Effective Call Center Automation
and
Agent Support

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relationship management

OVERVIEW

Who is Convergys?

RTM Mission

VUI - Financial Services IVR

GUI for Agent Intervention

MMUI PDA for self care

Future

Convergys - Relationship Management

Three Service Areas	§ Customer Care § Human Resources § Billing
Worldwide Capabilities	§ 75,000 employees § 90 customer & employee contact, service and data centers worldwide § Over 575 clients in 70+ countries speaking 35 languages
A Leading Public Company	§ Listed on NYSE, S&P 500, Fortune 1000 § A *Fortune* Most Admired Company for seven consecutive years § $2.8 billion in revenues

Relationship Technology Management Vision

Centralize resources, skills and investments to deliver advanced self-service solutions with the best customer experience

Multi-Channel Self-Care

Analytics

Speech Solution   **Web Solution**
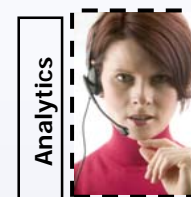
Analytics

Mobile Device Solution

Speech Solutions:
- Hosted and premise-based solutions
- Consulting and Professional Services

Web & Mobile Device Solutions:
- In Development

Customer Data & Interactions

Interaction Hub

- 360 degree customer view
- Consistency across channels
- Store customer history
- Behavioral Intelligence

Automated Self-Care

Virtual/Invisible Agents

Analytics

Next level of self-service
- Virtual agents
- Remembering customer preferences
- Correcting the experience in real-time

Analytics

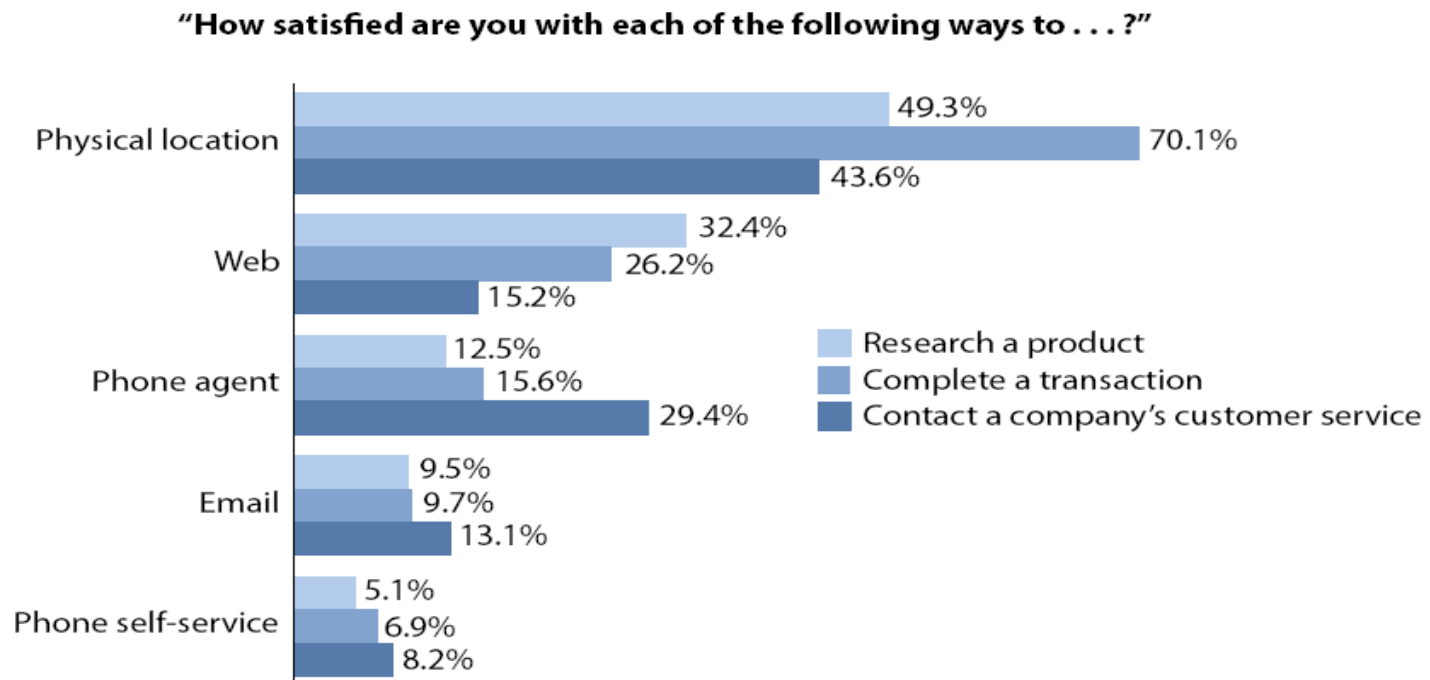### Real-Time Decisioning

Dynamic Decisioning Solution
- Rule-based business logic
- Licensed or Hosted
- Consulting and Professional Services

Customer-Centric Value Drivers

Customer Experience Management
- **70% of customers who switch do because of service quality**
- **5% reduction in defections lead to 85% boost in revenue**
- **Remove obstacles and create engaging flows**

Figure 1 Consumers' Preference For Different Channels Varies By Activity

"How satisfied are you with each of the following ways to . . . ?"

Channel	Research a product	Complete a transaction	Contact a company's customer service
Physical location	49.3%	70.1%	43.6%
Web	32.4%	26.2%	15.2%
Phone agent	12.5%	15.6%	29.4%
Email	9.5%	9.7%	13.1%
Phone self-service	5.1%	6.9%	8.2%

Base: North American households

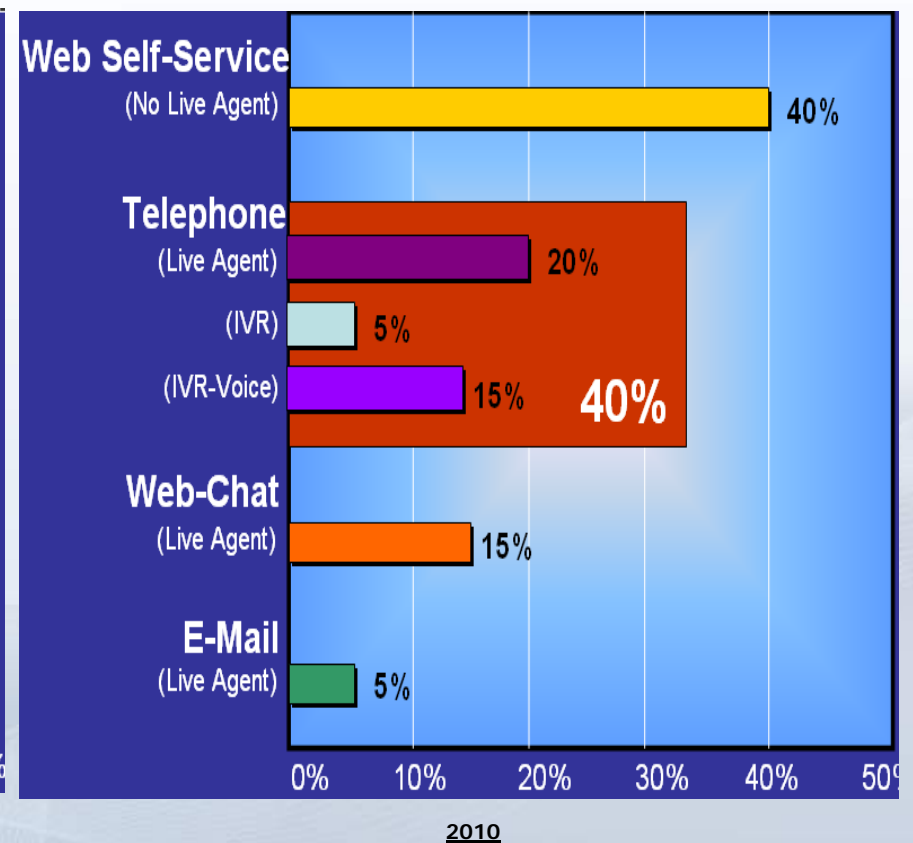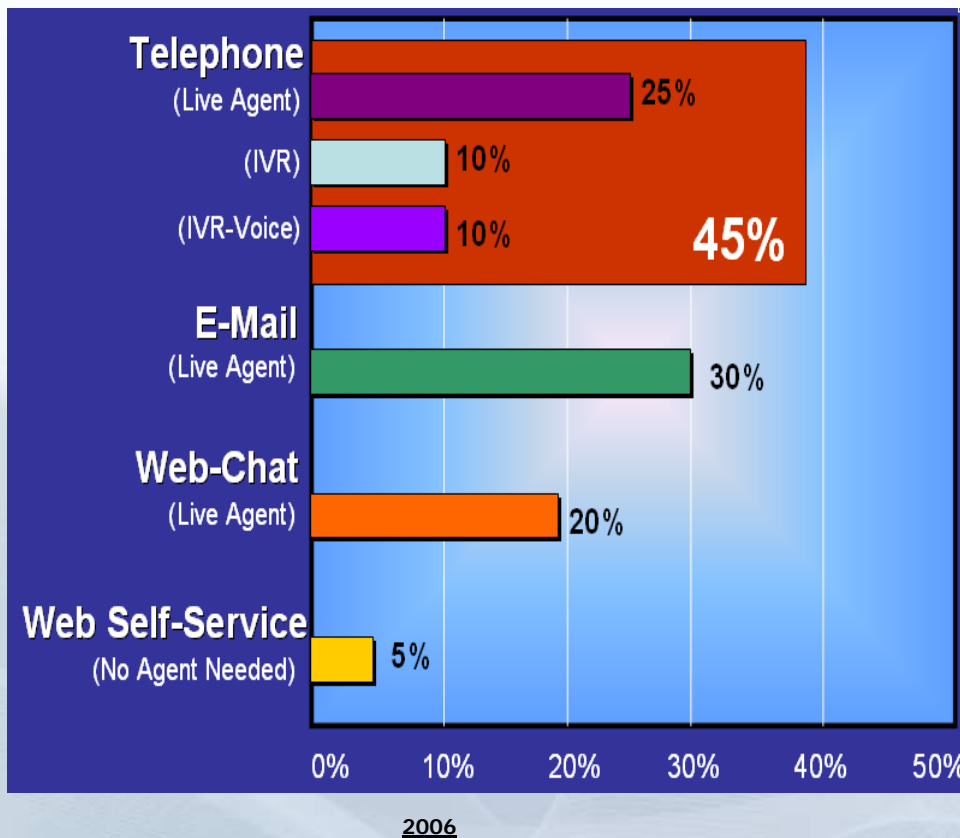Source: Forrester's Consumer Technographics® Q3 2005 North American Survey

40506

Source: Forrester Research, Inc.

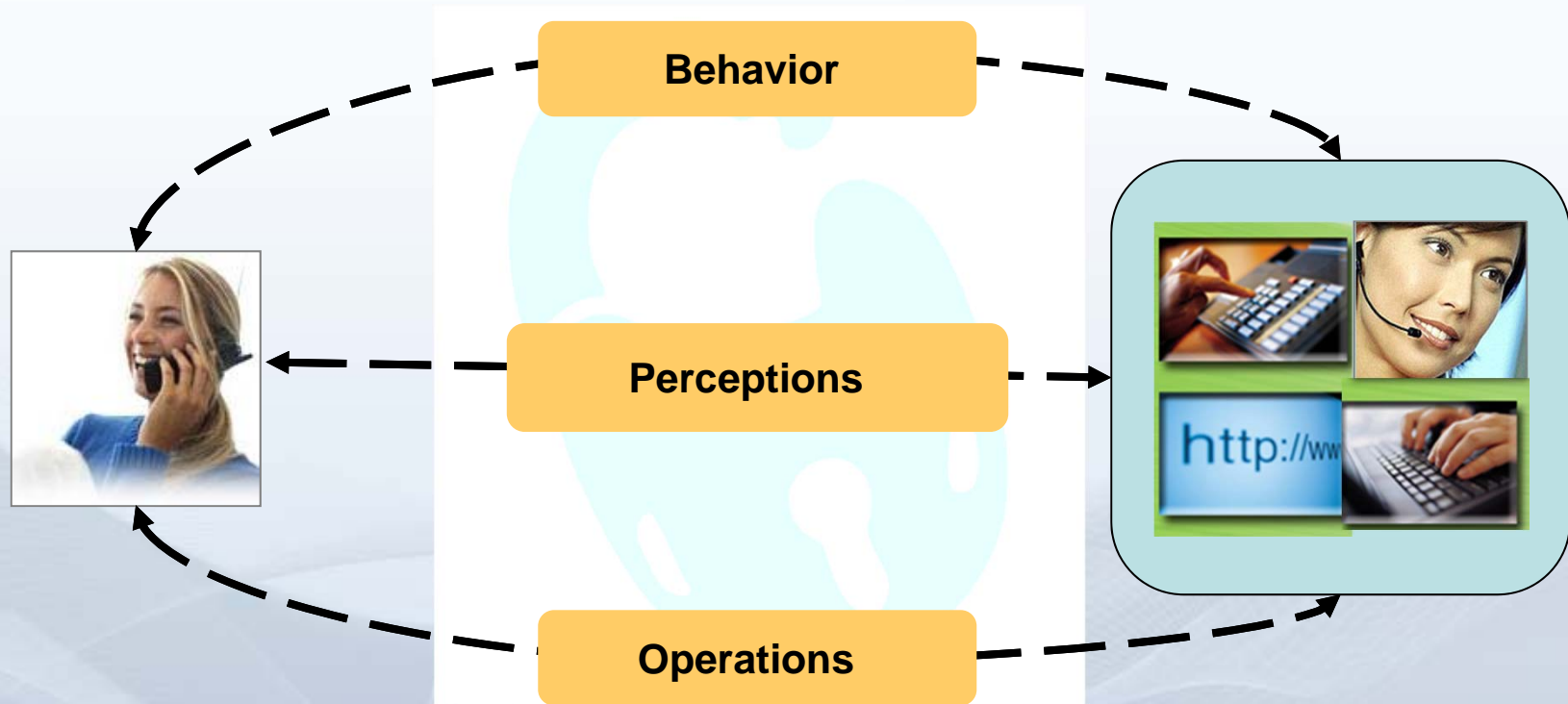# Customer-Centric Value Drivers

Multiple Channels and Modes
- **Customers expect care over multiple channels**
- **Unified view of customer interactions**
- **Secure, consistent and efficient care**
- **Channel Preferences and Trends:**

2006

2010

Customer-Centric Value Drivers

Interaction Analytics
• **Behavioral Intelligence**
• **Proactive Care**
• **Personalized Experience**

Behavior

Perceptions

Operations

Customer-Centric Value Drivers

Collaborative Care
- **Live agent + Automation**
- **Agent Efficiency**
- **Multiple Knowledge Sources**
- **Decision Support**

Have questions - need answers — 65%

Need something done – order, change address, etc. — 25%

Need something fixed — 15%

Have a complaint - not happy — 5%
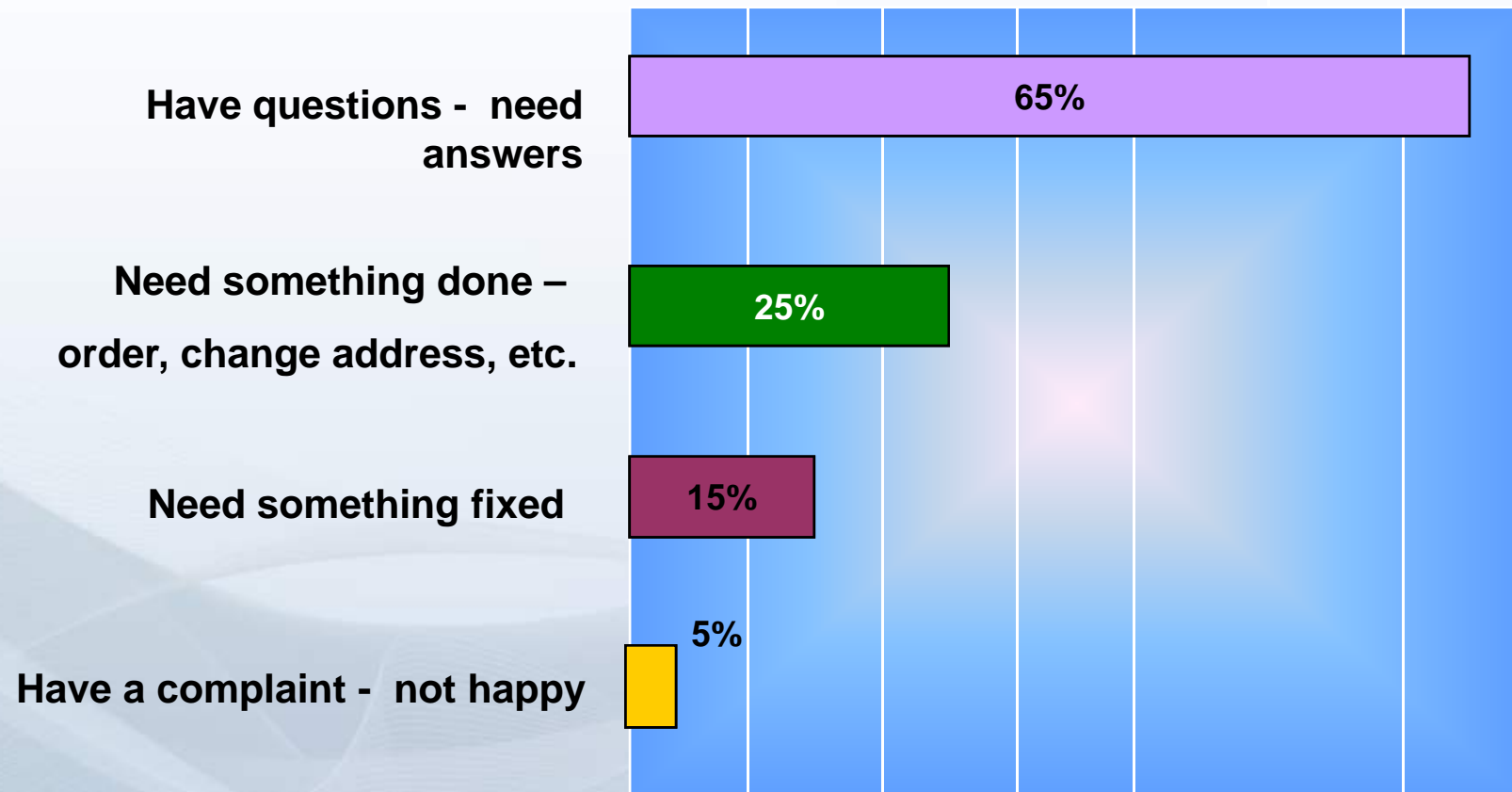
VUI – Financial Services IVR Self Care

Use Case:
Receive notice of recent deposit, and transfer an amount which requires SV for account security.

[music chord]
Welcome to Paragon bank.
Please say your account number.

valid

[new user?]

yes

SV Training

no

Hi, <firstname>
A deposit of $2338 was made to your checking account yesterday.

What would you like to do?

Transfer Funds

[Over $ threshold?]

valid

SV

Goodbye <firstname>

And thanks for banking with Paragon
[music chord]
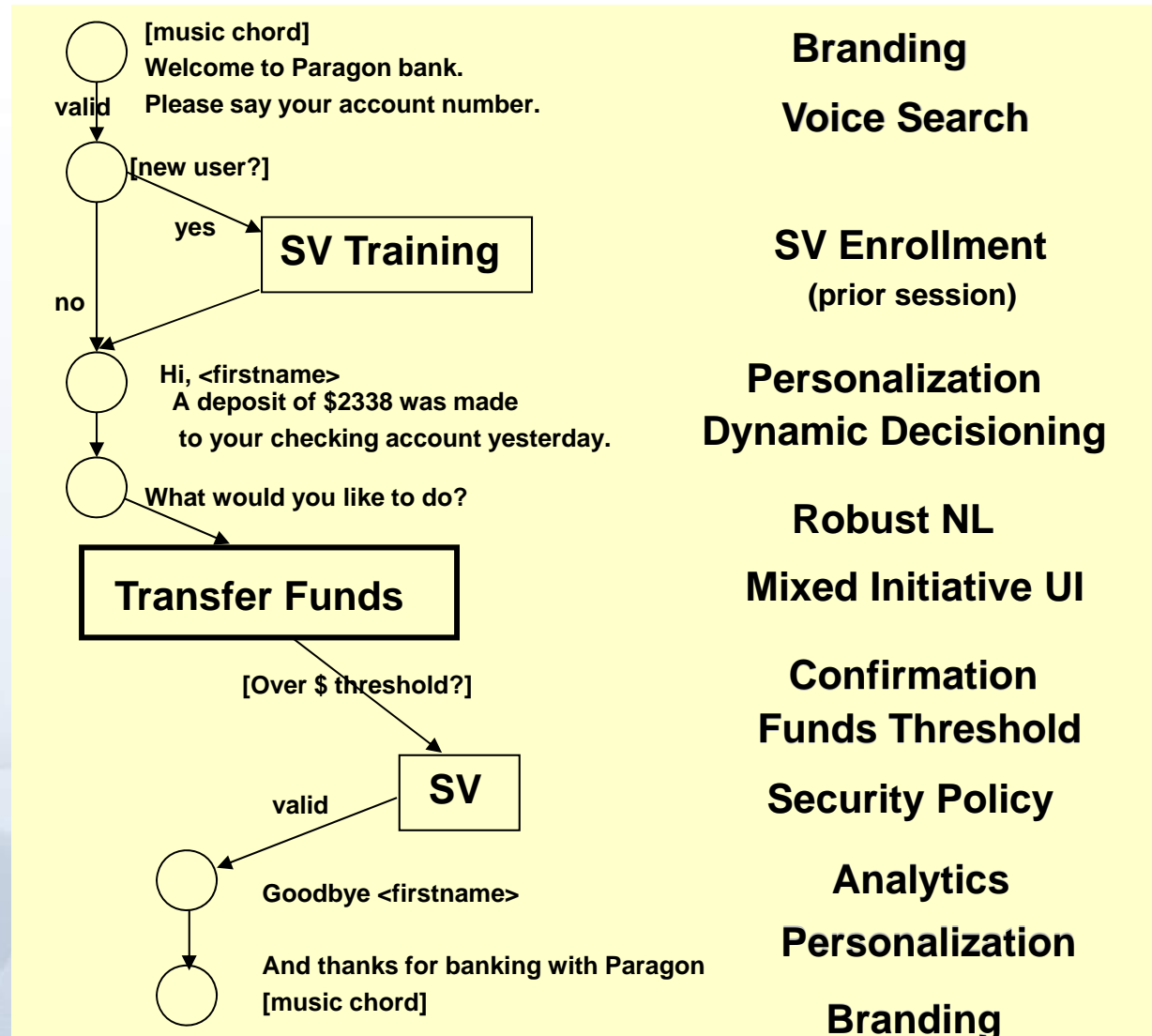
Branding

Voice Search

SV Enrollment
(prior session)

Personalization
Dynamic Decisioning

Robust NL

Mixed Initiative UI

Confirmation
Funds Threshold

Security Policy

Analytics

Personalization

Branding

GUI for IVR *Invisible* Agent

Transaction supports a "*Invisible*" agent that intervenes on demand
new visual paradigm for Agent display
call history, solutions
Call Flow analytics
Higher containment
High Customer satisfaction

Invisible Agent Demo

Agent Assisted Automation — *Invisible* Agent Intervention

CONVERGYS
Outthinking Outdoing

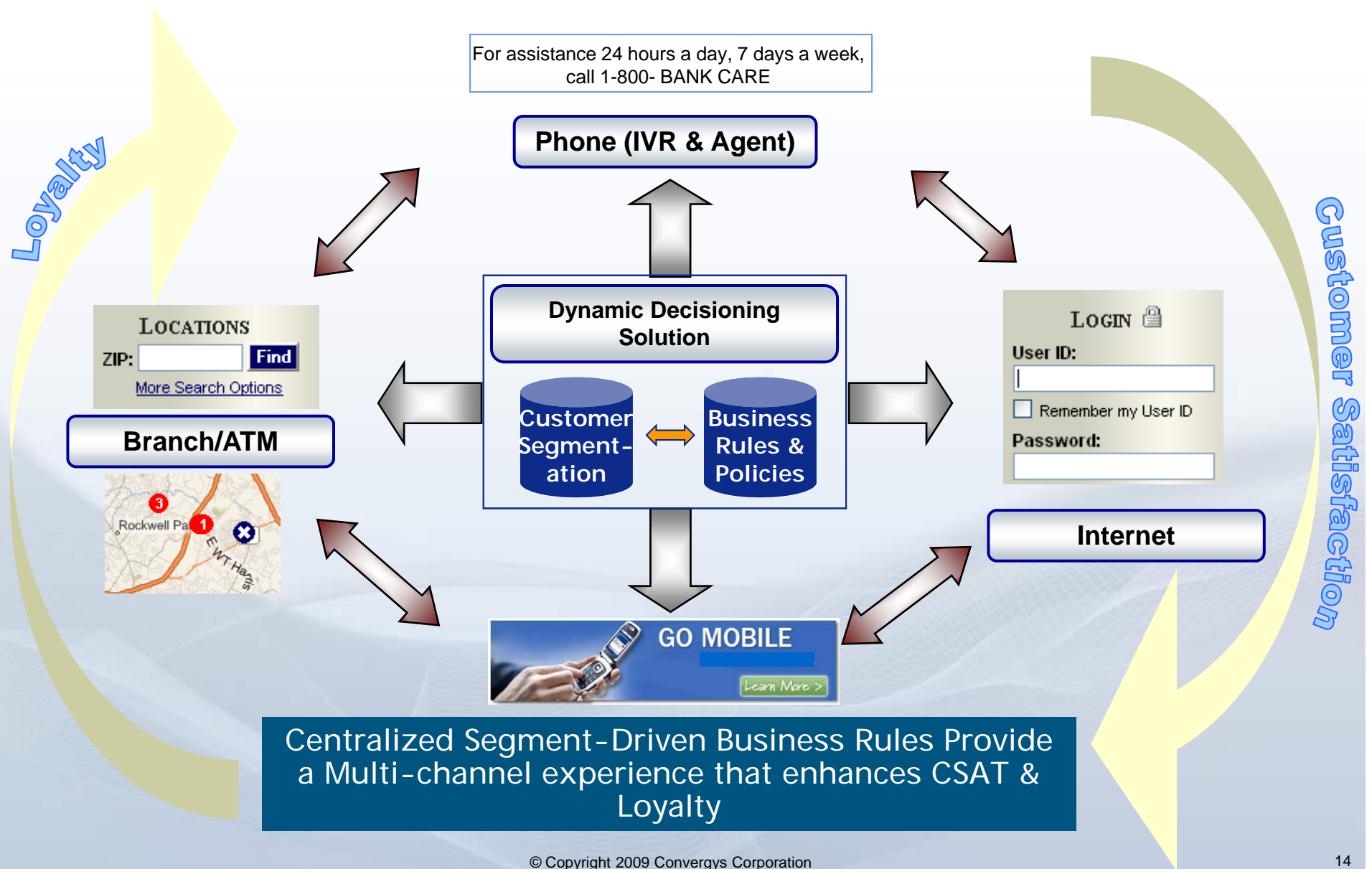# Multichannel / Multimodal self care device

- **Consistent multimodal services and presentation**
  - Voice and/or Web search
  - Human Factors Testing

- **Conversational Interface**
  - Flexible, open dialog
  - Voice Search ("show my account allocations")

- **Speaker Verification for account security**
  - Identity is verified from voice

- ***Invisible* Agent with Dialog Monitoring**
  - Agent assists *both* speech *and* web interactions

- **Platform-Neutral Application**
  - Standards based architecture
  - Analytics for behavior intelligence
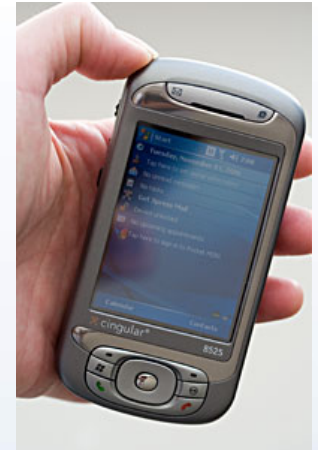
Multimodal Self Care Demo

Multi-channel, Intelligent, Proactive, Personalized Service

For assistance 24 hours a day, 7 days a week, call 1-800- BANK CARE

Phone (IVR & Agent)

Loyalty

Customer Satisfaction

LOCATIONS
ZIP: [ ] Find
More Search Options

Branch/ATM

Rockwell Pa
E WT Harris

Dynamic Decisioning Solution

Customer Segment-ation ⟷ Business Rules & Policies

LOGIN 🔒
User ID:
[ ]
☐ Remember my User ID
Password:
[ ]

GO MOBILE
Learn More >

Internet

Centralized Segment-Driven Business Rules Provide a Multi-channel experience that enhances CSAT & Loyalty

Questions, Comments, Insights ????