



# Streamlining CX operations with Cognitive Automation

Delivering a seamless customer experience every  
single time

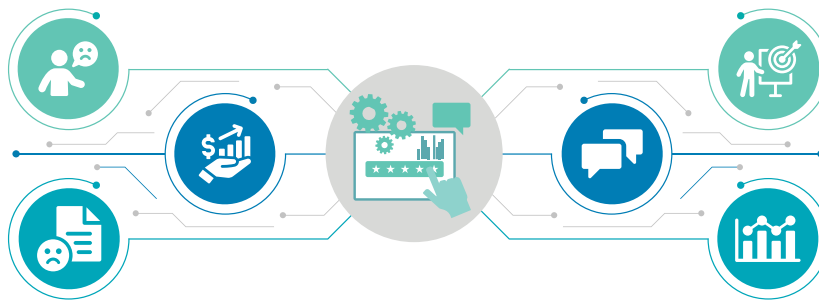
Increasing customer inquiries and requests and providing 24/7 customer support can be difficult, time-consuming, and expensive. Customer experience operations with human agents can additionally lead to manual errors and inconsistent experiences across channels and languages. As enterprises move towards digital transformation, they face challenges in providing a quality customer experience, reducing operational costs, improving agent performance, and enhancing employee productivity. The current contact infrastructure is often unsustainable and inefficient, with unconnected systems that fail to meet end-customer needs, impacting profitability.

### Some prominent customer experience (CX) challenges that have shown up in recurring patterns include:

Low Customer Satisfaction (CSAT) scores owing to lack of personalised experience and timely support to customers, with minimum response time

High operational cost of staff, resources, and training owing to the large volume of customer inquiries

Low productivity



High employee attrition

No support is available in the customer's preferred language

Unavailability of data capture and analysis from customer interaction tools to identify areas for improvement

### About Cognitive Automation

The Cognitive Automation solution offers a methodology to develop a seamless customer experience (CX) strategy that can easily integrate into an organisation's existing CX landscape and rapidly design, pilot, and scale cognitive automation across different channels using flexible technology integration and application programming interfaces (APIs).

The solution is designed to provide a personalised customer experience that delivers quick and accurate responses to your queries. With this solution, you can now communicate through a variety of channels, including voice, text, chat, and social media, in your preferred language, which includes more than 14+ local languages such as Hindi, Tamil, Telugu, and Kannada, to name a few. This feature can significantly improve your customer engagement and retention rates. The solution leverages artificial intelligence (AI) and natural language processing (NLP) to analyse and understand your queries, providing you with the most relevant and accurate responses. This not only enhances your customer experience but also helps your business reduce its operational costs by automating mundane and routine tasks.



## Key features



**Contextual awareness:** Remembers previous interactions to help improve the accuracy and relevance of responses

### Natural Language

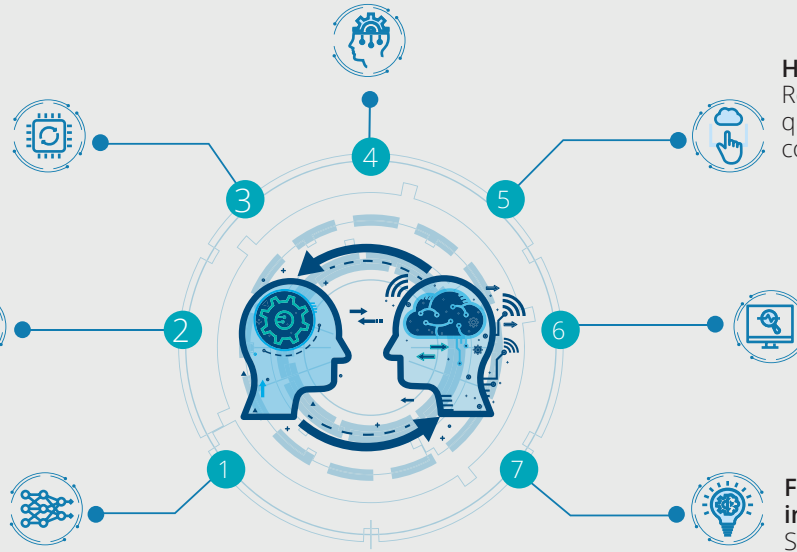
**Processing:** Understands and interprets human language, intent, entities, and sentiments and provides relevant answers to user queries

### Personalisation:

Provides personalised responses and recommendations

### Multi-channel support:

Interacts with users across multiple channels, including websites, social media, messaging apps, and voice assistants



### Human handover:

Recognises complex queries and transfers the conversation to a human

### Analytics and reporting:

Provide analytics and reporting to help you track user behaviour, engagement rates, conversation lengths, and other metrics to identify areas for improvement

### Flexible technology integration/API:

Seamlessly connects and integrates different software systems or applications and automates workflows for easier customisation and scalability

## Cognitive Automation



### API integrations

Telephony, order management, payment gateways, logistics

### Bot development layer

Function-as-a-Service, NLP improvement, Database-as-a-Service, API management, Bot monitoring



### Channels

Voice, messaging apps, websites, and social media

### Conversational platform

NLP engine, analytics engine, workflow, conversational designer, API integrations, social media





## The value proposition and key benefits

	Improves customer engagement and retention	Increases customer acquisition	Reduces cost to serve for organisation	Enhances revenue per customer	Identifies improvement areas
Omnichannel presence	👍	👍		👍	
24/7 effective customer support	👍		👍	👍	
Personalised conversations	👍	👍		👍	
NLP	👍	👍		👍	
Scalability	👍	👍	👍		
Analytics and reporting	👍			👍	👍

### Cognitive Automation in action:

Managing high call volumes and language preferences



One of our clients started to encounter high call volumes for scheduling appointments. They faced lengthy call hold times and concerns about providing the same level of high-quality service in the preferred local languages as the customer base in India grew. The call centre agents were overworked and unable to provide a seamless booking experience due to the high volume and repetitive nature of the booking process.

Through Cognitive Automation, we were able to provide a voice-enabled intelligent virtual assistant integrated into the client's existing interactive voice response system, which then provided a conversational, self-service option to book, reschedule, and cancel an appointment within minutes with no hold time.

Outcome highlights:



Call deflection



Improvement in efficacy and scalability



Round-the-clock support



Reduction in customer effort

The Cognitive Automation service can seamlessly integrate with the existing CX landscape for organisations to rapidly design, pilot, and scale CX across channels. We aim to create a unified customer profile to improve the customer experience and reduce operating costs.

### To know more, do connect with us



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