



**Sitel Group tsc** After Groupe Acticall acquired SITES Worldwide Corporation, they created Sitel Group, which successfully combined the DNA of both companies and brings together comprehensive customer care capabilities with unparalleled digital, training and technology expertise to help build brand loyalty and improve customer satisfaction. TSC is a company of Sitel Group, offering start-to-finish solutions for digital customer experience management needs including brand community development, social media research and insights, strategic social media business plans and omnichannel UX design and development

Sitel integrates AI provider Rul.ai as their underlying technology. Beyond having the platform, Sitel also does consulting work and professional services as well. They work with IT groups from the client side.

Presently, they are using their digital technology for Sitel BPO clients. They consult with the client on where bots will make the most sense and plot out a strategy for them. They can, however, work with companies that are not using Sitel services. Sitel is responsible for the results of the bot. They charge clients based on performance; a resolution-based model. Upon communicating with a customer, organizations first use a bot. If necessary, the conversation can escalate to hand off to agent. Gordon White, General Manager, Americas for tsc: - a Sitel Group company - offered his perspective.

*Why do you believe that delivering a superior customer experience will require a symbiotic relationship between bots and human agents?*

A bot, at the end of the day, is still a machine built by someone who makes choices on its behalf. Will machine learning and natural language understanding mature to the point where bots carry on conversations at the same level of sophistication as a human? No doubt, but today we are still in the infancy to toddler stage where they are first learning how to walk.

The bot needs constant attention by someone who knows how to take over if it stumbles. If the job of the bot is to answer customers' inquiries, then it stands to reason that the people who assist customers every day are the best resources to train the bot and help it learn.

# Customer Contact Week 2018 Onsite Review

Most conversational (versus scripted) chatbots are built using open source natural language platforms - like Stanford NLU. They have access to immense data sets and should be able to handle most common words and phrases without too much difficulty. Words like “invoice” are part of that data and a bot shouldn’t have trouble recognizing them.

Brands, however, often have their own proprietary language – they might call their invoices “eBills” or “FastPay Statements”. No NLU engine will understand those words. And, while you can program those things in before you launch, there are always items that are inadvertently left out or overlooked.

Human intervention is important when the bot gets confused, first to resolve customers’ issues and after, to do the work to correct any confused intents. Customer service agents, who train on brand-specific products, and who are charged to speak to customers on behalf of the brand are the right choice to do this work. It’s a daily, constant job and needs to be incorporated into the everyday workflow of a brand.

In this way, brands can improve the efficacy and precision of their bots to help them get past the awkward stage and stand up on their own as a true complement to customer service teams.

*How will companies be able to determine the optimal balance between human and bot involvement?*

The best way to understand the optimal balance - like any customer-facing technology - is to test and refine and test and refine and...

The line between human and bot interaction will change and evolve as the technology improves and as humans become more accepting of bots as valuable interlocutors in the overall brand customer relationship. Data on resolution, frustration, satisfaction and efficiency are key indicators as to whether the human-digital mix is successful.

One approach is to A/B test a bot that hands off (to a live agent) at different levels. Can a bot handle a little bit more? Is it causing more frustration or resolving issues more efficiently than a human can? In an industry where we measure interaction metrics so closely, we should be able to determine the right mix for today, understand where the gaps are and how to improve or change the mix for tomorrow.

*In what ways does TSC enable organizations to better manage the digital customer experience?*

TSC’s main role is to provide clarity and focus to brands who are transforming digitally. We serve as consultants and translators of best practices, we build new experiences, and we help run and optimize the digital priorities brands striving to achieve today - from digital solutions like chatbots, to social communities. It’s been our experience that while brands fully understand the imperative for change, they don’t always have the internal expertise or validation to start. We help bring both and are thus moving them forward and building happier relationships between their business and their customers.

*Can you provide a few brief examples of how you have used digital solutions to help shape better business outcomes?*

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Cox is an important Sitel Group client and we manage 100 percent of their chat queues today. As volumes increase, and as more of their customers are choosing chat versus voice as their channel of choice, Cox needs to find a way to manage costs, while simultaneously driving better resolution in the channel. Currently we're working with Cox to build a bot that handles some of the more transactional use cases around billing. The resultant bot should decrease overall chat volume, while at the same time, resolve customers' issues more quickly and efficiently.

Earlier this year we helped Whirlpool launch a new Visual IVR solution for their Brazilian customers. The solution digitizes interaction at the point of call and helps route to self-care and more effective resolution channels. The solution was ROI-positive in the first two months of launch and has helped deflect over seven percent of overall volume for the brand.

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