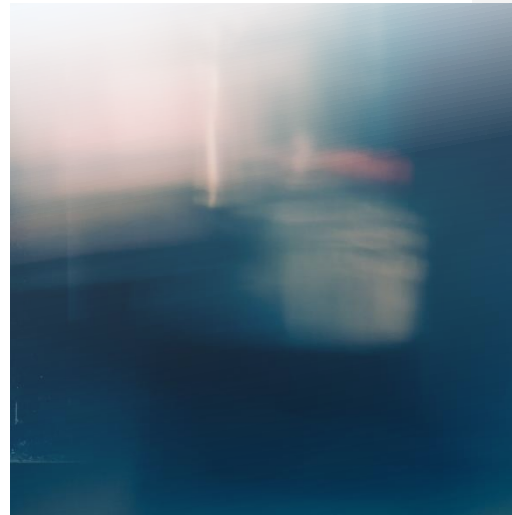




A NEW ERA FOR AUTOMATION IN CUSTOMER SERVICE WITH CONVERSATIONAL AI

COGNIGY

WHAT IS CONVERSATIONAL AI ALL ABOUT?



It's the best investment you'll make this year – and over the next five years – to increase efficiency, improve your KPIs and drive innovation in customer experience.

At the heart of the business justifications for Conversational AI are:

1

**COST SAVINGS THROUGH
SMARTER AUTOMATION**

2

**IMPROVED CUSTOMER
SATISFACTION THROUGH
IMMEDIACY AND RELEVANCE**

But this prosaic description doesn't do justice to the technological developments that are fundamentally changing how people engage with businesses.

It's a story about a turning point in the relationship between machines and consumers.

And it's starting now.

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THE TRADITIONAL PATH AND WHY IT FAILS

In the past few decades, we've gotten increasingly smart about how to efficiently provide customer service. But it's been a mixed bag for both businesses and consumers.

We've created FAQs and Knowledge Bases, implemented search, built apps and portals and invested in an IVR. All of this slows a consumer's march to a support agent.

But we still don't solve enough problems in that process to address our customers' need for resolution and our need for cost reduction.

Too many issues still require our most expensive resources – human agents.

WE NEED TO MAKE SURE OUR STAFFING TEAMS OR BPOS HAVE A STEADY STREAM OF HUMAN TALENT QUALIFIED TO DELIVER THE CUSTOMER SERVICE STANDARD WE NEED TO PROVIDE.

HIRE, TRAIN, MONITOR CHURN

We expect a lot from our teams and we struggle with quality and optimization.

But the human challenge starts with hiring. We need to make sure our staffing teams or BPOs have a steady stream of human talent qualified to deliver the customer service standard we need to provide.

If we can hire the right candidates, we need training programs to get them up to speed quickly.

And we continuously deal with employee turnover.

Customer service teams have a high level of churn as people deal with burnout or lack of advancement.

These human problems are your problems. They have to be planned for and programmatized. They are costly aspects of building and managing support teams.



OUR NEEDS FROM PEOPLE

When a customer talks to a human support agent, they expect courtesy, competence, efficiency, context-awareness and availability.

We strive to train our agents to deliver on these expectations and we invest in systems to optimize their interactions.

But it's hard.

Even if we know how to enable our agents, we're still challenged by consistency, scale and availability.

1 CONSISTENCY

As the number of agents grow, how do we ensure our agents follow best practices and stay on-brand?

2 SCALE

During seasonal spikes, how do we temporarily grow our team while maintaining quality?

3 AVAILABILITY

How do we provide 24/7 support while maintaining consistency and quality?

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IT'S TIME TO CHANGE

Today, customers communicate with us through methods that are static or overly hierarchical. In static interactions, users review your FAQs or read through your documentation; they may use search to find relevant information.

While good navigation and search are essential in helping your users find answers to their questions, they are static interaction points that rely on your customers' ingenuity and persistence.

Right now, existing web-based experiences make customers work too hard, increasing effort, because we aren't able to get at the heart of what they are asking for.

Discovering this in conversation allows us to more precisely surface the information users are looking for faster and it lets us follow up and clarify if we've got it wrong.

WHY ARE NATURAL-LANGUAGE INTERFACES BETTER?

1 MESSAGING IS A PRIMARY APP
Forrester reports that users download fewer and fewer apps and primarily spend their time in no more than five apps. Messaging apps are at the top of the list.

2 CONSUMERS MESSAGE BUSINESS
Facebook reports that 20 billion messages are exchanged between customers and businesses every month on the Messenger platform.

3 MESSAGING IS A DIFFERENTIATOR
56% of surveyed consumers indicate they are more likely to do business with companies they can message directly.

MESSAGING IS A CRITICAL CHANNEL. CONVERSATIONAL AI BRINGS INTELLIGENCE AND SCALE.



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HOW ARE CONVERSATIONAL INTERFACES CHANGING THE WAY WE ENGAGE WITH CONSUMERS?

You increase your self-service completion rate by giving users access to the information they need through a Conversational interface.

But users need more than just information, they need to take action.

Traditionally, this is handled by portals that operate separately from FAQs and search. Persistent users necessarily move from one website to another in order to get the information they need and to access relevant systems for account management, bill pay and ticketing.

Conversational interfaces can combine information and action to create **CONVERSATIONAL AUTOMATION PROCESSES.**

Think of a Conversational transactional workflow as performing the same functions as your existing portals or agent tools but through a Conversational interface. Users can reset their passwords, unlock their accounts, update their address or check on ticket status all within a Conversational interface.

Performing these tasks through natural language, rather than through navigating portals and ticketing systems means:

- Users will stay in self-service mode because they can use natural language to describe their intent.

- They don't have to know what systems they are accessing to perform different tasks. They can access all of your existing systems through a simple Conversational interface.

Anything you can already achieve through existing tools, you can achieve through a Conversational interface. With minimal IT involvement (and sometimes none at all) you can allow your customers to:



Update account information



File support tickets



Request return merchandise authorization



Check on order status

CONVERSATIONAL INTERFACES AUTOMATION IS THE FUTURE OF SELF-SERVICE.

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CONVERSATIONAL AI AS A TRANSMITTER OF AUTOMATED INTERACTION CONTEXT TO HUMAN AGENT SUPPORT

One driver of abandonment, user effort and average handle time is when calls are transferred from one agent to another. A common scenario is that a user may reach your IVR, quickly press “0” for the operator, describe their problem and be transferred to another agent.

When that transfer occurs, the caller needs to re-establish context – potentially identifying and verifying their identity again while repeating the issue they already described to the original agent.

With Conversational AI, we can triage customer issues in an intuitive, low-frustration way and make sure the customer reaches the right contact point the first time with the full context intact.

Put simply, Conversational AI lets you offer human assistance when needed

without the breaks in continuity that often happen when human to human transfers occur.



Conversational Phone Integration

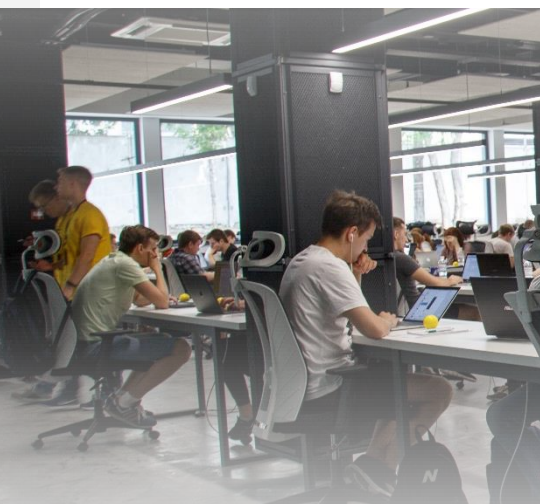


Agent Hand-Over



Intelligent Routing

A customer can describe their problem, accomplish as much as possible through an automated interaction and be transferred to a human agent, if necessary, with the complete Conversational context preserved.



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HOW DOES CONVERSATIONAL AI HELP YOUR KPIs?

DEFLECTION

Users find information and can take action more quickly. Instead of browsing, searching and navigating, users ask questions, get answers and take action in a single interface. Users stay in a self-service mode because they are getting the information they need more efficiently.

CUSTOMER EFFORT

Because users have an efficient experience in a single interface, their effort is reduced. Effective triage further decreases customer effort by making sure users get to the right agent or channel.

AVERAGE HANDLE TIME

When calls reach an agent, average handle time is decreased because the agent has access to the full chat or smart IVR transcript. Through Conversational triage, calls are routed to the right agent. Skills-based routing can be informed by profile information surfaced in chat transcripts.

CUSTOMER SATISFACTION/ NPS

Customers are happy and become advocates for your company when they have context-aware interactions, can get the help they need efficiently and, when automated interactions aren't enough, are routed to the right human who already understands their issue.

CUSTOMER RESOLUTION

As part of your ROI for implementing Conversational AI, you expect increased automated issue resolution.

Your Conversational AI platform can track these resolutions and make these metrics available through your preferred reporting interfaces.

UNHANDLED INTENTS

When users click on a link or search in a search box, we can make a good guess of what they are looking for. But what happens when we guess wrong, the user gets frustrated and our customer satisfaction suffers?

NEW WAYS TO MEASURE

With Conversational interfaces or rather touch points, customers tell us directly in natural language what they need.

When our virtual agent doesn't understand their request, we can track those misunderstood intents to guide our documentation roadmap and make our Conversational interfaces smarter.

ENTERPRISE REQUIREMENTS

- 1** Maintain a single source of truth for Conversational experiences. Author and approve Conversational experiences in one place. Publish across channels.
- 2** Make your conversations smarter by fully integrating with existing Enterprise systems.
- 3** Comply with authentication and authorization requirements. Maintain enterprise security standards for editors, administrators and end users.
- 4** Provide tools to support privacy and GDPR compliance for your customers. Use customer profiles to store profile information for Conversational personalization with controls for opt-in and opt-out.
- 5** Scale with a modern application architecture that can run on your cloud or your third-party cloud of choice. Use built-in testing tools for intents and Conversational reasoning. Deploy through your standard release management processes.
- 6** Validate your choice through independent analysts.

YOUR CONVERSATIONAL ROADMAP

A Conversational AI roadmap typically starts with a simple project, grows in complexity and ultimately becomes a pillar of how the Enterprise handles interactions with customers, business partners and employees.



PHASE 1

For **Phase One**, implement an informational bot that addresses common support queries and deploy on your website, Messenger or SMS.

Common requirements include:

ADDRESS COMMON
QUERIES

DEPLOY ON WEBSITE,
MESSENGER OR SMS

MEASURE, LEARN,
ITERATE

PHASE 2

In **Phase Two**, expand your capabilities by addressing the authenticated user, providing a Conversational interface to enterprise systems.

Common requirements include:

IDENTIFY
USERS

INTEGRATE BACK-END
SYSTEMS

EXPOSE INFORMATION
AND ACTION

Here, your business objectives are to keep customers in self-service mode by providing both information and action in a single interface and to measure call center contact rates for users exposed to AI vs. those using existing channels.

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PHASE 3

In **Phase Three** you will enable teams across department and function. Define Conversational standards and policies. Establish Conversational AI as a first-class channel along with web, mobile and email.

**ENABLE TEAMS ACROSS
DEPARTMENT AND FUNCTION**

**DEFINE CONVERSATIONAL
STANDARDS AND POLICIES**

**ESTABLISH CONVERSATIONAL AI AS
A FIRST-CLASS CHANNEL ALONG
WITH WEB, MOBILE AND EMAIL**

Your goals in Phase Three are to gain operational efficiency by standardizing on a platform, standardize activities for identifying and implementing use cases and integrate into Enterprise governance requirements.

CONCLUSION

In the near future, executives will require every new initiative in the enterprise to have automation as part of the execution plan.

Some of this isn't new – ever since computers became a standard tool in business, we've been automating more and more of our activities. But Conversational AI changes the game entirely.

We are leaving an era where we adapt to computers and how they can process inputs. We now have natural-language

interfaces that allow us to find information more quickly, access systems and complete end-to-end processes. These interfaces are inherently usable as they engage with us on our own terms. And they can be built and improved rapidly.

Conversational AI opens the door to increasing revenue without increasing headcount, providing higher quality and more consistent customer service, and making it easy and interesting for consumers to stay in a self-service mindset.

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CONVERSATIONAL AI DEFINITIONS

CONVERSATIONAL AI

Conversational AI describes technologies that enable automated, human-like interactions between ourselves and machines. We interact with computers that use Natural Language Processing (NLP) and Machine Learning (ML) to interpret meaning and provide useful responses. We use our own language to express our intent instead of using hierarchical menus.

CHATBOTS, DIGITAL & VIRTUAL ASSISTANTS

Chatbots, Digital Assistants and Virtual Assistants are terms often used interchangeably to describe a user interface, i.e. a chat box on a website or a smart speaker, as well as the intelligence that drives the automated conversation.

CHATBOT

Chatbot is a general term but is often reserved for static interactions, such as a basic Q & A. "Digital Assistant" or "Virtual Assistant" is used to describe more complex interactions between a user, a sophisticated reasoning engine and back-end systems.

CONVERSATIONAL AUTOMATION

Conversational Automation is a term that distinguishes an informational experience from an experience that accomplishes an action on behalf of a user. Conversational automation walks a user through the steps required to check order status, initiate a password reset, file a support ticket or make a reservation, for example.

ABOUT COGNIGY

Cognigy is a Düsseldorf, Germany based Enterprise Software vendor for Self-Service Conversational AI automation.

Their product Cognigy.AI is the leading Enterprise Conversational AI Platform for customer & employee support process automation. Available in both On-Premises and SaaS deployment, Cognigy.AI enables enterprises to connect to their users on any conversational channel, including chatbots, virtual assistants or phones. Cognigy.AI based chatbots and virtual assistants communicate effectively and intelligently with customers and employees:

**REDUCE CALL AND EMAIL
INQUIRIES IN CUSTOMER SERVICE**

**INCREASE SUPPORT EFFICIENCY
WHILST SAVING SUPPORT COSTS**

**INCREASE CUSTOMER SATISFACTION
BY PROVIDING FAST AND FRICTIONLESS
EXPERIENCES**

By providing a Low-Code flow editor, Cognigy.AI allows both non-technical users and developers to build and manage complex interactions that go far beyond simple FAQs towards automating complex business processes.

Cognigy.AI supports any Conversational Self-Service Automation application and can easily be integrated in Customer Service/ Support, IT-Helpdesk, Operations, Commerce, HR and Finance & Accounting to create an always accessible, outstanding user experience – increase user satisfaction - whilst saving costs and reducing time/ workload in customer service departments.

Cognigy was recognized in 2018 as a Cool Vendor in “GARTNER’S COOL VENDORS IN AI FOR CONVERSATIONAL PLATFORMS” report. Its client portfolio includes Henkel, Dr. Oetker, Salzburg AG and Daimler. For more information visit: www.cognigy.com

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