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# How bots improve the call center world.

**Customer experience is king! The customer's voice is louder than ever before. PWC reports that one in three consumers will walk away from a brand they love after one bad experience.**

With more contact points than ever before, businesses need to ensure a smooth omnichannel experience.

## What can we do to improve the experience?

- Drive towards digital first call resolution
- Perform channel migrations from voice to non-voice
- Improve efficiency and reduce cost per contact
- Drive towards consistent customer experience improvement
- Improve the employee experience
- Increase accuracy and knowledge
- Decrease call average handling time (AHT)
- Reduce training effort from an average of ten to two days
- Predict customer behaviour
- Provide a personalised service



# Challenges faced by businesses operating / using Call centres

Call centres are a significant cost driver.

Customer loyalty is low, and customer experience has a significant impact on satisfaction and retention.

The customer service technology ecosystem has grown increasingly more complex over time.

Modern engagement channels provide different mechanisms of engagement, ranging from emails and phone calls to social media, web chat, and self-service platforms, yet integration into operational systems can be complex.
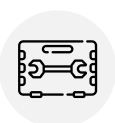
Call centre agents typically face non-consolidated customer service toolkits and a lack of effective cross-channel services in their daily activities.

Complexities related to various communication channels make it difficult to enforce a consistent process and experience across the different channels.

Customers' transactional data and history are often stored in non-integrated, scattered applications.

Call centre agents must navigate through multiple disconnected systems and applications when managing their interactions with a single customer.

Jumping between disparate channels shifts focus away from the customer, resulting in lowers agent productivity, and potentially endangers data accuracy and regulatory compliance.
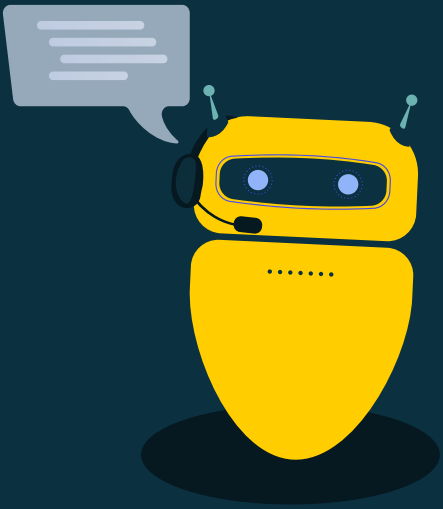
# OneBot
# Our iOCO Solution

We have developed the **OneBot** digital assistant!

Our digital assistant platform provides a single digital persona for customers to interact with, while remaining highly extensible, thereby allowing functionality to be added as time progresses.

Whether it's a customer, user, or an employee, in the age of choice, it is no longer enough to simply digitise your business. It is the experience of your service or product that has emerged as a key strategic lever in achieving an organisation's goals and objectives, and this actually keeps people in your ecosystem.

## Serving customers best

In order to address these challenges, automation is quickly becoming pervasive to the call center market in its benefits for both call center agents and their customers.

Predicting customer behavior

Delivering personalized service

Minimising call wait time

Supporting agents with in-depth knowledge

In short, automation results in increased efficient, accurate and productive.

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# More about OneBot

Provisioning software and hardware for your contact centre can be complicated because legacy systems are siloed and weren't designed to be integrated. Traditional procurement and provisioning models don't prioritise keeping up with customer expectations, which change quickly in today's technology landscape.

We offer a contact centre framework that makes personalising your customer communications as easy as customising your company website. This framework is based on API building blocks and works across all channels.

OneBot allows for the freedom to experiment and the ability to integrate, which together create a personalised customer experience. With an API-based contact centre backing up your customer engagement strategy, you can stay agile, and experiment to continually improve.

Building a contact centre that equips your agents to anticipate and meet customer needs effectively across the channels they prefer. By giving your agents the exact information they need about each specific customer, you're empowering them to give excellent customer service.
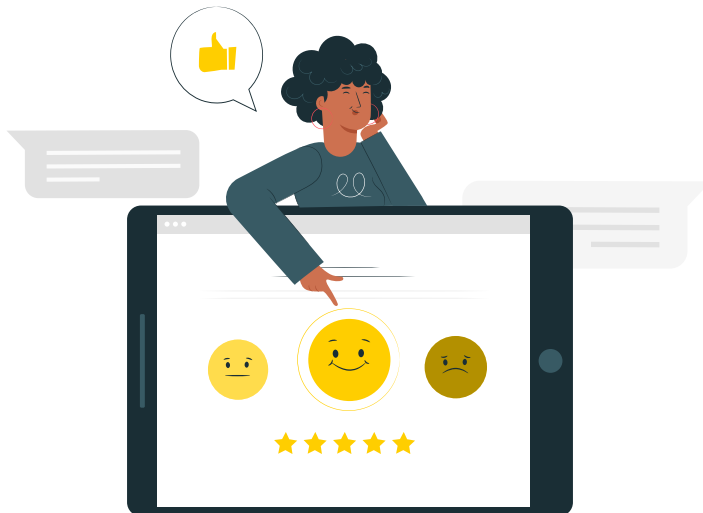
## Do this every time, and you're setting your business up for ongoing customer relationships and loyalty.

# Real-time guide for the customer service agent

Call centre agents are able to swiftly update information in multiple systems simultaneously without having to jump between screens and compromise on their focus during a call. Dynamic search options and data management tools based on a unified knowledge repository also help agents save time and lower call abandonment rates.

By offering a customer interface with 360-degree view of the customer, we have the ability to provide call centers with a single front end.

The application is an information system designed to integrate various systems into a single view to enhance system usability. This ensures an improved customer experience and improved service metrics by:
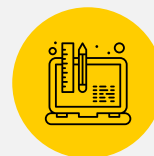
Decreasing the call
Average Handling Time (AHT)

Reducing effort from an average of ten to two days

Ensuring the correct type of data is captured using process prompts and where possible, minimising mandatory fields

Using colours and fonts that are in line with the app generation, creating comfortable navigation and use of the tool

The system enables the agent to easily and quickly access the customer's information in order to identify the customer and to have a comprehensive view of the person's information, including a single view on their billing profile, as well as cases and interaction history.

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## Prediction of customer actions

Using historical data on a customer's preferences (for example, previous purchases and page visits), the software platforms are able to help predict a customer's actions, behaviours and concerns. With this greater understanding of the customer, call centre agents are able to better position their services to satisfy customer needs in a more personalised way than ever possible before.
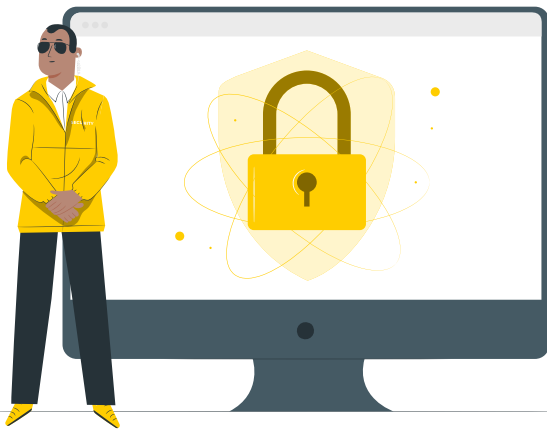
## Error-free & high security processing

By allowing for automated data entry and navigation between systems, automation ensures processing security as well as reduces errors previously caused in the high-pressure, manual environment of call centre agents. Moreover, the actions of the robots are saved in a central log where they can be monitored regularly, easily accessed in the event of audits and updated to reflect regulatory changes.

## Automated notetaking

Through automated capture and analysis of data inputs, we can ensure that an agent's wrap-up work is streamlined, efficient and less time-consuming. Summary scripts are automatically produced after a call to significantly improve wrap-up stage productivity and reduce the average handling time of customer requests. With their time significantly freed, agents are able to take more calls and develop their customer-centric skills by fostering existing client relationships and acquiring new customers.

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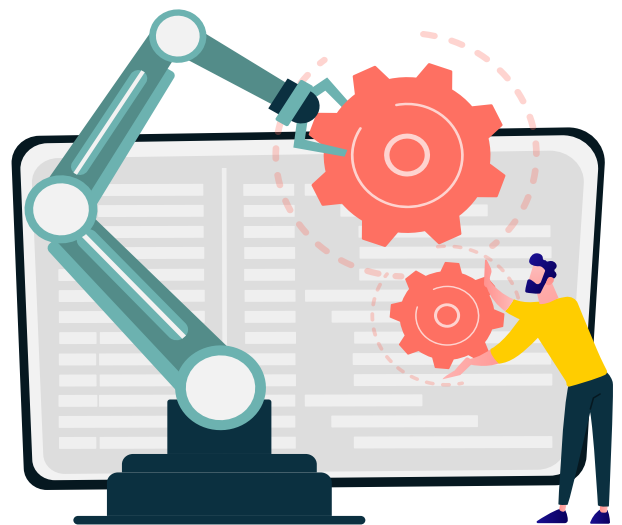
# Our Approach

### Task and Process Mining

Through task and process mining you identify automation opportunities that are inherent and may not be visible to business users. This gives a highly effective way to discover and prioritize easy-to-automate, repetitive tasks with fast ROI without requiring prolonged analysis.

*\*Task Mining uses AI to analyse how people get work done. Advanced machine learning models tease out the most frequent task patterns from the data. Then they identify repetitive activities that could be automated.*

**Process Mining** looks at back-end system data. Back-end system data has its own story to tell about how work really gets done at scale and where the best automation opportunities are. Through process mining, we gain insight to optimise end-to-end processes – not just initially, but continuously.

## Process mining provides the following functionality:

**Connect:**
Access process data from your ERP, BPM or CRM system

**Configure:**
Add Tags and KPI's to data to align outcomes with strategic business goals

**Visualize:**
Obtain a fact-based representation of complex processes, showing all bottlenecks, deviations and inefficiencies

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# Using data to guide the automation strategy

Text (including speech) comprises the highest proportion of unstructured data in most contact centre operations and offers the biggest potential impact. It is constantly being generated about a company from social media channels, chats with customer-service agents, surveys, feedback forms, warranty claims and other sources.

Making sense of this data requires scraping it from all available channels (including converting call-centre recordings to text) and cleaning it to remove unimportant words, punctuation and special characters. Once the data is cleaned, companies can begin to generate meaningful insights from it.

**Reduced average handle time by up to 40%**

Through the use of speech and text analytics, contact centres can proactively reduce AHT by analysing specific incident types through unstructured call description logs to find variabilities in the resolution process.
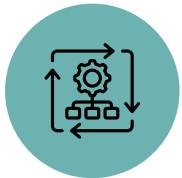
Keywords can be mapped from logs for that incident category to better understand the implications on AHT. Using the insights as a baseline, an automated self-learning solution can be created that uses text analytics to identify potential AHT improvements, particularly in areas such as redesigning questions to better understand customer problems, optimising processes, eliminating unnecessary steps and standardising agents' resolution guides. This foundation allows for continuous improvement by proactively identifying and mitigating other issues to improve customer service.

# Reduced Call Volumes by predicting product failure

**Product reliability inherently affects call volumes.**

The more challenges customers face, the more calls are made for support. By analysing both contact centre and operational data, we can identify various opportunities for optimisation that stretch across the entire organisation.

This results in building predictive models around product failures that allow product issues to be anticipated and treated proactively, thereby reducing the need for customers to call.

A predictive maintenance approach measures historical and real-time data from the network elements to understand the process of service degradation before failure. It also predicts which elements are more likely to fail in the upcoming days or hours, using predictive analytics tools and techniques.

Faults can then be predicted at an appropriate granular level so that preventive action is possible. Furthermore, predictions are generated in a very short time window to make it operationally relevant.

For example, faults for 120 000 pieces of equipment can typically be predicted in just three hours on a daily basis. This provides probable root cause for the predicted incident which sharpens the precision of service planning and preventive action. The accuracy of such an algorithmic root cause recommendation can then be further optimised with feedback loop integration from the NOC or field technician.

By applying models like these, you can reduce overall incident counts and subsequently call volumes that flow to the contact centre.

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# Analytics and Reporting



Context is extremely important in a call centre because it enables agents to have a personalised conversation. Using data, agents can have a 360° view of the customer. Historical data will show how the customer already interacted with your organisation, in real-time, to provide a continuous experience for the customer from mobile to the website to the physical store.

It also makes the experience easier for the customer, as they do not need to re-explain their problem or question. On the other hand, context is an important element for call routing – it gets the correct customer to the correct agent quickly. Predictive analytics can figure out what possible questions or concerns that a customer may have.
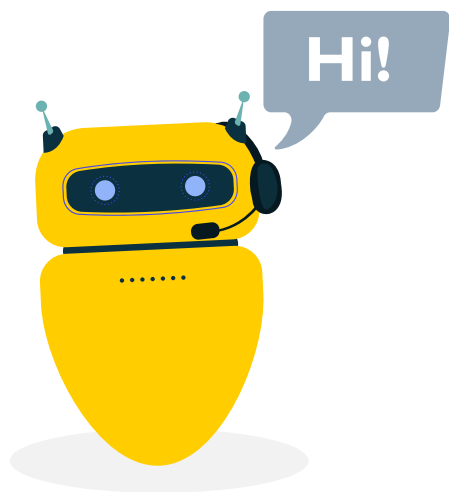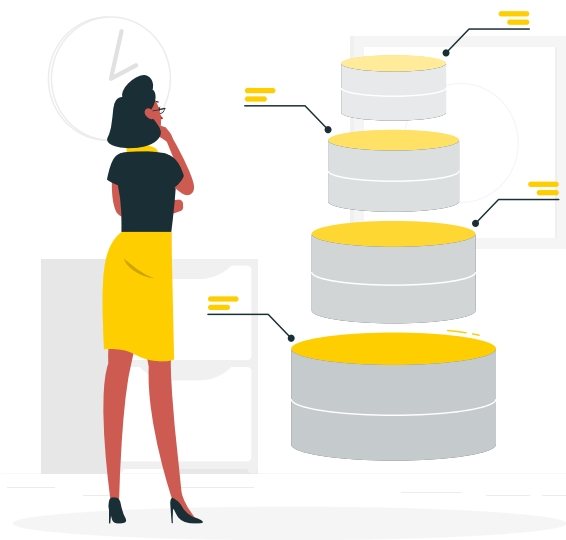


In addition, it is also very important for chatbots. Poorly built, static chatbots are increasingly useless for companies and frustrating for customers. Chatbots are also less expensive than agents, but if left unoptimised, they become less and less relevant. AI-powered bots are now taking advantage of the context of the conversation to respond better to questions. Assistants now have increased ability because developments in machine learning have improved natural language processing.

Unlike earlier data and analytics solutions, which helped companies understand what is currently happening within their contact centres, advanced analytics helps generate actionable insights about what will happen next, through both internal and customer-facing applications.

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# Pro-Active Resolution

Usually customer service interactions are inbound.

Imagine you could pre-empt issues and resolve them prior to the customer reaching out to you. Resolving issues before the customer is even aware of them will not only reduce call volumes, but also provide customers with a great user experience.

This slots nicely into the personalised context discussed in previous sections. For example, when the contact centre analytics indicated that a customer requested a statement, the agent or bot most likely needs to check if there is a billing query, thereby reducing repeat calls. Another example might be where the self-service is monitored and alerts customers that might experience a similar issue.

## Voice Analytics

A company's most vital asset is its customers. Meeting customer needs and focusing on customer satisfaction helps to ensure their loyalty to your business, as well as their recommendations to others. Even when monitoring the textual content of calls, customers rarely explicitly state their true preferences or feelings about their interactions with your company's call centre agents. Superior tools are needed to determine your customers' true emotions and reactions, quickly and efficiently.

Speech analytics is very useful to business call centres because vital information can be extracted from unstructured data gained from customer interaction. By analysing the data, patterns will be identified, and action can be taken accordingly.

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## Customer Experience Improvement

One of the main drivers for speech analytics is to improve customer experience. The audio analytics will detect customers' sentiment, attitude and stress from their voice, as well as things like reason for the call and satisfaction levels. Agents can rapidly identify a customer's requirements and expectations, and determine how to resolve the issue in the best possible manner.

## Operational Improvements

Speech analytics can improve operational performance of the call centre by improving AHT, call deflection, first call resolution and transfers. The analysis system can actually revitalise dormant contact centres.

Quality monitoring of contact centres can be transformed by implementing speech analytics. Speech analytics will improve areas where manual monitoring still takes place and bring the highest value to contact centres where quality or performance issues arise. By using these analytics, quality managers can identify areas where performance can be improved and in return offer better customer experience.

## Compliance & Risk Identification

Speech analytics software that automates risk and quality management is crucial for protecting your business. Analytics of voice data enables businesses to understand the intent, context and empathy levels within a conversation, thus enabling you to quickly identify compliance issues and mitigate risk at scale.

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# What is the measures of success?

**Customer-focus**
Customer satisfaction determines the success of our project strategy.

**Process-centric**
Focus on process thinking, and strategies are developed based off feedback from internal workflows as well as customers journey experiences.

**Strategic and systematic approach**
To foster an environment that is continuously focused on process improvement, our strategy is continuously fine-tuned and focused on the overall vision, mission and desired outcomes.

**Fact-based decision-making**
We utilise trends, big data and smart analytics to guide the project strategy.

**Total employee involvement**
Every employee is involved in working towards the common goal of continuous improvement.

**Integrated system**
Micro-processes across the organisation and the clients we serve, are rolled up into combined processes to ensure those processes align with the client's overall objectives.

**Continues improvement**
Supporting the notion that a process is never complete or final, we believe new business challenges and technologies are and should constantly be introduced.

**Communication**
Efficiencies and enhancements require a large amount of change management, thus strong communication across all stakeholders is key in order to succeed.

## Get in touch to get more info

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