

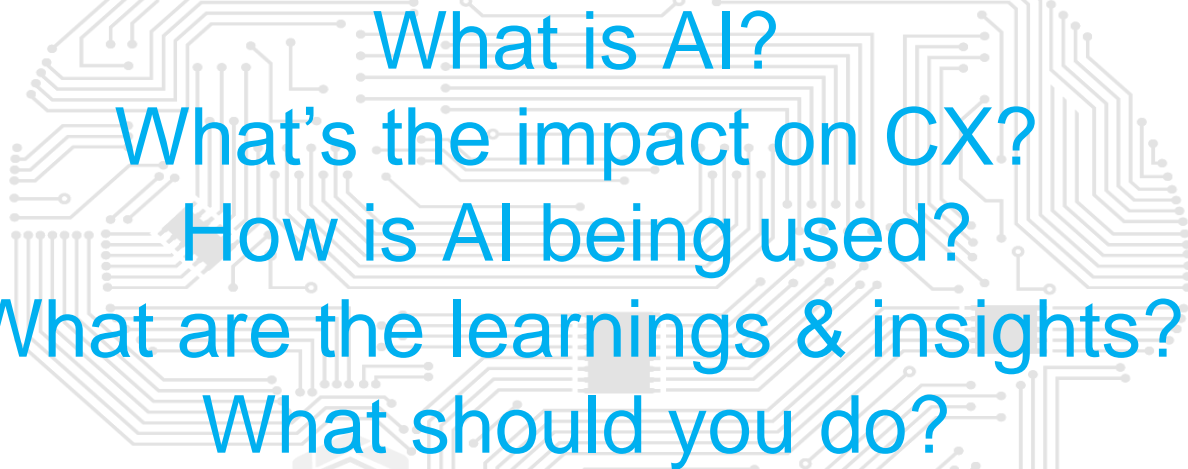


HUMANIZING AI

To Improve CX:
An EA Case Study

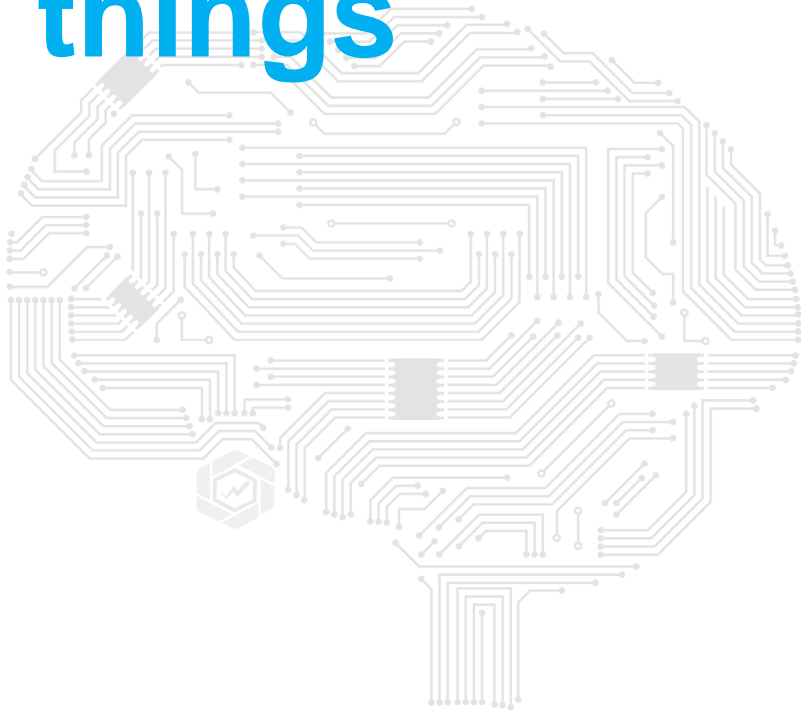
Crystal Collier





What is AI?
What's the impact on CX?
How is AI being used?
What are the learnings & insights?
What should you do?

AI is so many things



**Natural Language
Generation**

**Sentiment/Social
Awareness**

**Natural Language
Processing**

Memory/Context

**Business
Process/Reasonin
g**

**Algorithmic
Content Creation**

**Pattern
Recognition**

The space is expanding rapidly

CONVERSATIONAL AI/ BOTS



VISION



AUTO



ROBOTICS



CYBERSECURITY



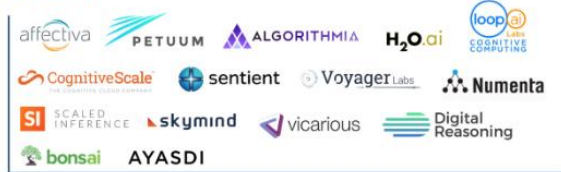
BUSINESS INTELLIGENCE & ANALYTICS



AD, SALES, CRM



CORE AI



HEALTHCARE



TEXT ANALYSIS/ GENERATION



IOT/IIOT



COMMERCE



FINTECH & INSURANCE



OTHER





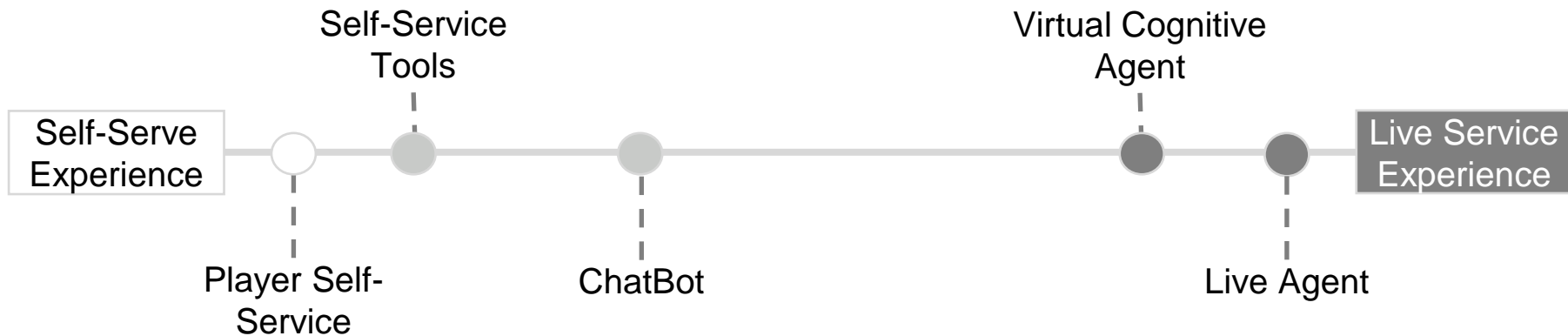
AI has huge implications for CX

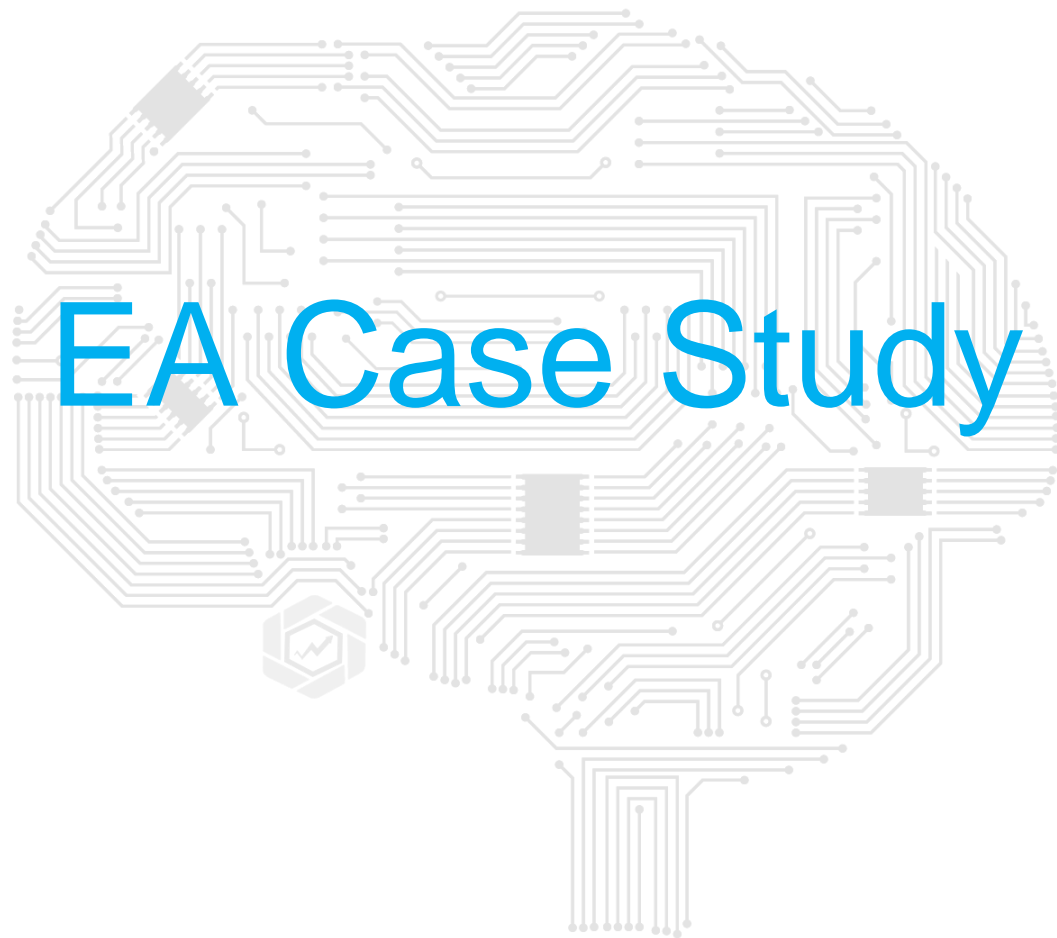
85%

customer interactions
will involve AI by 2020
according to Gartner

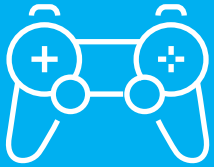
- Routing, managing, and personalizing contacts
- Improving agent efficiency and effectiveness
- Powering self service
- Predicting and proactively solving issues

AI roles in customer interactions





An Experiment in AI



Meet Amelia



October 10, 2016



Account Verification



Account & Billing Questions



~10 Chats/hour

Amelia's first report card



**Longer Handle
Time**



**Lower
CSAT**



**Higher
Effort**



**Advisors
Repeating AOV**

What do customers think?



OBSERVE



EXPLORE



CONFIRM



OBSERVE

- Amelia is very efficient at certain tasks
- Amelia struggles with responses that are “off script”
- Advisors sometimes repeated verification and/or didn’t read the notes
- Transfer to an advisor wasn’t always quick or smooth



EXPLORE

- Customers did not always realize they were talking to a virtual agent
- Some customers felt that Amelia could solve simple issues faster than an advisor
- Customers told us they were not willing to wait to talk to Amelia
- Customers were less willing to use Amelia for urgent issues



EXPLORE

- Advisors did not trust the AI to make the right call
- Advisors were not incentivized to make the AI work
- Advisors negativity toward Amelia impacted the experience
- The info transfer between Amelia and advisor needed refinement



CONFIRM



WAIT TIME



HANDLE TIME



CSAT



RESOLUTION



EFFORT



AWARENESS



45

0/

weren't completely aware that they were talking to a virtual assistant



57

0%

were satisfied with the
wait time to talk to a
virtual agent



60%

said the Advisor
repeated the virtual
agent's questions





Testing

Learnings

Even after **3x** the normal amount of testing we were not adequately testing the system.

Insights

Spend less time on formal testing and put AI in the hands of your customers asap.



Personalization

Learnings

Situational awareness on a case-by-case basis is not enough; virtual agents need recall of previous interactions.

Insights

Determine what **matters most** to your customers and **prioritize** when you leverage AI.



Benefits

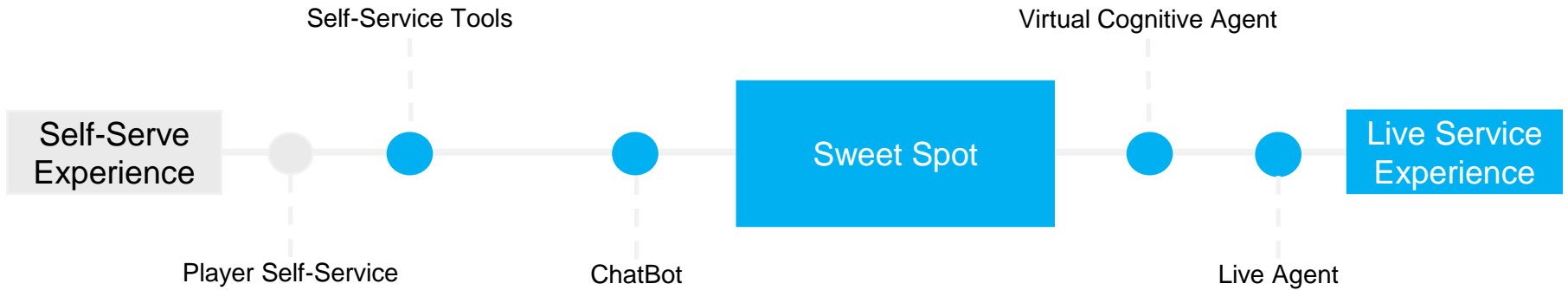
Learnings

Expect the unexpected! Your hypothesis and results may be very different than you think.

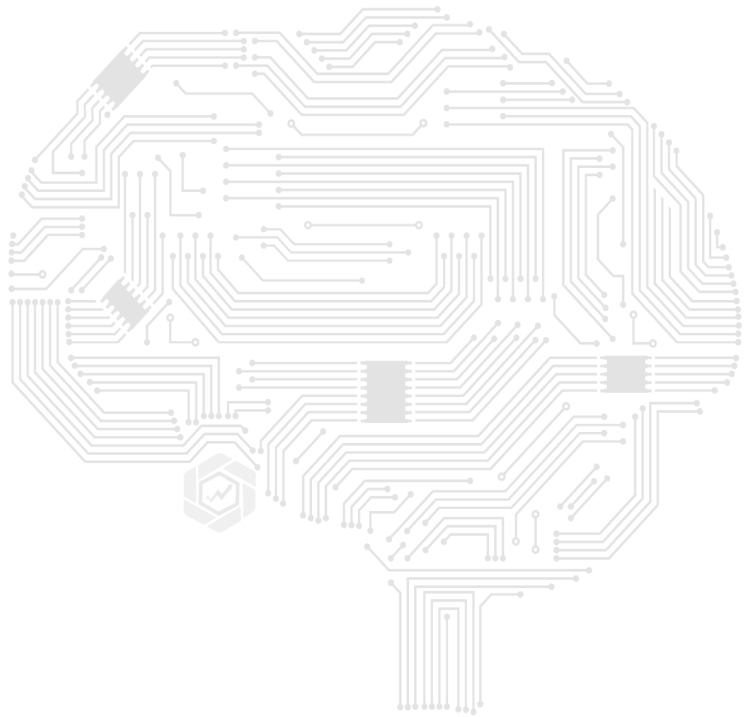
Insights

Build your ROI on a variety of gains, including security, post-contact engagement, and aggregate cost per resolved case.

The Personalization Sweet Spot



How to get ready for AI




What interactions fit?

What technology do you need?

What do you want to test?

What did you learn?

How do you operationalize AI?



Thank you!

Let's connect on LinkedIn! /crystalcollier