Drive digital adoption to reduce inbound call volume and accelerate customer experience

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82% Of interactions still end up in the contact centre

Low Adoption of Digital Self-Service

Expensive Service Due to Contact Centre Inefficiencies

A Lack of Back-Office Transactions to Drive True CX
Long Call Times
Which are costly, and poor CX

Low Adoption of Digital Self-Service
Expensive Service Due to Contact Centre Inefficiencies
A Lack of Back-Office Transactions to Drive True CX
Underperforming
Self-service solutions and inefficient deployment of human talent

Low Adoption of Digital Self-Service
Expensive Service Due to Contact Centre Inefficiencies
A Lack of Back-Office Transactions to Drive True CX
Keep the Customer in Mind at Every Point of the Journey

**CUSTOMER JOURNEY**

**DIGITAL SELF-SERVICE**
WEB - VOICE

- Drive digital adoption on the voice and digital channel, while leveraging existing assets.

**ASSISTED SERVICE**
CALL CENTER

- Drive contact center transformation by unifying and automating agent applications, with agent guidance.

**BACK OFFICE**
EMPLOYEES

- Surface back-office interactions for better self-service and improved human efficiency

**WHAT WE DO**

**Improve the self-service experience**

- Drive digital adoption on the voice and digital channel, while leveraging existing assets.

**Drive Efficient Customer Care**

- Drive contact center transformation by unifying and automating agent applications, with agent guidance.

**Automate Business Processes**

- Surface back-office interactions for better self-service and improved human efficiency

**BENEFITS**

**Minimum 10% reduced inbound call volume**
- Lower AHT
- Drive mobile adoption

**Minimum 30 second AHT reduction**
- Improve regulatory compliance
- Improve CX

**Improve self-service and repurpose human capital**
Accelerated Customer Experience

One Platform. All Touchpoints.

**Single Platform** allows:
- One designer to create all interaction types
- Reuse of interactions across all channels,
- Sharing of data

**Contact center solutions** to drive reduced handle time:
- Unified Agent Desktop
- Agent Guidance
- Desktop Automation

**Robotic Process Automation (Bots)** to drive back office efficiency and expose legacy transactions
- Attended Automation
- Unattended Automation

**Digital Self-Service Bots** to reduce inbound call volume:
- Visual IVR
- Intelligent Assistant
Digital Self-Service to Reduce Call Volume
Thank you for calling DCM computers. Please press 1 for English or press 2 for Spanish.

Please press 1 for New Sales, 2 for Replacement parts or 3 for Support.

Please press 1 for parts replacement under warranty, otherwise press 2.

Please press 1 if this is a corporate account, 2 for personal accounts.
Digital Migration: Pivot Callers to Guided Flows

“Good afternoon Mr. Smith. I see you are calling about your June bill. I would be happy to answer your questions”

Works on any HTML5 Device. No app required. Can also work with your mobile app
Automated Chat | Boost Self-Service on Digital Channels

- Get rid of the 1800 numbers on the Contact Us page
- Intercept Chat requests with a bot
- Present guided flows and chatbots to identify intent and automate service
- Escalate to human assistance ONLY with context
Next Issue Avoidance | Proactive Mobile Engagement

- Identify customers needing assistance
- Engage them proactively with targeted guided flows
- Avoid the next issue in the journey, boosting NPS and cutting costs
- Escalate to human assistance when needed
How does it work?

Agile Management of Bot driven Customer Engagement

- Management Tools for Business & IT Users
- Bot Manager (Automation & Interaction Design)

Rapid Integration & Reuse of existing assets

- Existing Contact Center Platforms (Voice & Chat)
- Existing Systems of Record
- Bot Engines
  - NLP APIs
  - Cognitive APIs
- Context Services
  - Content Repositories

Bots @ all Customer touchpoints
Human Assist
Robotic Automations
Agent Guidance
Omnichannel Awareness
Digital Collaboration
# Call Volume Reduction Across Verticals

Proven Use Cases & Client Case Studies

<table>
<thead>
<tr>
<th>Vertical</th>
<th>Key Benefits</th>
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<tbody>
<tr>
<td>Digital Acquisition</td>
<td>- Proactive Mobile Engagement&lt;br&gt;- Digital Concierge to complete application process&lt;br&gt;- 3-5% Increased Conversion Rate</td>
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<tr>
<td>Billing Inquiries &amp; Disputes</td>
<td>- Proactive &amp; Just-in-time Mobile Engagement&lt;br&gt;- Next Best Offers to reduce overages&lt;br&gt;- 11-20% Self Service Improvement</td>
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<tr>
<td>Onboarding &amp; Activation</td>
<td>- Proactive Mobile Engagement&lt;br&gt;- Tutorials, Tools and Intelligent Assistance&lt;br&gt;- 7-15% Self Service Improvement</td>
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<tr>
<td>Issue Resolution</td>
<td>- Just-in-time Mobile Engagement&lt;br&gt;- Tutorials, Tools and Intelligent Assistance&lt;br&gt;- 7-15% Self Service Improvement</td>
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<tr>
<td>Proactive Exception Management</td>
<td>- Proactive Mobile Engagement&lt;br&gt;- Next Best Actions to manage exception&lt;br&gt;- 40-65% Contact Prevention</td>
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<tr>
<td>Order Tracking</td>
<td>- Proactive &amp; Just-in-time Mobile Engagement&lt;br&gt;- Order related tools and Next Best Actions&lt;br&gt;- 10-15% Self Service Improvement</td>
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<tr>
<td>Appointments</td>
<td>- Proactive &amp; Just-in-time Mobile Engagement&lt;br&gt;- Appointment related tools and Next Best Actions&lt;br&gt;- 10-20% Self Service Improvement</td>
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Reduce inbound call volume by at least: 10%

Reduce Average Handle Time by: 30+ SECONDS

Drive Better

SELF-SERVICE AND ASSISTED SERVICE

One core platform, integrated development and reporting

Improving the Self-Service Experience

Driving Efficient Customer Care

Automating Business Processes
Accelerate the Customer Experience by delivering automated reusable digital interactions on all touchpoints.