Blending Self-Service and Assisted Service to Deliver Effective Customer Service

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Nuance Enterprise Vision

**Nuance Enterprise is reinventing the relationship between Enterprises & Consumers through intelligent customer engagement solutions**

Nuance Enterprise Mission

**Transform customer service into something that consumers love by enabling intelligent customer engagement - powered by artificial intelligence**
By 2020, customers will manage 85% of their relationship with the enterprise without interacting with a human.

The smart machine era will be the most disruptive in the history of IT

- Gartner
By 2020, the average person will have more conversations with bots than with their spouse.

-Gartner
"I’m Sorry, I didn’t get that. Can you rephrase your question?"

“I don’t know, but I’m learning more everyday.”
Meet Dave
A typical consumer.

1. Start with an internet search
   When Dave has a question, his first stop is the Internet.

2. Visit company website
   If he can't find the answer he seeks, that's when he'll head to the company website.

3. Call the company
   57% of inbound customer service calls come from customers who visit the website first.

4. Utilize self-service
   Once on the phone, 67% prefer self-service over speaking with a representative.

5. Speak to a representative
   It's only if Dave feels he won't get his answer quickly, that he'll “zero out” to an agent.

Where an agent used to be the first point of contact, today it's often a last resort.
This is the Customer Expectation

One Company
AI for Customer Service

Conversational AI

Cognitive AI

Human-Assisted AI
Conversational AI

Understand → Context Aware

Context Aware → Answer

Answer → Understand
Automation Today Handles 1000’s

- Virtual Assistant
  - Teach your VA known questions and answers

- Live Adviser
  - Live Agent (chat/phone)
  - Escalate to Adviser for everything else

# Intents

- 200
- 2K
- 20K
- 200K
Human Assisted AI

User asks or types a question:

“Has my check cleared”

Self-Service doesn’t know

Understand (Map Question)
Context (Look-up User Data)
Answer (Formulate Response)

“Yes, your check has cleared…”
Thank You