

CCMA Members Forum More Automation, More Conversation or Both?



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Survey 1

How many people plan to use some sort of conversational AI tool over next 12 months?

Poll Results (single answer required):

Not likely to use	0%
Will investigate but unlikely to deploy soon	0%
Investigating and will deploy a pilot	18%
Looking to use Conversational AI for deployment in 2021	27%
Already using and looking to improve current request types	55%

What is Conversational AI?

Bringing different strands of technology together

1. Natural Language Processing;

Ability to read or “parse” human language

2. Intent recognition;

Understand the request – even if strangely phrased

3. Entity recognition;

Picking out “2nd Feb” as a date or “Aoife” as a name

4. Fulfillment;

Using 2. & 3. to build sophisticated database queries

5. Anthropomorphism;

Simulating human emotion/politeness in responses

6. Machine Learning; Using requests already made to improve responses to future requests

7. Contextual Awareness;

Using the full chat text not just the last request

1. Relieve the volume on the inbound call queue
2. Faster responses and better engagement when browsing prompts questions
3. Deep-linking and navigation from the bot-enabled front page
4. Intelligent and immediate responses to emails
5. Supporting agents within the contact centre in accessing complex information
6. Pro-active chat offers (ready to check-in?, 100 units used in last hour – more information?)

How to quickly see where to start

Transaction Request Detail	Total	#DBs to access 80% of requests	Current NPS	Current tech engagement (% of requests)	Conv AI likely engagement channel
Repairs To Council Houses	44	High	-20	Lo	IVR interrupt
Housing Customer Care (Code Of Practice)	28	Med	-30	Lo	Front page deeplink
Gas Repairs in Council Houses	26	High	20	Med	IVR interrupt
Applying For A House	13	Med	0	Hi	Chatbot reception
Neighbourhood Environment Teams	13	Med	15	Med	Email auto- response
Rent Arrears	12	Low	25	Lo	Pro-active message
Kitchen and Bathrooms Post installation	11	Low	50	Lo	
Anti-social Behaviour	10	High	-10	Hi	
Domestic Refuse Collections	7	Low	10	Hi	
Fly Tipping/litter Hotline	7				
Capital Programmes	6				
Garden Maintenance Scheme	6				
Kitchen and Bathroom Pre installation	6				
Dog Foul And Dog Foul Bins	5				
Homelessness	5				
Customer Service Centre – Telephone Service	4				
Housing Benefit	4				
Parks, Grounds And Open Spaces – Management And Maintenance	4				
Estate Management	3				

Where to start



*Only automate when you can make the experience **better** than it is today*

What is the primary business use that seems most appropriate for Conversational AI in your business?

Poll Results (single answer required):

Displace inbound volumes while maintaining service quality.	55%
Improve service response times.	0%
Improve overall customer satisfaction, increase NPS/CES	18%
Improve conversion rates for online enquiries	9%
Support your agents directly in their day-to-day work	18%

What is the CSR experience in a CAI world

What conversations have already been had through bots and how do I avoid asking the customer those questions all over again

What are customers doing with bots already and how might that affect the questions they ask me?

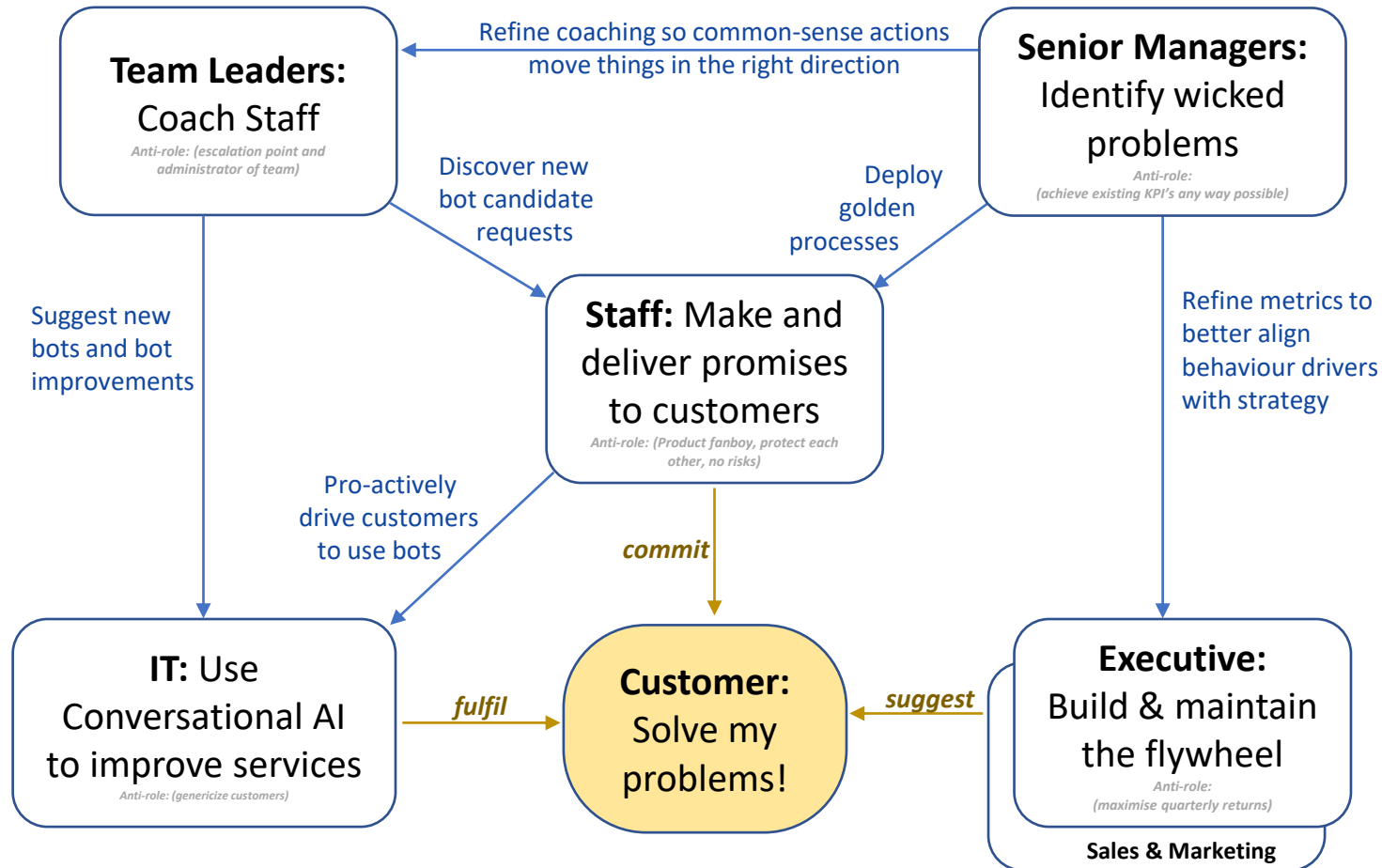
What is the customer bot experience like; can I try it?

How can I best guide my customers to self-serve next time

Why is this request XXXX that I get all the time not being offered (NB: often it may be being offered but agents have not been informed)

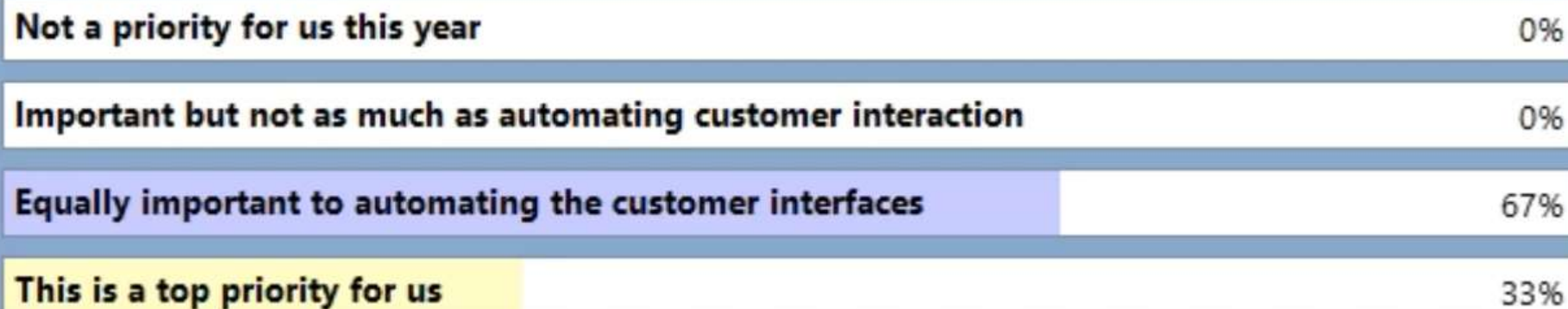


Possible role goals in a Conv. AI environment



How many people are looking to improve week-to-week coaching with frontline staff?

Poll Results (single answer required):



Questions for Cormac

OR

Questions to the general audience

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The following slides are addendums and were not used during the presentation

What we did during coaching sessions

Close the Loop

Call Recording

Optiop for Scoring the Call

Issue identified (Reality)

Goal Set

Opportunity identified

SMART action set

Commitment (will)

Operational Impact so far

- ❖ Evidence Sessions are taking place
- ❖ Visibility on the issues identified
- ❖ Visibility on SMART Action.
- ❖ More effective workshops
- ❖ Better targeted user guides
- ❖ More effective NHO training

RESULTS

Increase in productivity

Increase in sales

Engaged Sales Teams

Client: The company behind many of the world leading brands in the eGaming sector

Problem: Operational costs continue to grow as the business expands

Challenge: Reduce the number of live customer service contacts across phone & chat

SOLUTION HIGHLIGHTS

- Single Digital Reception deployed across 7 brand websites
- Implemented in 4 weeks including integration with Live Chat channel
- 28% reduction in Live Chat traffic within first month
- Next stage development targeting an additional 40% automation
- Now planning to extend to support Spanish & German languages

Client: Online international money transfer business operating in over 50 countries

Problem: Pandemic significantly increased the volume of customers transacting online

Challenge: Make it easier for customers to resolve queries in a more cost efficient way

SOLUTION HIGHLIGHTS

- Deployed across website & android/IOS apps with integration to Salesforce
- First solution implemented within 2 weeks
- 30% of all site visitors self-selecting the new channel
- 60% of Live Chat conversations deflected and handled by AI Assistant
- French & German versions successfully implemented



Case Study Highlights

34%

Client: A leading, global payment services and technology provider

Problem: Spikes in service demand (exacerbated by Covid) driving CX & Cost issues

Challenge: Increase the level of self-service for high volume customer requests

SOLUTION HIGHLIGHTS

- Deployment across 2 international brands
- Production ready in 9 weeks including integration into Phone & Live Chat channels
- 34% reduction year on year in contacts to live agents
- 100% increase in accuracy of documents collected first time through bot v email
- Operational roadmap for continuous development of automated solutions