

Seamless Customer Experience - Combining AI, VA with Live Agents



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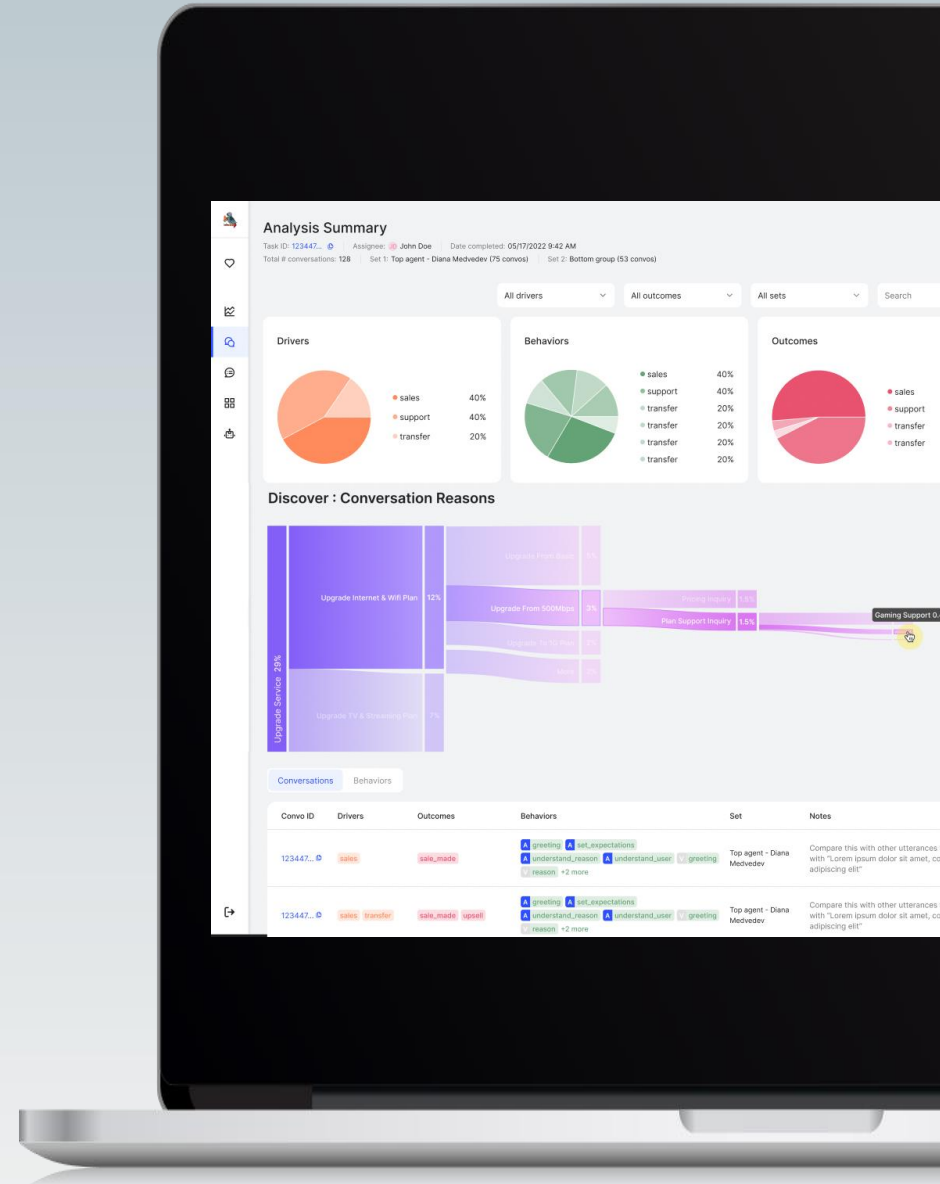
Kevin Chang - CrmXchange

CRESTA

Sept 2022

AI-Assisted Conversation Design

Model your virtual agents off of successful conversations with your top agents, that is tried and tested in the field



Chatbot help elevate contact centers to their full potential

Chatbot provide value for both your organization as well as your customers

Organizational Benefits



Cost Savings

Increased Sales

Agent Routing

Customer Insights

Reach New Customers

Expert Chatbot



Customer Benefits



24-hour Availability



Consistent Answers



Self-Service



Instant Answers

Why do Chatbot Implementations fail?



Understanding What to build

Businesses lack insight into which use cases have the highest volume, and which ones **should** be handled by chatbots



Understand How to build it

Businesses lack insight into how to design flows for chatbots



Understanding Why to build it (Value)

Businesses lack insight into prioritizing and projecting chatbot value



Maintenance & Optimization

Chatbots become more difficult to maintain as supported use cases grow, and often hit a containment ceiling

Why This Approach Matters

Increase Containment Ceiling with Self-Service

Virtual Agent implementations often hit a containment ceiling due to the lack of visibility into what to build and how to build it. Let your data drive your chatbot blueprint to automate where it matters.

Faster Value with field-tested conversation design

Model virtual agents off your organization's top agents, with field-tested successful conversation flows. Ensure that every bot deployed can resolve customer inquiries in the most efficient way.

Automate Ahead with trend identification

Understanding your conversations gives visibility into newly trending use cases, allowing businesses to automate them via chatbots before they overload the contact center.

Pass Through the right use cases to live agents

Some use cases are ripe for automation, and some are not. Make sure you are passing through the right use cases to your agents, and help them optimize with Agent Assist.

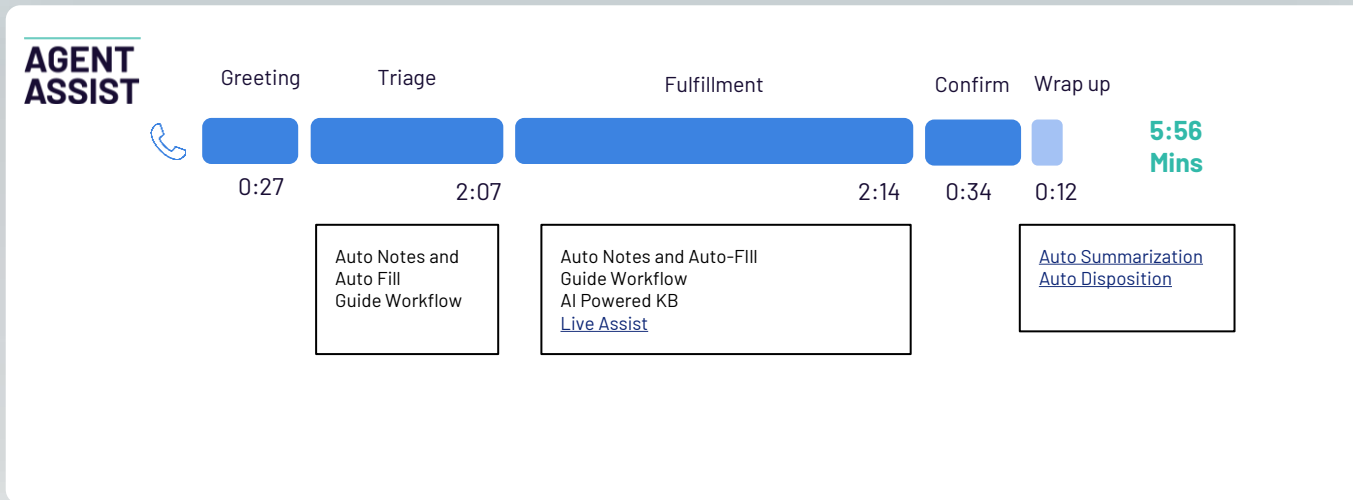
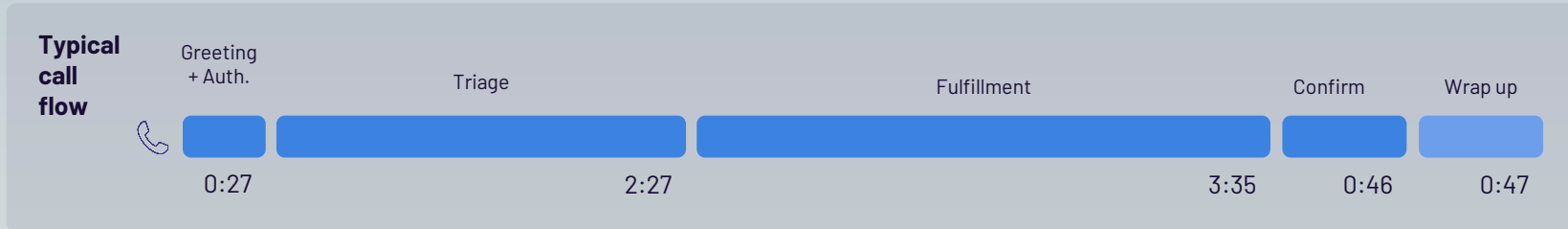
Designing virtual agents from your best agents, allowing them to provide high quality service while automating routine tasks with a personalized touch...



Superpower your Agents

Leverage the power of AI to superpower your live agents, improving efficiency, effectiveness, and agent experience

The business case for Agent Assist during and after conversations



■ Real-time guidance during conversations
 ■ After call work automation

>15%
Reduction in average handle time

12%
Improvement in first contact resolution

45%
Reduction in onboarding time

>80%
Reduction in agent errors



Finding Balance

Striking a balance between virtual agents and AI-assisted live agents is essential to maximizing contact center performance



Cresta Overview

Overview of Cresta's solution offerings

Cresta Solution Overview

Consistent Brand Message

CRESTA
Theme: Real-Time Intelligence for Contact Centers

Products

Cresta Insights
Cresta Director
Cresta Agent Assist
Cresta Chatbot

Solutions
what Cresta sells

Uncover & Act on Business Insights
Drive Robust Coaching & QA
Increase Agent Effectiveness & Efficiency
Drive Efficiency Through Automation

User Persona

CC & Business Leader
Manager/Supervisor
Agent
Customer

Key benefits
value Cresta offers

Increase **Revenue**
Improve **Efficiency**
Enhance **Experience**

Channels

Voice + Chat

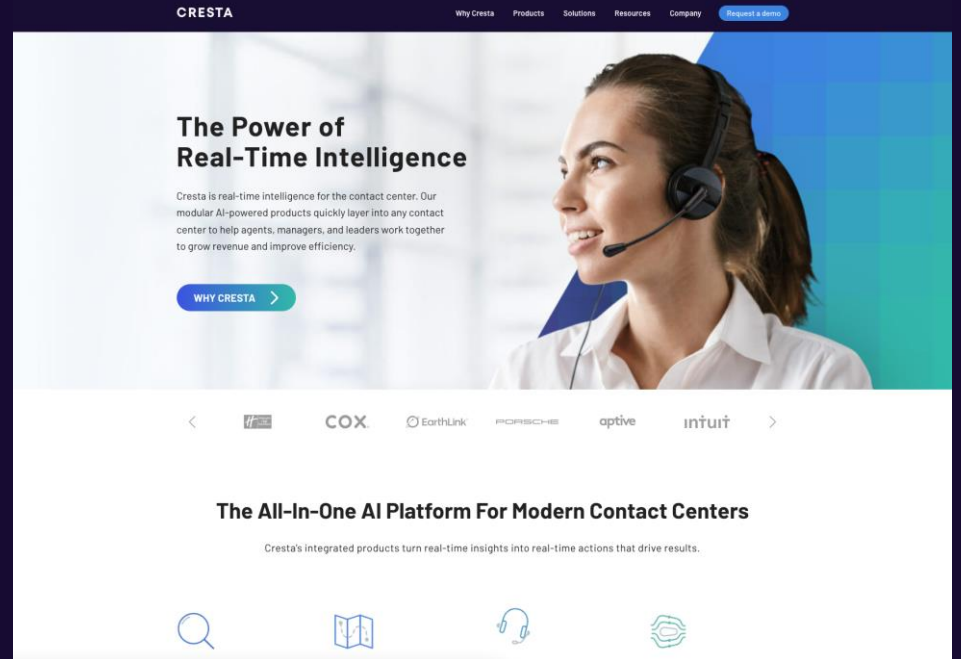
Contact Us



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Best Practices Round Table – CRM Xchange

Combining AI, VA with Live Agents

Frank Schneider
VP - AI Evangelist

9/15/2022 |

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Introduction

Shift to Conversational AI Solutions



Consumer Shifts Widen the Engagement Capacity Gap

Increasing Interactions and Elevating Expectations

Verint IVA with Conversational AI Closes the Gap

Any conversation on every channel

- Personal and proactive self-service
- Shifts resolution to digital channels
- Delivers real-time intelligence
- Scales to be both robust + accurate

Budget & Resources

Time

AI-Powered Self-Service That Does More

Emerging Technologies: Innovations Advancing Skilled, Professional Virtual Assist Capabilities (Gartner)



Domain Expertise

40% of IVAs will be skilled for specific tasks like reservations bookings by 2025



Intelligent Advisor

Advancements enable IVAs to play advisory & intervention roles for knowledge workers



Task Automation

~80% automation of call center agents' tasks by 2025; rising from 30-50% in 2021

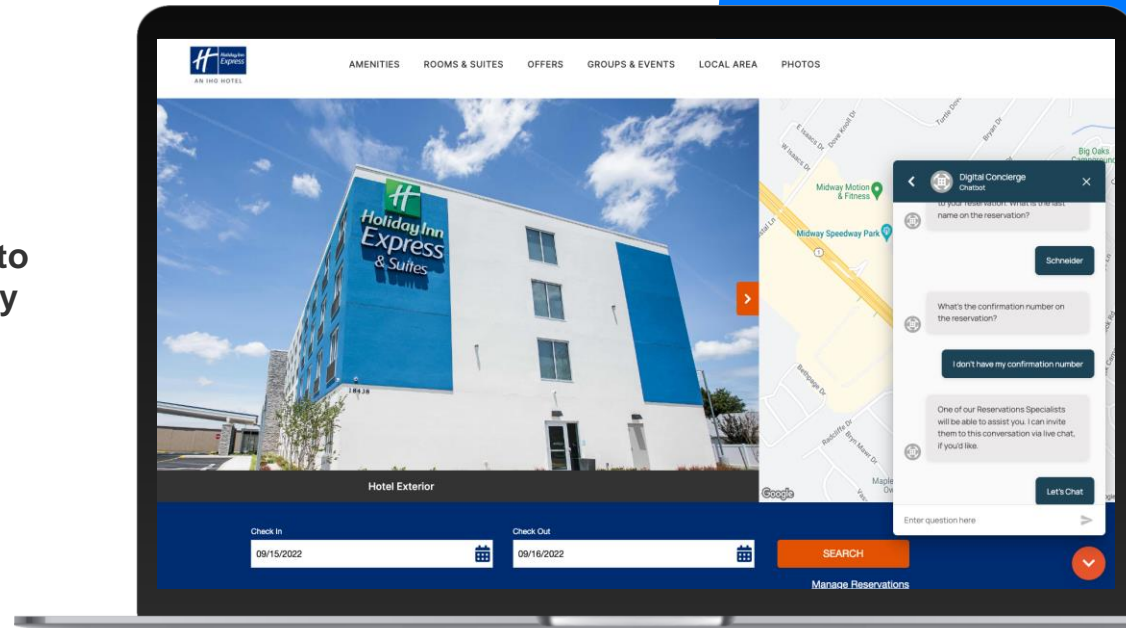
Seamless AI Escalation

Use Cases & Best Practices

AI to Live Agent Hand Over Best Practices

Seamless, Intuitive, Fluid

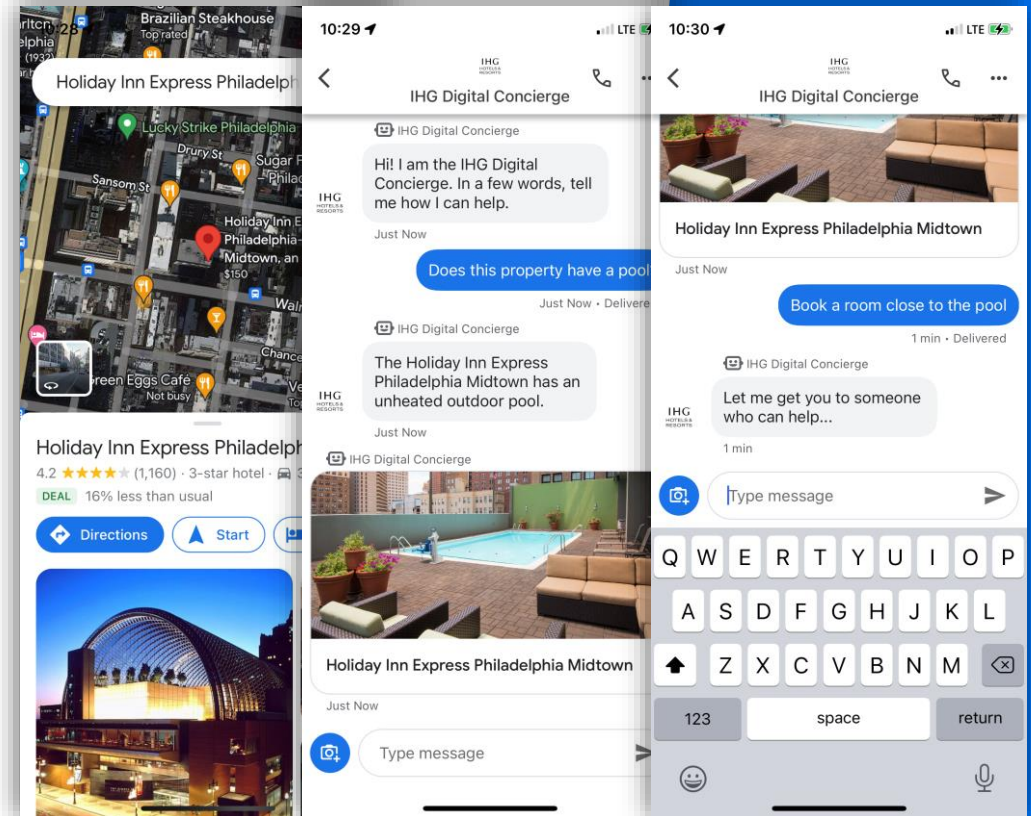
- Conversational Design vs. Predefined Decision Tree Path
- Maintain engagement in one UI
- Indicate handover has occurred
- Pass context, and conversation details to allow for continuation of convo & journey
- Allow for a return to AI as easily as the escalation



AI to Live Agent Hand Over Best Practices

Seamless, Intuitive, Fluid

- Queue navigation and notifications including escape based on time or line position
- Clear action messaging & sign posting – i.e., agent typing and/or agent entering & exiting the experience
- Potential image, style or iconography to indicate AI vs live agent to identify a real person

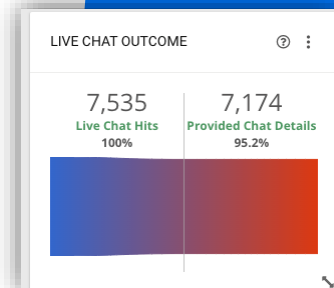
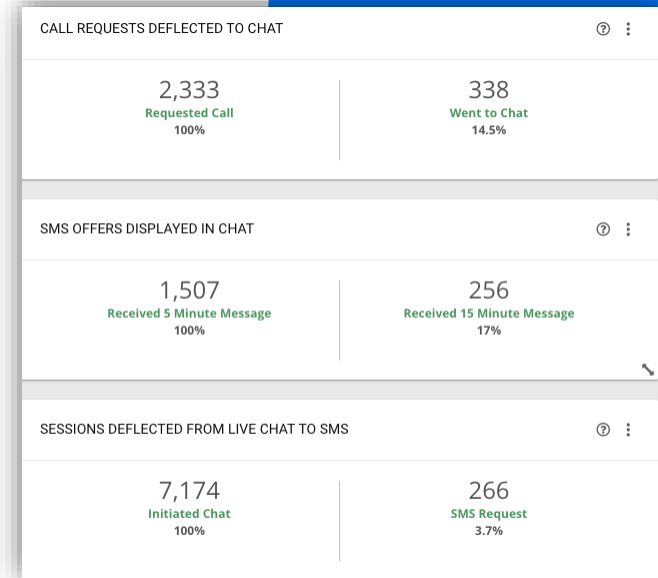
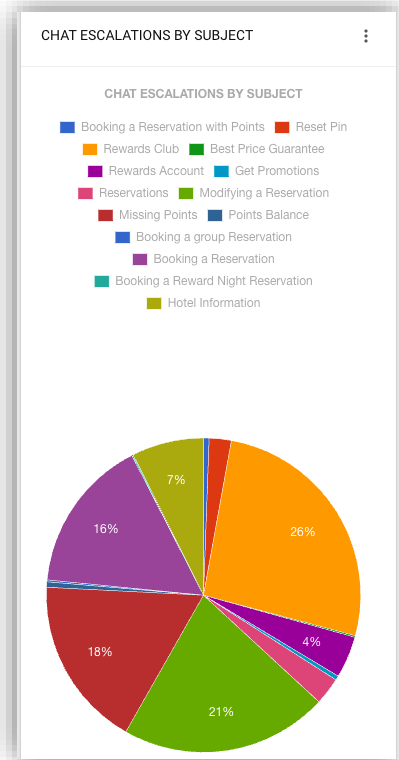


AI to Live Agent Hand Over Best Practices

Seamless, Intuitive, Fluid

•Measure What Matters

- CX Journey – outcomes
- Channel mix & preference
- Conversation subjects & topics
- Friction for customer or agent



IVA

What to look for with an IVA Solution

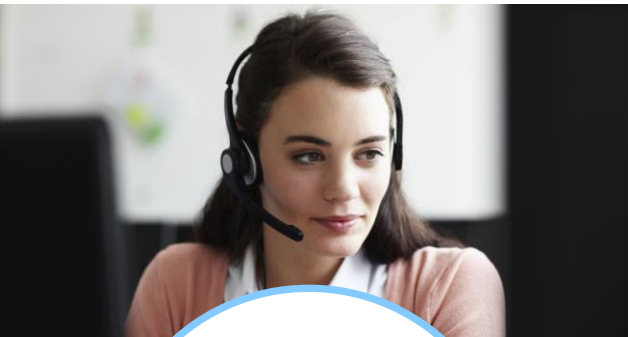
Human-Like Conversations Across Every Channel Delivering Effortless, Personalized Experiences

- Intelligent Virtual Assistant (IVA) supports both **voice** and **digital** experiences
- Seamlessly orchestrate **self-service AI experiences** with messaging channels
- **Prebuilt intents** supporting hundreds of use cases and dozens of industries
- **Emulates super-human cognition**, empathy, conversation, and actions
- Robust **conversation insights** and **AI Blueprint** lowers business effort



What Makes Digital-First Successful

Customer Engagement and Operational Efficiency



Intelligent Self-Service

The best information can be found and used quickly, using AI and automation



Personalized Experiences

Engagements driven by the customer's identity, history and actions; on their choice of channel

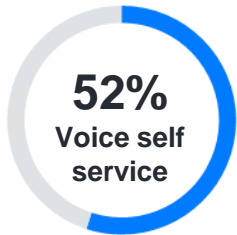


One Workforce via Engagement Orchestration

Service actions evolve seamlessly across tools, devices, channels

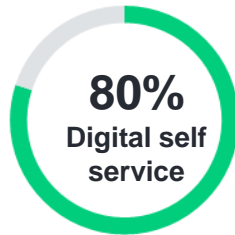
The Business Case for Verint IVA

Every Industry, Any Use Case



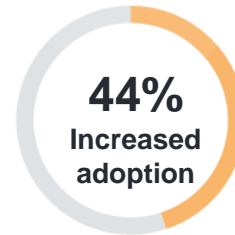
Modernize Voice

AAA improves caller experience and lowers costs for Emergency Roadside Services, fully resolving more than half of all calls



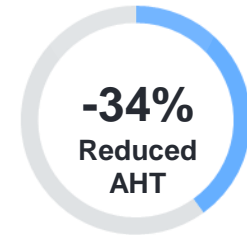
Strengthen Digital

Synchrony improves CX and lowers costs fully automating more than 14M interactions annually



Delight Consumers

Novo Nordisk delivers empathetic care across channels and languages to boost adoption



Supercharge Agents

Agents at Medicare/Medicaid Coordination of Benefits and Recovery Center improve quality, compliance, and lower AHT by more than 34%

Thank You



Frank Schneider

VP – AI Evangelist

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Enhancing the Employee Experience with Attended Automation (Personal Bot Assistants)

Paul Shouse
NICE



A man with a beard and short hair is shown in profile, looking towards the right. He is wearing a dark jacket. The background is a vast mountain range under a sunset sky with orange and blue tones. The text "Hybrid becomes the new norm." is overlaid in the center.

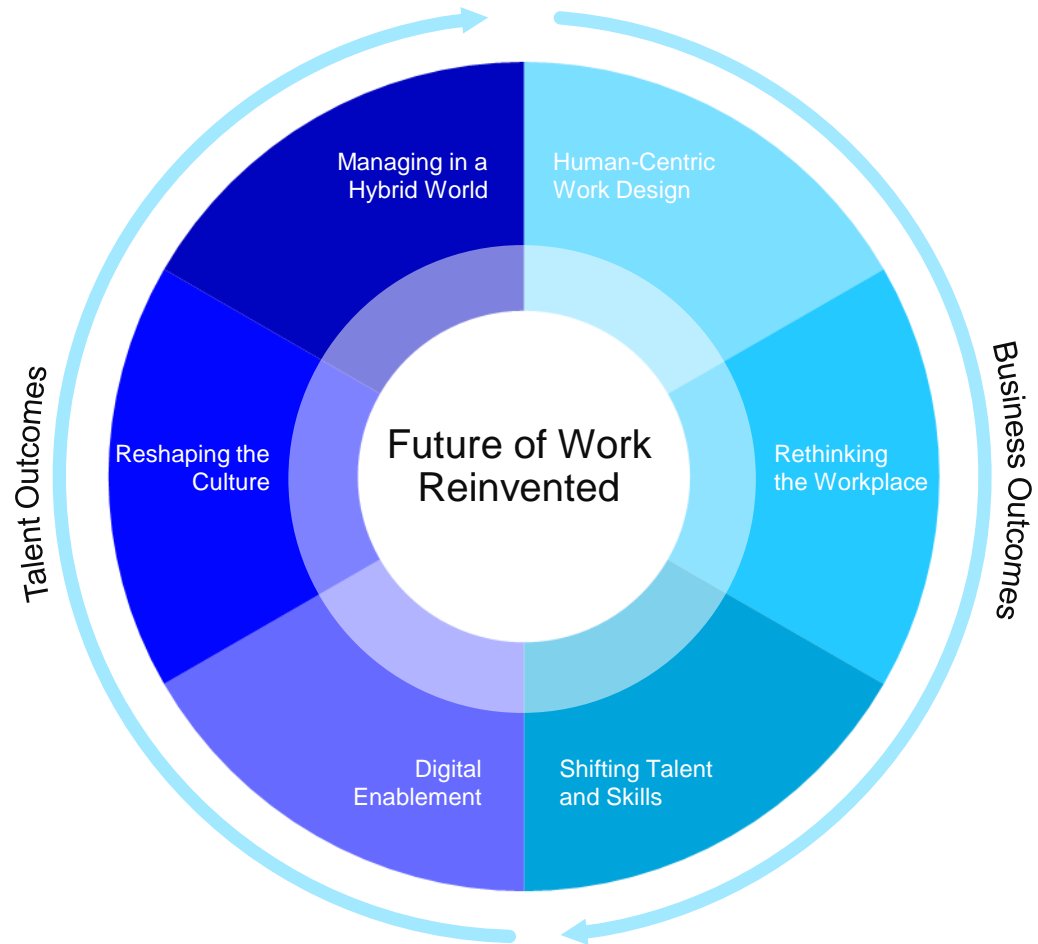
Hybrid becomes the new norm.

NICE

NICE

Future of Work Reinvented

Designing a Win-Win for People and Employers



Gartner

NICE



So, How can we create a sustainable hybrid workplace?

Gain Visibility Into Employee's Desktops Activities



TRANSPARENCY

Understand how things are being done



GENERATE INSIGHT

Discover gaps in process, compliance and customer journey

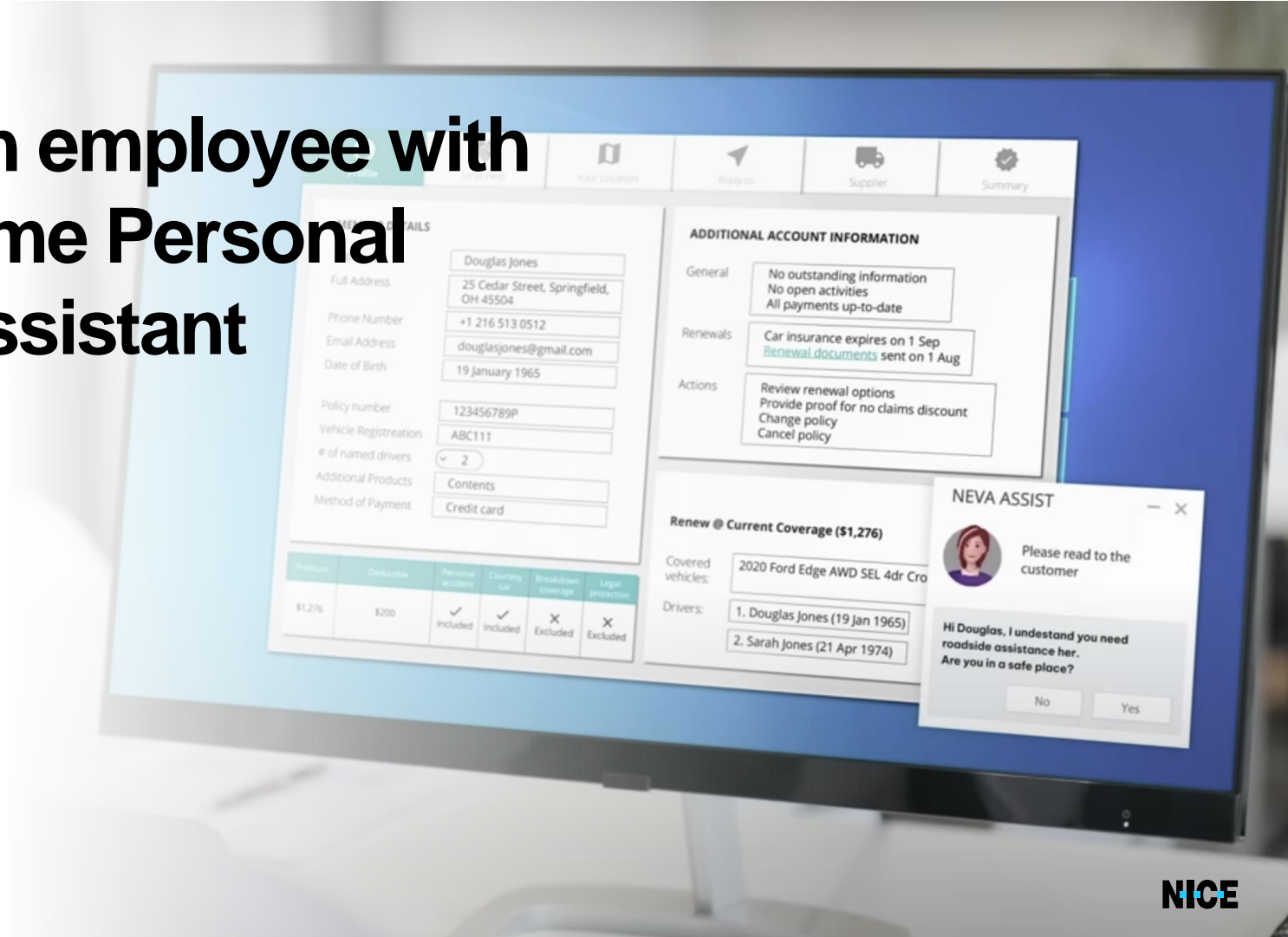


BUSINESS IMPACT

Optimize processes, adapt employee training programs, provide real-time desktop assistance



Arm each employee with a Real Time Personal Virtual Assistant



See how its done

Healthcare Backoffice: Clinician Support for Processing Referrals from Doctors

One of the world's largest organizations with **1.3 million employees**.

Little focus on the triage process

Significant wait list pressures

Additional operational pressures due to an increase in urgent referrals





Clinician Support for Processing Referrals from Doctors

Referral List (Left):

Status	UHPI	Surname	Forename	Sex	Speciality	Referral Priority	Priority	Service/ Sub-Specialty	Consultant	Hospital	View eReferral	Triage Outcome
Initial					Gastroenterology WGH non tracked	Urgent						
Initial					Gastroenterology WGH non tracked	Routine						
Initial												
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Referral Summary (Right):

Patient Referral Summary

Patient Name: John Doe
CHI: 1234567890
GP Name: Dr. Martin
GP Email: martin@doctor.dr
Referral Reason: Abdominal Pain
Date of Triage: Dec 12, 2020

[Update Trackcare](#)

Referral Letter (Center):

NHS – Referral Letter

Referred to: L GI - Lower

Agency of referral: L GI - Lower

Date of referral: 6 a

Date submitted: Urg

UCRN: 6 a

PATIENT DETAILS

John Doe

CHI number: 1234567890

Name: John Doe

Date of birth: 1234567890

Sex: Male

REFERRING GP/AC

Dr. Martin

Practice: martin@doctor.dr

Phone: martin@doctor.dr

CLINICAL INFORMATION

Reason for Referral: variable GI symptoms of bowel, abdo pain etc - redy faecal calprotectin, coeliac

Age: 18

Admission: 6 a

Dear Doctor

I would be grateful if you would see this 18 year old who over the last 4 months has had a severe episode in morning waking more than a couple in evening during which time he is unable to eat with limited fluid intake and has mild weight loss. He has no bowel GI symptoms, no haemorrhoids and suffers from quite marked upper GI cramps. He has no family history of upper or lower GI disorders and his only past medical history is of asthma. He left school in the summer and since then has not been working although he intends to start college in January. Eldest son with his father but has a supportive family in addition locally. When I came from today he had been spending for 5 days. He was not dehydrated, not jaundiced, he had epigastric tenderness but normal bowel sounds and he did not appear dehydrated. I checked routine bloods including a coeliac screen and I have given him Omeprazole 40mg and Biscotramen. I am concerned regarding the frequent vomiting and weight loss and would be grateful for your urgent assessment. Of note he did have an upper GI endoscopy in September. Biopsies showed inflammation only but commented that coeliac disease could not be excluded on two biopsies. Thank you for your assessment. Yours sincerely, Dr James

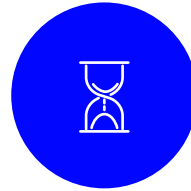
Referral Status: Routine, Not Tracked, Triage New Patient (NAV)

Hospital: Western General Hospital

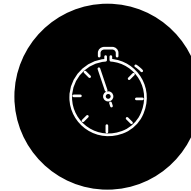
Business Benefits



27% reduction in unnecessary appointments



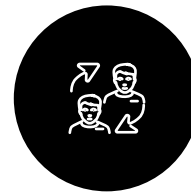
Reduce patient wait time



Triage Processing Time down 50%



Estimated savings £800k per year



Freeing up medical administration staff time



Increase clinician satisfaction

Employee's Reaction



Love it! Really helps overall

- Karin M



This will greatly reduce errors on all types of calls

- Jenn C, Trainer



This tool is great!

- Katherine D



I love this tool!

- Paula D



NEVA

All You Need in a Single Suite

NEVA Studio

The next generation, cloud-based automation design platform

NEVA Assist

Every employee's personal attended bot

NEVA Unattended

Free your employees from repetitive tasks

NEVA Create

Creates & documents automations at the click of a button

NEVA Control

control room for monitoring and managing all types of bots

NEVA Discover

Unbiased AI for Actionable Insights

NEVA AI

Integrated AI framework



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Thank You



Paul.Shouse@nice.com

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