Delivering Smarter Multichannel Interactions by Understanding the Intent of the Caller

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Today’s consumer is more…

Today’s consumer is the Now Consumer
The **Now Consumer** wants the experience their way...

...when I want

...the way I want

...personalized to me

RIGHT NOW!

How do you meet their expectations, **today & tomorrow**?
What do consumers value?

Consumers value self-service because they:

- Remain in control: 52%
- Perceive it to be faster: 56%
- Perceive it to be easier: 59%
- Avoid waiting and being transferred: 67%
Make it easy

72% prefer to use a website to get answers rather than call or email

…but 91% of online queries fail first time

…and 37% of these people then call the CC
Why is it really hard to make it really easy.
The complex customer service ecosystem
Key customer experience challenges

- Understanding cross-channel conversation
- Strengthening security
- Consistent experience
- Cost to serve & volume of interactions
- First contact resolution
- Increasing cross-sell
- Integrating information systems
With all this complexity...
...how do you create easy, powerful outcomes?

...you can’t simply add more agents...
Automation is key

Consumers want it

Competition demands it

Technology enables it
Too often self-service hasn’t been easy or powerful

...difficult to use, rarely precise answers
Keys to Powerful Self Service

- Precise Knowledge
- Conversational Dialogues
- Optimized for Each Modality
Understand The Question

Refine your results:
- Support (902)

You can also search in:
- Shop

how do i start service on my new phone

Results found for how do i start service on my new phone in Support

Show:  ○ All Articles  ○ Hints and Tips  ○ Technical Support Only

Mobile phone and smartphone upgrades – find out if you’re eligible
Contact us to see if you’re eligible for upgrade credits, then visit a Bell store to choose your next mobile phone or smartphone.

1. How to change ownership of my mobile phone
How to change ownership of my mobile phone To change ownership, Service charges To switch ownership between two existing monthly accounts (phones and phone numbers), we charge a one-time fee of $20 per phone and bill each next subscriber on their first invoice. If you want to change the ownership of your monthly account and the new customer wants to switch to Prepaid service, we’ll charge a one-time fee of $50 per account.

2. Getting started: Features
Features Call Management - From Call Forwarding and Call Waiting to Conference Calling find out how to use all your call management services.

3. How to use my mobile phone while travelling overseas: Other important notes
How to use my mobile phone while travelling overseas: Other important notes: Other important notes Not all CDMA-capable phones and smartphones have access to all CDMA networks for voice or data. Before you travel for the first time to a country using a CDMA network, please check that your phone or smartphone is compatible by asking.

Unrelated Results
Search Results

- Starting a new Yahoo! Messenger conversation on the Nokia 6682.
- How do I transfer phone numbers from one phone to another phone?
- Getting Started with BlackBerry
- Update the firmware (ROM) on the Samsung Blackjack II
- Update the MOTO Q Global Firmware (ROM)
- Starting a new AOL Instant Messenger (AIM) conversation on the Motorola A630.
- Will AT&T Mobile Backup work on my device?
- Start a New MSN Messenger conversation with the Nokia N75
- Starting a new AOL Instant Messenger (AIM) conversation on the Motorola V551.
- Starting a new AOL Instant Messenger (AIM) conversation on the Motorola V557.

Showing 1 - 10 of 50

1 2 3 4 5 First | Previous | Next | Last
FAQ's

No matches found.
Help
FAQs

Most Popular
- Account Compromise
- ATM & Debit Cards
- ATM & Financial Center Locations
- Bank By Phone or Mail
- Checking, Savings & CDs
- Credit & Gift Cards
  - American Express® Gift Card
  - Managing Credit Cards Online
  - Credit Card Product Information
  - Payment Plan / Payment Arrangement
  - Loan On Your Card
  - Alerts
  - Authorized Users

Banking at Citi

How long will it take to receive my ticket confirmation?
How do I add Sponsor Accounts to my existing ThankYou Member Account?
Why was my statement sent to my old address after I changed my address online?
How do I access account tools?
Can I combine my points from multiple Sponsor Accounts?
Can people who use my computer see my personal information?
How long after I make a purchase with my Citi® credit card will it take for my ThankYou Points to appear on my ThankYou Points Summary?
Why is the amount on my Spend Alert sometimes different than my final purchase amount or the amount on my statement?
What is my due date for my credit card account?
Where can I find my order history?
When will I get my statement credits on my AT&T Universal Card?

Who do I call if my ATM/Debit Card is lost or stolen?
How can I keep inflation from potentially affecting my retirement funds?
My account has been blocked. How do I unblock it?

Printable Version

Put my wife on my account?
Conversational, Not Robotic

**You Asked:** How many bags am I allowed?

**Alex:** In general, each traveler is allowed two pieces of checked baggage, one carry-on bag and one personal item for both domestic and international flights. Fees for checked baggage may apply and carry-on baggage is free of charge.

For further information, including checked-bag fees, excess baggage fees and carry-on guidelines, please select a link below. [View Page]

**Here's More:**
- Cost to Check Baggage
- Excess Baggage Policies and Fees
- Carry-on Baggage Allowances and Policies

**You Asked:** What if I'm a onepass gold member?

**Alex:** Elite status is awarded to our most active OnePass members who fly on Continental or other select airline partners. Here is a summary of our Elite benefits. [View Page]

**Here's More:**
- Elite Qualification Requirements
- Elite Status Membership Period

[Ask me a question]
Real Multi-Modality, Not Just Accessible
Understanding Intent

Can I reschedule my flight?

- Precise domain knowledge
  - Products
  - Services
  - Industry

- Context:
  - Current Conversation
  - Prior Interactions

- Communication:
  - Written
  - Verbal
  - Gestural
  - Physical State
  - Device
  - Modality

Optimized for Each Modality
Smarter Multi-Channel Interactions

Understanding Intent

How can customers find the answers they need?

How do you make corporate information accessible?
Thank You