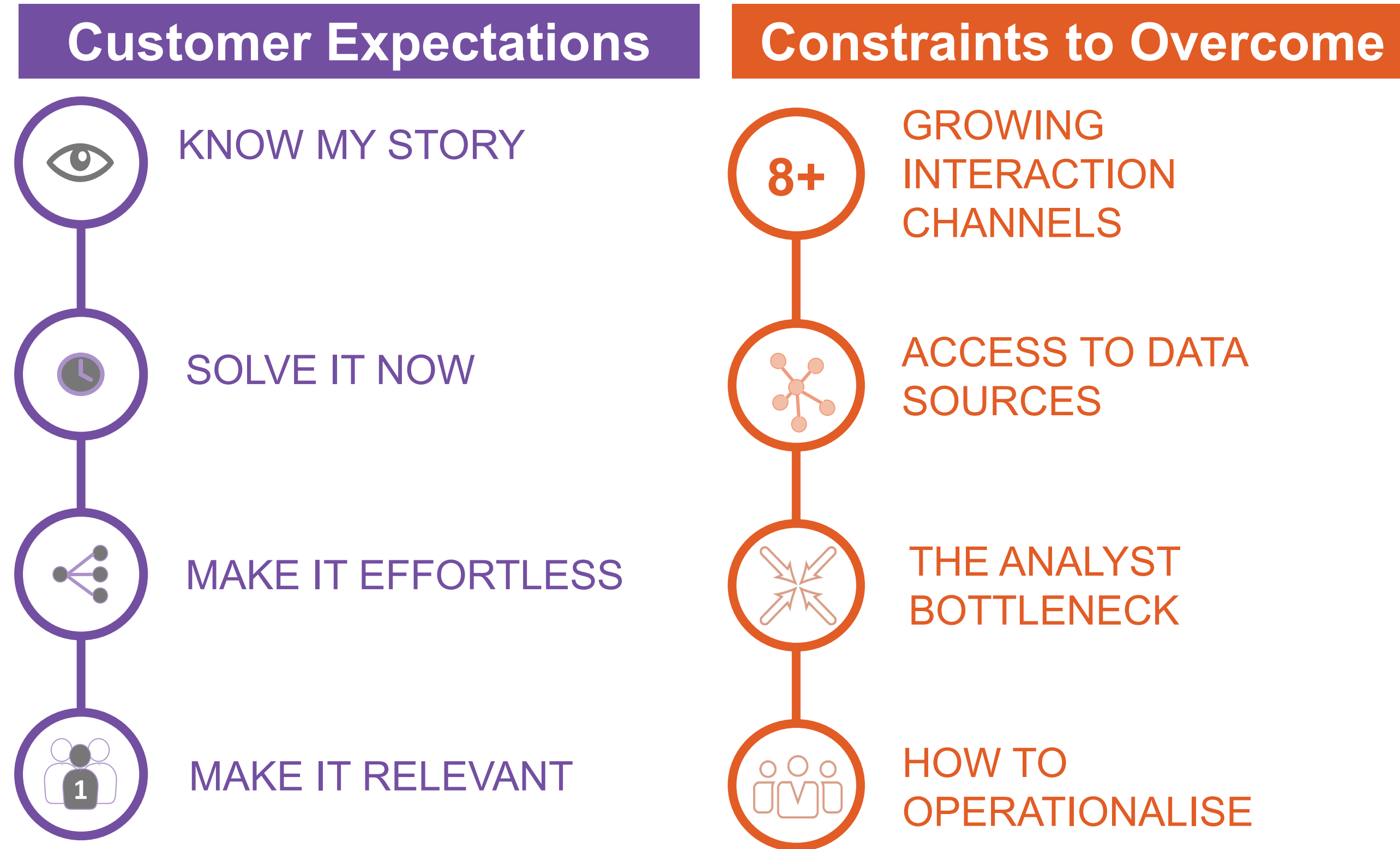
- AI-based customer experience monitoring

Omnichannel monitoring of digital journeys outside the contact center interactions

- Provides a full view into the customer's journey



Everyone Needs a Complete Programme



Customer Journey Solutions = Significant Improvements & Savings

Research Report

Total Economic Impact™ of the
NICE Customer Experience
Analytics Solution - July 2018

FORRESTER®

Background



Composite Organization from
Interviewed Customers

- **\$10 Billion** annual revenue
- **13 Million** customers
- **7,000** call center agents
- **50 Million** voice calls per year
- **70 Million** IVR sessions per year
- **Millions** online interactions per month

Key Challenges

- Poor visibility into cross-channel customer journeys.
- Increasing customer support costs.
- Missed opportunities to increase customer retention, enrichment, and loyalty.

Key Results

- Improved visibility into cross-channel customer journeys.
- Increased containment rates.
- Increased customer engagement through personalization.

Conclusions

\$23M cost savings over 3
years (Present Value)

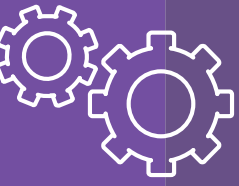
252% ROI with
investment paid back in
less than 1 year

**2 - 4% increased
containment**
(IVRO and CJO)

“[Prior to NICE], we didn’t have a lot of insights across channels. Without having the stitched-together journeys from our customer’s perspective, we were hypothesizing on what was happening without having any truly connected data to support it...I think we certainly look at a single-digit percent increase in call containment — and that alone is worth tens of millions of dollars to us.”

Strategic Consultant, Large Insurance Company

A Unique Combination of Both Attended & Unattended



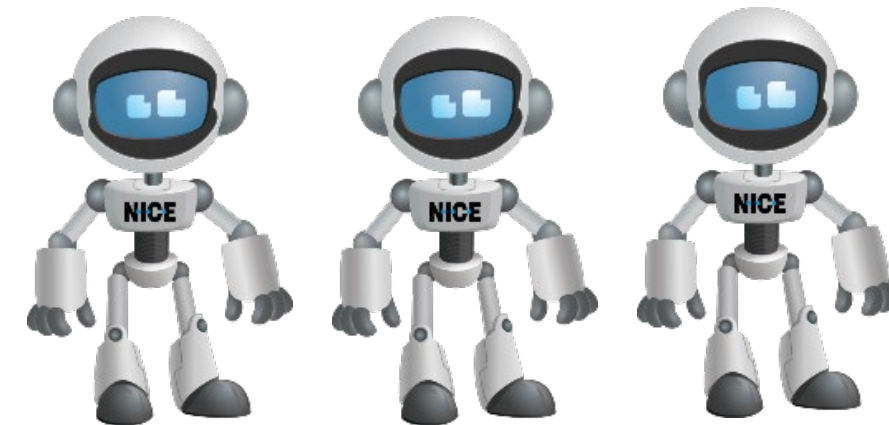
'Attended' Desktop Automation

- Agent-assist with guidance callouts & automation flows
- Decision support
- Triggers unattended flows
- Adds human supervision to automated processes

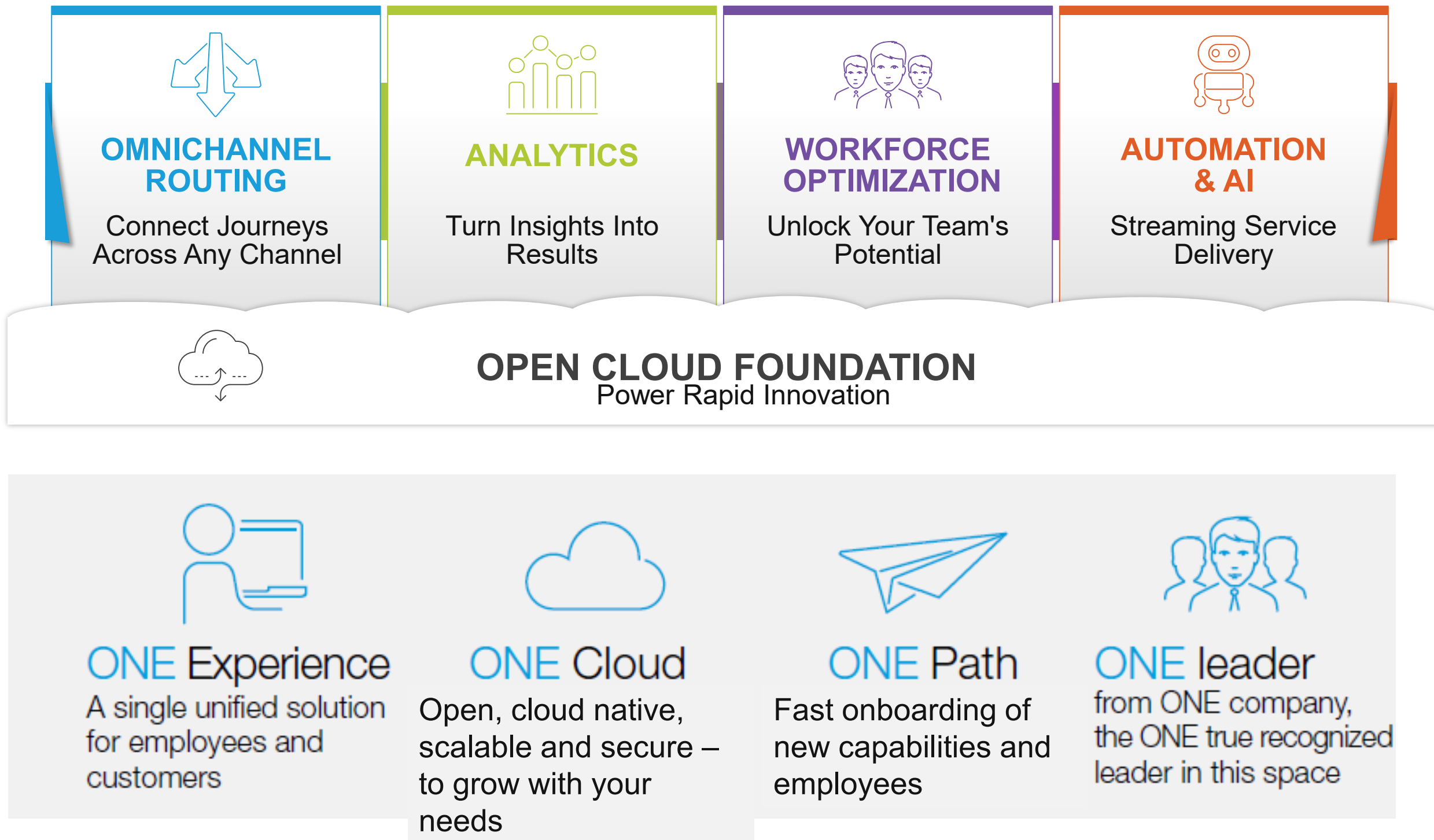


'Unattended' Robotic Automation

- No human intervention
- High volume, low value processes
- Quality, predictability, scalability & speed
- Customer & employee satisfaction



First and Only Unified Cloud Customer Experience Platform



For Organizations of All Sizes

One Agent Experience


- Apps (e.g. WFO) embedded in MAX agent or Salesforce
- Faster agent onboarding

One Manager Experience

- Manage SLAs, schedule, coach, measure in one console
- More time acting vs. gathering

One Administrator Experience

- Configure users and policy once
- Consistent, centralized reporting made easy

The background of the slide is a composite image. It features a circular, futuristic environment with a grid and binary code (0s and 1s) overlaid. In the center, there are four floating footprints with a pink and black tread pattern, arranged in a square. To the left, a person's legs and feet in black shoes are visible, standing on a platform. To the right, another person's leg and foot are visible. The entire scene is partially covered by a large, semi-transparent blue circle on the right side, which contains the text.

Conclusion 4:
The future is
the Agent
Robot Duo.
It is already
here

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Questions?

Thank You

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