Using Analytics to Personalize the Conversation

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There are many aspects to building a conversational system. But perhaps the most fundamental is understanding anticipating what the customer will say.
Use an analytics solution that

• Is real-time capture, display and query
• Allows for custom KPIs
• Will integrate with multiple channels
• Will assign a unique customer ID and experience ID across channels (blockchain?)
• Utilizes machine learning (Spoiler Alert: this takes time)
• Secure
• Exportable/Sharable
Drowning in data
We don’t have one product but over a 100 million different products with one for each of our members with *personalized recommendations* and *personalized visuals*.

- Netflix Tech Blog
Who is my customer?

- Male
- Born in 1948
- Raised in Great Britain
- Married
- At least 2 children
- Likes dogs
- Loves the Alps
Demographics are not the whole story...
80% you say?

Forrester reported that 80% of customers want the company to value their time

Personalization With more than a splash of machine learning
What do you mean by “Personalization”?

HELLO
My name is

Stephanie

I am a...
- Expert User
- Novice User
- First Time Customer
- Returning User

Cool with texting
- Never have my CC#
- Tried to pay online
- Routine User
I *think* The customer is....
Customizing the experience

Returning Caller (Expert)

“Acme Systems, Welcome Back”
(2.13 sec)

“What’s the expiration date?”

Returning Caller (Novice)

“Acme Systems, Welcome Back”
(2.53 sec)

“What’s the expiration date? You can say it or use your key pad using two digits for the month and two digits for the year.”
Customizing the experience

First Time Caller or Novice User

“Or to pay the current balance of $675, just say, full balance. To pay the minimum amount due of $25, say ‘minimum amount’. If you’d like to use your keypad, you may use the star key as the decimal.”

Routine Caller

“How much would you like to pay?”
AI and Machine Learning

In-call CCF: update subroutine

Expert?

MM_N
How can I help you today? You can say things like: "pay my bill" or "reset my PIN"?

MM_E
How can I help you?

WS: CCF Rest
Input:
- ANI
- Cue_app_Id
Output:
FirstEngagement (true/false)
ExpertEngagement (true/false)
RepeatEngagement (true/false)
LastEngagementDetails
- lastTimeStamp
- lastOutcome
- lastDialog
- Error Response

CUE ENGAGEMENT_TYPE_CallStart
EXPERT ENGAGEMENT: ["Expert" if true, "Novice" if false]
FirstEngagement [true/false]
RepeatEngagement [true/false]
Pulling it all together

• Start somewhere
• Design ideas that need to be considered when choosing your solution
• Bridge different functional areas
• Don’t get too personal.
• Do not pick a solution that claims to be plug and play.