



BEST INTENTIONS

Removing barriers to a successful digital strategy

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Best Intentions



Alexa

Understanding intent.



Example – Customer

Let's talk about chat.



Example – Company

Multi-channel experiences.



Key Take-aways

Low hanging opportunities to Wow!



Alexa & Intent

You can build capabilities, or skills, to make Alexa smarter and make everyday tasks faster, easier, and more delightful for customers.



What is desired outcome?



Alexa, turn on the lights.

Home automation puts the power of lighting your home in power of your voice.



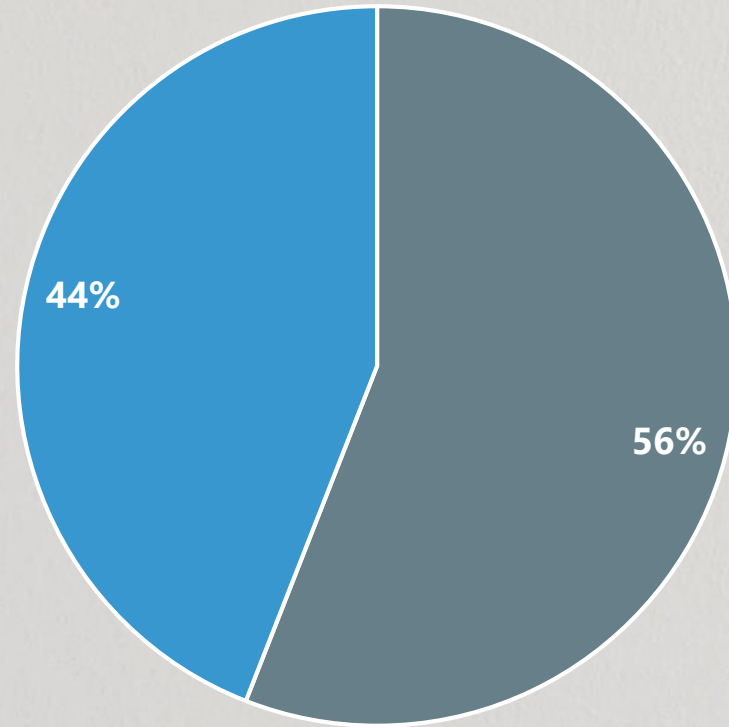
Light switch

But this doesn't stop people from using good old fashioned light switches?

63 Million

Smart Homes in North America

by 2022



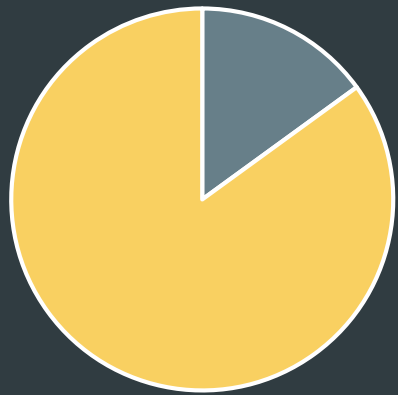
■ Non Smart Home ■ Smart Homes





Future of AI

By 2021, 15% of all customer service interactions will be completely handled by AI



85% continue to require human or systems intervention





Systems & Processes

By 2020, spending on digital transformation will reach \$1.7 trillion worldwide (IDC) with the goals of:

- engaging customers in their channel of choice
- driving completion in digital asset
- **deflecting calls from the contact center**



Planned Path



Customer Initiated

- ✓ Initial interaction handled by Chat Bot
- ✓ System recognition of customer stress
- ✓ Escalation handed to live Chat Agent
- ! Inability to achieve desired outcome without more customer effort



Unintended Consequences

- AI bots hit a **failure rate of 70%**, meaning bots could only get to 30% of requests **without some sort of human intervention.**
- Chatbot's will not be able to handle every customer interaction... the **inability to escalate to a human** will **lead to customer dissatisfaction.**
- **BEST PRACTICE:** Include a transition to voice inside your chatbot or response templates rather than instructing the customer to call your 800#.

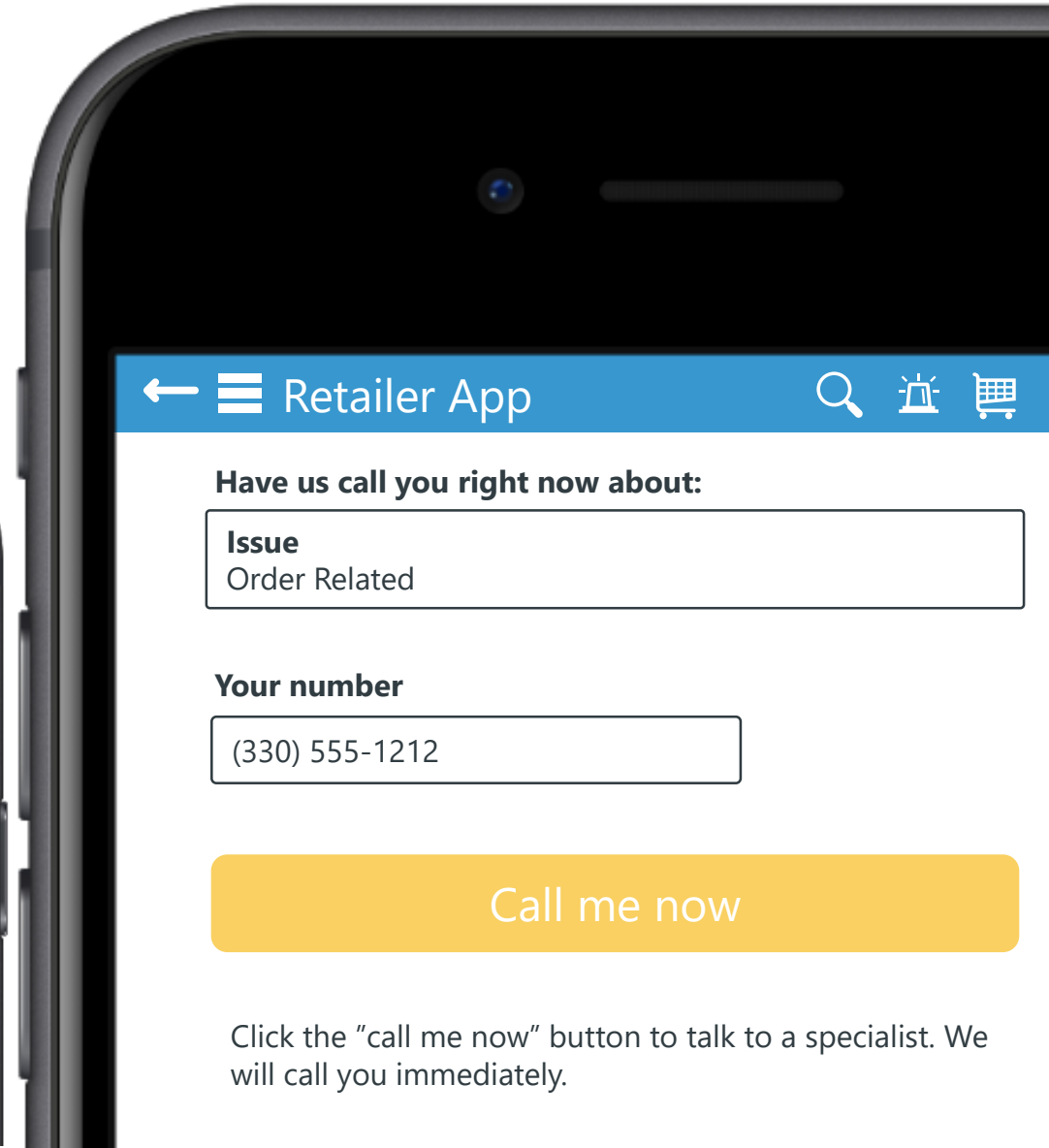
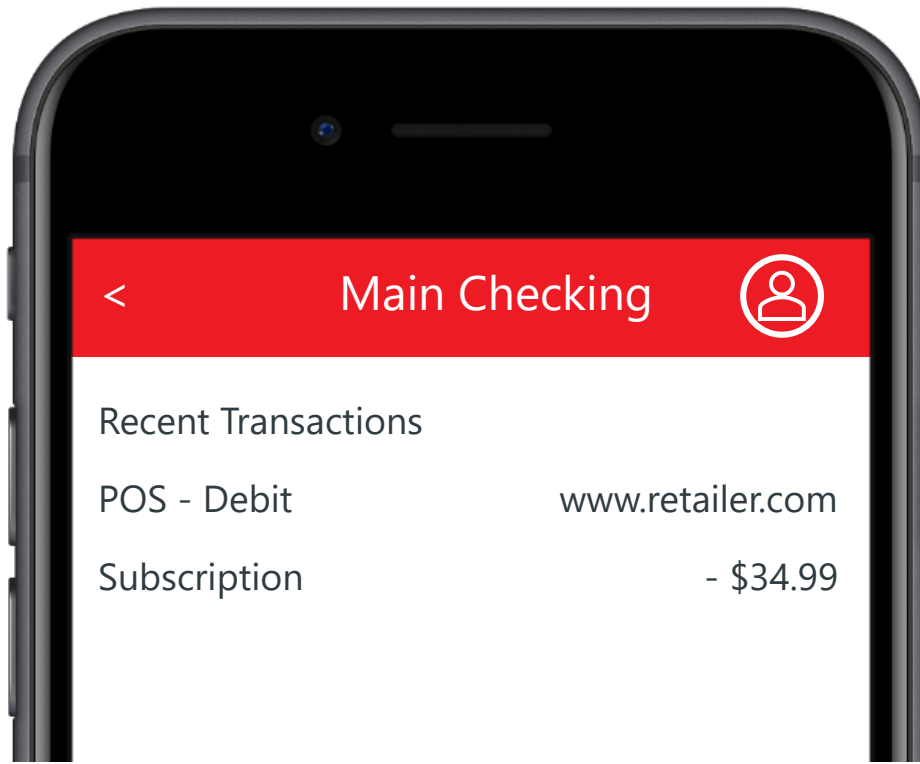
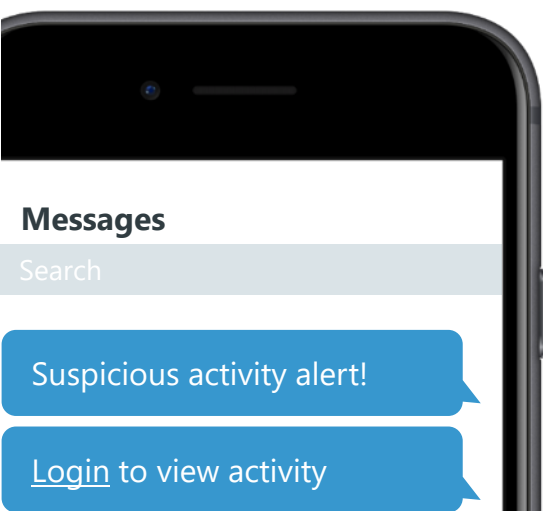
Item is damaged. I would like to exchange it.

Please call us at 1-800-123-4567.



Company Initiated

- ✓ Initial interaction handled by automated system
- ✓ Options provided to resolve issue via multiple channels
- ✓ Transition to voice made seamless
- ! Customer achieved desired outcome





Intended Consequences

- ✓ Multiple systems required to interact with customer
- ✓ Systems tied together allowing exchange of information and empowering interaction
- ✓ Interaction was tracked and managed across channels
- ✓ Transition planned and offered in order to drive toward expected intent





Why is this important?

Do nothing. Become brand neutral.



Walk away. Become a brand detractor.



Walk away. Become a brand detractor and tell people about it.



Be blown away with experience. Become a brand promoter and tell people about it!





Intent Goes Both Ways

What is your motivation?



Intent Matters

It is the source of all interactions.



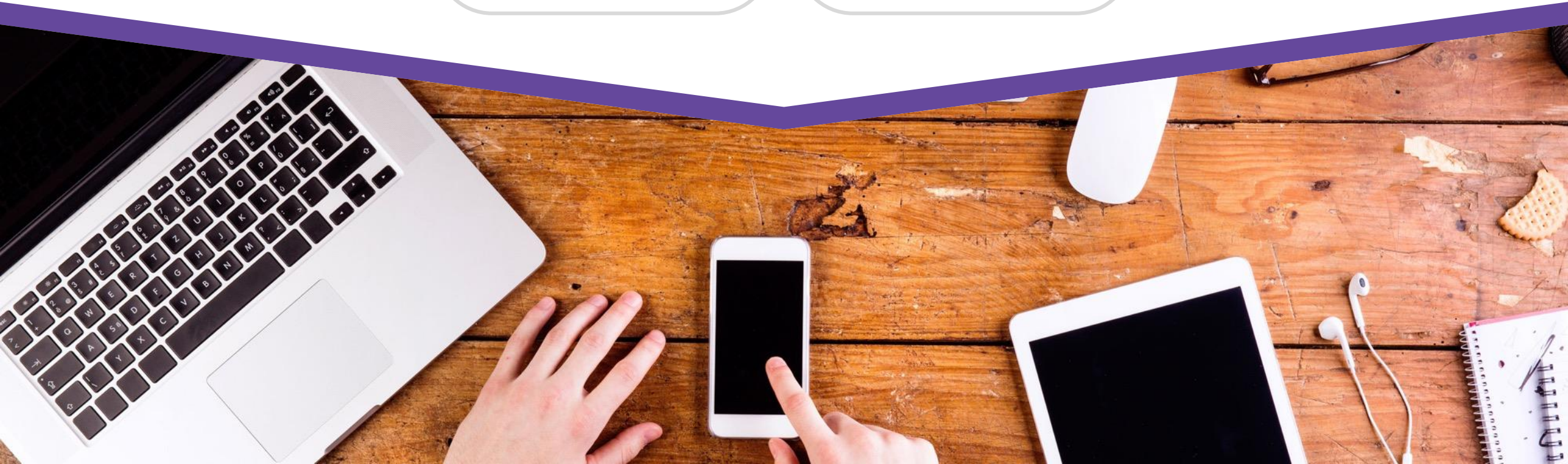
Alexa & Light Switches

Human interactions will continue to dominate.



Transition to Voice

The best brands embrace a planned path from digital to voice



VHT Digital Features



Visible Queue
Conditions



Schedule & Modify
Callbacks in Digital
Channels



Callback Confirmation



Scheduled Callback
Reminder



Abandon Call
Recovery



Agent Assist
Dashboard



Agent-Assisted
Callback



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