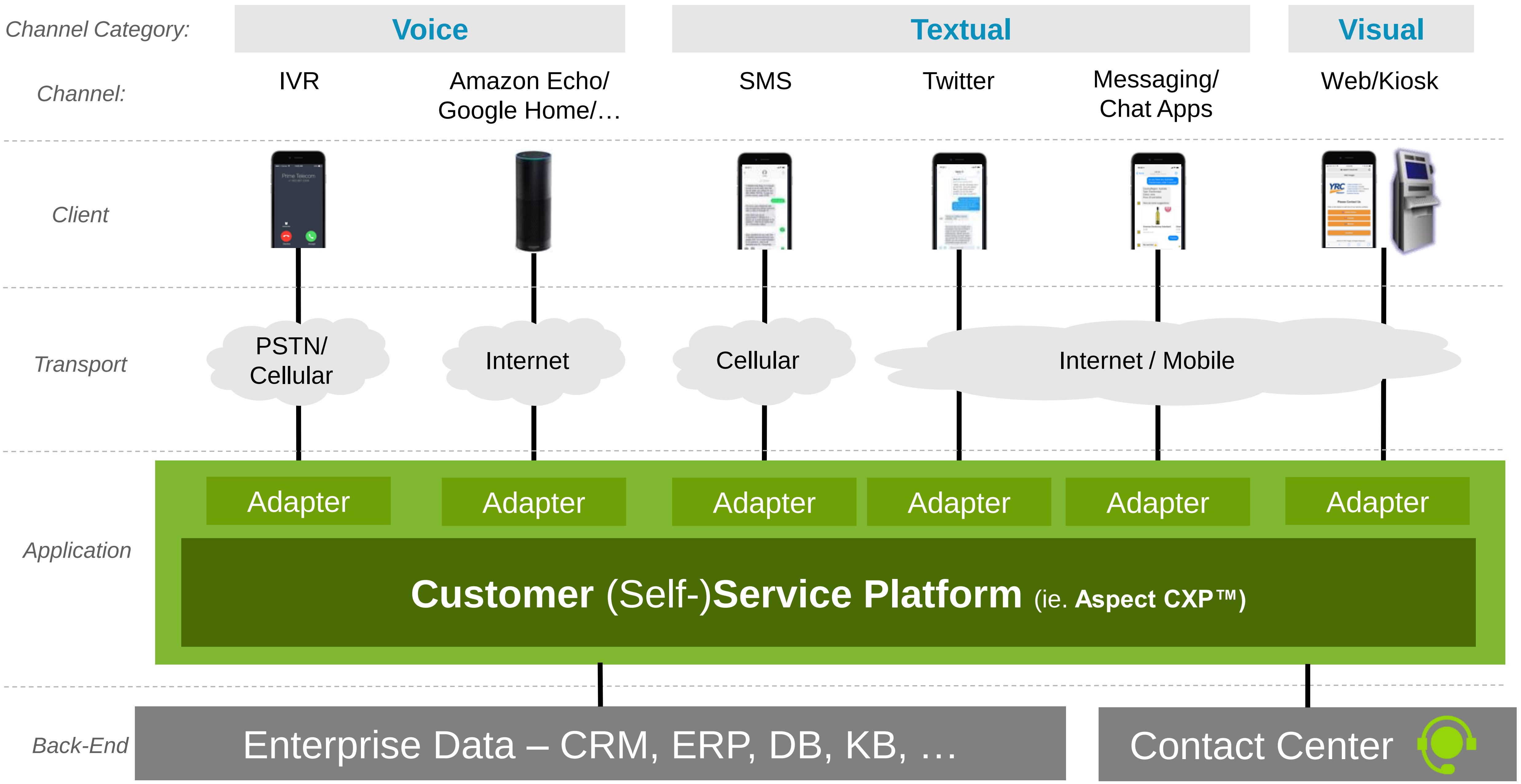
ROUNDTABLE **MAY, 2018**	**Brian Spraetz, Senior Product Marketing Manager, NICE inContact**	**Jen Snell, Vice President, Product Marketing, Verint Intelligent Self-Service**	**Craig Blake, Senior Director, Professional Services, Aspect**
Digital Customer Service - IVR, Chat, SMS and VA			

May 2018

DIGITAL CUSTOMER SERVICE

Craig Blake

Senior Director, Professional Services
Self-Service and Innovations Practice



Channel Category:

Voice

Textual

Visual

Channel:

IVR

Amazon Echo/ Google Home/…

SMS

Twitter

Messaging/ Chat Apps

Web/Kiosk

Client

Transport

PSTN/ Cellular

Internet

Cellular

Internet / Mobile

Application

Adapter

Adapter

Adapter

Adapter

Adapter

Adapter

Customer (Self-)**Service Platform** (ie. **Aspect CXP™**)

Back-End

Enterprise Data – CRM, ERP, DB, KB, …

Contact Center

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Customer Self-Service
Capabilities and value propositions

$↓ = Reduce Cost
🚀 = Improve CX
👤 = Reduce AHT
$↑ = Increase Revenue
∞ = Increase Response Rates

If you want to:	Use this feature:	Which brings this Value:	And solves this Business Problem:
- Remind or notify customers - 2-factor authentication	- Send a standalone SMS	$↓ $↑	- Bill payment and collections rates are stagnant or dropping - No shows are happening more frequently and are increasingly more expensive - Fraud drives up costs
- Cancel or reschedule appointments - Complete a business process	- Allow customer to respond to SMS	$↓ $↑ ∞	- Calling manually to remind customers of appointments is expensive and time consuming - Non-actionable one-way notifications still result in too many calls to agents
- Answer basic questions - Conduct simple transactions	- Chatbot to send inbound messages on different textual channels	$↓ 🚀	- Too many simple tasks are still being handled by agents - Customers don't have the self-service options they prefer
- Collect alphanumeric data	- **Text2IVR** to send SMS text message during phone call	$↓ 👤	- Agents spend too much time confirming data customers have already provided - Too many calls go to agents due to outdated, difficult-to-upgrade IVR
- Display rich information or sensitive data (ie. Payment info) - Allow complex data entry - Collect signature	- Send **disposable app** during SMS or phone call	$↓ 👤	- Customers don't download mobile app (which is not even connected to the contact center - Customers don't respond to emails with or without attachments

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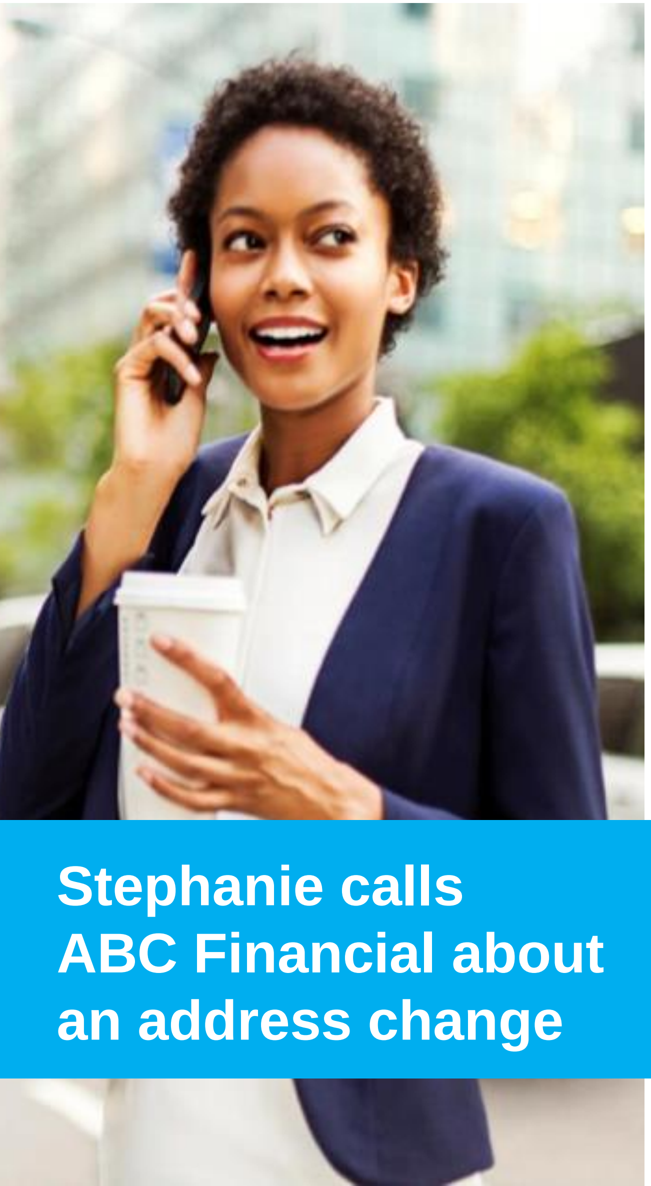
TEXT2IVR: Use SMS to Supplement the IVR Interaction



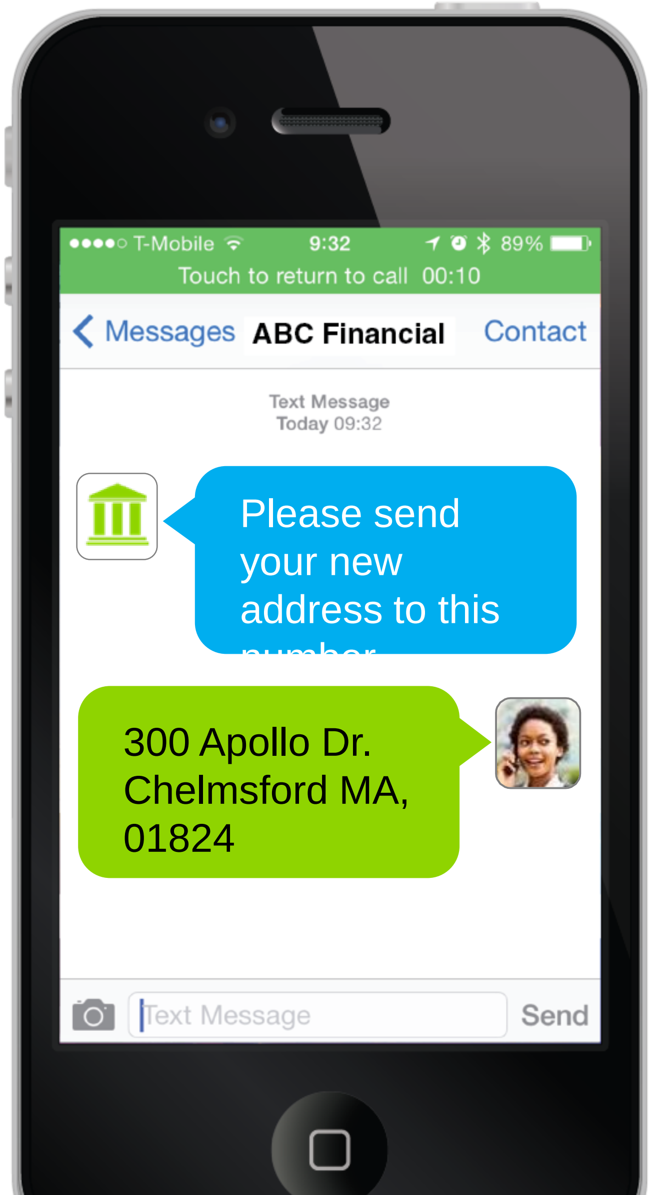
Stephanie calls ABC Financial about an address change

“To update your address, please respond to the incoming text message. I’ll hold while you reply. To proceed without using SMS, say ‘continue’.”

“Thank you, I received your address: 300 Apollo Drive, Chelmsford Massachusetts, 01824. Is that correct?”

“Yes!”

“Great, let’s continue…”



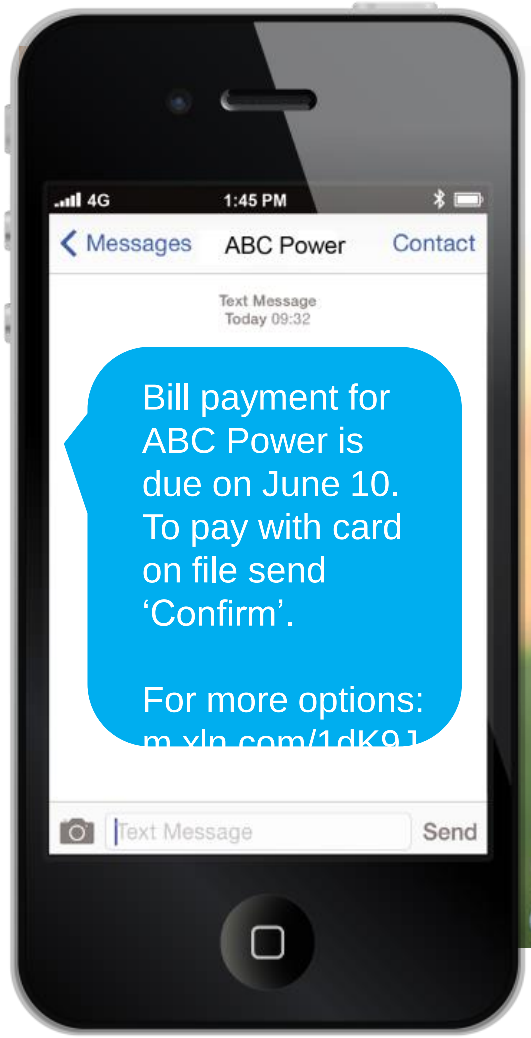
●●●●○ T-Mobile 9:32 89%
Touch to return to call 00:10
Messages
ABC Financial
Contact
Text Message
Today 09:32

Please send your new address to this number

300 Apollo Dr. Chelmsford MA, 01824

Text Message
Send

Disposable Apps turn texting into a secure & convenient channel

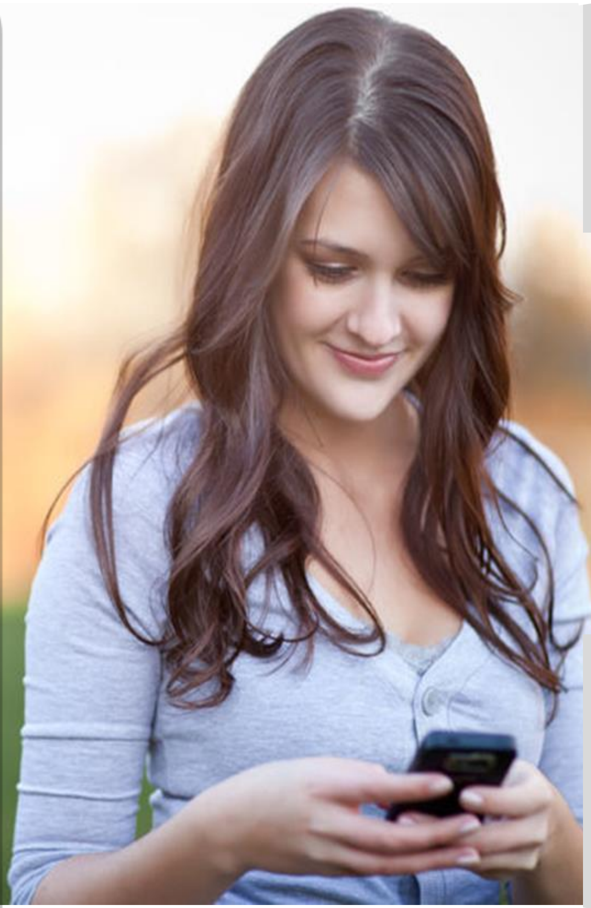

4G
1:45 PM
Messages
ABC Power
Contact

Text Message
Today 09:32

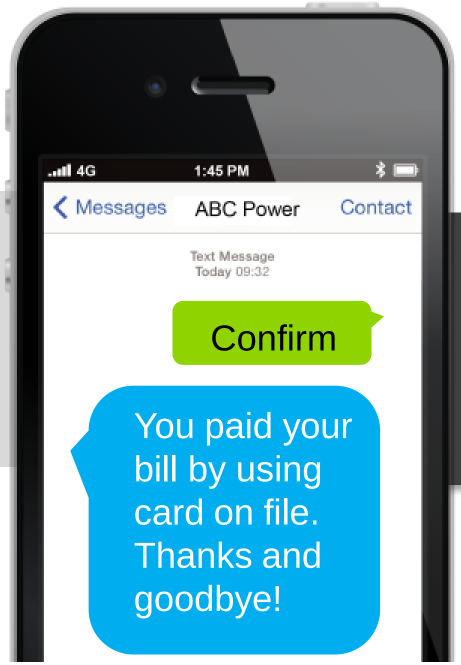
Bill payment for ABC Power is due on June 10. To pay with card on file send ‘Confirm’.

For more options: m.xln.com/1dK9.1

Text Message
Send



Confirm via SMS


4G
1:45 PM
Messages
ABC Power
Contact

Text Message
Today 09:32

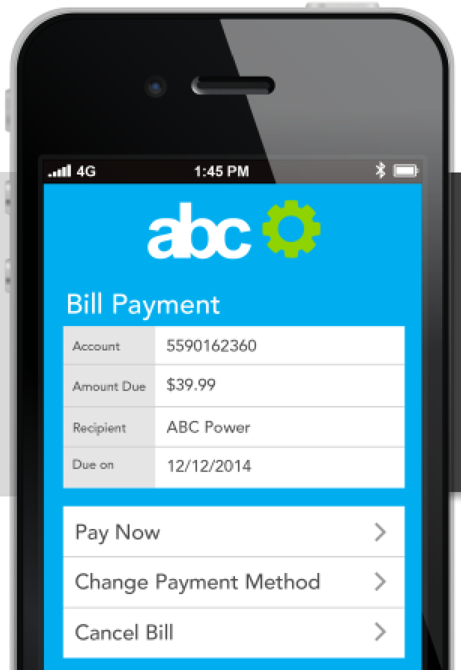
Confirm

You paid your bill by using card on file. Thanks and goodbye!

No secure information exposed

OR

Switch to *disposable app* for richer transactions


4G
1:45 PM
abc

Bill Payment

Account	5590162360
Amount Due	$39.99
Recipient	ABC Power
Due on	12/12/2014

Pay Now
Change Payment Method
Cancel Bill

Secured via HTTPS

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THANK YOU

Craig Blake
Senior Director, Professional Services
Self-Service and Innovations Practice

Work: 978-905-3928
craig.blake@aspect.com

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Digital Customer Service Roundtable

Brian Spraetz
Sr. Product Marketing Manager

Customers have more **voice** and more **choice**

"The **technology** you use
impresses no one,
the **experience** you create
with it is everything."

Basic Expectations Don’t Change by Channel

Speed

“Handle my contact in a timely, efficient manger.”

Accuracy

“Handle my contact effectively and provide accurate information.”

Ease

“Give me contact choices and minimize my effort.”

Best Practices in Digital Customer Service

Don’t forget the lessons we’ve learned with the voice channel!

- Chatbots are IVR for chat
  - Monitor performance to ensure they don’t cause customer frustration
  - Ensure use case is a good match
  - Pass on all information if an agent is connected

- Service Quality
  - Establish a QM process for agent-assisted digital channels
  - Use WFM tools to ensure adequate staffing to achieve goals
  - Analytics works great on digital channels, use it to find service “hot spots”

NICE · inContact

Thank You

marketing_product@niceincontact.com
www.niceincontact.com

Verint Intelligent Self-Service

CRM Xchange – Digital Customer Service

May 10, 2018

One-stop Intelligence

Customer Facing IVA

Dell: Ask Ava - Reduction in live chat **costs by 27%**
Alaska Airlines: Ask Jenn - **3X higher sales** conversion
Amtrak: Ask Julie - **30% more revenue** generated per booking
US Army: Ask SGT STAR - Does the job of **55 recruiters**
SWBC: Ask Emily - **48% decrease** in calls to contact center
Charter: Ask Spectrum - **83% decrease** in live-chat volume

Agent Facing IVA

Insurance Company - **64% reduction in AHT** with claims processing
Alaska: Super Jenn - **Optimizes** knowledgebase information and data
Amtrak: Super Julie - **Fewer calls** to escalation desk and supervisors
Financial Firm - **Saved $32M** per year in billable time wasted

Employee HR IVA

Technology Company - **50% reduction** in time spent finding answers to HR related questions

Jen Snell

Jennifer.Snell@Verint.com | @JenniferLSnell

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ROUNDTABLE **Q&A**	**Brian Spraetz, Senior Product Marketing Manager, NICE inContact** **www.inContact.com**	**Jen Snell, Vice President, Product Marketing, Verint Intelligent Self-Service** **www.Verint.com**	**Craig Blake, Senior Director, Professional Services, Aspect** **www.aspect.com**
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