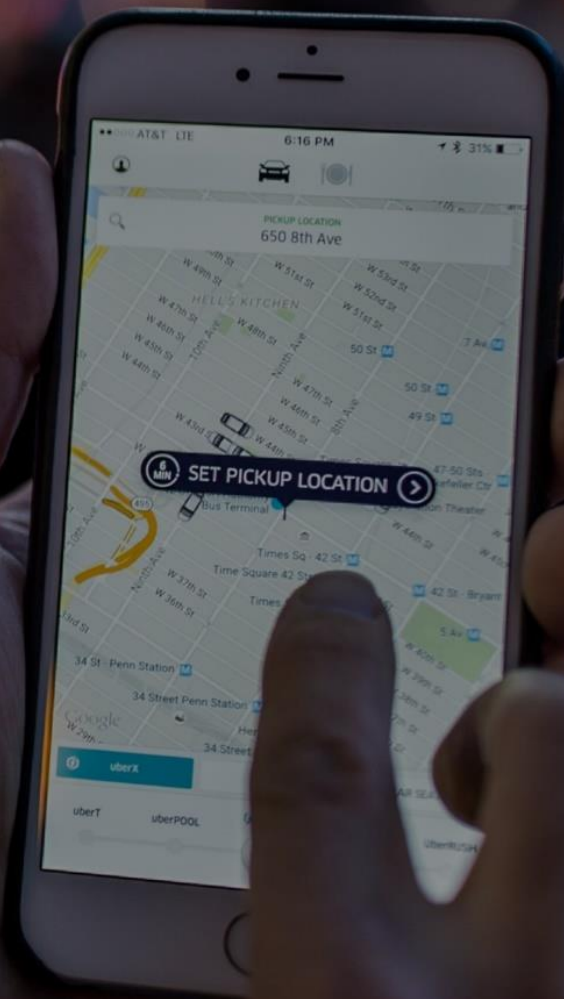


The Great Digital Acceleration



Shopping..

Travelling..



A close-up photograph of a person's hand holding a smartphone over a payment terminal. The background is blurred, showing a person's face and a yellow sign. A pink rectangular overlay is positioned on the left side of the image, containing the text "Paying..".

Paying..



Educating..

Democratisation of technology



Everything changes.



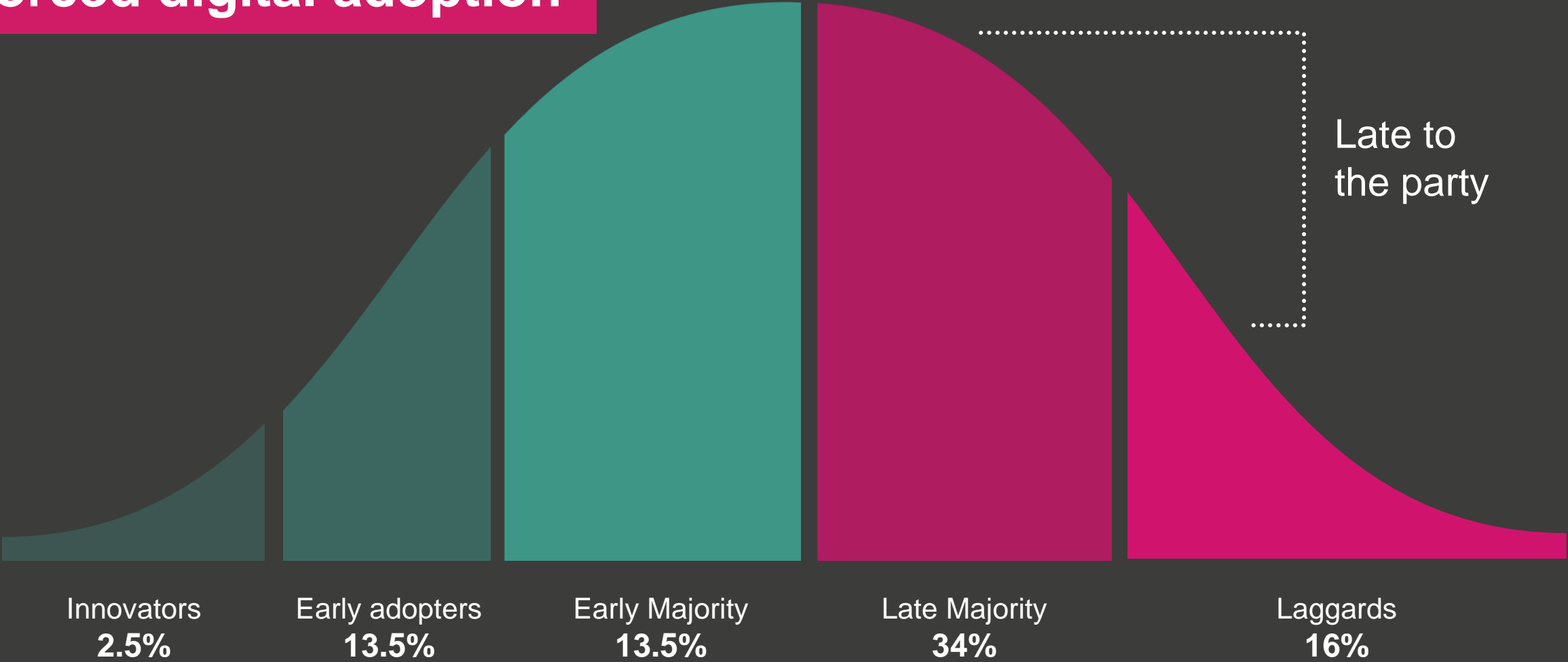
Heroic achievements



Irreversible shift in behaviour



Forced digital adoption



A high-angle, top-down photograph of a man and a woman in a bicycle shop. The man, on the left, is wearing a dark blue t-shirt and dark pants, leaning over to inspect the handlebars of a bicycle. The woman, on the right, is wearing a purple t-shirt and blue jeans, also leaning over to look at a bicycle. In the foreground, several bicycles are parked in a row, showing their handlebars, stems, and front wheels. The background is a plain, light-colored wall. A semi-transparent pink banner with white text is overlaid across the middle of the image.

Providing the human touch through digital



1

Searching

Embedding messaging
into Google search



2

Browsing

Measuring contact
demand from web/Mobile

A close-up photograph of a woman's face and hand holding a smartphone. The woman is smiling slightly and looking at the phone. A large, semi-transparent pink circle is overlaid on the left side of the image, containing white text. The background is a soft, out-of-focus grey.

3

Enquiring

Using AI to understand
contact reasons



4

Escalating

Adding digital channels
to voice interactions

A close-up, over-the-shoulder view of a person wearing a dark blue jacket. The word "COACH" is printed in large, light-colored, bold, sans-serif capital letters across the back of the jacket. The person's head is turned slightly to the right, and they are wearing dark sunglasses. The background is blurred, suggesting an outdoor setting with other people.

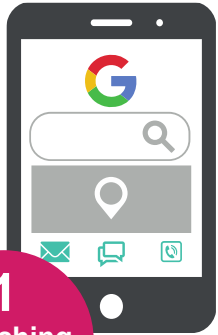
COACH

5

Augmenting

Using AI to assist agents

5 easy experiments to run today



1

Searching

Embedding messaging into Google search

Google's advanced messaging capabilities embedded into Google search and Google Maps.

This will help you to ..

- Drive more customers to digital interactions
- Deflect bad demand 'at source'.
- Drive sales opportunities directly to contact centre.



2

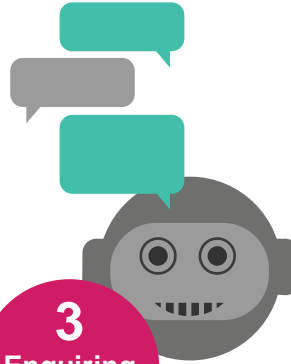
Browsing

Measuring contact demand from web/Mobile

Track exactly how many calls are being generated by customers visiting web and/or mobile sites.

This will help you to ..

- Capture data and insight into why customers can not complete online journeys
- Increase sales revenue by targeting customers on sales journey
- Deflect bad demand away from the contact centre



3

Enquiring

Using AI to understand why contact reasons

Quickly deploy advanced conversational AI from Google's CCAI suite to quickly activate and understand customer intent.

This will help you to..

- Run an 8-week process using AI to capture customer intent
- Use the data captured to build a business case for partial+ full automation and better routing.
- Create a roadmap for deflecting 20-40% of the calls into your contact centre



4

Escalating

Adding digital channels to voice interactions

Quickly overlay digital channels to voice interactions.

Track homeworker productivity

This will help you to..

- Instantly deploy from the cloud
- Add video streaming, image capture/share, location sharing, digital signatures and real-time content sharing to voice interactions
- Improve sales by sharing screen with the customer
- Remove back office processing by capturing data in real-time
- Enhancing the customer experience with true omni-channel



5

Augmenting

Using AI to assist agents

Google's Agent Assist capability can be used to observe agent interactions on voice and messaging

This will help you to..

- Recommend next best action to agent
- Monitor compliance,
- Auto complete processes
- Auto complete call and disposition interactions.

Get in touch to learn more



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