Virtual Assistants in Customer Service

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Top factors driving customer service

#1 Improve Customer eXperience (CX)
69.7% vote CX as top reason driving digital strategies

#2 Customer demand
at 56.3% emerges as second top priority

#3 Cost reduction
versus 52.2% motivated by commercials

Source: Dimension Data – 2017 Global Customer Experience Benchmarking Report
Future strategy – CX services evolve

CX is proven to increase customer loyalty + commercial performance + employee engagement

- Virtual Assistant (Chat bots): from 13.3% to 46.0%
- Chat (instant messaging): from 52.4% to 84.7%
- Automation proactive: from 33.7% to 65.6%
- Mobile apps: from 56.2% to 82.7%

Source: Dimension Data – 2017 Global Customer Experience Benchmarking Report
Changes ahead in customer service

- By 2022, 20% of all customer service interactions will be completely handled by AI and workflow
- The future of customer engagement lies in mixing and matching channels […], rather than supporting all possible channels

Source: Gartner AI Will Enable Omnichannel to Evolve Into a Postchannel Customer Experience – December 2017
Key criteria for selecting an Enterprise ready virtual assistant
Sample customer journey

Continuous analysis, machine learning and optimization

Predicts intent
Personalized offers
Authentication by voice
Personalized assistance
Proactive alerts
Outbound confirmations
Up-sell/cross-sell

Customer Service Messaging

- In-App, SMS, Facebook Messenger, etc
- IVR to messaging
- Speech & text-to-speech
- Outbound engagement
- Security/Voice Biometrics
- Targeting
- Asynchronous messaging
- Real-time engagement
- Virtual assistant
- Human assistance
- NLU routing
Virtual Assistant Use Cases

More than 50% of inquiries are handled without human intervention

- Personalized dialog in a chat format to assist customers on the website
- Reduced agent workload by answering common questions such as where the package is, who signed for it, or where to schedule a pick-up
- Nearly 1,000 web pages, 15 languages, 79+ countries and growing

VA finished in the top 5% of sales agents in a contest selling protection plans

- Automated and human assisted customer engagement for web and mobile channels
- Created a consistent customer experience in all digital channels
- Improved user engagement by using VA to route users to the correct agent the first time
Nuance is powering major brands
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