



Does Your Bot Have What It Takes for Impressive CX? How to build smart bots with Enlighten XO

Michele Carlson

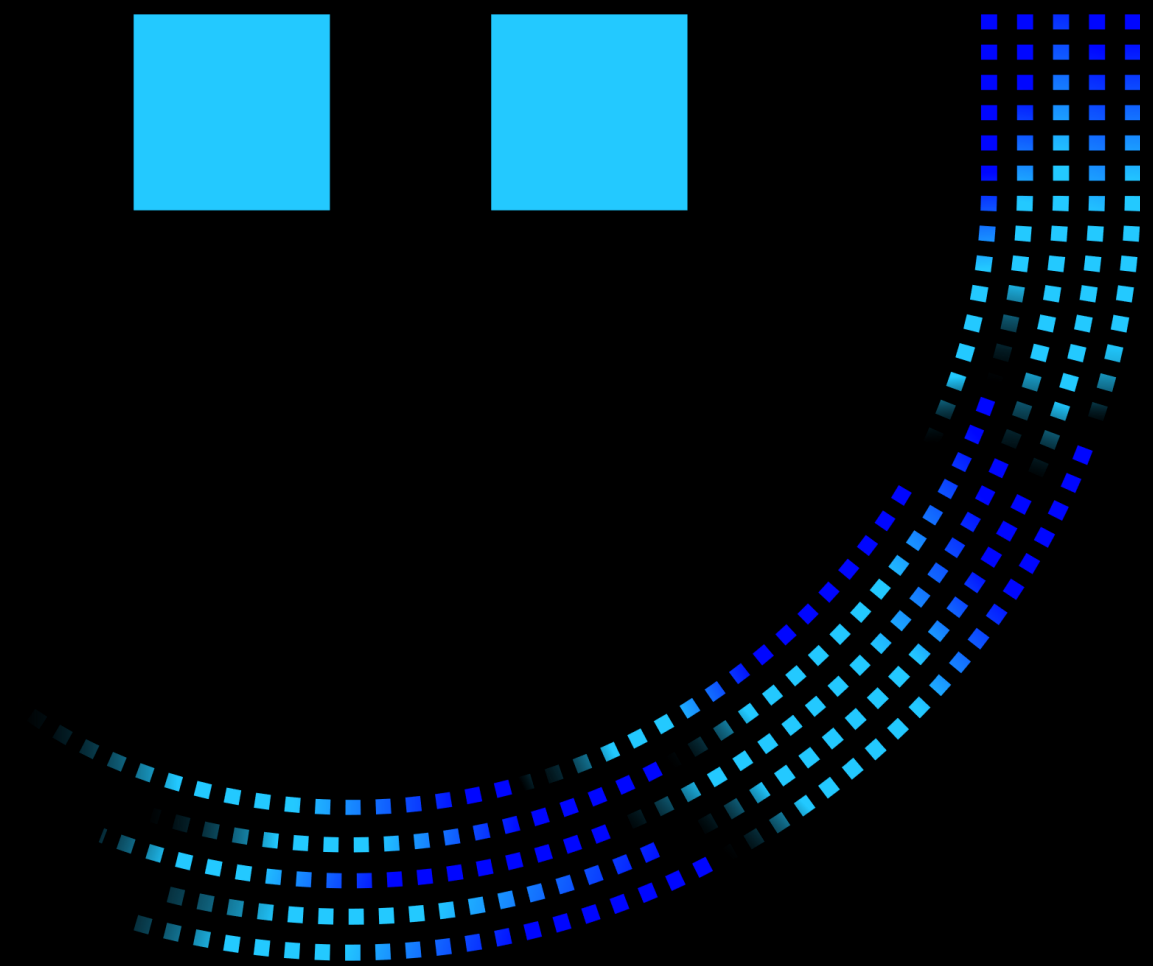
NICE, Sr Product Marketing Manager

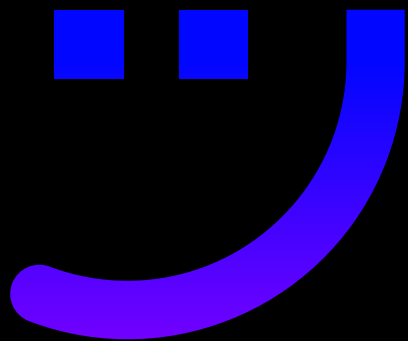




Michele
Carlson

Sr Product Marketing





Agenda

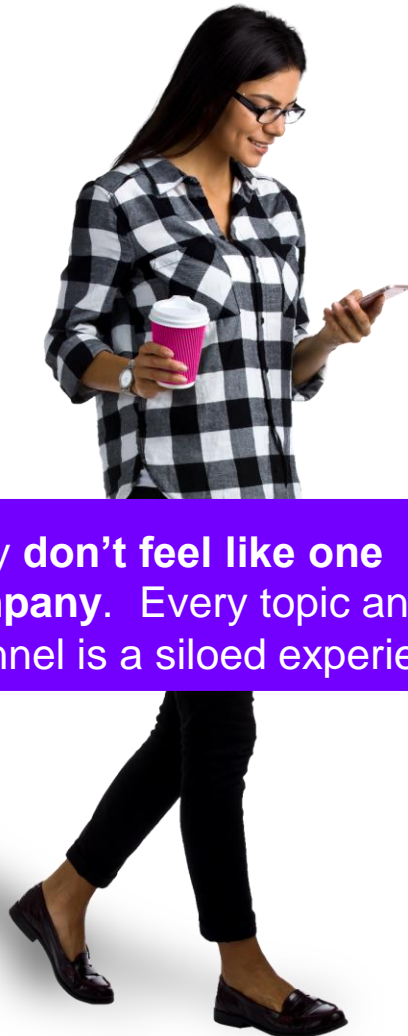
- Why traditional self-service is out of touch
- What data drives digital that works
- How smart bots gain intelligence - Enlighten XO Demo
- The ROI of smart self-service
- How to get started with digital

As organizations continue focusing on traditional service flows...

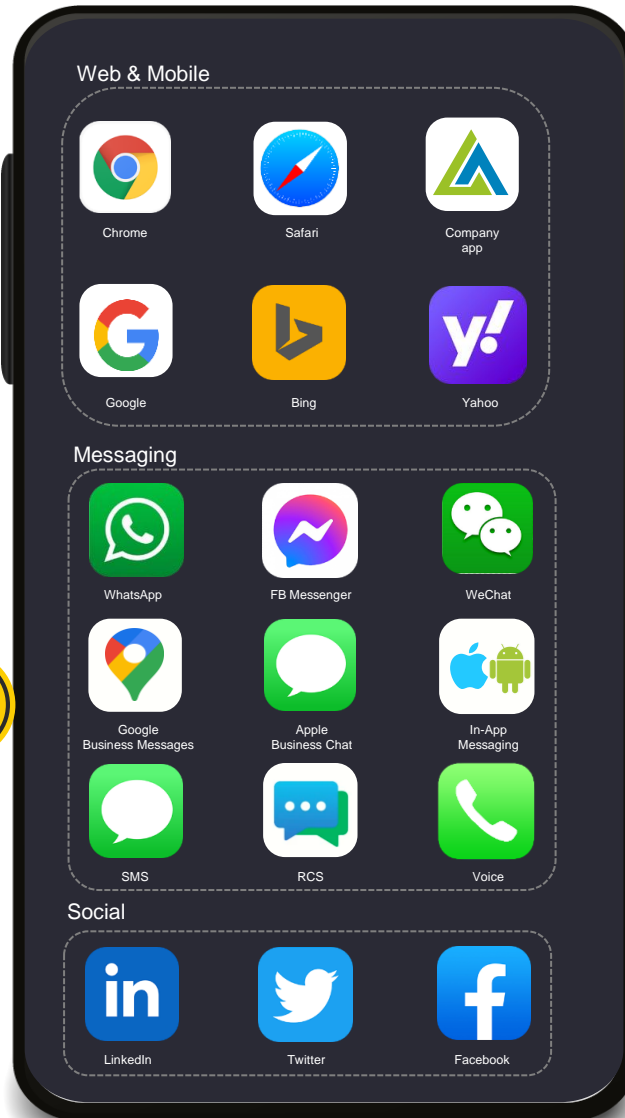


Consumers have shifted their focus, creating service gaps and silos

Self-service **never** solves my problem. It's annoying.



They don't feel like **one** company. Every topic and every channel is a siloed experience.



My time is **wasted** trying to find the right content

I cannot find service on my **channel of choice**

It's very frustrating to **repeat myself and start over** when switching channels or agents

Where Businesses are Missing Out on Exceptional CX

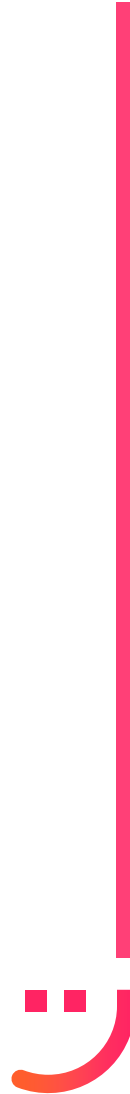
92%

Of businesses already use customer self-service

Self-service alone is not a differentiator, *how* it's built differentiates leaders from followers

78%

Of firms are struggling to use data to achieve their CX goals



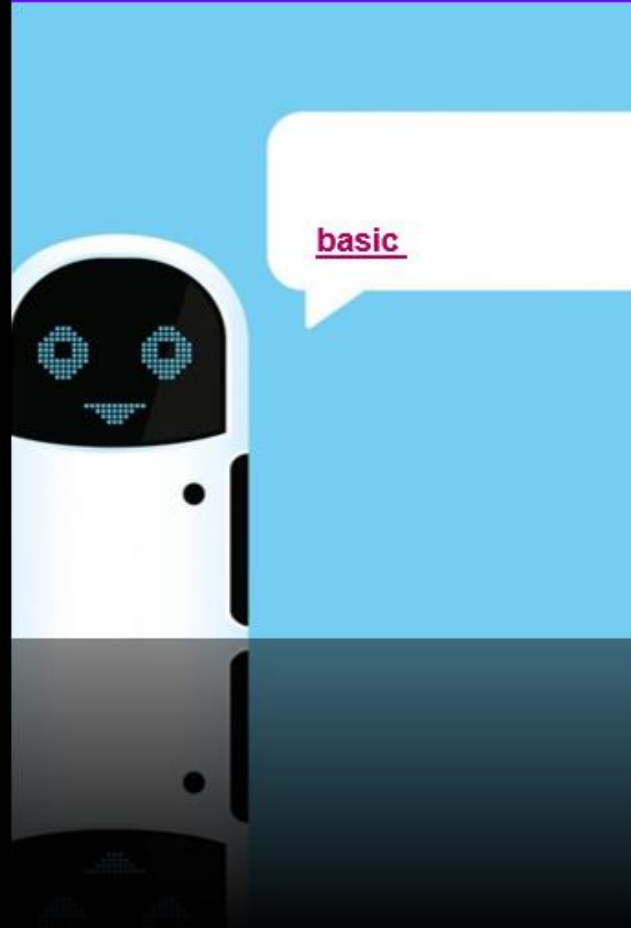
Source: Aberdeen 2022 – Secrets of the Data Rich & Savvy: Enrich Self-Service with the Power of AI

Digital Self-Service Today

Soaring Demand by Consumers



Escalating Improvement Priority by CX Leaders



Growing Need to Stop Guessing by Builders



When Digital Works, Brands & Customers Win

Soaring Demand by
Consumers

Higher CX and
increased CLV

Escalating Improvement
Priority by CX Leaders

Reduce cost
for 24/7 service

Growing Need to Stop
Guessing by Builders

Faster time to
ongoing value

Chat Question #1

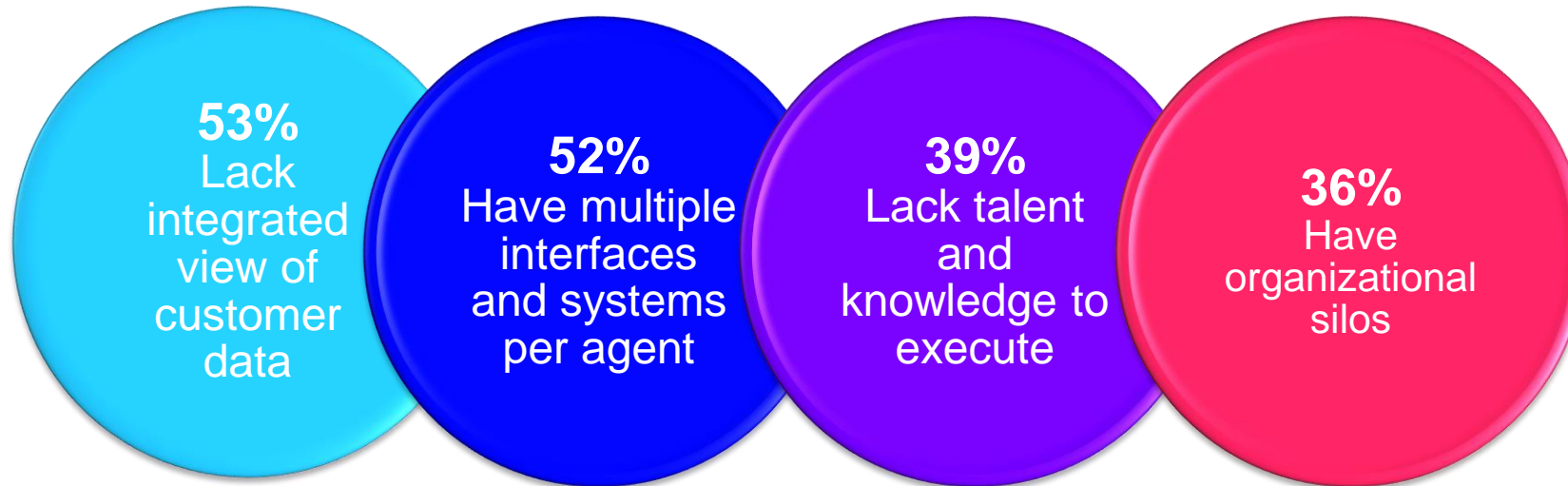
Respond in the webinar chat

What are the biggest challenges with leveraging your customer data?

- A. An integrated view of customer data
- B. Multiple interfaces and systems per agent
- C. Talent and knowledge to leverage data
- D. Organizational silos
- E. All of the above

Top Challenges With Delivering Personalized Engagement

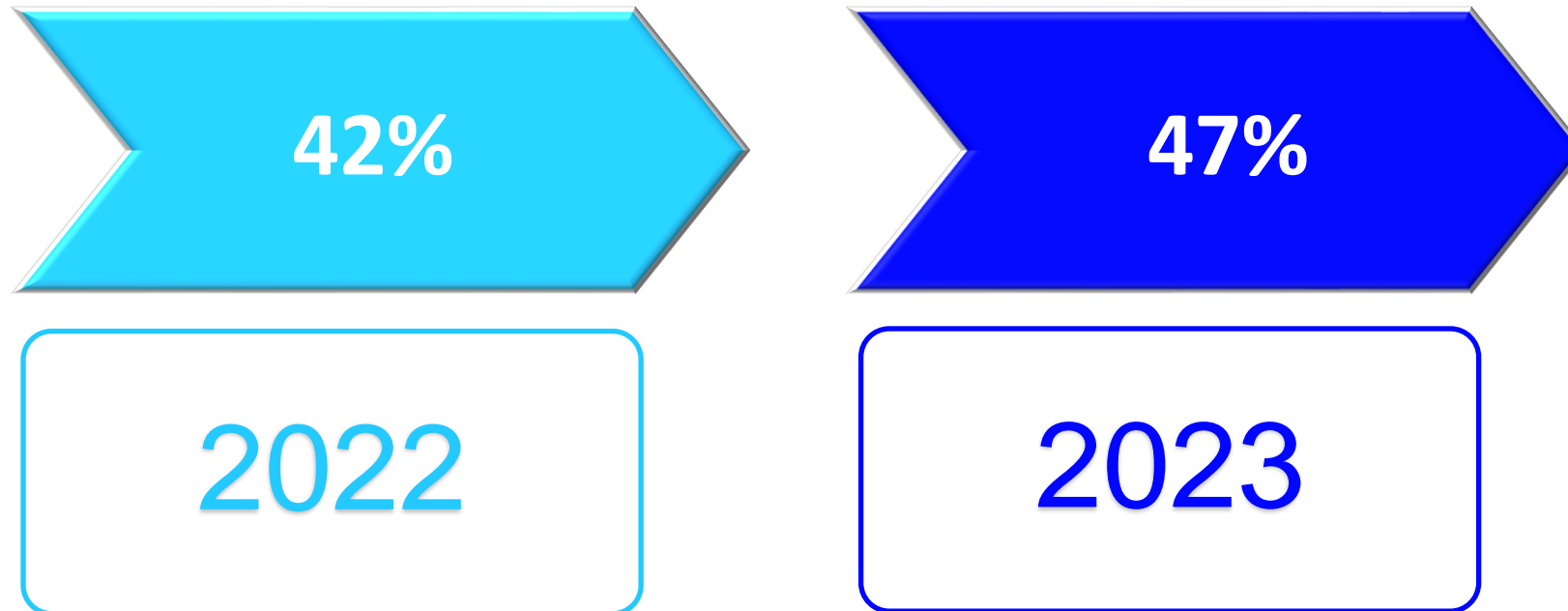
What are the biggest challenges with leveraging your customer data?



Source: Omdia's *The State of Digital CX: 2023*

Increase in AI Deployments for Automation

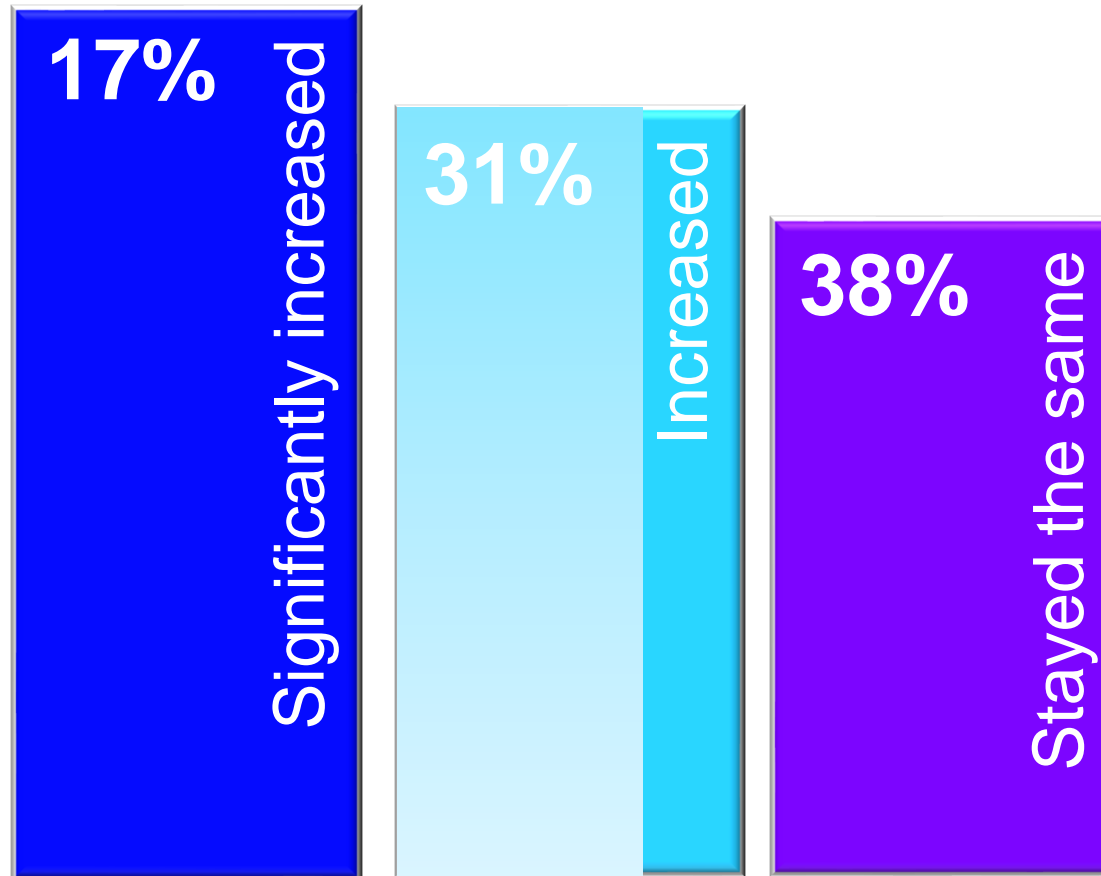
Companies are increasing deployments for AI and automation to streamline processes and services



Source: Omdia's *The State of Digital CX: 2023*

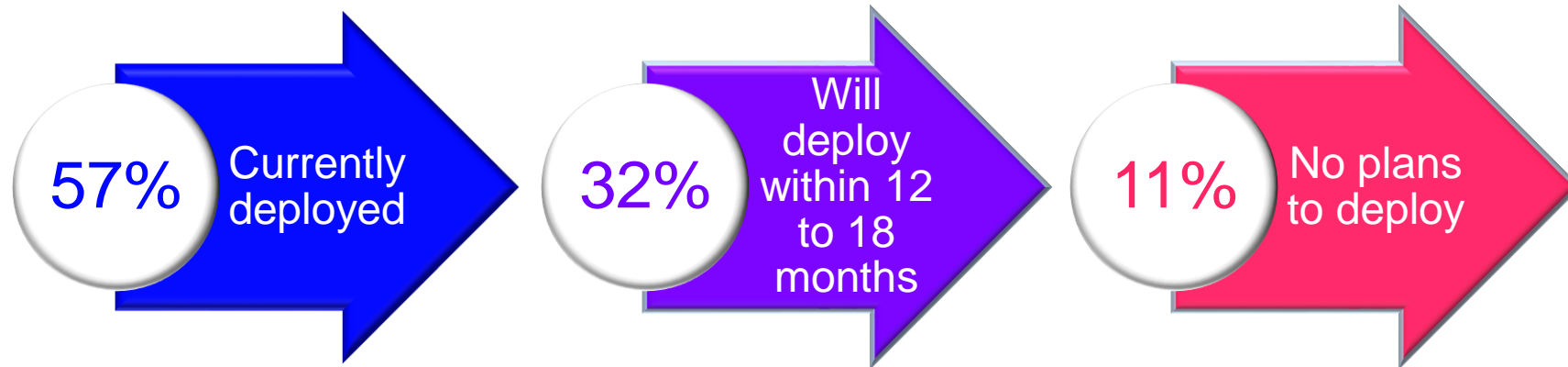
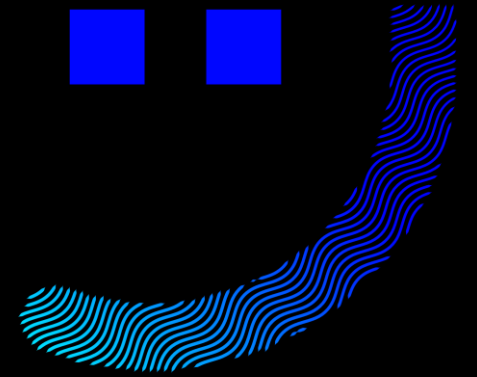
Businesses Are Increasing Digital Self-Service Year-Over-Year

How has your organization's usage of digital self-service (FAQs, chat bots, knowledgebase) changed over the past 12 months?



Source: Omdia's *The State of Digital CX: 2023*

Chatbot Deployments To Accelerate



Source: Omdia's *The State of Digital CX: 2023*

Chat Question #2

Respond in the webinar chat

How would you characterize the current value of your web-based chatbots to your organization?

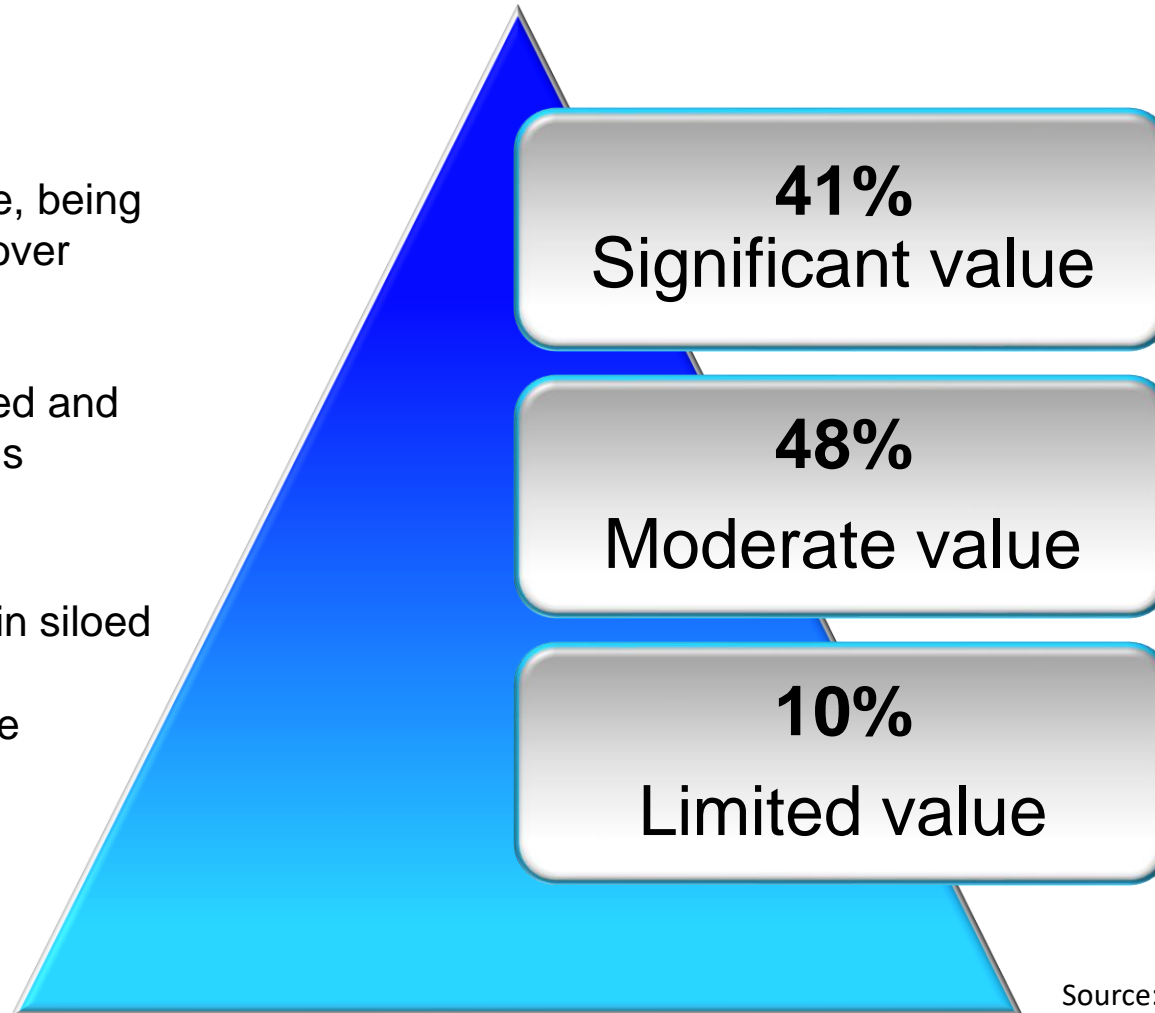
- A. Significant
- B. Moderate
- C. Limited

Web-Based Chatbots are Delivering Mostly Moderate Value

Significant value: AI is being integrated across the enterprise, being measured, and creating value over and above goals.

Moderate value: AI is integrated and localized to departments; ROI is moderate or not fully realized

Limited value: Experimenting in siloed instances; not integrated; not measuring or showing low value




Source: Omdia's *The State of Digital CX: 2023*

Why Bots Fail The Way It Is Today



Your Best Guess



Workshops

Design Thinking

Journey Mapping



Not Purpose-Built


```
function loadDoc() {  
  var xhttp = new XMLHttpRequest();  
  xhttp.onreadystatechange = function()  
  n() {  
    if (this.readyState == 4 && this  
    .status == 200) {  
      myFunction(this);  
    }  
  };  
  xhttp.open("GET", "cd_catalog.xml"  
  , true);  
  xhttp.send();  
}
```

Need to Be Built by Hand

Not Data Based

Cobbled Together

Developer Platforms



Limited Chat Bot

I am a customer with a problem.

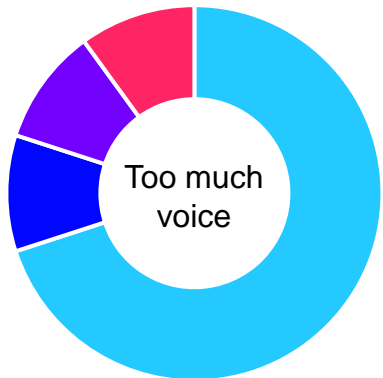
I am not trained to help you with that.

Please call (800) 999-5555.

Accelerate Digital Transformation with A Data-Driven Approach



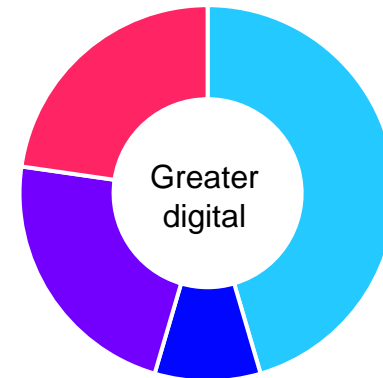
Traditional Methods



- “Narrative” approach
- Guessing-game for how and where
- Reactive (slow)
- Low containment / struggling CX
- Low ROI with mounting pressure

■ Voice ■ IVR ■ Live Chat ■ Digital

NICE Enlighten XO



- “Data-driven” approach
- AI discovers, prioritizes, and extracts insights
- Agile (fast)
- High containment / engaging CX
- Strong ROI with ongoing success

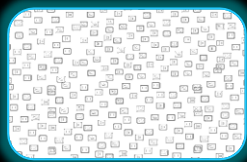
■ Voice ■ IVR ■ Live Chat ■ Digital

Guess Less and Resolve More with Purpose-Built AI for Self-Service

Conversational Data



Billions of Convos

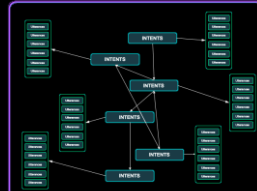


Voice
Recordings
Chat
Transcripts

Enlighten XO

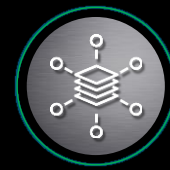


Best Conversations



Identify
optimal
automation
intents, flows
and
utterances

AutoFlow



Auto-Build

```
function loadDoc() {  
  var xhttp = new XMLHttpRequest();  
  xhttp.onreadystatechange = function()  
  {  
    if (this.readyState == 4 && this  
    .status == 200) {  
      myFunction(this);  
    }  
  };  
  xhttp.open("GET", "cd_catalog.xml"  
  , true);  
  xhttp.send();  
}
```

True No-Code
IVA process
networks from
XO

Smart Assist

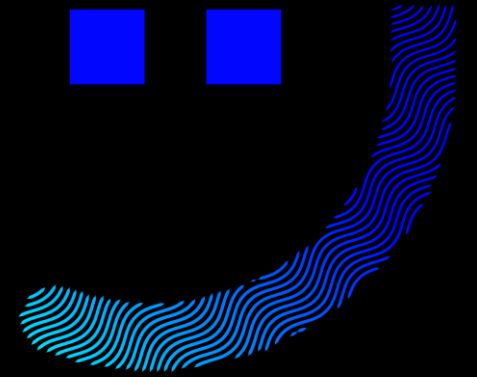


IVA



Effective
Conversational
Automation

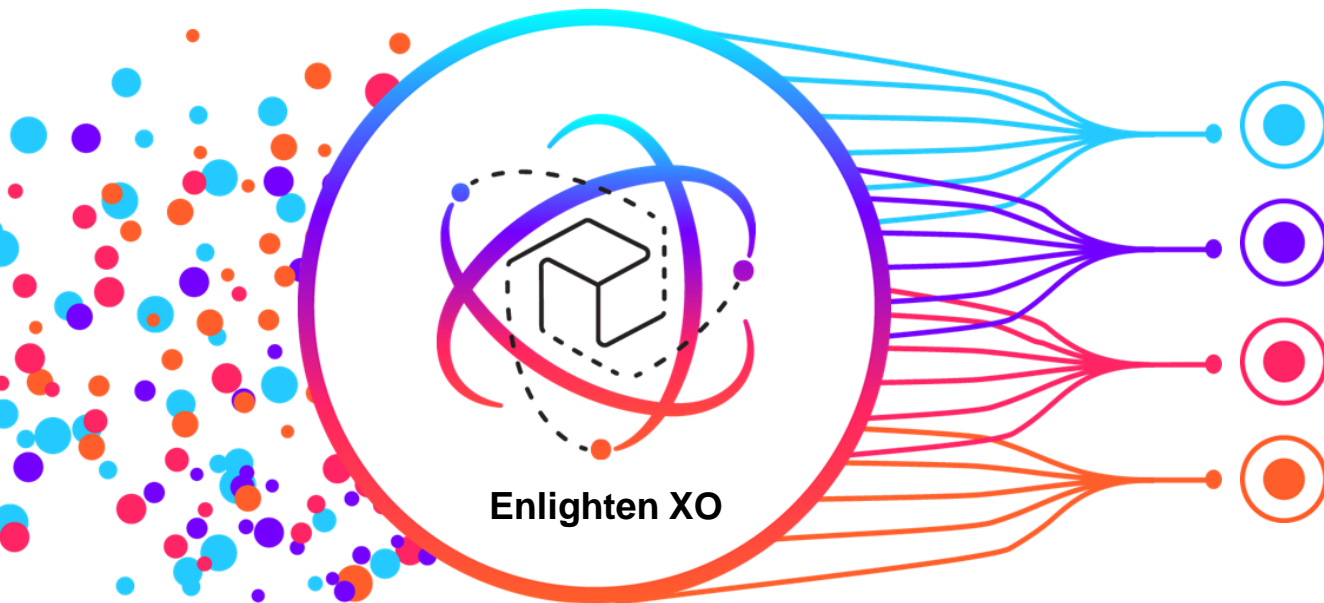
What Smart Self-Service Can Do



Harness conversational data across all channels

Apply purpose-built AI to derive insights

Optimize every digital solution



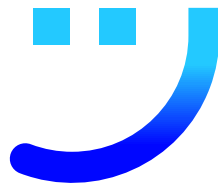
Understand Customer Intents

Identify the Best Automation Opportunities

Optimize Agent Tasks

Design Ideal Conversational Flows

The ROI of Smart Self-Service



Typical Automation Opportunities



35 – 60%
Overall Automation Opportunity

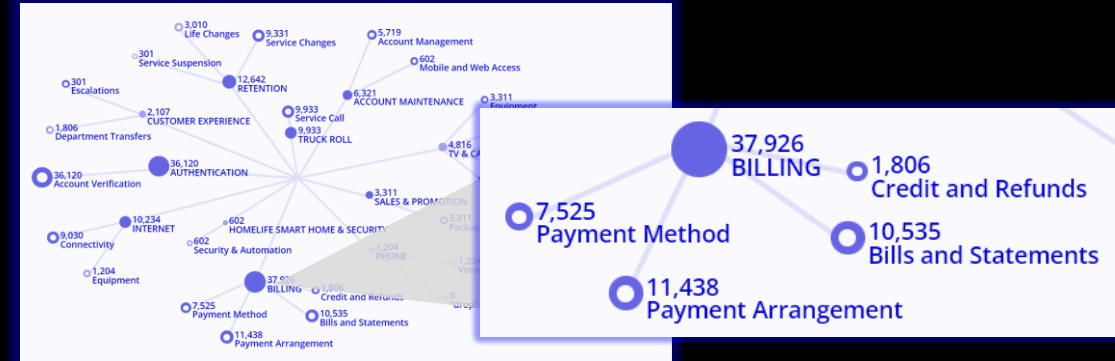


70 – 90%
Automation Coverage on Specific Intents

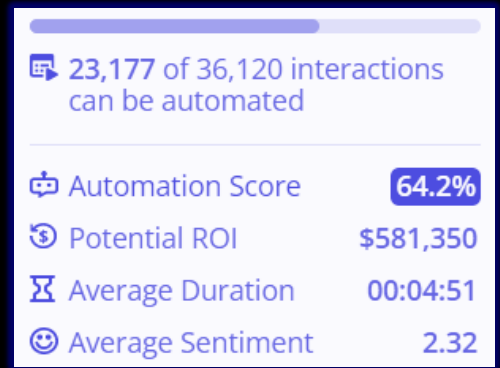


\$3M YoY
Average ROI with ~750 seats

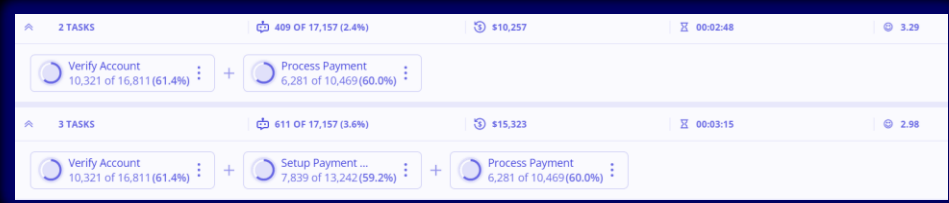
1 Discover Caller Intents



2 Identify Top Automation Opportunities



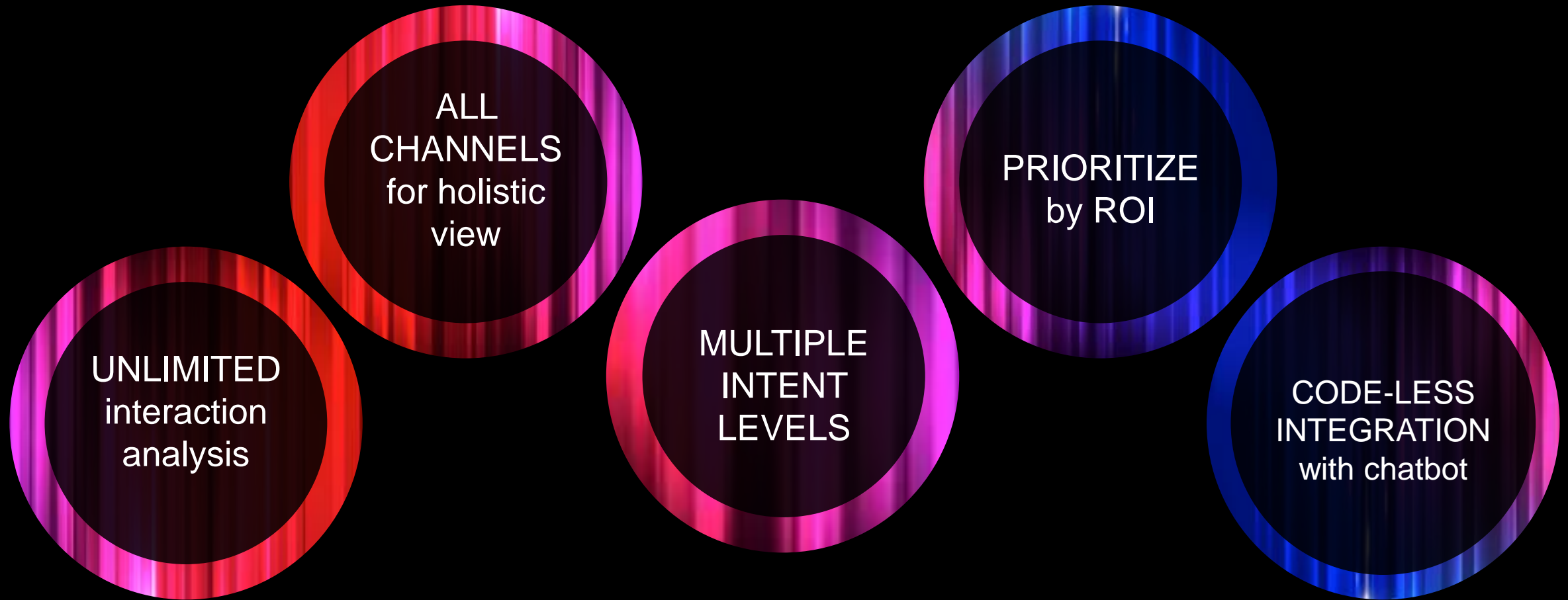
3 Optimize Agent Tasks



Enlighten XO Demo



Enlighten XO – AI in Touch with Reality



The AI & Analytics that go into Enlighten XO are the same across the entire NICE portfolio lending consistency to unattended and attended interactions.

The Right Insights at the Right Time, Every Time

- Identify the best customer intents to automate and ideal steps for resolution
- Train self-service to resolve intents from the best performing agents

70%

improvement in directing customers towards self-service channels

15%

increase in automatable interactions, 10x faster than current processes

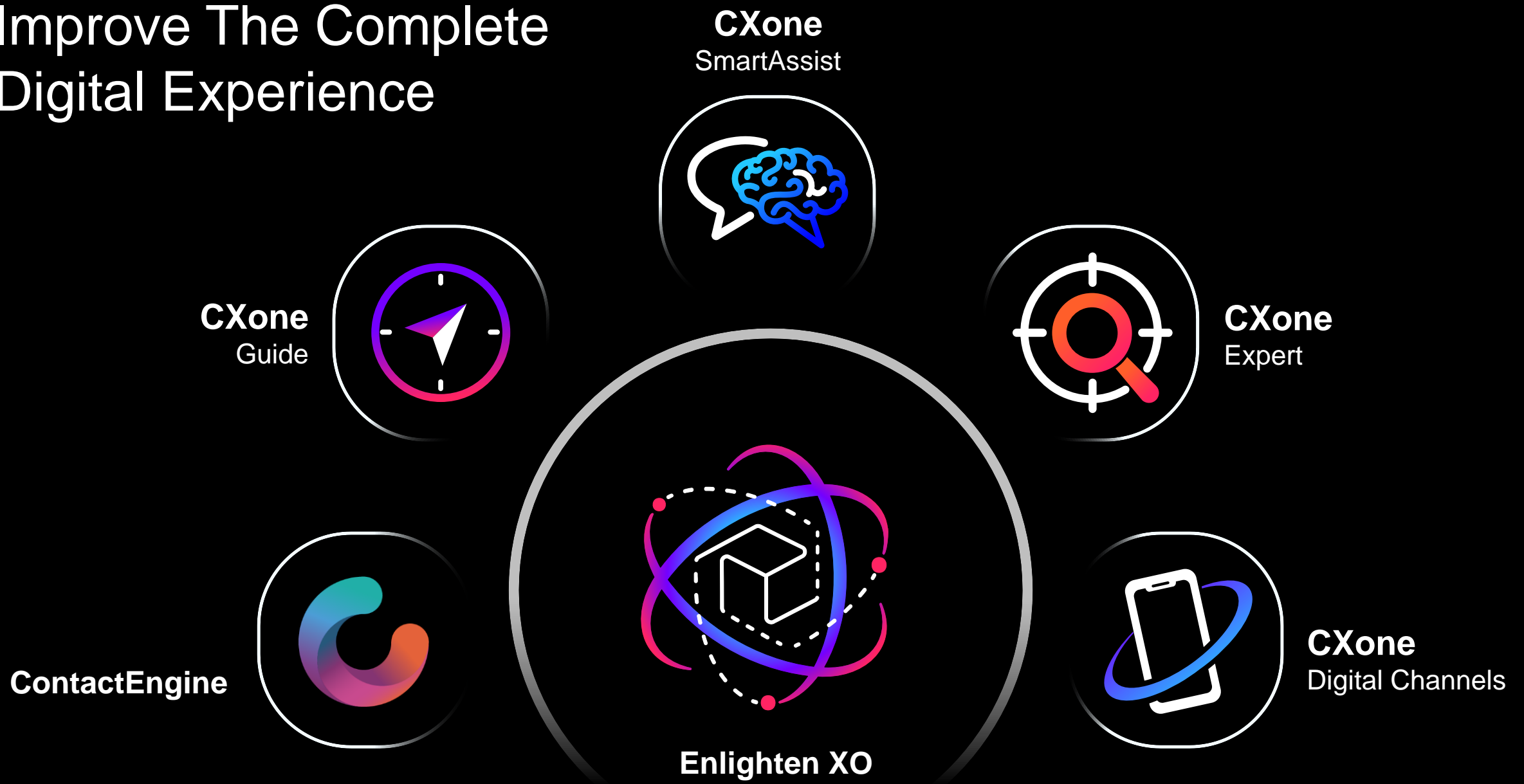
50%

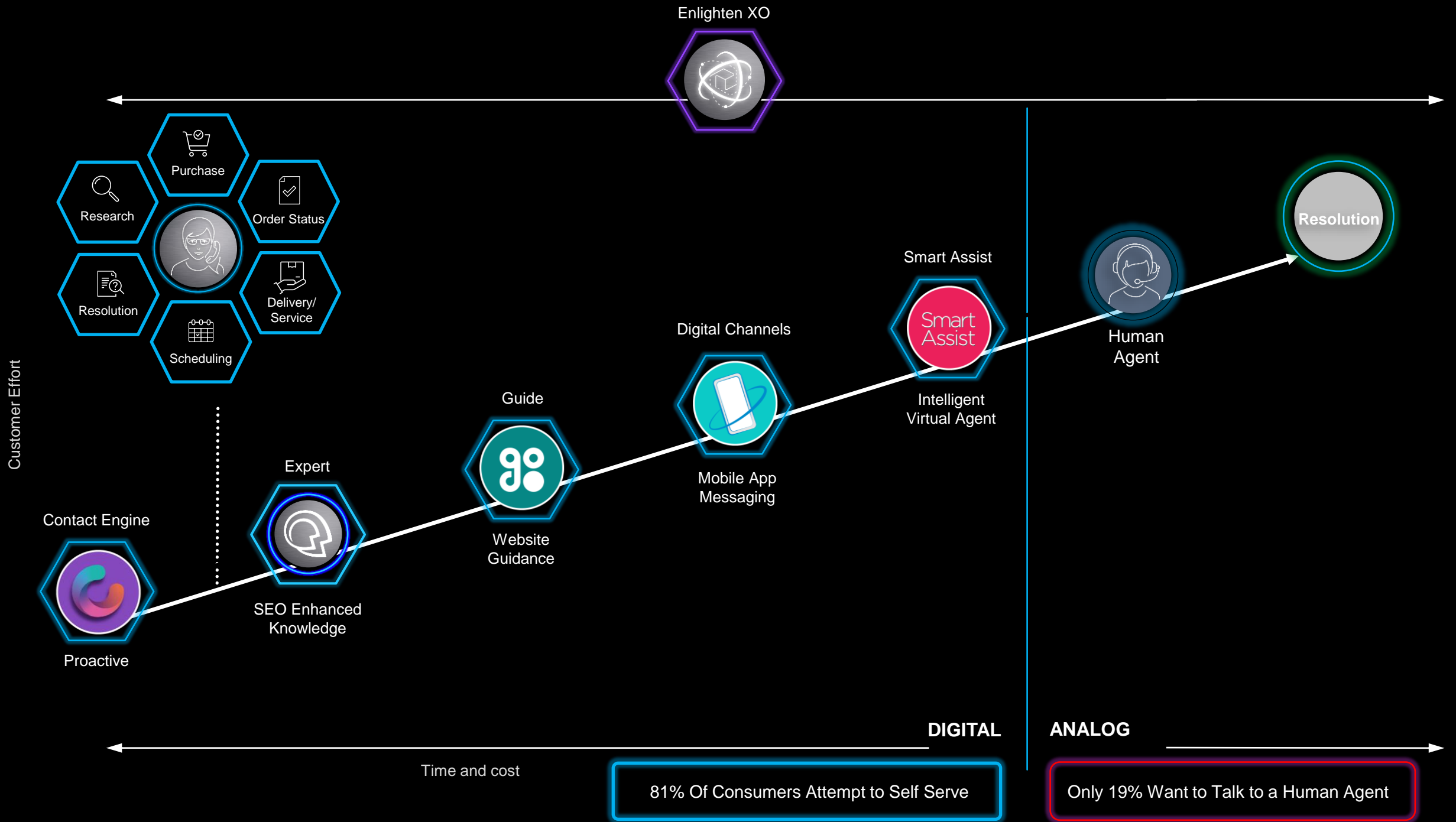
more interactions handled with proactive outreach

“Simply put, our self-service needed to get better, and Enlighten XO got us on the path to success.”

Senior Director of Digital Experience

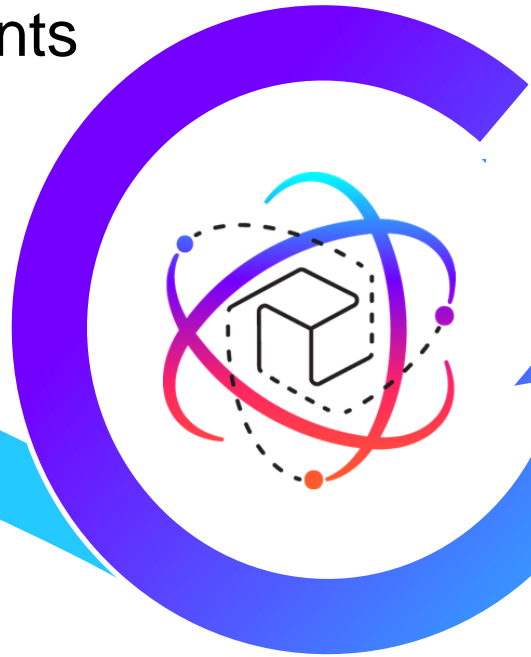
Improve The Complete Digital Experience



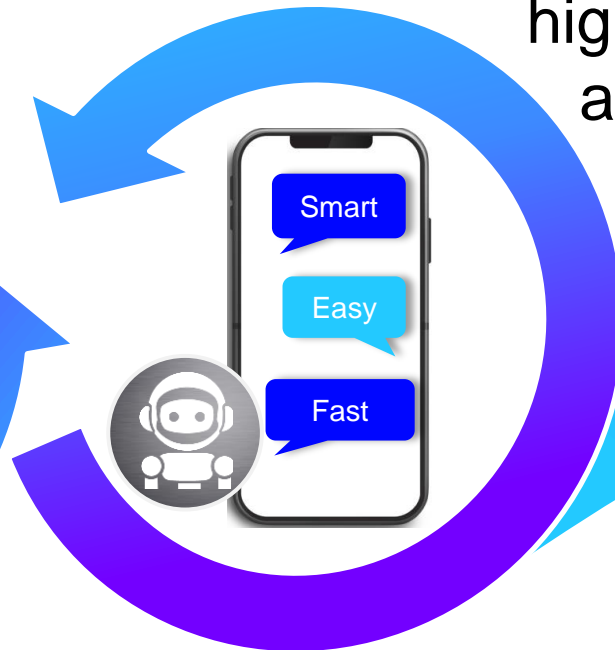


How to Put Your Bot In Touch With Reality

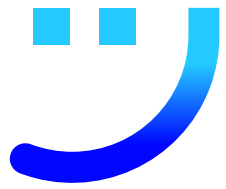
Learn from the optimal conversations of top performing agents



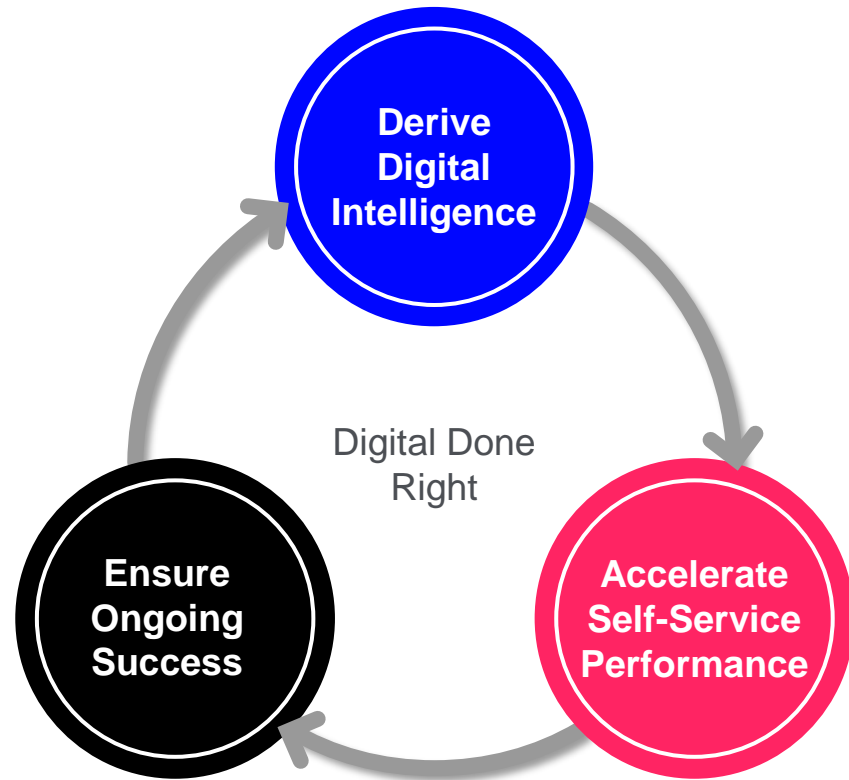
Program bots with specialized data for highly effective automation



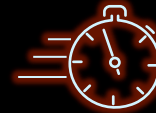
Benefits of Data-Driven Digital



Build smart self-service with continuous, AI-driven insights



Increase Resolutions on Digital Channels



Increase Speed of Digital Development



Decrease Costs by Reducing Voice Volume



Reduce Customer Effort

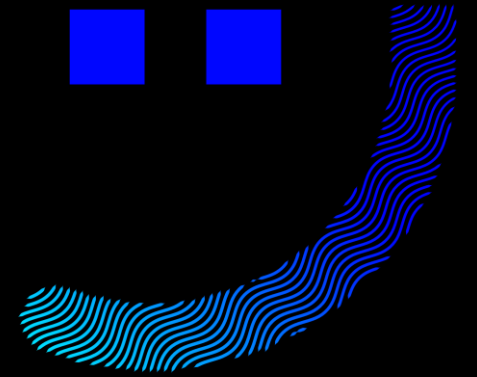


Improve CX and FCR

Get Started Today With a Free Impact Assessment



Top Takeaways



Prioritize Data

AI is only as good as its data; prioritize data availability across the organization and customer-first data

Engage Your Team

Engage senior stakeholders through both developers, encourage cross-organization collaboration

Align KPIs and Outcomes

Prioritize key KPIs and ensure your AI solutions' metrics align with business goals

The logo for the event, featuring the word "NICE" in a bold, white, sans-serif font with a blue horizontal bar through the middle of the letters. To its right is a vertical line, followed by the word "interactions" in a lowercase, blue, sans-serif font.

NICE | interactions

June 5-7, 2023 | New York City

A wide-angle, nighttime photograph of the New York City skyline, viewed from across a body of water. The buildings are illuminated with various colors of light, including yellow, white, and blue. The lights reflect on the water's surface. The sky is a deep blue.

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Thank You

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