The Truth About Contact Centre Artificial Intelligence

CallMiner

M.J. Johnson

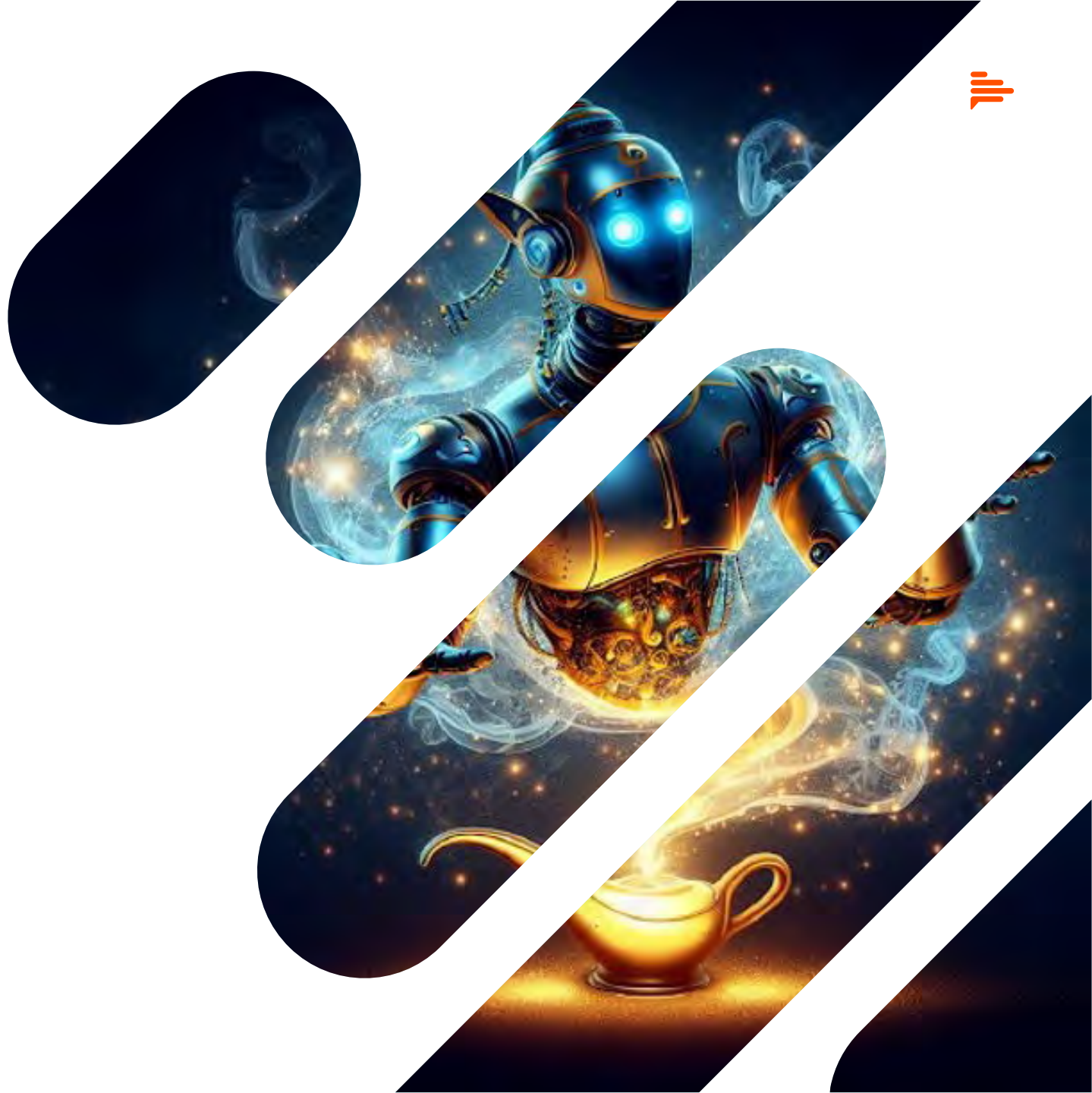Senior Director, Product Marketing

CallMiner

How are you thinking about AI?

In February 2024, what does "AI" look like in your contact centre organisation?

- Real-time guidance for your agents

- Post-contact feedback

- Post-contact automation (i.e. summarisation)

- Analysing and understanding customer interactions

- We are still adopting AI technology at this time

AI on the Rise

- **49%** of senior CX & CC leaders believe that **AI will help them achieve greater efficiency** to optimise their CX strategy

- A third (**33%**) of respondents believe the **adoption of AI will become critical to** how **their organisation** approaches CX in the future

- **43%** of organisations intend to **invest in generative AI**-powered solutions in next 12 months

- **34%** plan to **invest in conversation intelligence** platforms in next 12 months
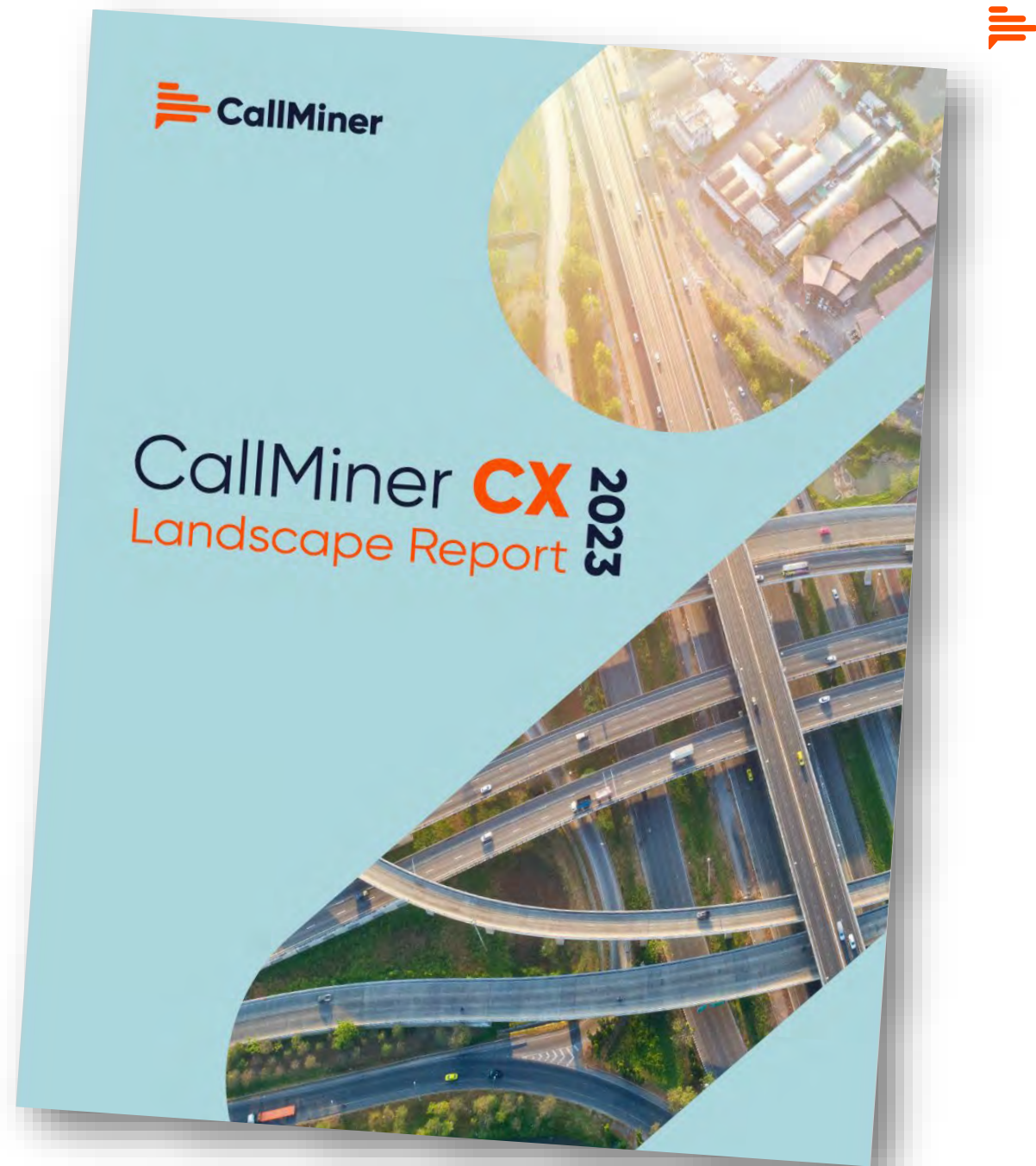
... Giving rise to fear and uncertainty

Organizations biggest fears around implementing AI in CX or customer service use cases

Fear	Percentage
Exposing the company to security and/ or compliance risks	45%
Giving customers the wrong answers and/ or spreading missinformation	43%
Biased, discriminatory or inappropriate responses to customers	41%
Risking brand reputation or damaging reputation with customers	39%
Not having enough technical knowledge to manage AI	22%
AI taking my job	21%
I don't have any fears	6%

Figure 6: What are your own biggest fears around implementing artificial intelligence (AI) in customer experience or customer service use cases? [700]

- 44% of organiations don't know what AI technology they should invest in

- Few organisations (39%) are considering how AI can support 1:1 agent training to manage performance

Will AI Take Humans out of Customer Interactions?

FORBES > INNOVATION > VENTURE CAPITAL

Will AI Replace Humans In The Customer Service Industry?

Valley Voices Contributor ⓘ
Voices on technology and change

POST WRITTEN BY
Tiago Paiva

Forbes

ARTIFICIAL INTELLIGENCE

How AI tools could turn into job-killing machines

The potential and challenges of artificial intelligence for the future of American workers

By **Kurt Knutsson, CyberGuy Report** · **Fox News**

Published September 29, 2023 3:43pm EDT | Updated September 29, 2023 4:02pm EDT

The Washington Post
Democracy Dies in Darkness

ChatGPT provided better customer service than his staff. He fired them.

Artificial intelligence is rapidly changing the world of customer service and call centers. Developing economies worry they'll face the brunt.

By Pranshu Verma

October 3, 2023 at 7:00 a.m. EDT

Will AI Take Humans out of Customer Interactions?

What do you mean, "Artificial Intelligence"?

Rules-based NLP

(Out of the Box Solutions)

Rules-based Algorithms

(Out of the Box Measures)

Machine Learning

Supervised ML

- Name Entity Recognition (NER) used for Redaction

Unsupervised ML

- Sentiment Analysis
- Topic Clustering (Topic Miner)

Deep Learning

Embedding Models

- Semantic Search v1 (Illuminate)
- Semantic Search v2 *
- Auto classification *

STT Models

- Azure Speech to Text: Batch (Post-call)
- Azure Speech to Text: Streaming (Realtime)

Generative Models

- AI Summarisation
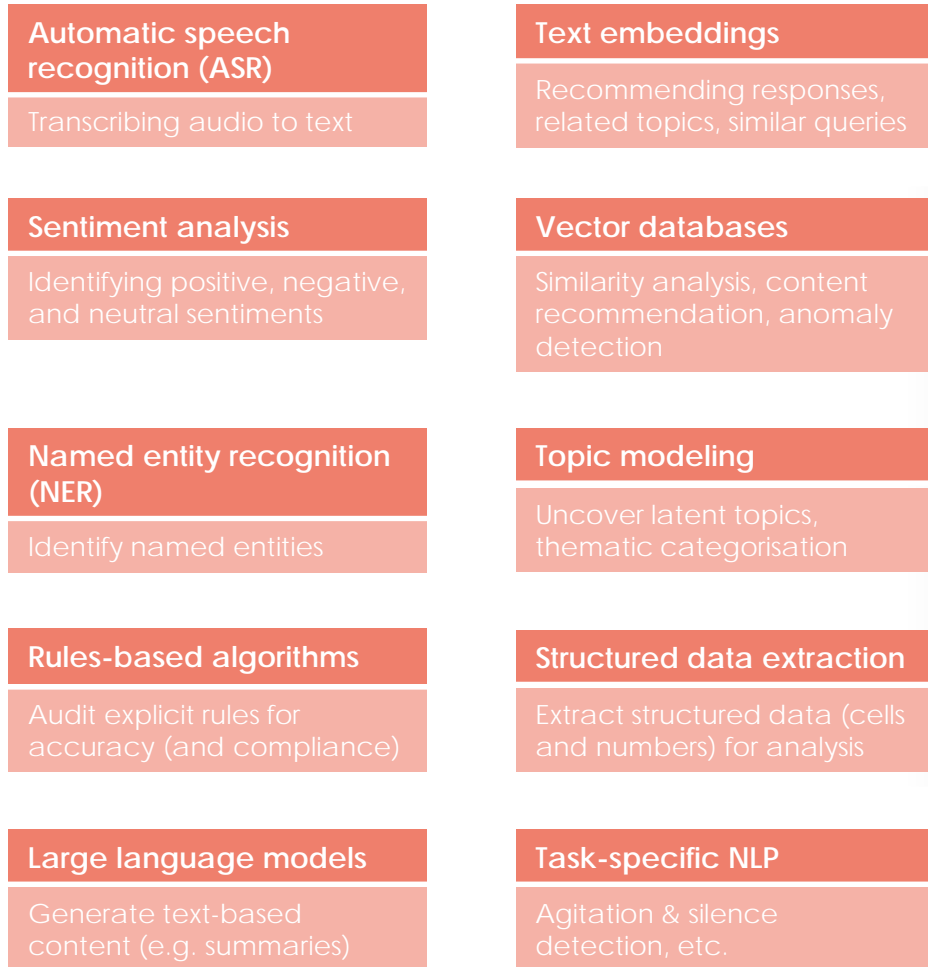- Help Bot
- Real-time Guidance *

AI is a means, not an end

Automatic speech recognition (ASR)
Transcribing audio to text

Sentiment analysis
Identifying positive, negative, and neutral sentiments

Named entity recognition (NER)
Identify named entities

Rules-based algorithms
Audit explicit rules for accuracy (and compliance)

Large language models
Generate text-based content (e.g. summaries)

Text embeddings
Recommending responses, related topics, similar queries

Vector databases
Similarity analysis, content recommendation, anomaly detection

Topic modeling
Uncover latent topics, thematic categorisation

Structured data extraction
Extract structured data (cells and numbers) for analysis

Task-specific NLP
Agitation & silence detection, etc.

CallMiner utilises AI techniques to:

Reduce or eliminate human effort

Do something that a human can't do, better and cheaper

Provide insights not easily generated in another way

*These simple definitions of AI techniques are intended to be illustrative of use cases, and are not intended to represent what these techniques can unlock for every business, or how CallMiner uses them in all circumstances

CallMiner's approach to AI

AI flexibility & diversity
Our flexible platform allows companies to adopt new AI techniques over time

- Flexible platform architecture adapts as technologies shift
- Diverse AI techniques that work together within the platform are greater than the sum of their parts
- Strong technology partners provide platform foundations (e.g. MSFT)

AI-driven business value
We use AI techniques to realise positive business outcomes and customer value

AI diversity operates in service of a wide range of business value

- Identify and categorise interactions (e.g. at-risk customers)
- Uncover trends
- Accelerate adoption and ease of insights
- Improve agent experience and performance

Responsible AI
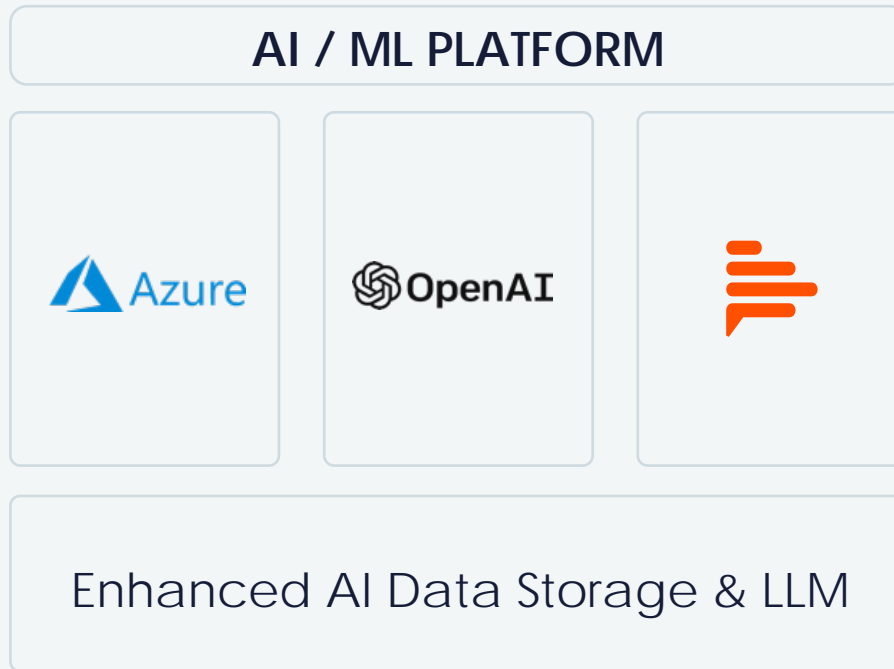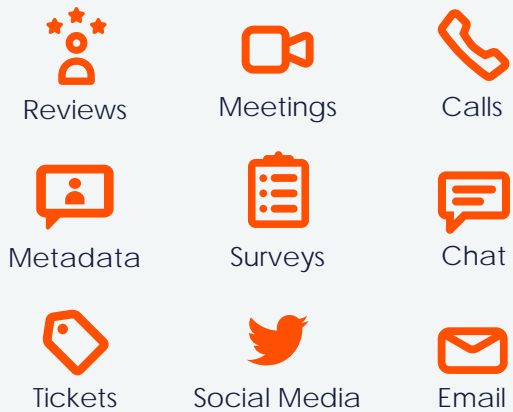CallMiner implements AI ethically and responsibly

- Security measures – not exposing customer data to open algorithms
- Human in the loop - AI should not be a black box
- Governance – Heavy and continuous testing to identify and eliminate hallucinations

CallMiner's AI Advantage

Scale & Data Breadth

1 Billion Interactions/Year

1 Trillion Words/Year

Reviews

Meetings

Calls

Metadata

Surveys

Chat

Tickets

Social Media

Email

AI / ML PLATFORM

Azure

OpenAI

Enhanced AI Data Storage & LLM

AI Advancements

NER Redaction

Semantic Search & Discovery

AI Classifications

AI Summaries

Purpose Built Generative Bots

Bespoke Generative AI for Agent Guidance

"How could SiriusXM better equip operating teams with customer insights?"

SiriusXM

-50 · · · · · · · · · · · +50

Anger
Disappointment
Effort
Dishonesty
Negative Experience

Customer Advocacy
Easy
Happiness / Excitement
Positive Experience
Satisfaction

1,048,575 Inbound Care interactions scored in CallMiner

22,758 matches

77,614 Survey Results
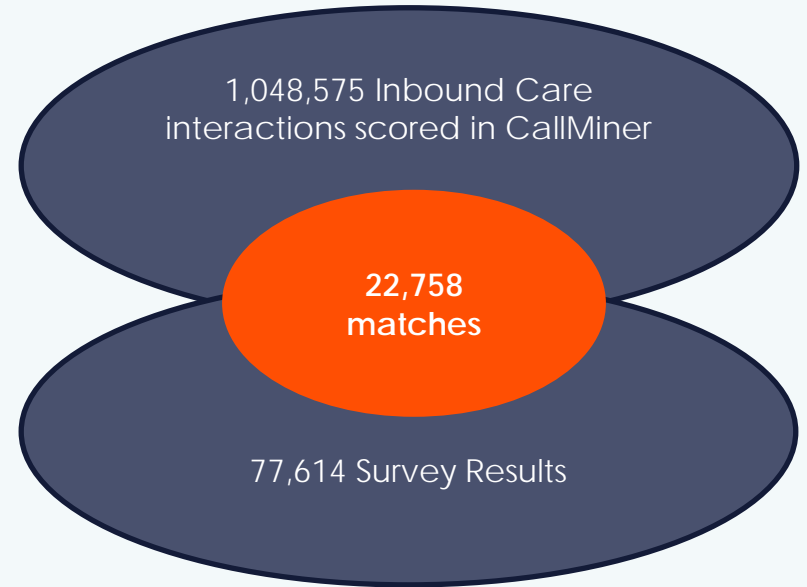
Customer DSAT

- ■ Very dissatisfied
- ■ Somewhat dissatisfied
- ■ Neither satisfied nor dissatisfied
- ■ Somewhat satisfied
- ■ Very satisfied
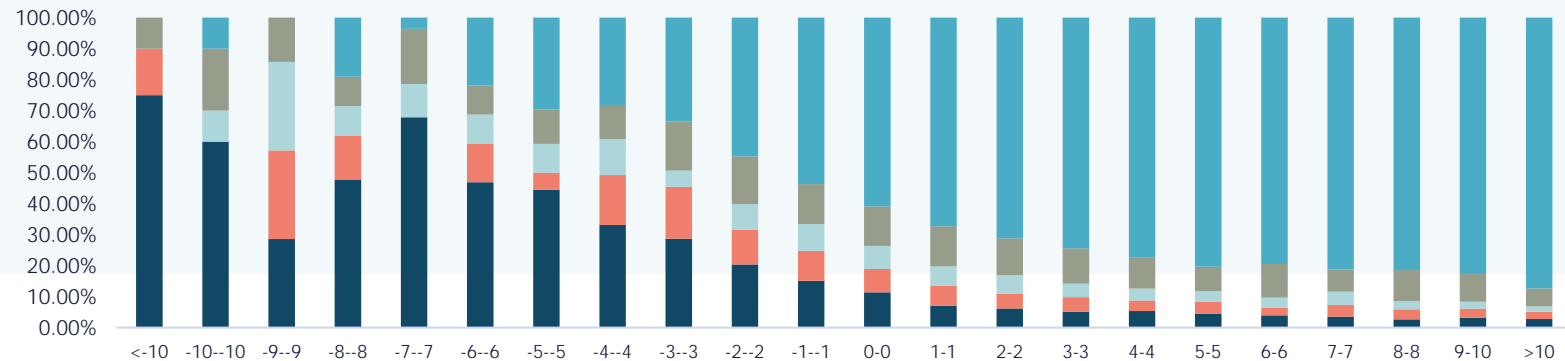
# The Future of AI For Contact Centres

AI will be available to help organisations:

- Scale their ability to meet customer expectations even as the number of interactions increases

- Support agents with better insights that meet their needs in the moment

- Empower agents to self-guide toward better customer outcomes

- Empower supervisors with key insights they can use to coach agents

- Reduce the effort required to follow up after an interaction
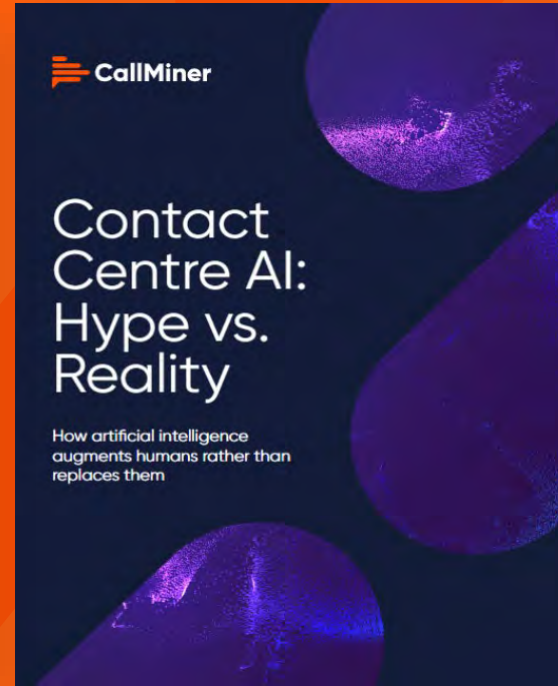
Thank you!

Any Questions?

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