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Engineer, inContact**



TECH TANK – CUSTOMER DELIGHT: LIVE DEMONSTRATIONS OF BREAKTHROUGH INNOVATIONS

APRIL 2017



Tech Tank Roundtable

Customer Delight: Live Demonstrations of
Breakthrough Innovations

Chris Ezekiel, Founder & CEO

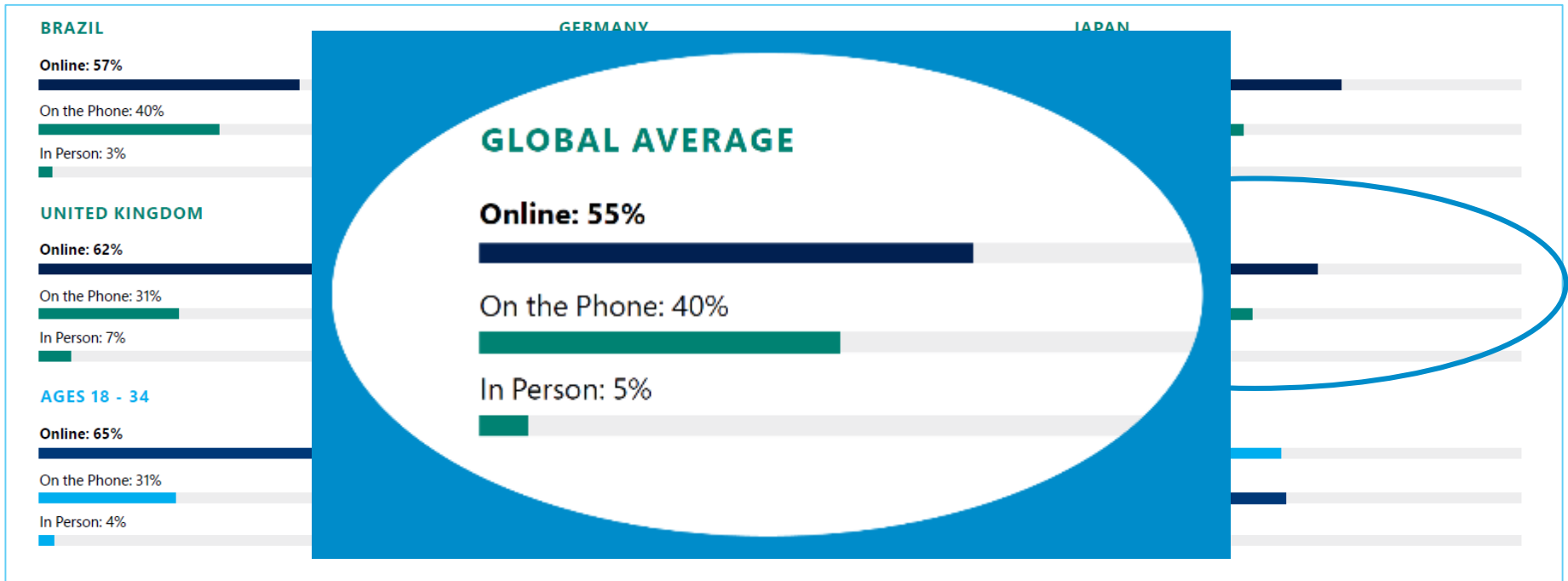


@chrisezekiel

@creativevirtual

Customer Channel Preference

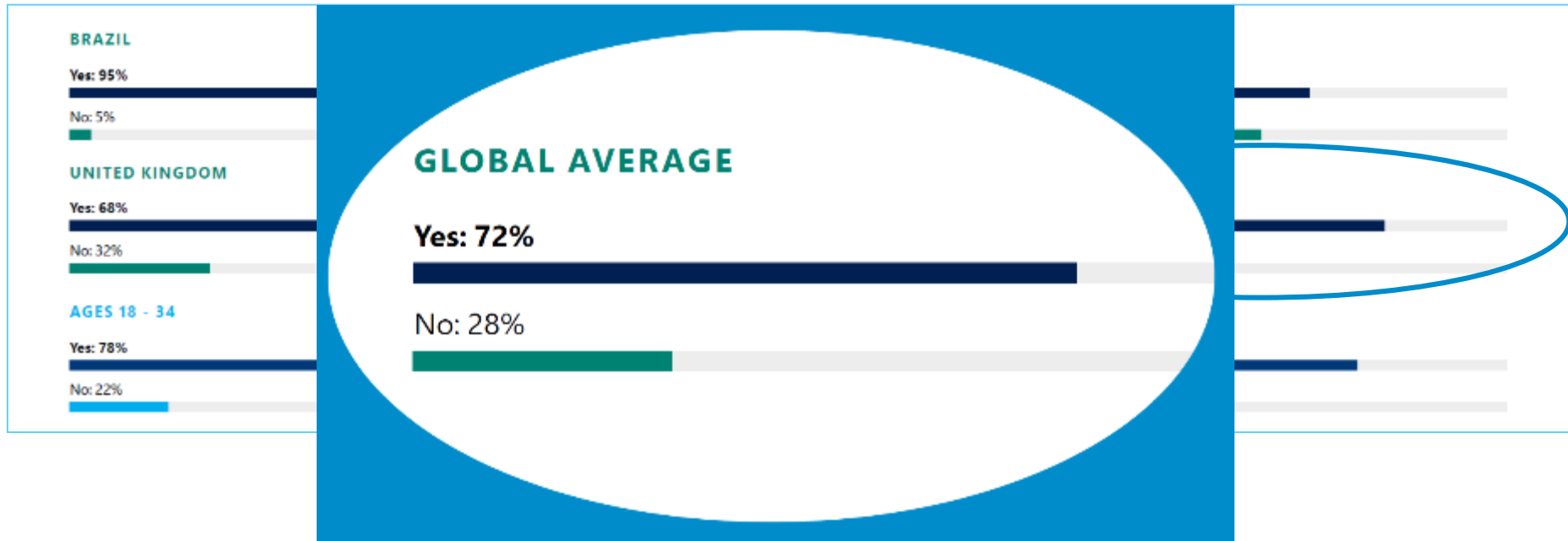
When engaging with a brand or organization for customer service, where does your **interaction typically begin?**



More and more customer interactions are beginning online

Customer Service Expectations

When contacting a brand for customer service, do you expect the agent to **know your contact information, product information and service history?**



Customers are increasingly expecting personalized and seamless omnichannel engagement

BEFORE

VIRTUAL
AGENT

VS.

LIVE
CHAT

NOW

SINGLE
KNOWLEDGEBASE
POWERING BOTH
VIRTUAL AGENT &
LIVE CHAT

Live Demo

V-Person Live Chat™ in Action:

Combining virtual and real support for seamless, personalized omnichannel engagement

Feedback Loop: Combining virtual & real

Virtual Agent provides content for Live Agents



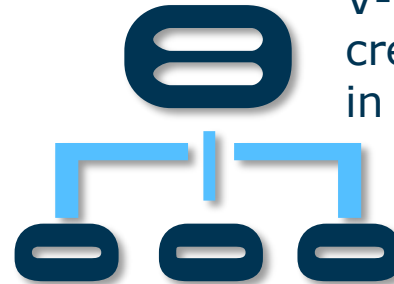
Live Agents submit real-time feedback on content



Team approves and deploys updates across all customer contact channels



V-Portal™ automatically creates change request in workflow



Content team reviews feedback and makes knowledgebase updates

Impact of Innovation

ORGANIZATIONS:

- Reductions of up to 80% in live chat sessions with virtual agent
- Average handling time reductions of up to 40%
- More engaged, skilled and happier agents resulting in reduced staff turnover
- Lower support costs, improved efficiency and increased sales
- Unique customer insights

AGENTS:

- Complete customer conversation history for seamless handover
- Automatically presented with response from virtual agent knowledgebase
- Customizable console with real-time feedback loop
- Become knowledge experts helping to keep self-service channels up-to-date

CUSTOMERS:

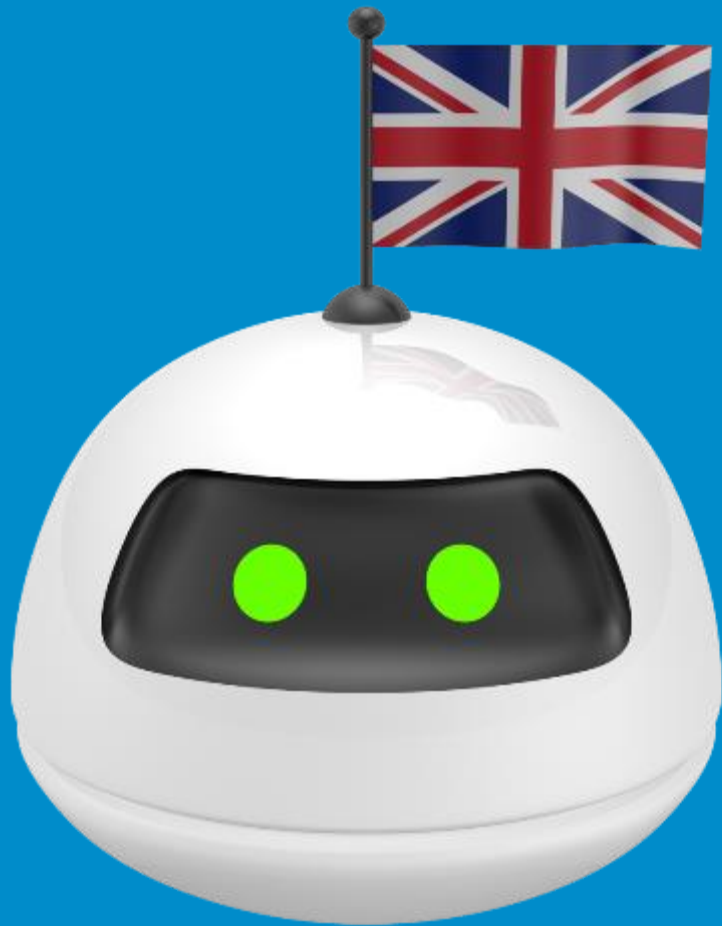
- 24/7 access to smart self-help
- Seamless handover from virtual agent to live chat agent
- Access to accurate, consistent and personalized information across contact channels
- Convenient and easy support experience



The future of the contact center is:

- A collaboration between contact center & digital
- A combination of virtual and real customer support
- A blend of AI and human thought

Get in Touch with Me



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Using Continuity to Drive Customer Satisfaction

Delivering an exceptional customer experience with a next-generation customer contact solution

January 1, 2017

Fl. No.	Rate	Unit	Art. No.
IC6250	0-3	\$6.45	83 C626
IC6252	0-35	6.45	83 C626
IC6254	0-30	6.45	83 C624
IC6256	0x 00	6.45	83 C627
IC6260	00000	2.50	83 C627

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Moving Beyond Simple Notifications

- ▶ Outbound SMS notification
- ▶ Ability for customer to respond using natural language
- ▶ Control the interaction with a chatbot where appropriate
- ▶ Augment with human intervention when needed
- ▶ Allow for an escalation path
- ▶ Prioritize likely sales
- ▶ Deliver updates
- ▶ Follow-up to measure effectiveness

Continuity of the Customer Journey

Outbound SMS



Chatbot Interaction



Live Assist

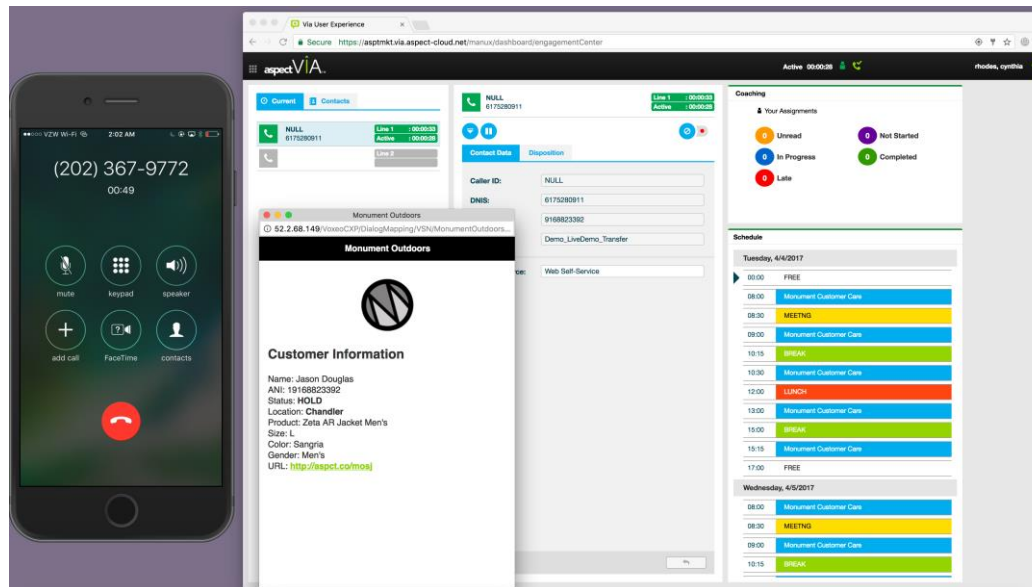


Continuity of the Customer Journey

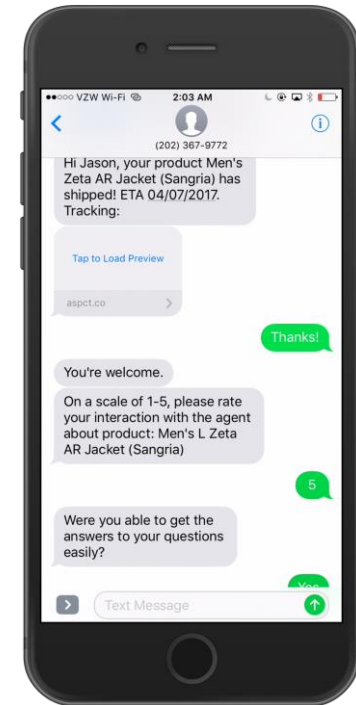
Escalation



Agent Context



Follow-up Survey



Thank You

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Omnichannel Session Handling and Elevation - Optimizing the Customer Journey

April 6, 2017



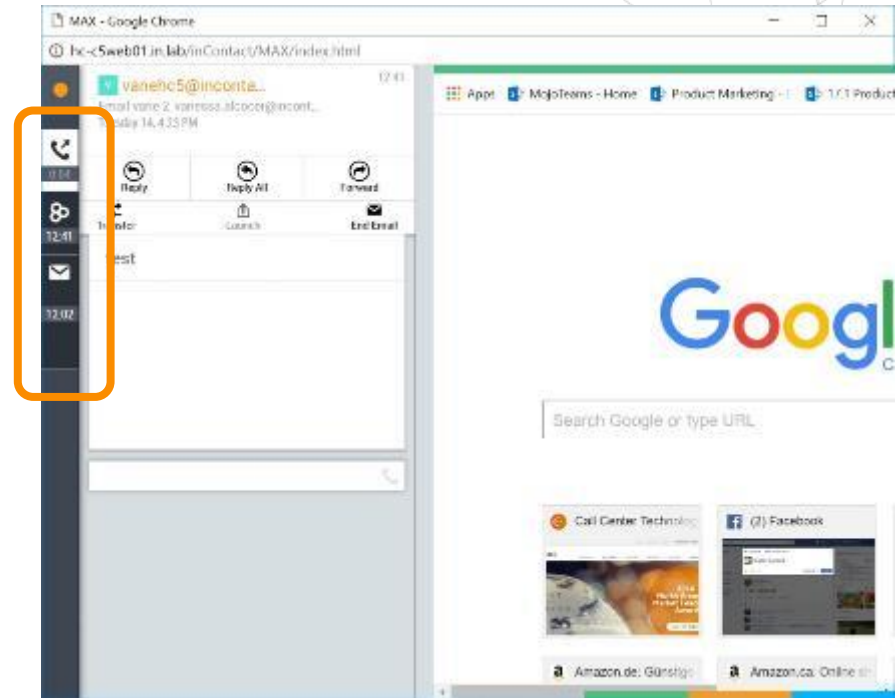
Why Omnichannel?

- Omnichannel is the “new normal”:
The channel I want, when I want it
- Customers expect you to know them “across channels”
- “Informal research”:
 - 60% of CCs support **4-8 channels**
- Dimension Data:
 - “...average of **eleven** channels for most by 2018...”



Omnichannel Session Handling

- Empower agents to handle **multiple** customer sessions from **different** channels **concurrently**
- Enable agents to “elevate” a single customer interaction to a session by **adding one or more** channels



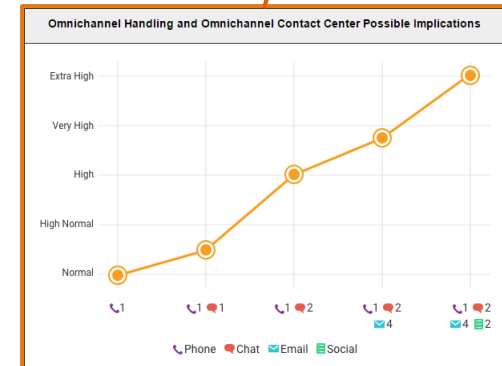
How to...?

- Configure at the Team level
- Overwrite at the Agent level
- “Contacts by channel”
- Remember: “Cognitive Load”!

Omnichannel Handling [Learn about Cognitive Load](#)

Team Defaults		Voice [?]	Chats	Emails	Work Items [?]	Request Contact [?]	Contact Auto-Focus [?]
		1	11	11	11	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
First ▲	Last	Voice	Chats	Emails	Work Items	Request Contact	Contact Auto-Focus
Adriana	McQuiston	Default 1	Default ▼ 11	Default ▼ 11	Default ▼ 11	Default ▼ <input checked="" type="checkbox"/>	Custom ▼ <input type="checkbox"/>
Alex	Greenfield	Default 1	Default ▼ 11	Default ▼ 11	Default ▼ 11	Default ▼ <input type="checkbox"/>	Custom ▼ <input type="checkbox"/>

Channel	Max. #
Voice	1
Chat	12
Email	25
Work Item	25



Contact Us



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 <https://www.youtube.com/user/incontact>

 www.incontact.com/blog/

Presenters:

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Thank you!

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Q&A

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