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USING AI AND AUTOMATION TO EMPOWER AGENTS

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INTRODUCTION

Given how automation is projected to replace potentially millions of contact centre roles globally over the next few years, it perhaps seems counter-intuitive that we're citing AI and automation as a key enabling driver for the empowerment of agents.

We're already seeing conversational AI and intelligent chatbots automating many simpler transactional customer service requests, with increasing levels of success and capabilities deepening all the time. Indeed, according to analyst firm Gartner, the deployment of this kind of AI chatbot could see the contact centre sector collectively save up to $80 billion by 2026.

However, the increased use of conversational AI and intelligent chatbot solutions is also having a significant impact on how customer interactions are being managed and handled in today's digital-first environment. While AI and automation can address a growing proportion of simpler customer requests, contact centre agents are seeing their daily workload shift as they are left to handle more complex and inevitably longer transactions.

That's why AI and automation have an equally important role to play in empowering contact centre employees to be even more efficient. AI applications now have to reach inwards to your people and contact centre – drawing on the same powerful AI technology to listen to contact centre

interactions, support advisors with contextual content and recommend next best actions for customers.

People will always play a critical role in customer engagement – whether that's as highly skilled customer service advisors handling the most complex conversations in the contact centre, or - increasingly – working to design, train and maintain the different AI chatbots that are used to support simpler self-service interactions.

When brought together the combination of AI and automation powered self-service with AI-assisted human service will help to drive unprecedented change in CX delivery.

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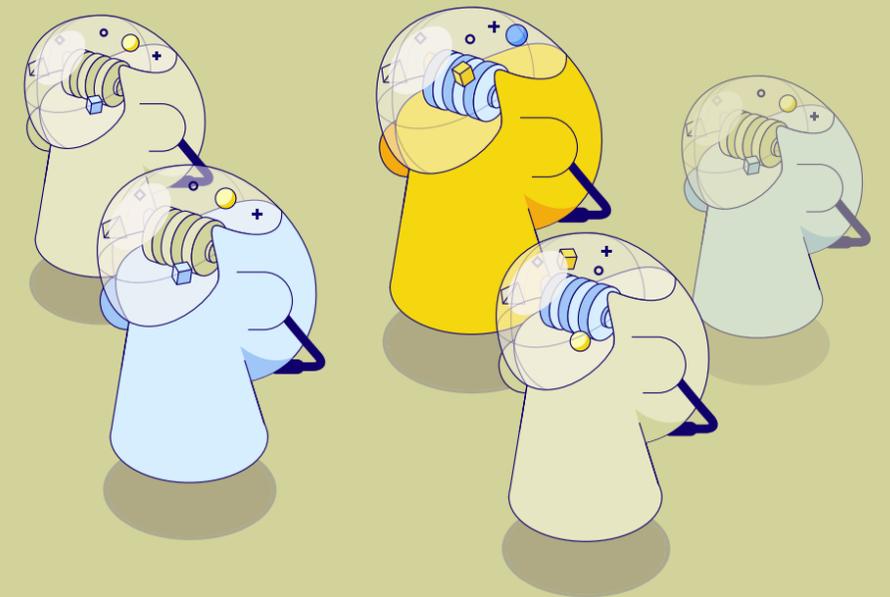
HOW AI AND AUTOMATION CAN HELP ADVISORS ADDRESS TODAY'S KEY CX CHALLENGES

Implemented in the right way, AI and automation will provide powerful new ways to free up resources and make more informed decisions. This will transform customer journeys into a source of rich insights for both contact centre agents as well as the wider business.

We're moving quickly to the point where almost every customer interaction will soon be fronted by AI in some shape or form. But if brands are to provide a truly unified, end-to-end customer journey experience at scale across both self-service channels and their contact centres, there are a number of challenges that have to be addressed:

CUSTOMERS WANT MORE JOINED-UP SERVICE EXPERIENCES

Digital CX interactions still need to be backed up by deep integration with the contact centre, with customers citing the failure to transfer digital interaction details and their history as a key frustration when they seek additional help from a live agent.

HUMAN ADVISORS WILL NEED MUCH MORE SUPPORT

With AI and conversational technologies now handling more routine CX enquiries, advisors are inevitably handling a far greater volume of more complex customer interactions. This is bringing much more complexity to the agent desktop, while also introducing considerable frustration and stress for agents as they work to find the answers that customers need.

NEED TO BREAK DOWN ORGANISATIONAL SILOS

Organisations may talk about building complete, end-to-end views of the customer journey – but that's almost impossible to do without bringing data together from across the business. Successful AI-powered automation needs company-wide collaboration, so it's vital to get everyone on board with enthusiastic buy-in – not just from senior and middle management, but also from right across the contact centre.

RECOGNISING THE WEALTH OF CUSTOMER INSIGHT GATHERED BY AGENTS

AI and automation technology has been great at capturing key insights from conversational AI and chatbot interactions. But what about the sheer depth of customer awareness and resolution insight that's stored in potentially millions of contact centre insights each year? This is a resource that shouldn't be overlooked any longer.

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POWERING CONTACT CENTRE PERFORMANCE WITH AI AND AUTOMATION

Sabio is an ideal partner for organisations looking to transform their customer journeys with AI and automation. HomeServe and loveholidays demonstrate the power and range of our CX automation capabilities for both self-service and human service operations.
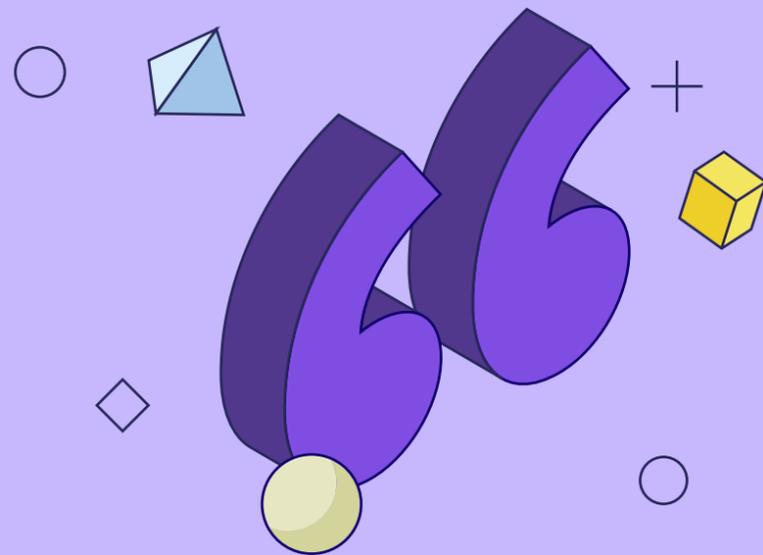
SETTING CLEAR AUTOMATION OBJECTIVES AT HOMESERVE

A focus on setting clear automation objectives for its conversational AI project meant that HomeServe was looking to automate 50% of call minutes into its contact centre. Following its successful deployment, HomeServe is now routing 70% of its total call traffic through its AI bot – handling 6,000 calls a day with an intent accuracy of around 94%. And while HomeServe was confident that most UK Customers would be happy to use the new solution, there still needed to be options for those people who would prefer to speak with a contact centre agent.

The conversational AI solution was delivered in partnership with Sabio's expert virtual agent development team and HomeServe UK's own Contact Channel Automation and Contact Centre specialists. As a proven CX solutions and services specialist, the Sabio team integrated technology from Google, Twilio, Looker and its own Sabio IP to provide a comprehensive conversational AI solution that enables HomeServe UK to put AI at the heart of its Customer experience.

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With Conversational AI's ability to categorise over 150 separate customer intents, our UK CX teams gained new levels of insight into the issues driving customer demand."

– Phil Jordan, Head of Contact Channel Automation, HomeServe

POSITIVELY IMPACTING THE AGENT EXPERIENCE WITH LOVEHOLIDAYS' SANDY AI BOT

loveholidays, the UK's fastest-growing travel agent, has worked with Sabio to take powerful conversational AI to the next level. Following a number of successful iterations of its AI-powered bot, the company now automates over 50% of customer chats, and the number is still rising. Adding Sandy to voice has also helped to positively impact the agent experience. Because the majority of less complex customer queries are now being handled by Sandy, agents are able to focus their skills on resolving more complex and emotive issues for customers.

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Conversational AI has proved a force multiplier for loveholidays, not just by exceeding initial automation expectations but also by helping the company to gain new levels of understanding around demand. As a result, we've been able to change our business through a chatbot."

– Eugene Neale, Director of Business IT and CX Engineering, loveholidays

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EMPOWERING YOUR ADVISORS THROUGH THE POWER OF AI AND AUTOMATION

At Sabio we believe that it's time to support contact centre advisors with the AI-enabled technology and solutions required to deliver the experiences that customers increasingly expect. Key examples that help advisors to take full advantage of the power of AI include:

KNOWLEDGE-BASED BOTS

Powered by AI, knowledge-based bots aggregate real-time information from across your operation into a central smart repository that can provide answers from any touchpoint. Highlighting content that's popular, bots provide a great resource for contact centre agents working to transform customer experience.

AI-ASSISTED ADVISORS WITH AGENT ASSIST

An AI solution that's designed to reduce frustration for customers and improve advisor operational efficiency. Agent Assist embedded in the Agent Desktop provides continual analysis of customer/advisor conversations, surfacing key contextual information to equip advisors with real-time insights. They get to give expert answers promptly, while customers benefit from faster resolution and less annoying delays.

ENABLING VOICE AS A DIGITAL CHANNEL WITH SERVICE CLOUD VOICE

With solutions such as **Service Cloud Voice**, the traditional voice platform no longer needs to operate as a separate service channel. Capabilities such as real-time call transcription and AI-powered guidance on recommended next steps help advisors to deliver true omnichannel support and resolve customer issues faster.

INTENT CAPTURE & ANALYSIS (IC&A)

IC&A uses AI technology to uncover the reasons why customers are calling into the contact centre. Calls that are suitable for automation can then be routed away from the contact centre, leaving contact centre teams free to spend more time on those more complex interactions that require a human touch. **IC&A** is also great for identifying patterns and trends to highlight where service can be optimised.

ACCELERATING CONVERSATIONAL AI DEPLOYMENT WITH SABIO CONSOLE

Sabio Console is an AI-powered customer experience platform that helps CX teams simplify the management of customer interactions across multiple channels. Sabio Console helps brands bring together key Natural Language Processing integration, Knowledge Management and Analytics & Insight – accelerating the build of rich customer and employee experiences.

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UNLOCKING BUSINESS BENEFITS WITH AI AND AUTOMATION

That lovely moment when all your AI and automation clicks into place – what exactly does it feel like – for your customers, for your contact centres, for your business as a whole?

BETTER CONVERSATIONS AND OUTCOMES FOR CUSTOMERS

AI can match customers to an appropriate advisor, effectively pattern matching in the background so you'll always have the right people answering. Customers will also benefit from a smoother and more effortless experience – not just through automated conversational AI for initial contacts, but also the re-assurance that comes from knowing that, if you need to transfer to an advisor, they will already have all your interaction history so no need to repeat exactly why you're calling again.

INCREASED SUPPORT FOR AGENTS HANDLING MORE COMPLEX INTERACTIONS

As automation continues to absorb many simpler customer interactions, contact centre agents are left handling longer and more complicated conversations. AI's ability to listen in to these interactions, augmenting the experience and equipping agents with key contextual insights can play a key role in helping to ease conversational difficulties, reduce agent stress and improve mental wellbeing.

AI'S IMPACT ON CONTACT CENTRES AND BROADER BUSINESS BENEFITS

The increased provision of AI support backed by the accelerating convergence of contact centre and CRM systems, is equipping advisors with the real-time insight and expertise they need to deliver more consistent, joined up service for customers. This evolving role will require deeper expertise and new skills, providing advisors with a more fulfilling role and greater opportunity. Managed correctly, the blend of self-service automation and assisted human service from empowered advisors will provide contact centre management with a powerful mix to offset traditional recruitment and retention challenges.

And the good news is that, from small implementations that effortlessly categorise and organise incoming calls to futuristic AI-powered dashboards that supercharge your advisor's ability to help, this isn't something that will cost your business a fortune. The cost barriers to entry are decreasing all the time and making it more accessible to companies of all sizes.
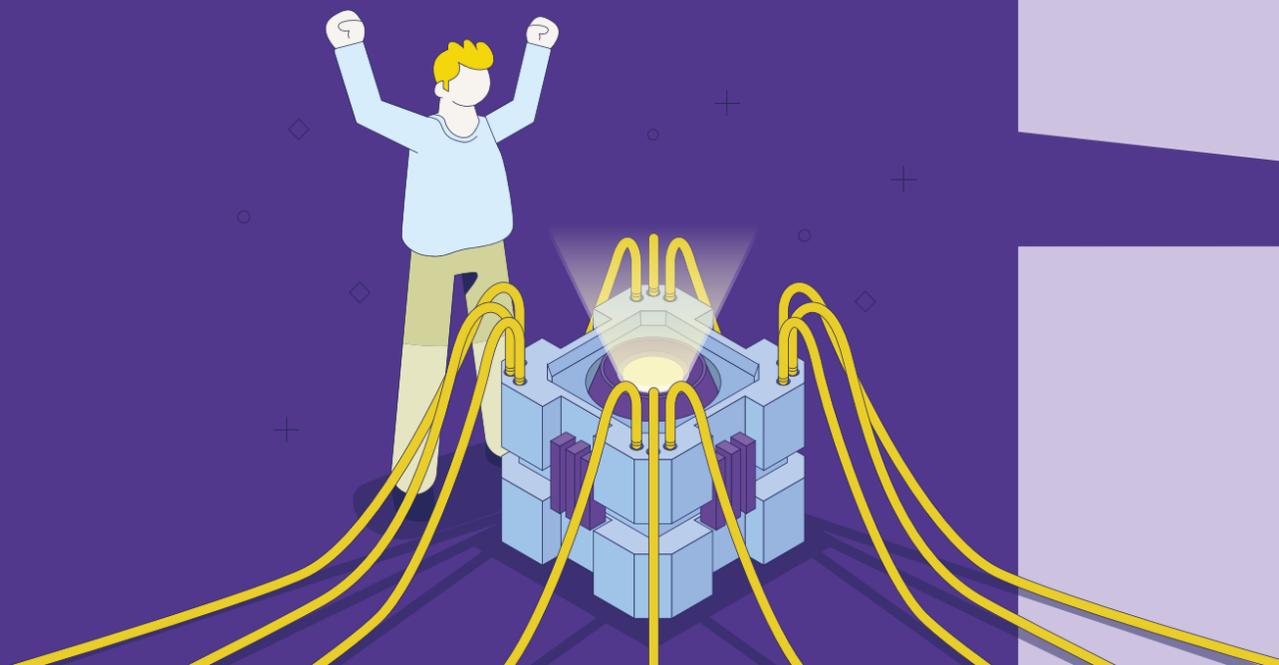
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WHY SABIO?

Sabio Group is a digital customer experience (CX) transformation specialist with major operations globally. Through our own technology, and that of world-class technology leaders we help you optimise your customer journeys by making better decisions across multiple contact channels.

Through our own technology, and that of world-class technology leaders we help you optimise your customer journeys by making better decisions across multiple contact channels. Sabio also offers a full portfolio of AI solutions and services to support contact centre advisors as they adapt to a world of longer and more demanding conversations. Here are some of the ways we do that:

WE'RE TECH-AGNOSTIC

Having lots of partners means we have a broad technology stack, allowing us to supply more appropriate solutions tailored to match your requirements. First, we help you to identify the challenges you need to solve, then we'll suggest the solution that best fits your business. And because we have specialist teams for each technology, you'll always be dealing with experts.

WE'LL EMPOWER YOU

Rather than keep our knowledge to ourselves, we prefer to share our expertise with our clients to enable them to grow their own capabilities and become more self-sufficient based on our invaluable knowledge of CX best practice. We can help you connect with customers via the channel of their choice, use your AI & Automation engine to optimise the customer experience, and also have the tools and support in place to power AI-enabled assisted solutions for advisors.

ONLY THE FEATURES YOU NEED

Because we're data first, we only propose features or new technologies when the level of data supports it. Rather than suggest the biggest scale solution, we often do a small piece of work with clients – then use the data to expand the business case together. Our wider technology portfolio means you will always have a range of options, allowing you to select only the features needed for your specific solution

MANY INDUSTRIES, MANY PARTNERS

We're dedicated to providing excellent solutions through innovative technology. We do that by working with world-class technology partners such as Avaya, Verint, Genesys, Twilio, Google, Salesforce and Amazon Connect. Plus, we have deep and wide industry specific knowledge covering Banking, Insurance, Housing, Travel & Leisure, Utilities, Telcos and Retail.

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UNLOCK BUSINESS BENEFITS AND REDUCE REPETITIVE TASKS FOR ADVISORS THROUGH AI & AUTOMATION

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