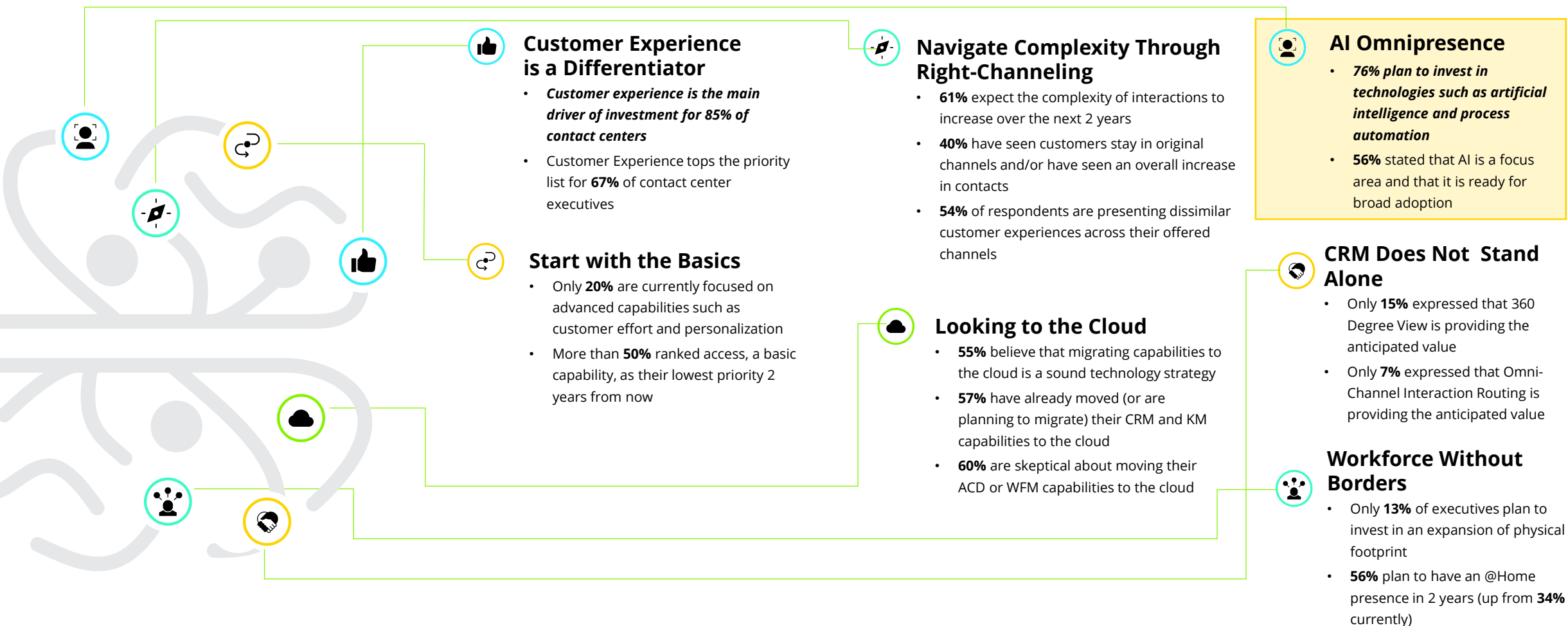# AI is becoming more critical to Customer Experience in the Contact Center

Deloitte's 2019 Global Contact Center Survey identified Artificial Intelligence as one of the investment areas by Contact Center Leaders across the globe

Customer Experience is a Differentiator

- *Customer experience is the main driver of investment for 85% of contact centers*
- Customer Experience tops the priority list for **67%** of contact center executives

Start with the Basics

- Only **20%** are currently focused on advanced capabilities such as customer effort and personalization
- More than **50%** ranked access, a basic capability, as their lowest priority 2 years from now

Navigate Complexity Through Right-Channeling

- **61%** expect the complexity of interactions to increase over the next 2 years
- **40%** have seen customers stay in original channels and/or have seen an overall increase in contacts
- **54%** of respondents are presenting dissimilar customer experiences across their offered channels

Looking to the Cloud

- **55%** believe that migrating capabilities to the cloud is a sound technology strategy
- **57%** have already moved (or are planning to migrate) their CRM and KM capabilities to the cloud
- **60%** are skeptical about moving their ACD or WFM capabilities to the cloud

AI Omnipresence

- *76% plan to invest in technologies such as artificial intelligence and process automation*
- **56%** stated that AI is a focus area and that it is ready for broad adoption

CRM Does Not Stand Alone

- Only **15%** expressed that 360 Degree View is providing the anticipated value
- Only **7%** expressed that Omni-Channel Interaction Routing is providing the anticipated value

Workforce Without Borders

- Only **13%** of executives plan to invest in an expansion of physical footprint
- **56%** plan to have an @Home presence in 2 years (up from **34%** currently)

Many organizations are still focused on getting the "basics right", i.e. building the foundational capabilities to be scalable and successful as they invest in leading capabilities

Conversational AI is the only interface people already know how to use

OPPORTUNITIES

High cost of delivering support services In-person and via phone / chat

Millions of dollars per year written off as bad debt

Customer expectations for on-demand self-service via any channel they prefer

AI SOLUTIONS

Support.ai

Collections.ai

Servicing.ai

HOW IT WORKS

Virtual agents that support customers directly

Whisper agents that help contact center agents be better informed and more effective

Hands-free assistants that let field workers use voice to trigger automations or get real-time work instructions for complex processes

Virtual agent that's trained to negotiate with customers and collect payments

Adjust the virtual agent persona and negotiation style along the way to optimize collections for each individual customer

Create an omni-channel virtual agent that provides consistent experience from pre-sales to onboarding to offboarding

Apply behavioral science principles to suggest upsells / cross sells and identify targets for promos or discounts

BUSINESS BENEFITS

- Reduce labor demands in the contact center
- Reduce training cost, handle times, and service call durations

- Increased collections revenue
- Reduced cost to collect on past due bills

- Improved customer satisfaction
- Increased monthly revenue per customer
- Reduced cost to service while improving service levels

Conversational AI will be the primary human-machine interface of the future

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The Proliferation of FAQs Bots

Context: Enterprises implement many bots but the truth is that bots should work much better. Bots seldom answer the customer's request, can't understand more than a few specific intents and don't offer personalized FAQ answers based on a user profile, time of day, location, history, etc. Moreover, enterprises can't leverage their existing bots to work at scale.

The Challenge:
Empower business users to create scalable FAQ bots that are easy to train, effectively manage FAQ content at scale and can be personalized by user.

Effective Collections

Context: Deloitte helps its clients to build voice virtual assistants that deliver a more efficient and engaging customer experience to increase overall collections efficiency. With COVID-19 debt looming over consumers and businesses, the demand for collections agents is about to skyrocket. Onboarding collections agents is a costly and time-consuming process that often leads to ineffective results, being capable of reaching out to a small portion of indebted parties.

The Challenge:
Create an omni-channel outbound collections virtual agent that effectively structures the existing alternatives for the parties. The agent should use data insights to offer a more personal connection, provide tools to deal with the debts, and provide detailed accounts of every interaction for the business users to monitor the success rate and the overall effectiveness of the virtual agent.