

SEAMLESS CUSTOMER EXPERIENCE - COMBINING AI, VIRTUAL AGENTS AND LIVE AGENTS

September 2023



**Annette Miesbach,
Senior Product
Marketing
Manager, NICE**



**Jason Valdina,
Senior Director,
Digital-First
Engagement
Channels,
Verint**



**Owen Robinson, VP
of CX
Modernization,
Waterfield**



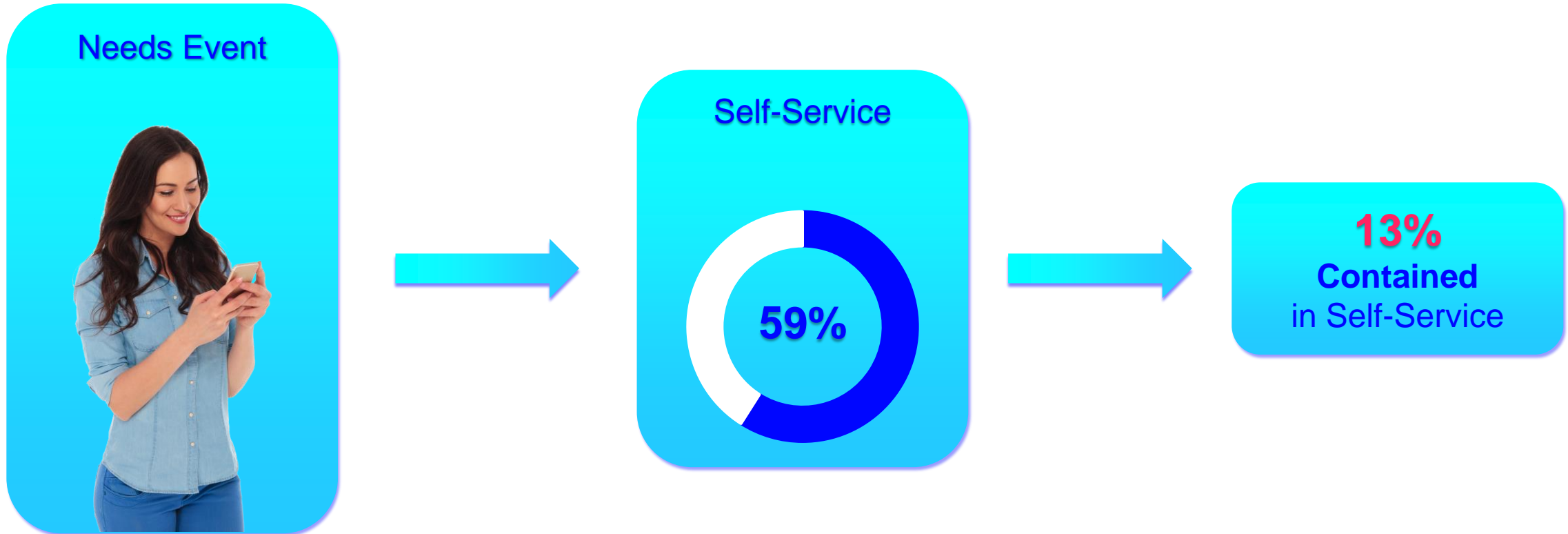


Seamless CX

Combining AI, Virtual and Live Agents
September 2023



Customer Expectations and Outcomes



59% of customers prefer to resolve their issues without contacting a customer service rep. But only 13% of customers are successfully contained within self-service, because their problem resolution journey breaks down.

Retain context

- Customers do not want to repeat themselves
- Give “everyone” access to “everything”
- Easier using a single platform

Make the right answers easy to find

- Use Knowledge Management for smarter Interactions, boost containment
- Ensure consistency between virtual and live agents

Seamless Self- Service

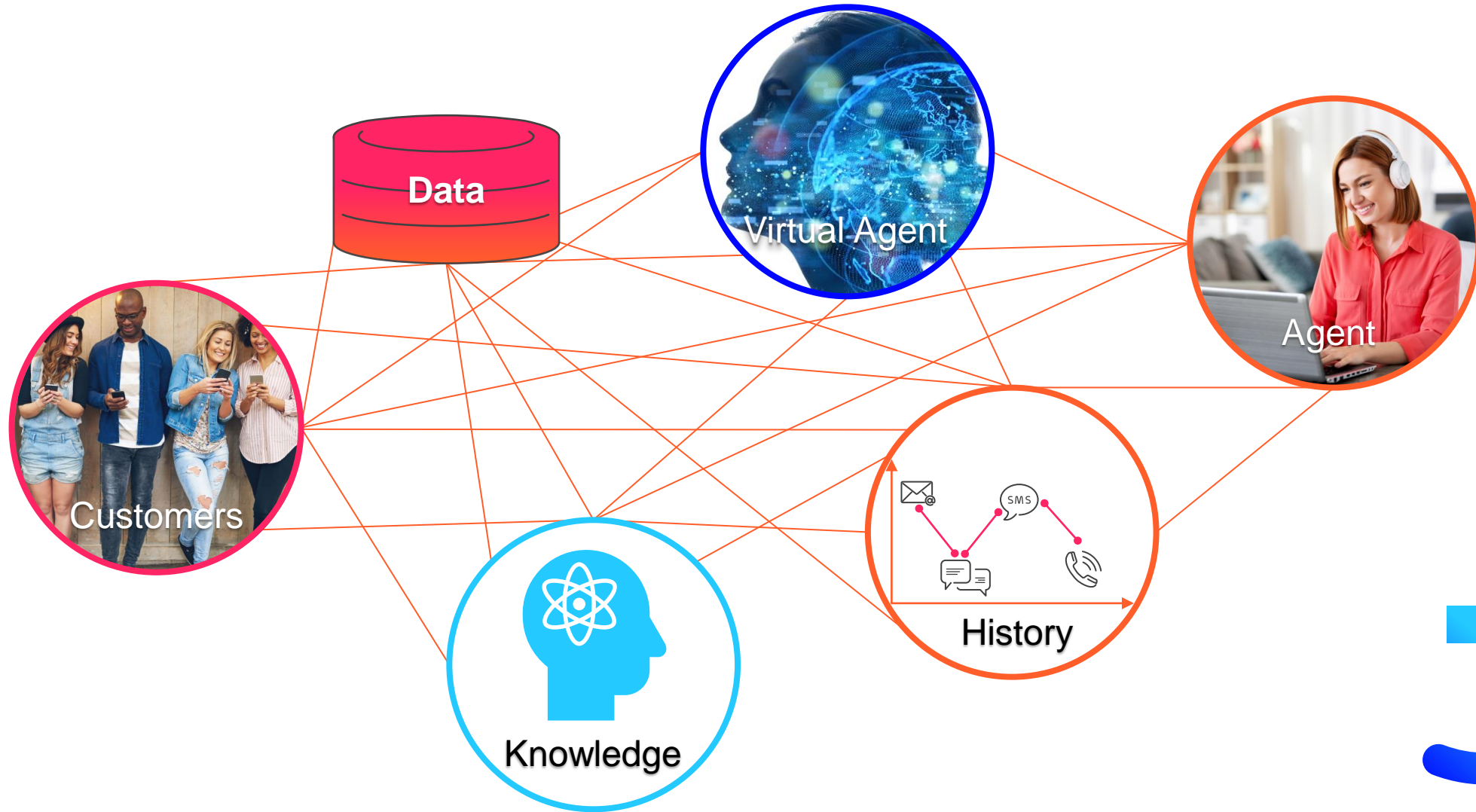
Be proactive

- Resolve customer issues before they happen
- Immediately address friction

Build effective self-service – without the guesswork

- Understand WHAT to automate based on customer behaviors
- Use AI and Data-Driven Self-Service Design

Retain Context Throughout the Journey



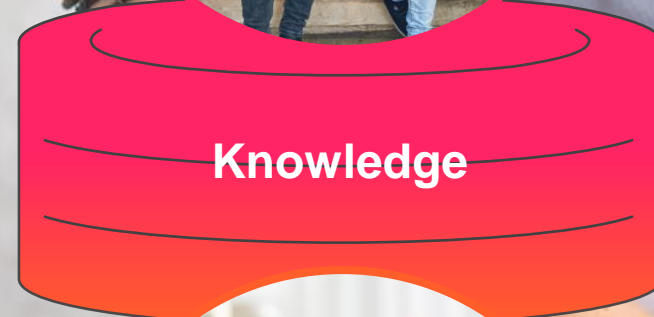
Address Friction, Be Proactive

- Reach out when your customers need help
 - Provide contextual support *throughout* the journey
 - Reach out *before* friction occurs



Use integrated KM for better answers

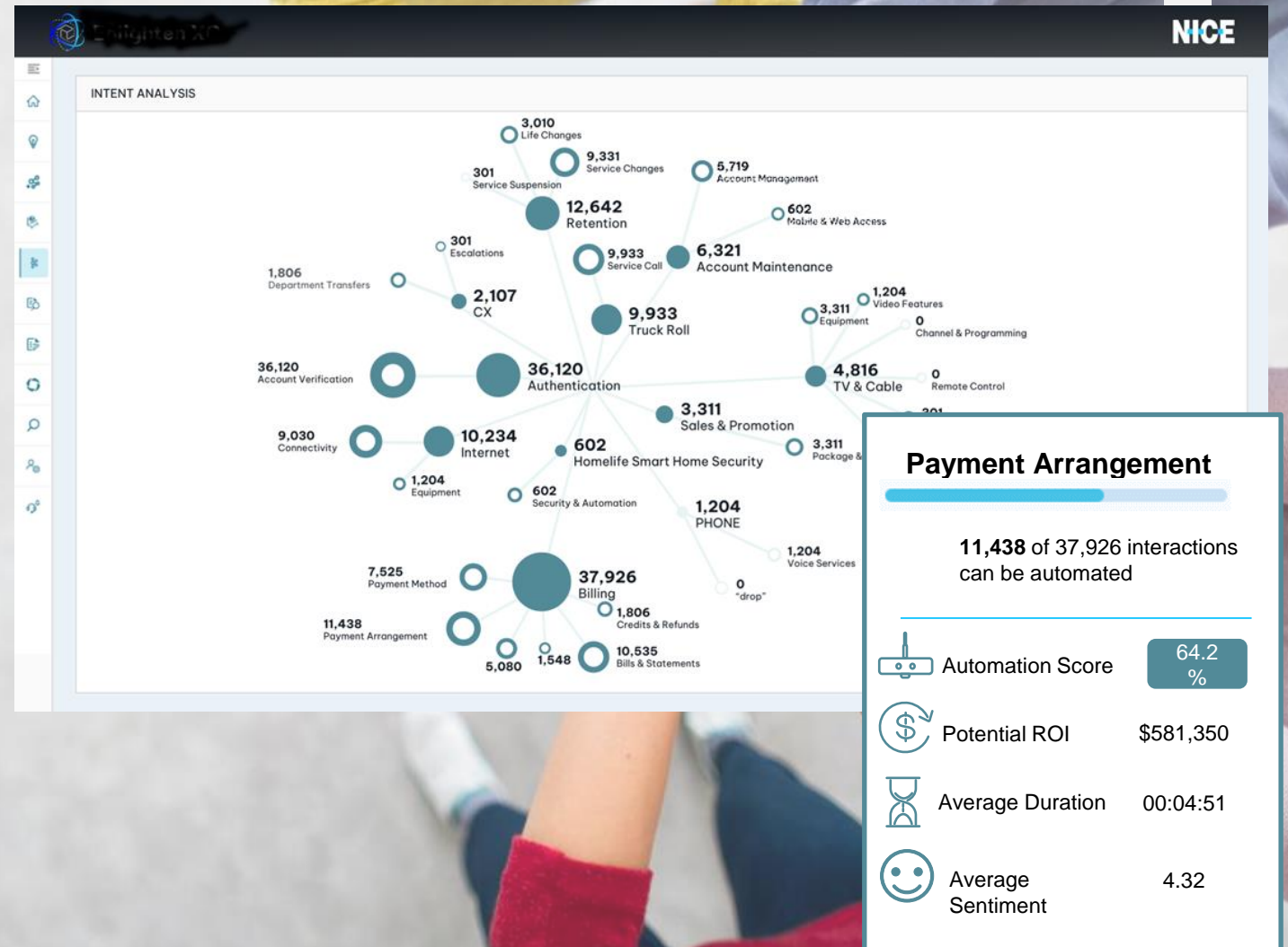
- KM enables richer, more satisfying interactions and increases containment
 - Proactively provide the logical next step, add context
 - Guide consumers to the next step for achieving resolution
 - Support your agents with everything the customer knows plus additional content if available




Build smarter self-service easier and faster

A **more modern** approach

- **Start with data, not a workshop**
Take the guesswork out of self-service development; leverage conversational data
- **Automate effective resolution faster**
Prioritize the most impactful opportunity
- **Increase self-service success** Valuable insights, effective results



Thank You

NICE 

Make
experiences

flow

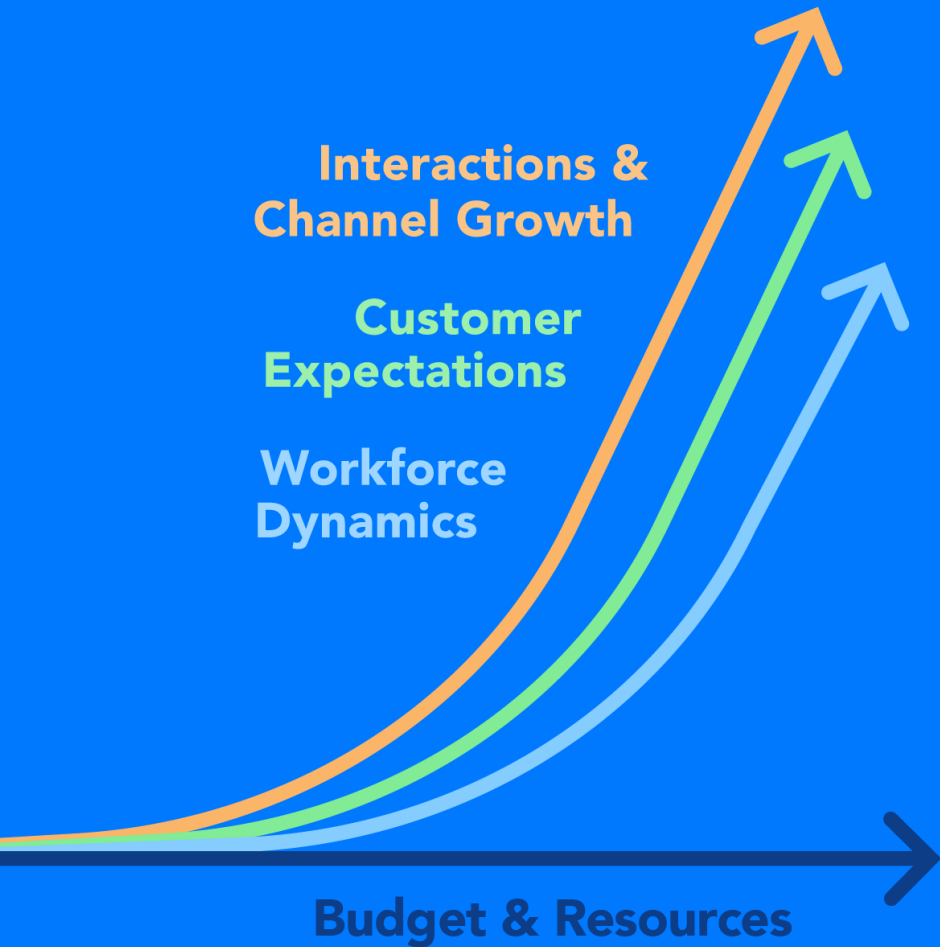


Jason Valdina

Senior Director, Engagement Channels
Go-to-Market Strategy
VERINT



The Engagement Capacity Gap



Top Customer Engagement Challenges Impacting Organizations in 2023



54%

Staff shortages and labor challenges

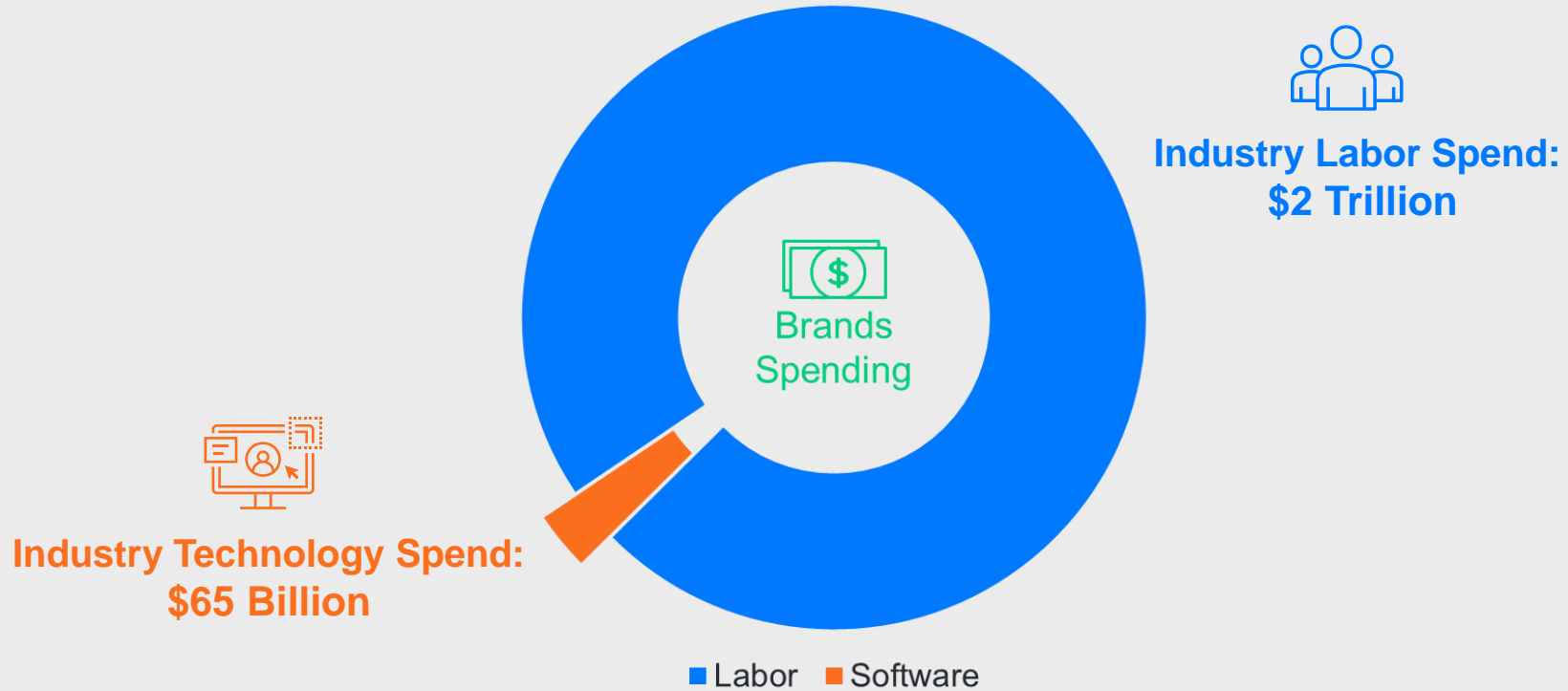


51%

Budget cuts and pressure to reduce costs associated with customer engagement

Customer Engagement Historically Relied On A Big Workforce

However, brands cannot “hire their way to better CX”



Note: We estimated our total addressable market for customer engagement software, the market growth rate, the number of knowledge workers and labor costs using data from the US Bureau of Labor Statistics, McGee Smith Analytics, Pelorus Associates and Gartner as well as company estimates of \$150 to \$200 per month for software that is spent on each knowledge worker in the contact center and half that amount for knowledge workers in other customer engagement touch points.

CX executives are continually forced to choose between improving customer experience while reducing costs

Lack of balance between the two can lead to further CX challenges

Improve
Customer
Experience

PRIORITIES:
Satisfaction
+ Retention



Reduce
Engagement
Costs

PRIORITIES:
Cost Reduction
+ Efficiency



The CX-Cost Equation™

Balancing the delivery of exceptional customer experiences while lowering the cost to engage.



The CX-Cost Equation

How can organizations solve it?

- Embrace data-driven solutions
- Find the right balance between automation and human interaction to improve CX while lowering operational costs
- Share analytics and insights to break down silos across the company



The CX-Cost Equation™

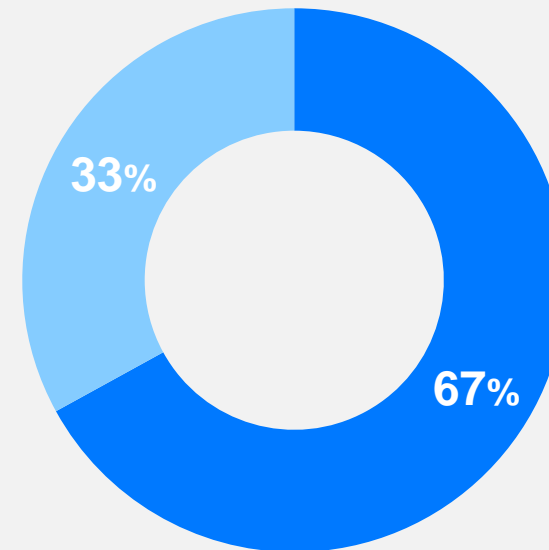
The need to deliver exceptional customer experiences while also lowering the cost to serve.



Highly Confident vs. Less Confident CX Leaders

- Two-thirds of respondents are "highly confident" they can deliver exceptional CX
- Increased spending on key solutions and strategies contributed to higher confidence ratings

Ability to Provide High Quality CX



■ Highly Confident* ■ Less Confident

* Highly confident = rating of 8, 9, or 10

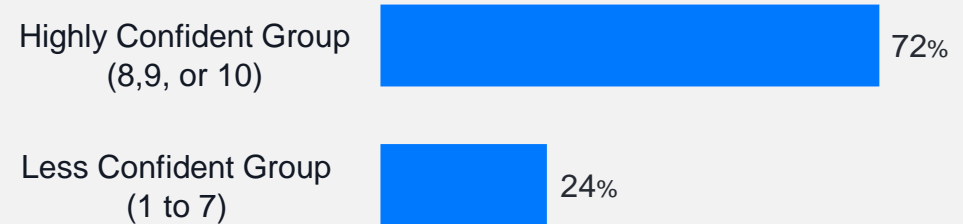


What's Driving High Confidence?

Lowering cost-to-serve through CX automation

- Highly confident business leaders are **3x more likely** to say or believe they have used chatbots and messaging effectively
- Automation enables volume to grow significantly without requiring a huge budget increase or lowering engagement quality

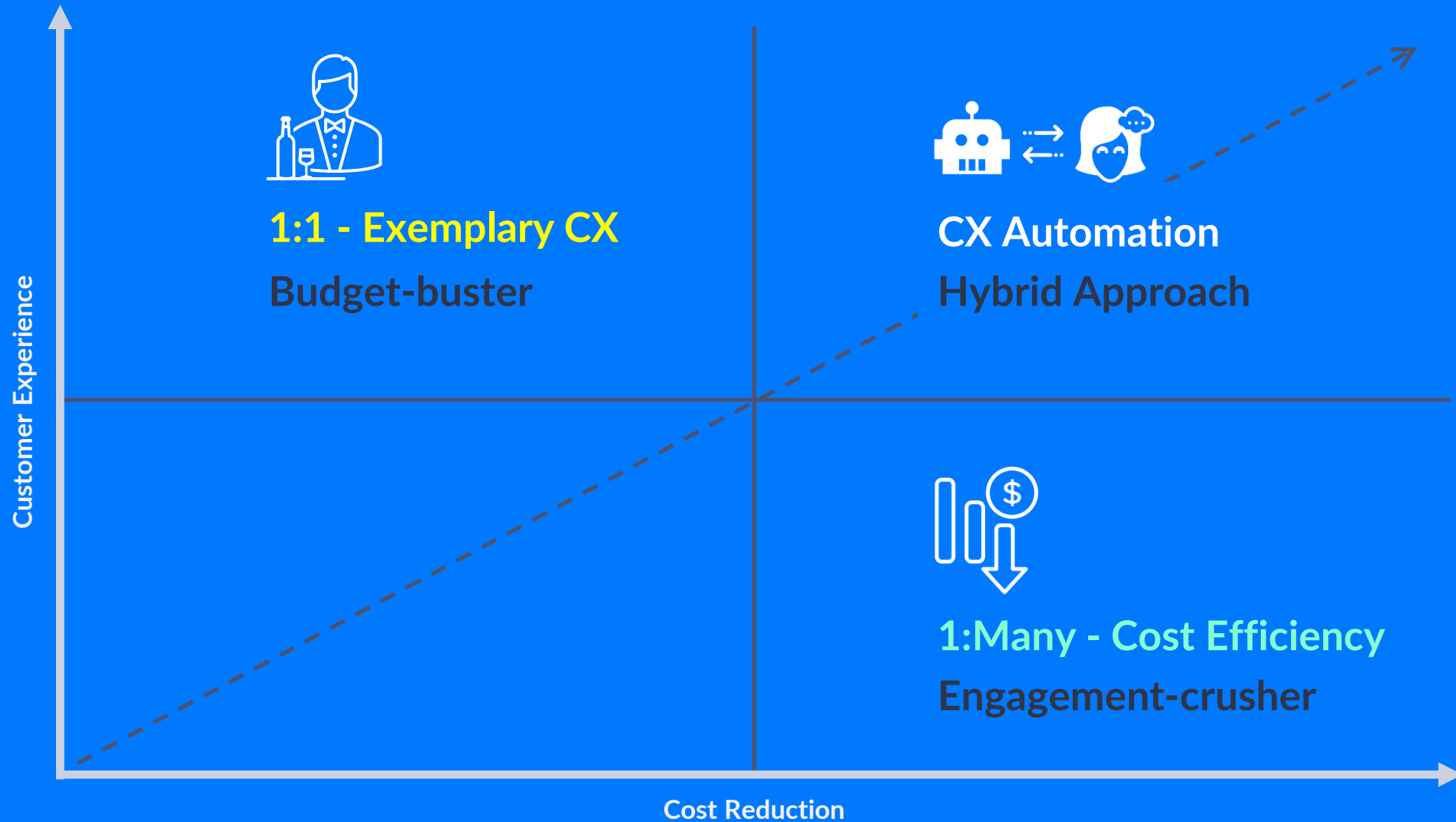
How effective* have your efforts been to utilize chatbots and messaging channels over the past two years?



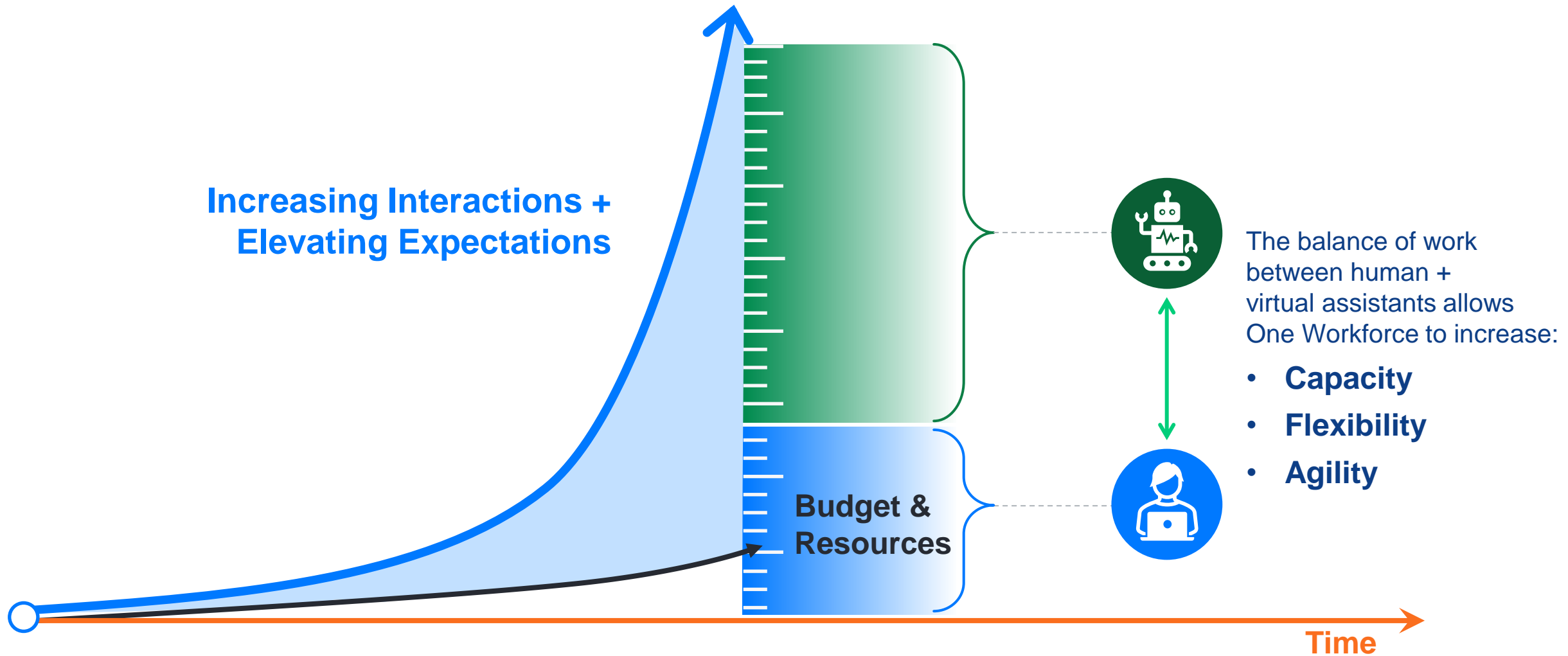
* Highly effective = rating of 8, 9, or 10



Balance automation and human interaction to improve CX while lowering operational costs



A Conversational CX Strategy with One Workforce of Bots and Agents Will Close the Gap



Where from? Where to?

Dates Travelers

Flexible Dates Refundable Fare

[Search Trips](#)

VirA - Virtual Agent

Hi! I'm VirA, your virtual assistant. How may I help you today?

I am looking to book a flight for my daughter from San Francisco to New York. Do you have a service for that?

Are you looking to add your child to an existing reservation or purchase a ticket where your child will be traveling alone as an unaccompanied minor?

[ADD TO AN EXISTING RESERVATION](#)

[UNACCOMPANIED MINOR](#)

Type your question here

0/200



Use Travel Credits



Engage In Adventure

Unaccompanied Minor Policy

Our airline understands that traveling with children can be challenging, which is why we... An unaccompanied minor is a child who is traveling alone or with a companion who is not...

The following policy applies to all unaccompanied minors traveling on our flights:

- Children under the age of 5 are not permitted to travel as unaccompanied minors.
- Children between the ages of 5 and 11 may travel as unaccompanied minors, but only on certain routes.
- Children between the ages of 12 and 17 may travel as unaccompanied minors or with a companion who is not a parent or legal guardian.
- A parent or legal guardian must accompany the child to the airport and remain until the child is checked in. They must provide contact information for themselves and for the person who will meet the child at the destination.
- The unaccompanied minor must be met at their destination by a responsible adult who is not a parent or legal guardian. This person must present a photo ID and sign for the child at the airport.
- We recommend that unaccompanied minors wear a wristband or other identification provided by airline staff in identifying the child and ensuring that they are safely delivered to the designated contact person.
- A fee may apply for unaccompanied minor service, please check with the airline for details.
- The airline reserves the right to deny transportation to any unaccompanied minor who does not meet the policy requirements.

If you have any questions or concerns about our unaccompanied minor policy, please contact us for more information.

VirA - Virtual Agent

minor service. See details at the following link:

UNACCOMPANIED MINORS POLICY

Can you help me book the flight?

Please enter Just the 3 letter airline code for your departure location. Example: "LHR" for Heathrow airport.

SFO

And what's your destination? Type your desired airport code.

Type your question here

0/200

Age 46 Contact Phone Number 408-555-9876 Contact Email thomasparent@verintdemo.com

09: 20 AM SFO 5H 40M Direct Flight 03:00 PM LGA

Reschedule Available

Traveler Details

First and Last Name Janie Minor Edit Details

Age 14 Contact Phone Number 408-555-1234

Price Details

Price you pay

Opt-in to WhatsApp travel notifications

Payment

- Credit card Debit card PayPal

Subscribe to our WhatsApp Travel Notifications. Keep up to date with all your latest travel news using our Whatsapp Travel Notifications. Subscribe: 4085559876 OPT-IN


Checkout



12:00



<  V Travel   

Today

 This business works with other companies to manage this chat. Tap to learn more.


1 UNREAD MESSAGE


Thank you for choosing V Travel.


Your flight booking for San Francisco to New York, Departure Monday, February 6, 2023 is confirmed. 


We will send you notifications of any flight alerts here on WhatsApp.

Note:

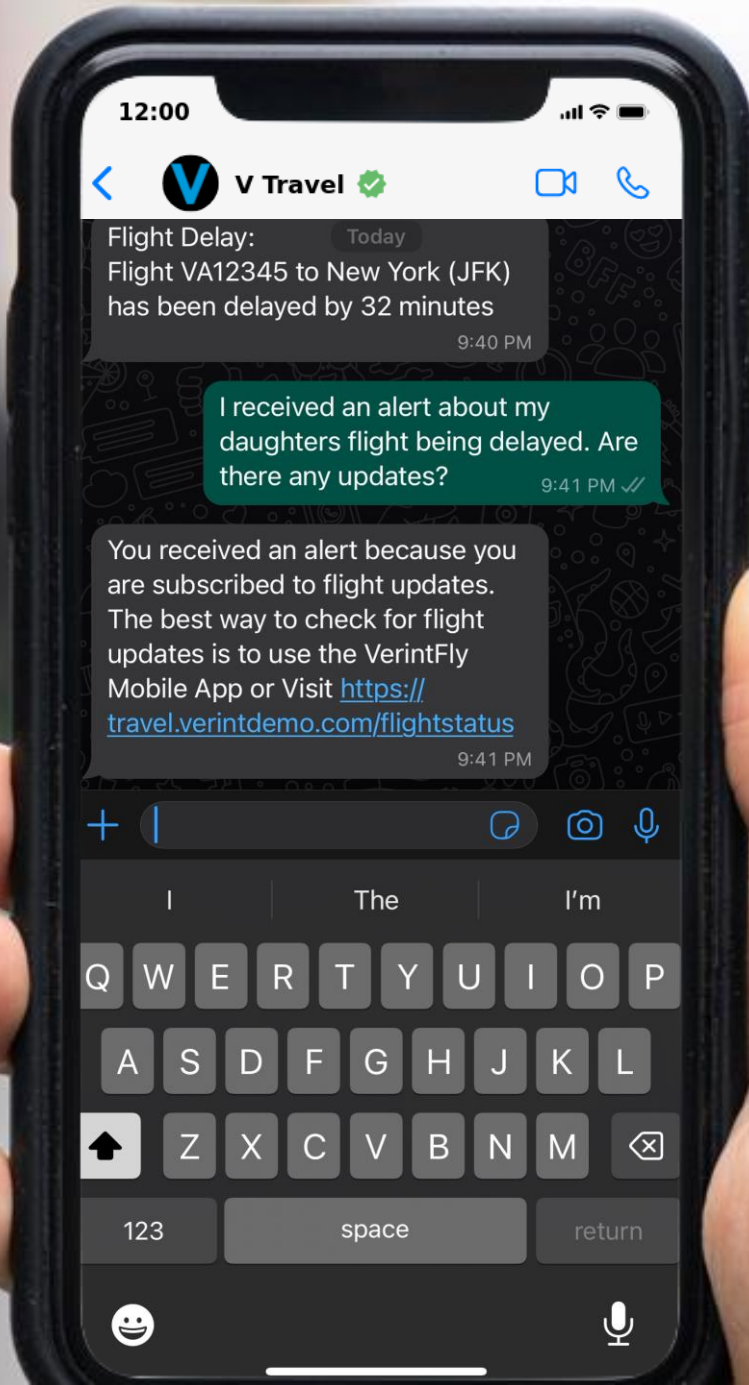
 You can ask me questions about your flight here on WhatsApp.

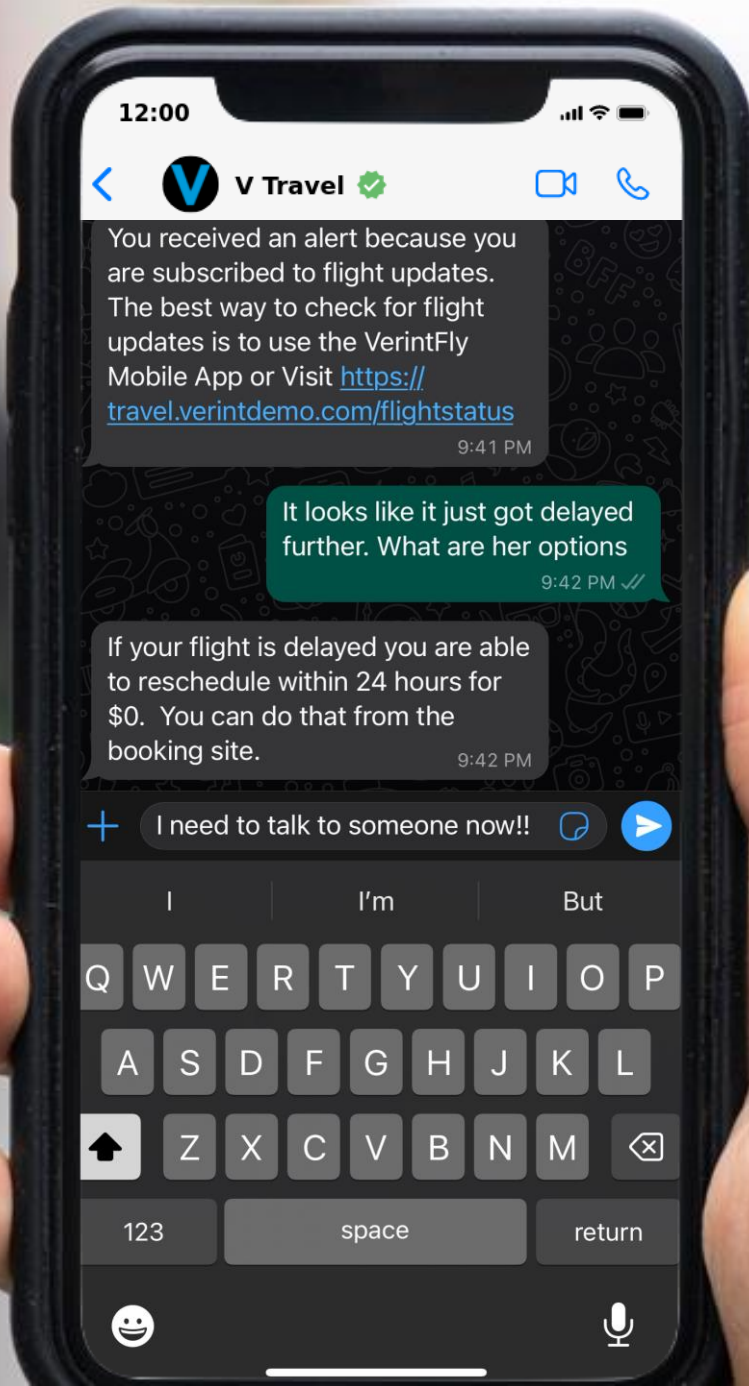
 You can visit our Help and Support here: <https://travel.verintdemo.com/help-center/>.

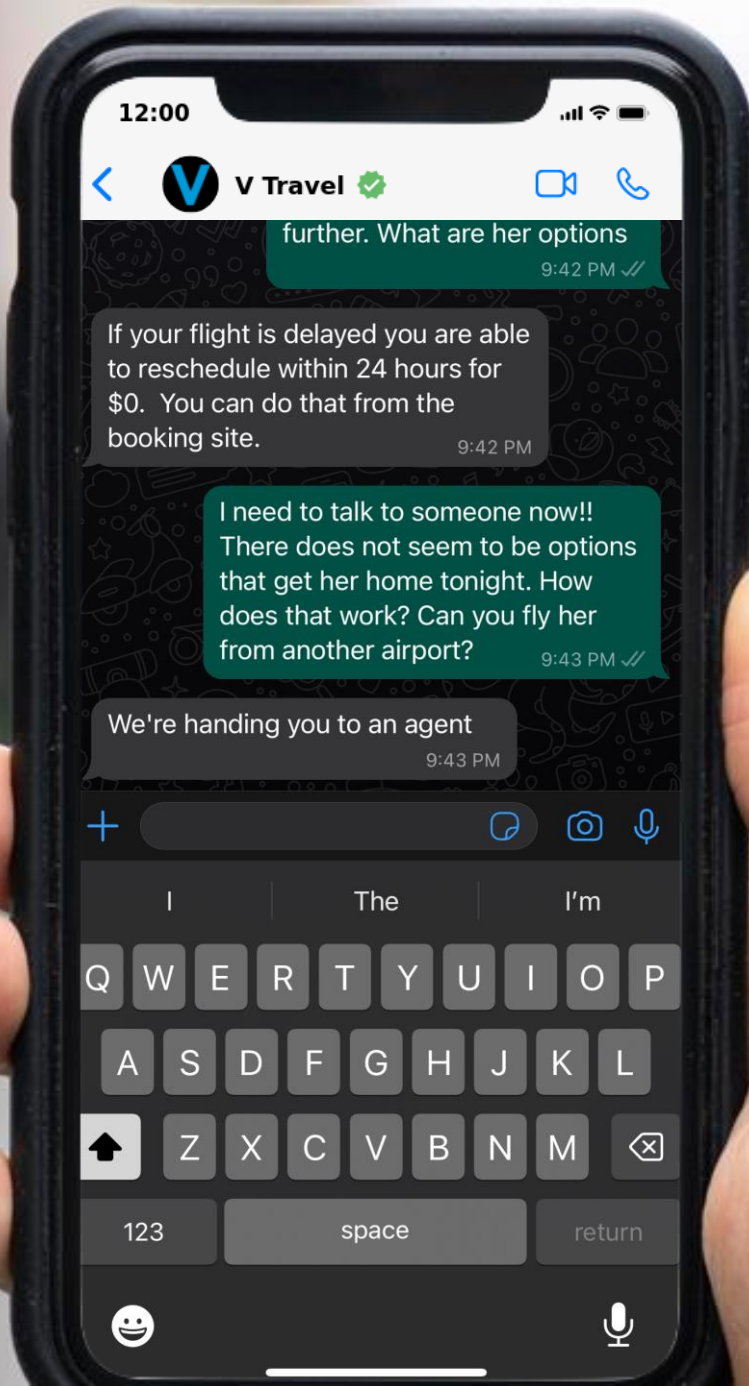
9:27 PM

+   









VERINT
Channel Automation

WhatsApp via Default (Default Queued Messaging Type)

Activities

- Create Case
- Identify Customer
- Knowledge Centre
- Make Call
- View - Messaging Interaction**

Mr Peter Morton

- Edit Customer
- Customer Profile
- Email
- Call
- Contact History
- Customer Callbacks

Peter Morton

Peter
I received an alert about my daughters flight being delayed. Are there any updates? 13:35:51

BOT
You received an alert because you are subscribed to flight updates. The best way to check for flight updates is to use the VerintFly Mobile App or Visit <https://travel.verintdemo.com/flight-status> 13:35:52

Peter
It looks like it just got delayed further. What are her options? 13:36:22

BOT
If your flight is delayed you are able to reschedule within 24 hours for \$0. You can do that from the booking site. 13:36:23

Peter
I need to talk to someone now!! There does not seem to be options that get her home tonight. How does that work? Can you fly her from another airport? 13:37:28

BOT
We're handing you to an agent 13:37:29

User Data

Name	Value
Display Name	Peter
Messaging Platform Handle	13125138223
Messaging Platform Name	WhatsApp
Entry Point	Verint Messaging Demo
Username	13125138223

Templates & Web Links

Templates

Expand the Templates tree, to select a template from a category. Use the filters to select a language for the templates. Fill in the text field and hit the 'Search' button to search for templates.

English (Great Brit) Live Chat Search

Results (Max: 50)

Category	Name	Text
Auto Responses	A File Was Sent Templ...	A file was sent.
Auto Responses	Agent Drop Chat Syste...	The conversation has been ended.
Auto Responses	Agent Drop Chat Temp...	I hope that I was able to help you toda...
Auto Responses	Agent Idle Template	I am currently working on your reques...
Auto Responses	Agent Join Chat Templ...	The agent has joined the conversation.
Auto Responses	Agent Session Ends U...	Agent session ended unexpectedly.
Auto Responses	Attachment Sent Tem...	[[::InChatDataED.fileName::]] sent.
Auto Responses	Awaiting Customer Re...	Thank you for your patience, we are li...

Suggested Actions

There are no suggested actions.

Changes

Show In Knowledge Centre

- Same Day Flight Changes
- How to change your flight
- Can I change my departure or arrival airport?
- Can I change flights within 24 hours of booking?
- 24-hour flexible booking policy
- How do I process an unaccompanied minor rebooking?

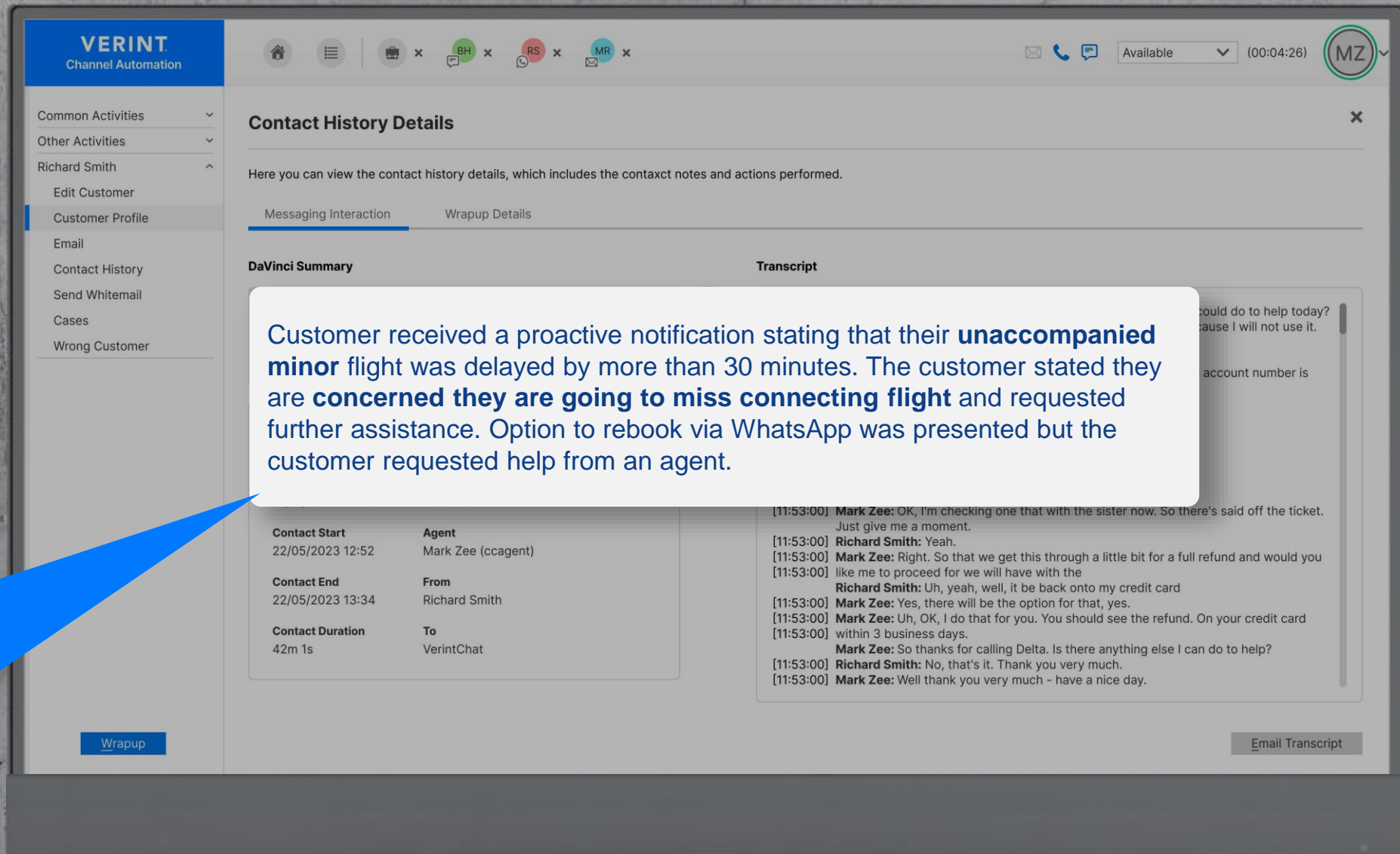
Wrapup

Upon escalation, agents can initially see the prior transcript with the bot.

AI Powers Applications to Deliver CX Automation Throughout the Enterprise

Examples of AI-Powered Workflows





A self-service transfer bot provides a synopsis of the prior virtual assistant interaction on WhatsApp without requiring the agent to read the entire transcript.

Contact History Details

Here you can view the contact history details, which includes the contact notes and actions performed.

Messaging Interaction Wrapup Details

DaVinci Summary

Contact Start	Agent
22/05/2023 12:52	Mark Zee (ccagent)
Contact End	From
22/05/2023 13:34	Richard Smith
Contact Duration	To
42m 1s	VerintChat

Transcript

Customer received a proactive notification stating that their **unaccompanied minor** flight was delayed by more than 30 minutes. The customer stated they are **concerned they are going to miss connecting flight** and requested further assistance. Option to rebook via WhatsApp was presented but the customer requested help from an agent.

[11:53:00] **Mark Zee:** OK, I'm checking one that with the sister now. So there's said off the ticket. Just give me a moment.

[11:53:00] **Richard Smith:** Yeah.

[11:53:00] **Mark Zee:** Right. So that we get this through a little bit for a full refund and would you like me to proceed for we will have with the

[11:53:00] **Richard Smith:** Uh, yeah, well, it be back onto my credit card

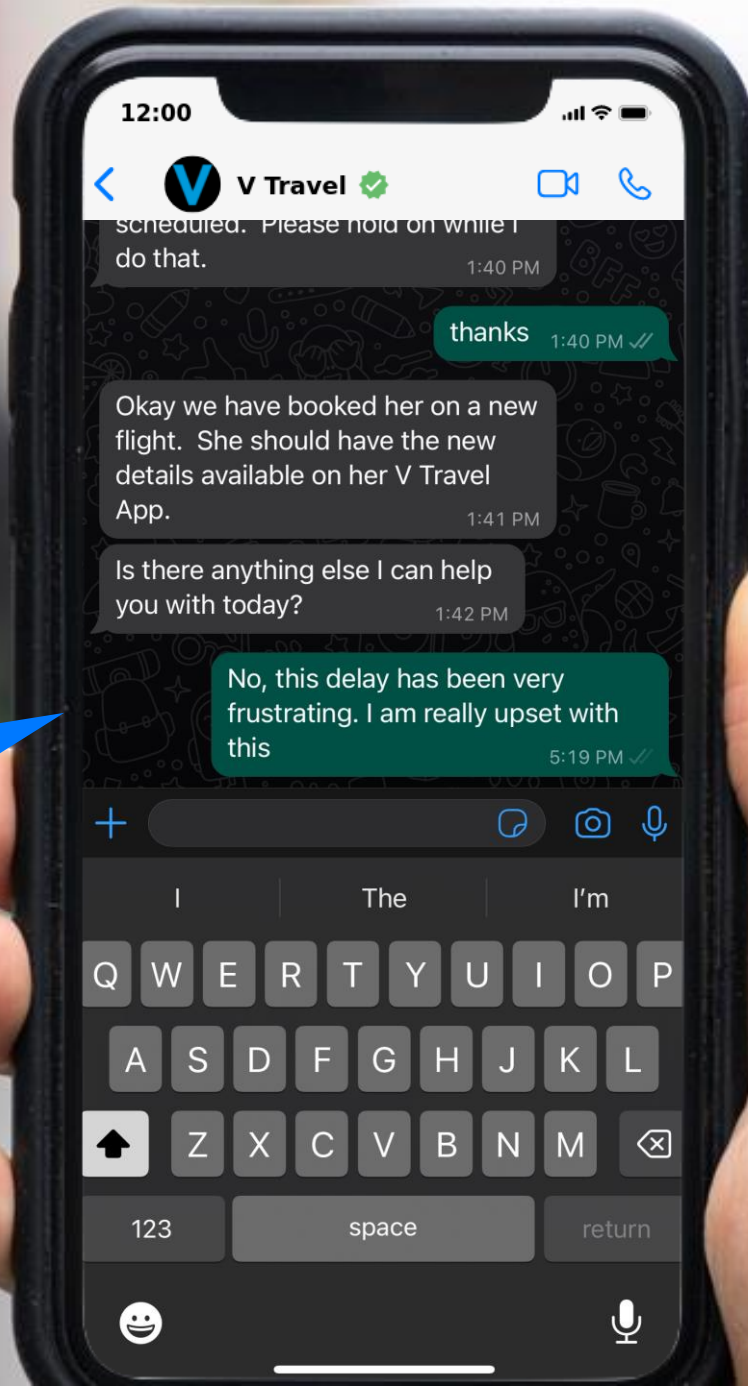
[11:53:00] **Mark Zee:** Yes, there will be the option for that, yes.

[11:53:00] **Mark Zee:** Uh, OK, I do that for you. You should see the refund. On your credit card within 3 business days.

[11:53:00] **Mark Zee:** So thanks for calling Delta. Is there anything else I can do to help?

[11:53:00] **Richard Smith:** No, that's it. Thank you very much.

[11:53:00] **Mark Zee:** Well thank you very much - have a nice day.

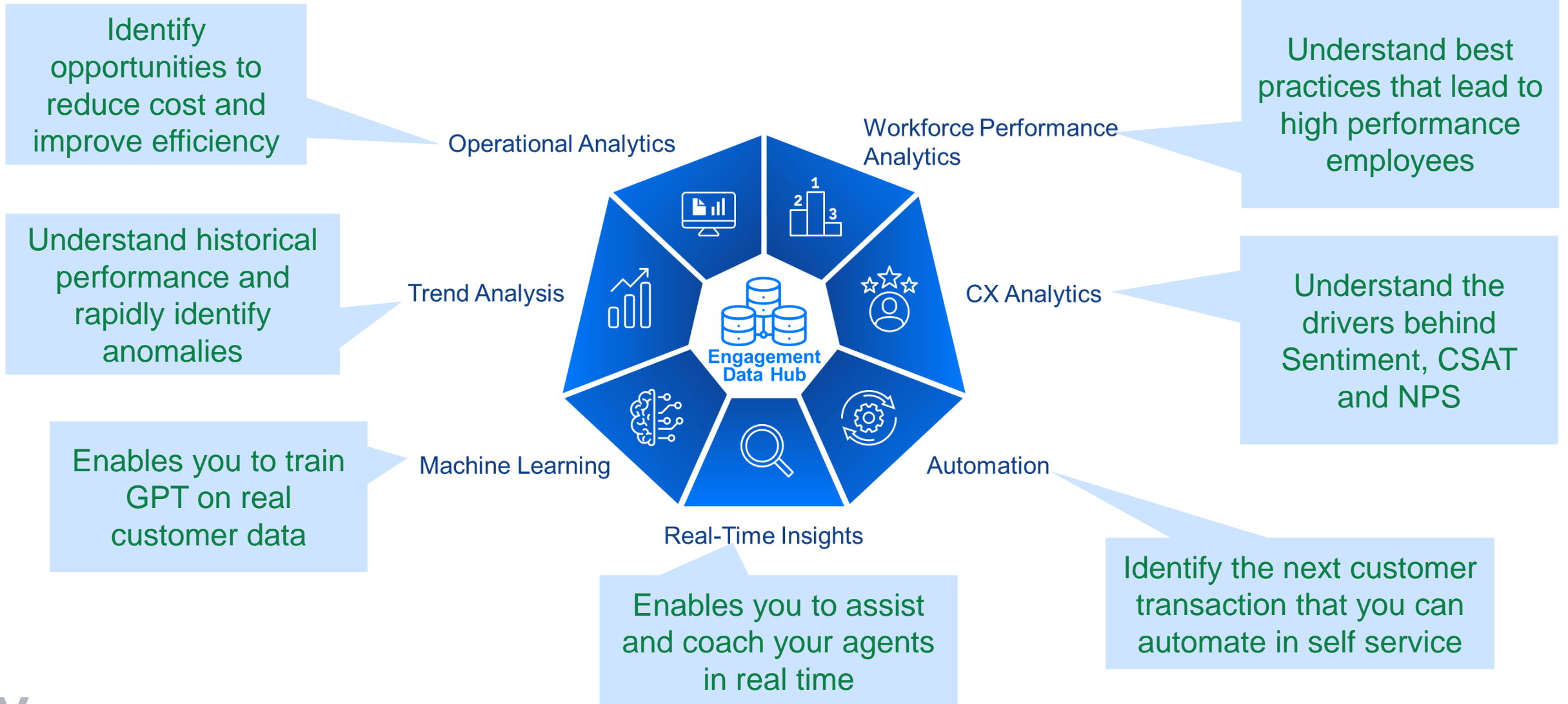


As the conversation progresses and sentiment begins to shift, Workforce Orchestration can use that as a trigger to better guide the agent on how to respond.

How Engagement Data Can Shape your Conversational CX Strategy



Engagement Data Maximizes CX Automation Impact



Solving the CX-Cost Equation

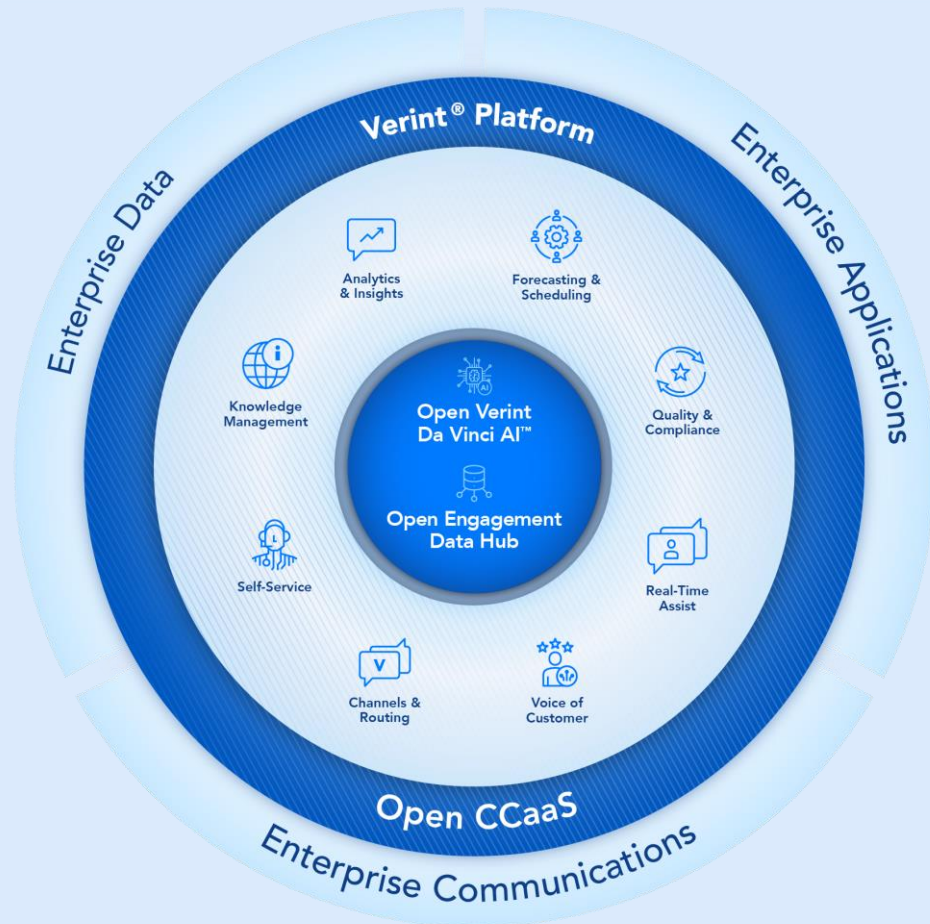
Leverage Channel Automation + Workforce Orchestration to Close the Gap

- Reduce costs and inefficiencies through wider bot deployment across the customer journey
- Share tasks between humans and bots in a hybrid workforce to effectively manage an increasing number of interactions
- Support digital-first engagement to orchestrate customer journeys with a connected experience across the channel or channels of choice
- Create meaningful connections across all channels, breaking down silos and using analytics to transform data into insights



Verint Open CCaaS Platform

Built to Close the Engagement Capacity Gap with CX Automation



Open Ecosystem

Open Engagement Data Hub

Open Verint Da Vinci AI

Open Best-of-Breed

Open Enterprise

Thank You

VERINT[®]

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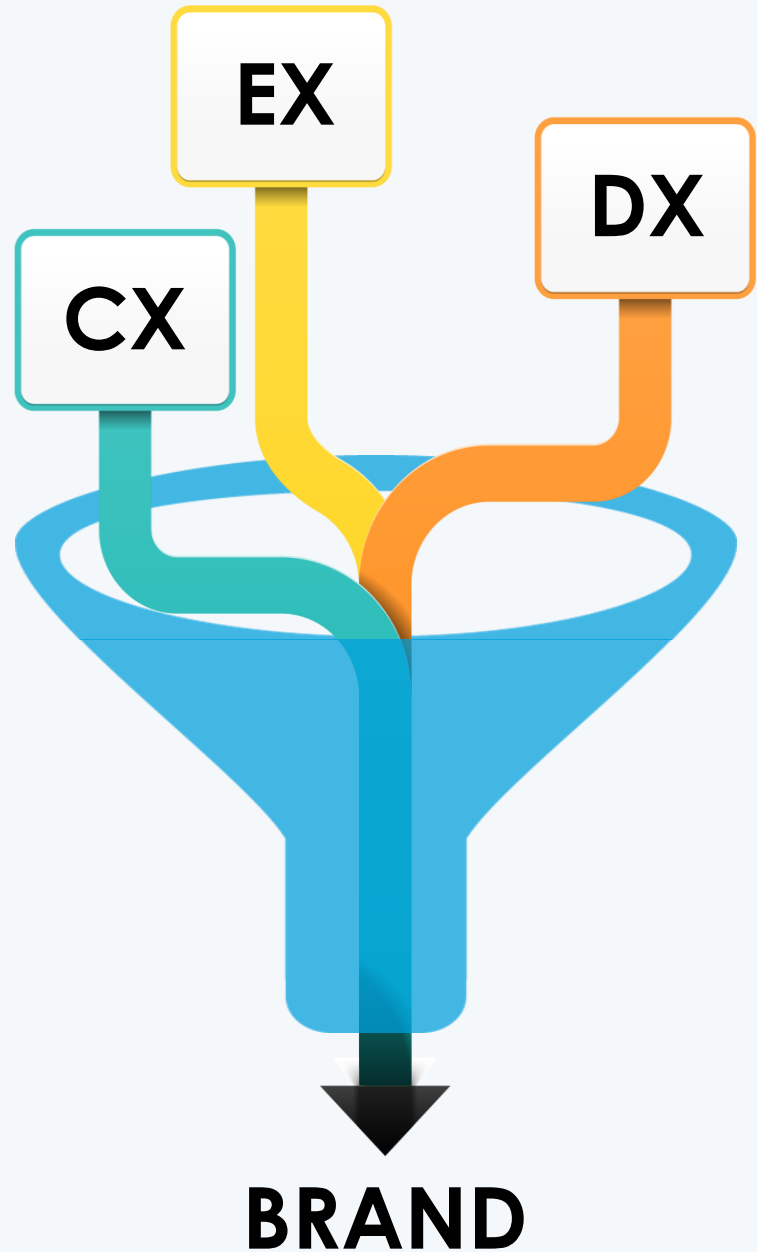
Owen B. Robinson

VP, CX Strategy

ABOUT

With over 20 years in the industry, my passion is helping customer service and workforce planning professionals use their contact center technology to deliver the experience that their customers and agents deserve.





Building Your Brand



Strong brands elicit an **emotional response** from consumers and add value to the products and services they represent.

- Encyclopedia Britannica

Workforce 3.0



Human

Digital

Virtual

Applied Artificial Intelligence

High-value, complex interactions

Digital self-service for transactional interactions

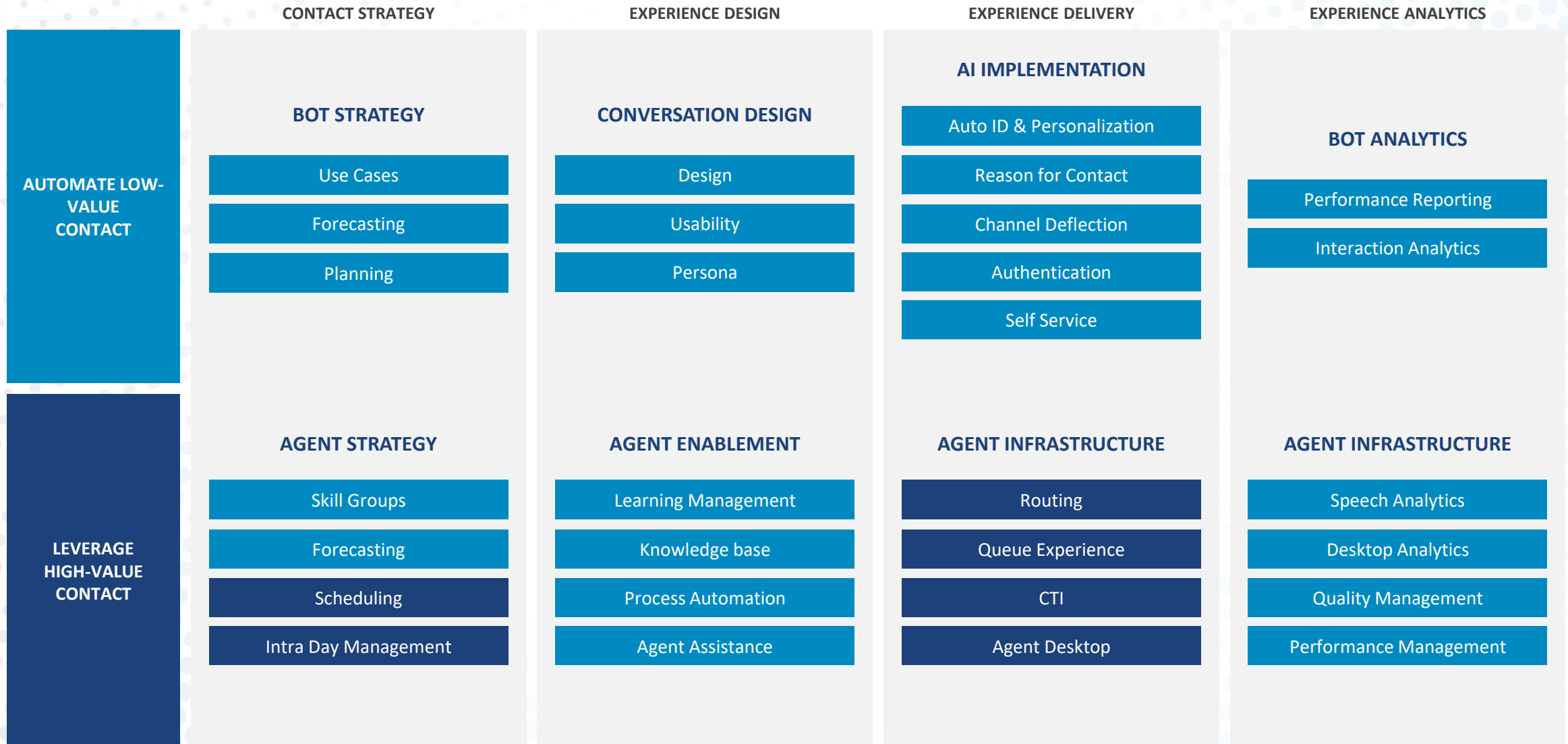
Conversational AI that emulates human interaction

Consistently Meaningful Experiences

CX Modernization Done Right



Agent & Bot Workforce Management



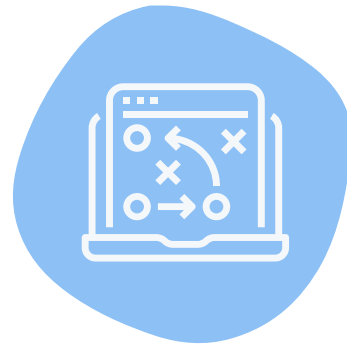


One Brand

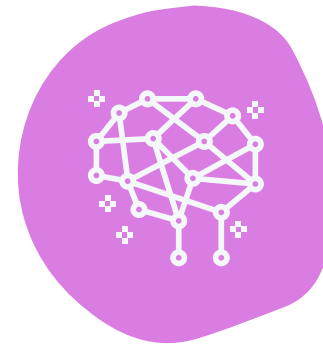


What We Do

For over 40 years, we've combined service design, strategic consulting, technology platforms and operations excellence to deliver transformative contact center experiences that dramatically improve the total cost to serve. We help companies reduce customer effort, enable contact center employees, and continuously optimize business outcomes through digital CX transformation.



CX Strategy



CX Technology



CX Outsourcing

- Every year, we design, deliver, and deploy thousands of complex CX technology projects.
- We integrate massive CRM systems, develop complex automation algorithms, architect seamless self-service applications, and create next-gen functionality with our proprietary IP.
- We hold and manage hundreds of thousands of SaaS licenses that route billions of omnichannel interactions daily.
- We operate a dynamic learning environment for our global team of full-stack engineers to enable them to earn hundreds of certifications across the most attractive CX technology platforms.
- And as a result, we have continually been recognized as Partner of the Year by some of the largest global enterprise CX tech players in the market.

Thanks!

Owen B. Robinson

VP, CX Strategy

262.707.8183

Owen.Robinson@Waterfield.com





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**Seamless Customer
Experience -
Combining AI,
Virtual Agents and
Live Agents**

