



## Spin up a Bot in 48 Hours to Help with Call Deflection and Automating Responses

### A Case Study: The AA Ireland and ServisBOT

Confidential Information

## Your Hosts



Cathal McGloin,  
CEO & Founder



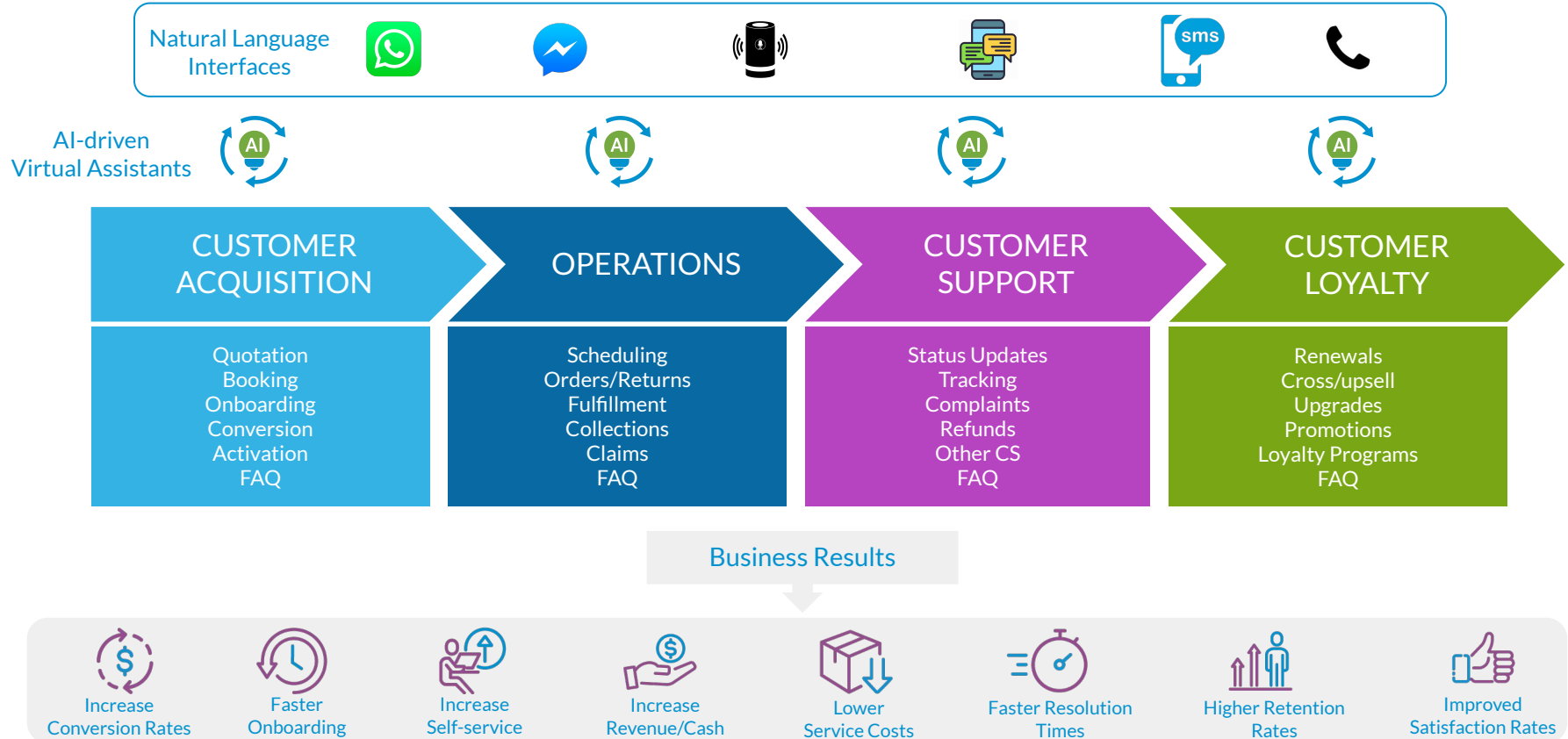
Dee Roberts, Director  
Contact Centre Transformation



## Today's Agenda

- Introduction to ServisBOT
- The Impact of Covid 19 on Contact Centers
- Call Deflection in 3 Simple Steps
- The AA Ireland, a Call Deflection Case Study
- How it Works
- How to Get Started

# Introduction to ServisBOT - We Automate Key Customer Interactions



# The Impact of COVID-19 on Contact Centers and Helplines

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## Higher Incoming Call Volumes

- COVID-19 related health information, deferring loan/mortgage payments, canceling bookings, checking insurance coverage, accessing benefits, or completing financial transactions.
- Voice and Web Traffic increases

## Increased Remote Agent Working models

- Contact centers have moved to enable customer service agents to work from home and maintain continuity of service.
- Limited workforce due to Covid-19

- Long Wait Times
- Call Abandonment
- Long Resolution Times
- Poor Customer Experience
- Poor Agent Experience

# A Simple 3-Step Solution using a Virtual Agent



Re-direct voice calls at the IVR to a messaging channel.

A Virtual Agent is sent to customer's message channel.

Virtual Agent provides a self-service path to deflect traffic.

Virtual Agent can respond in- and out-of-hours.

Virtual Agent automates routine customer service requests.

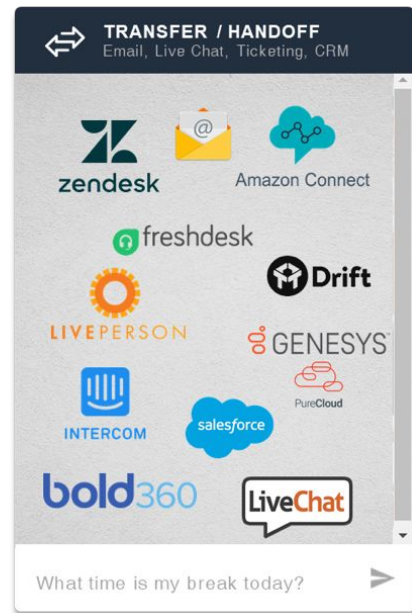
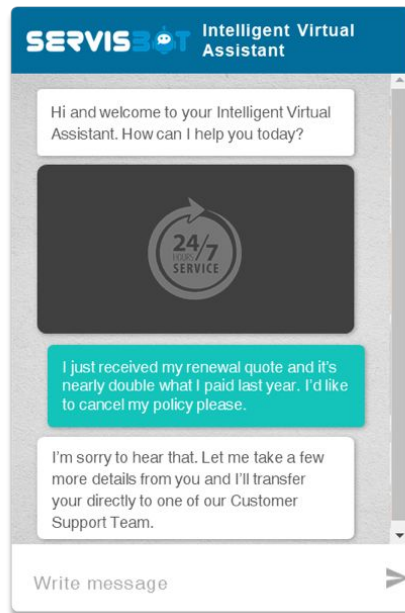
Virtual Agent can schedule a callback and forward to a live agent, where necessary.

Virtual Agent can securely integrate to your live chat system.

Virtual Agent can handover or escalate to a live chat agent to handle complex requests.


Virtual agent can assist live agent through, raising tickets, follow-up emails, etc.

# Introducing Automation to the Organisation





# Benefits of Intelligent Virtual Agent Approach

 Intelligent virtual agent	RECEPTION	+ CHAT TRIAGE	+ POWER AUTOMATE
	15% Lower Service Costs	30% Lower Service Costs	50% Improved Business Outcomes
	Handle inbound web queries & deflected calls 24 x 7 & when not resolved, capture details & pass to single service inbox.	Assess inbound web queries & deflected calls via Qjump & when not resolved, prioritise for live chat transfer or contact back.	AI enabled bots automating queries, transactions & customer journeys across a range of inbound & outbound channels
CUSTOMER SERVICES	✓	✓	✓
TECHNICAL SUPPORT	✓	✓	✓
COMPLAINTS & REFUNDS	✓	✓	✓
SALES CONVERSIONS	✓	✓	✓
ONBOARDING			✓
COLLECTIONS			✓
RENEWALS			✓



# Call Deflection Bot in Action



Call Deflection video link  
<https://vimeo.com/400624170>

# ServisBOT and the AA: Our history and bot journey

## Our bot journey



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# The AA Ireland: The Business Case for Call Deflection

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Shifting voice calls to digital channels had previously been discussed as chatbot project but other bots had taken priority.

## Week of March 2, 2020

- Coronavirus travel bans resulted in high volumes of inbound calls from travel insurance customers inquiring about coverage and protections.
- How do we quickly alleviate burden on agents and service customer needs efficiently?
- The AA contacts ServisBOT regarding call deflection and a plan is brainstormed
- **Bot is built within 48 hours**
- Bot is launched on March 9 on Tier 2 of IVR Menu

# The Solution

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Build a solution that shifts voice calls to messaging, that leverages the AA's existing CX chatbot and integrates with existing back-office systems.

## Existing Components

- IVR: Avaya
- Ticketing System and Live Chat: ZenDesk
- CX Bot that lives on the AA's website

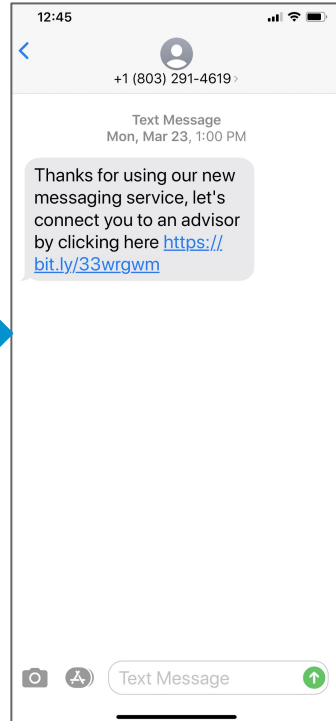
## New Components

- Amazon Connect (facilitates switching the customer from IVR to mobile)
- New training for existing CX Bot

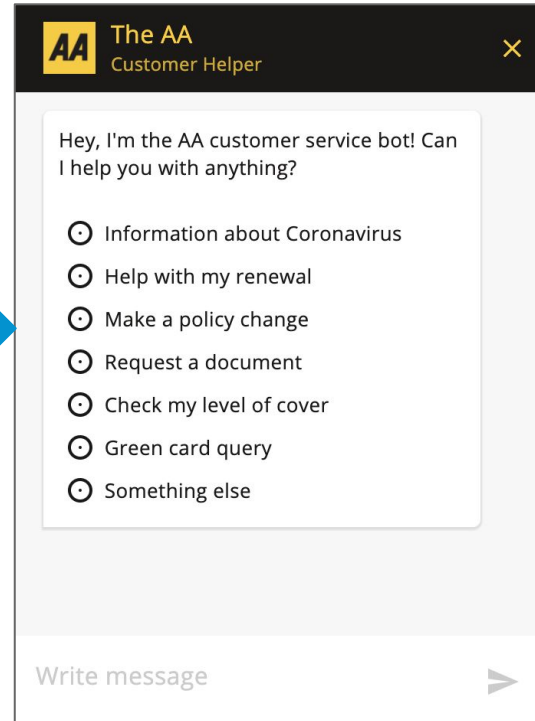
# How it Works

Customer dials main service number and reaches the IVR. Chooses option for customer assistance via text.

Routed



Bot



Hand-over



“Call deflection using a VA takes pressure off agents while still dealing with common customer requests that can be fulfilled by pointing to a self-service channel where customers can cancel bookings or find responses to FAQs. We launched our solution in 48 hours and are seeing an 11% deflection rate.”

# The Results to Date



**160 – 220**

**calls deflected per day**

Initial focus on travel, and then moving to the wider customer service department

**+4,000**

**customers interact with bot**

in March compared with February, after widening the scope to promote self-service for existing customers

**+10 point**

**NPS increase**

based on satisfaction of those who called us – deflected unhappy callers as we had little information to give them

“There has been no negative feedback either by quality, NPS or email on the bot service.”

# The ServisBOT Call Deflection Solution

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- Integrates with Cloud-based or Legacy ACDs / IVRs, routing user to a Message Channel.
- We build and deploy a Simple Call Deflection Virtual Agent to be sent to user's channel
- Or, we can extend your existing customer service bot solution with additional capabilities around COVID-19 needs.
- Leverages natural language processing (NLP) to remove the need for touch-tone menus and introduce AI-powered automation.
- Virtual Agent automates a range of queries & transaction flows, learning and getting smarter over time
- Can integrate with common Live Chat systems to enable seamless handover and escalation to live agents
- Supports 24/7 response to customer queries with bots scheduling callbacks where needed (for out of hours issues that bot can't handle).



# Give Call Deflection a Trial Run

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Interested in a Call Deflection Bot Trial?

- Contact Us to Learn More : [botty@servisbot.com](mailto:botty@servisbot.com)
- Or visit: <https://bit.ly/call-deflection-trial>

# Thank you



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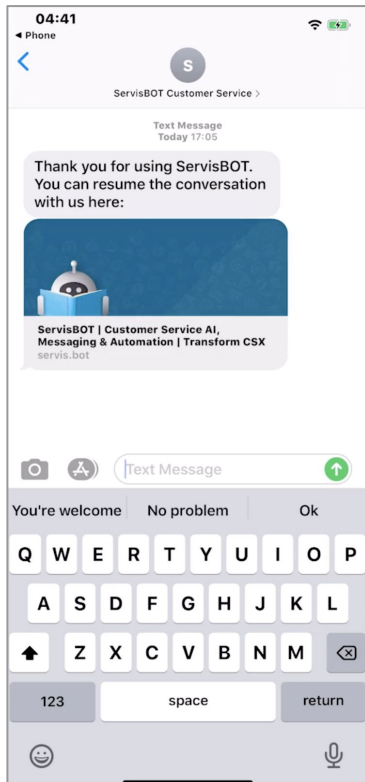
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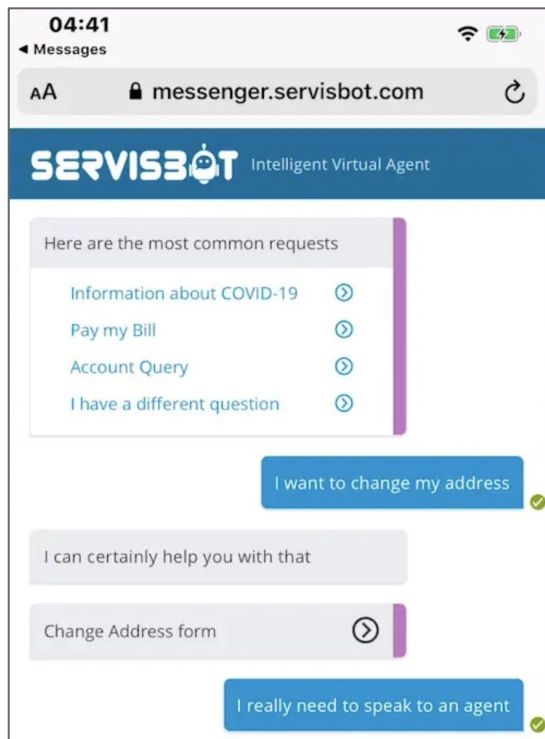
Twitter: @ServisBot

# Call Deflection, Automation, and Human Handover

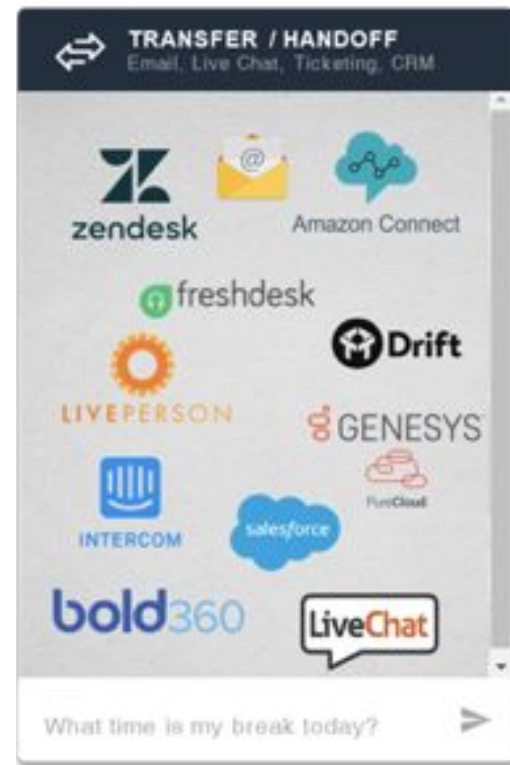
Deflect to a messaging channel



Automate service tasks with a Virtual Agent.



Integrate securely with common live chat systems



# The Results to Date

	Before	Now	% Change
Inbound Calls			
Calls Deflected			
Bot Engagements			
Bot to Live Chat Escalations			
Cost savings on the average of 200 calls being deflected per day €4.80 per voice call Minus (X #) Live Chat Escalations			€4,800/week

## Anecdotes:

- Customer Satisfaction
- Beyond our response to COVID-19 we are seeing customers self-service processes like policy renewals
- Call deflection will be integrated into our overall customer service strategy