

What Does an **Excellent** Customer Service Strategy Look Like?

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AI & Digital Specialist - Genesys



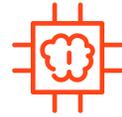
Excellent Customer Service – Last week's true example



Personalisation and consistent experience across channels



Improve employee experience & productivity to allow them to focus on delivering excellent service



Improve first contact resolution and give Customers the ability to contact through their channel of choice



Integration, end to end analytics across all journeys



Customers Expect Better, More Contextual Experiences

Voice

Digital-First

Generic, One-Size-Fits-
All Experiences

1:1, Contextual
Experiences

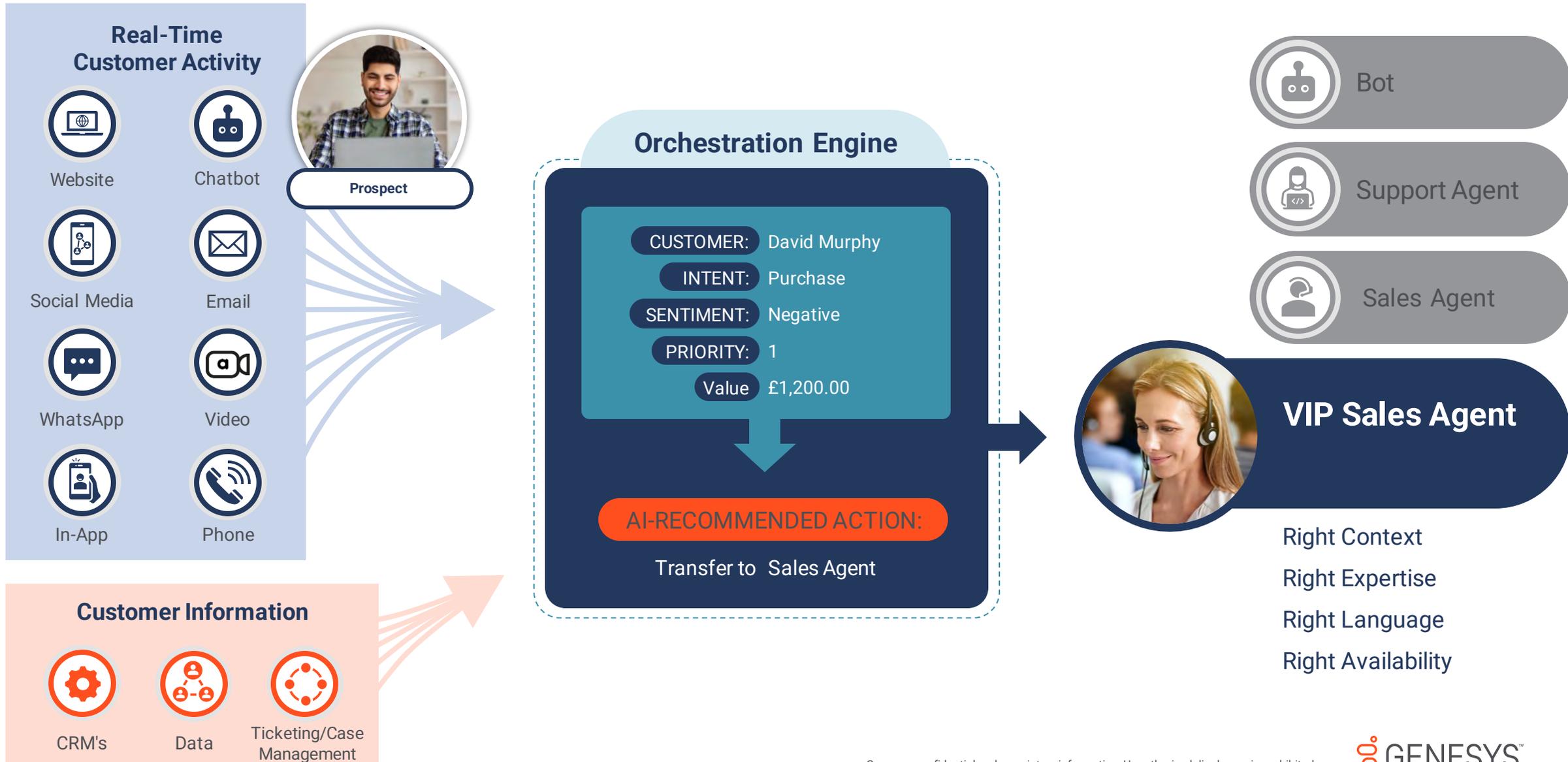
Manual Processes

AI-Powered

31%

of consumers have stopped using a company after a negative interaction during the past year.

AI-Powered Experience Orchestration – Delivering Personalised Experiences



“ Closing **220%** more conversations.
So, we’ve actually doubled our
efficiency. ”

Louise Phillips
VP Customer Centres
Virgin Atlantic



Virgin Atlantic

Elevating travel experiences by reimagining digital service

Challenges

- Legacy platforms with limited functionality
- Multiple siloed contact channel platforms
- Limited chatbot functionality
- Lack of insight into why customers were contacting

Genesys Solution:

- Genesys Cloud CX®
- Inbound, outbound
- Chat, email, social, web messaging
- Chatbots, knowledge management, agent assist
- WEM – coaching, WFM, Tempo app, speech and text analytics

66

“Now, we have shorter, controllable queues and no longer pay spiraling credit costs as we did with our old chat solution. And we’ve integrated a bot with Twitter and Facebook direct messaging – something we couldn’t achieve with our old provider.”

Ceri Davies, Manager, Customer Center

Virgin Atlantic

Results:



20% of contacts contained within bot



220% more contacts handled in Genesys Web Messaging vs. WhatsApp



50% decrease in AHT



28-point increase in CSAT YoY

 **GENESYS™** | Global Reference Program



Poll Question

Social Listening....

Employee Experience With AI



Customer experience With AI



Quality

AI-Enabled, Human-Centric

- Automated listening, learning drives consistency
- Unbiased, data-driven quality standards



Speech & Text
analytics

Data-Driven Decisions

- AI-driven topic and pattern discovery
- Understand the why with sentiment analysis



Gamification

Gamify Goal-Driven Behaviors

- Use AI to nudge employees to the right behavior
- Make continuous improvement fun



Workforce
management

AI-Enabled Workforce Management

- Automatic, interactive long and short-term forecasts.
- Align scheduling to real business goals

Automatic Service through Virtual Agents

- Personal, conversational, engaging virtual agents
- Deliver self-service without dead-ends



Conversational
AI

Optimized Customer + Agent Matching

- AI-driven pattern discovery & outcome prediction determines best match.
- AI models adapt to changing requirements



Predictive
Routing

Customer Engagement / Journey Insight

- Predict possible outcomes and next steps
- Deliver proactive, personalised, targeted engagement



Predictive
Engagement

Automate Knowledge and Tasks

- Deliver knowledge automatically to employees.
- Automate tasks during and after interactions



Agent
Assist

Most Effective
Application of
Technology (CX)

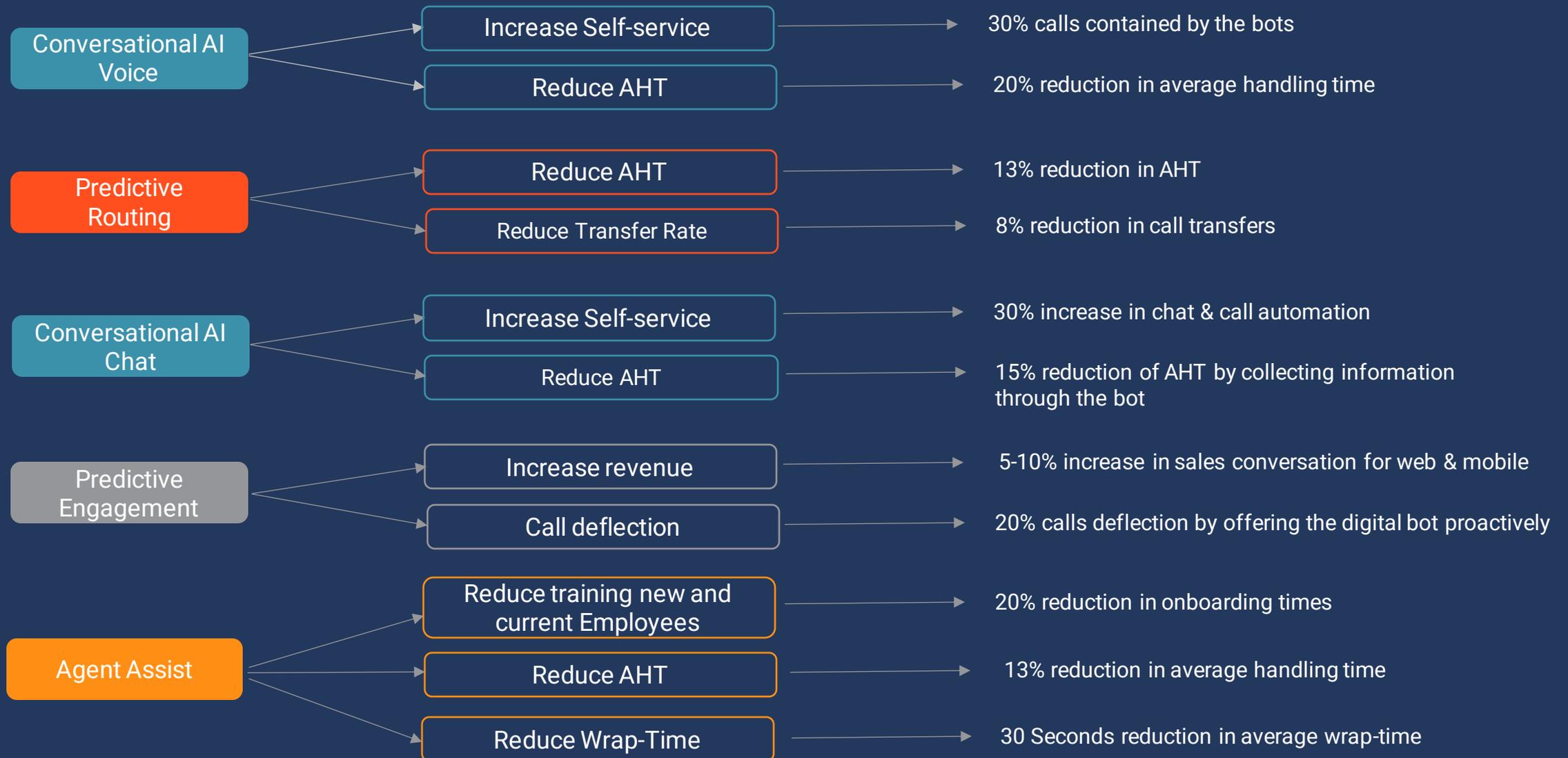
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Gold

NORTHUMBRIAN
WATER *living water*

Value Realisation benefits with AI

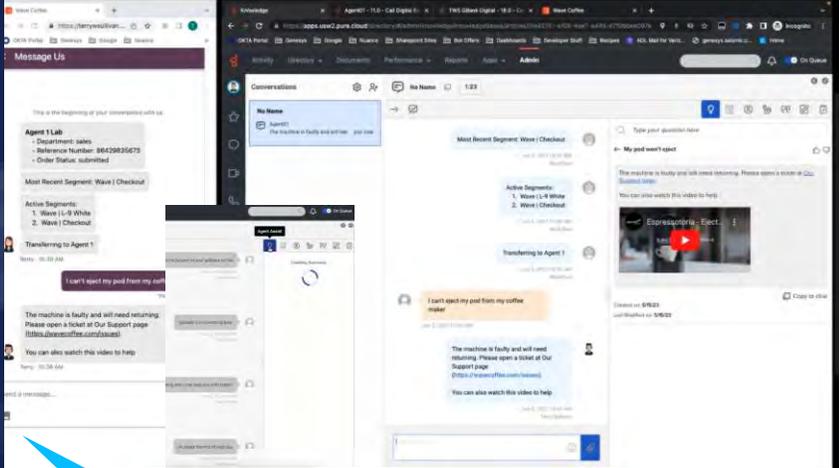
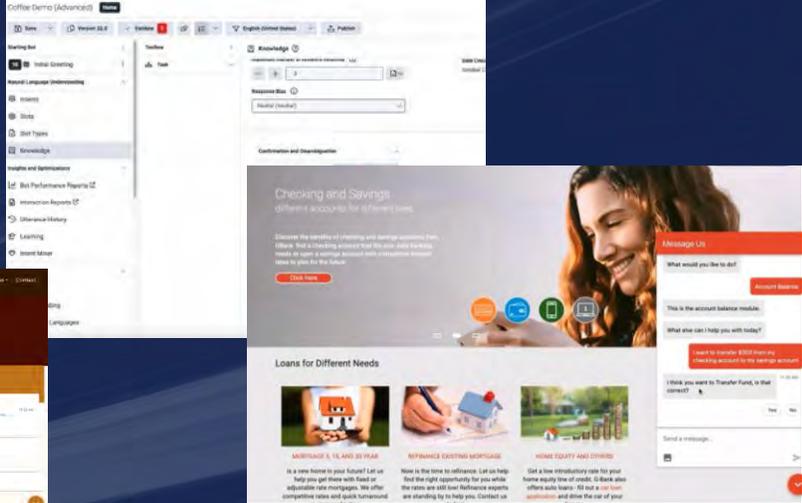
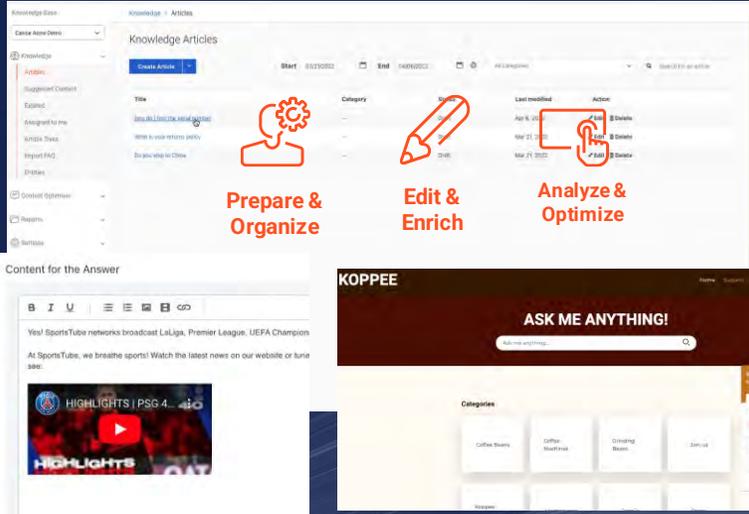


Combine conversational and Generative AI for smart self-service

TRANSFORM CONTENT INTO KNOWLEDGE WITH AI

AUTOMATE CONVERSATIONS WITH AN EMBEDDED BOT FRAMEWORK

EMPOWER AGENTS WITH KNOWLEDGE, ENABLE EFFICIENCY THROUGH AUTOMATION



NLP/NLU, semantic search, automatic classification, Knowledge Portal

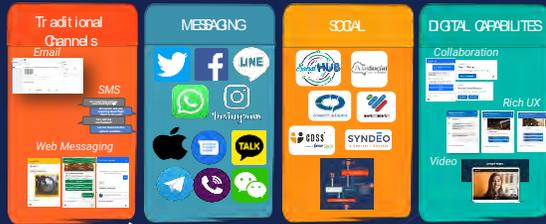
Drag-and-drop, personalized, intent-driven, embedded Conversational AI

Deliver contextual knowledge in real-time, Generative AI for automatic summarization

“Love the **magic of it**. New agents need relevant information at their fingertips. It is **amazing** that KBs get presented to them they may not know exist.”



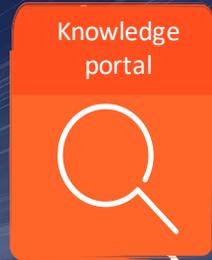
Driving Quantifiable Results for CX and EX



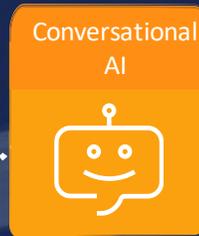
+25% Efficiency improvement
45% Queries answered by VA



22% Site Visit reduction
10% Agent Call reduction

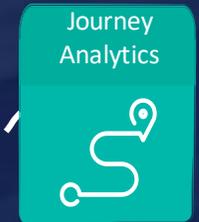


+49% Digital sales conversions



13% AHT reduction

50% Self Service Rate Increase
15% AHT decrease



30sec AHT Reduction



65% Containment with knowledge

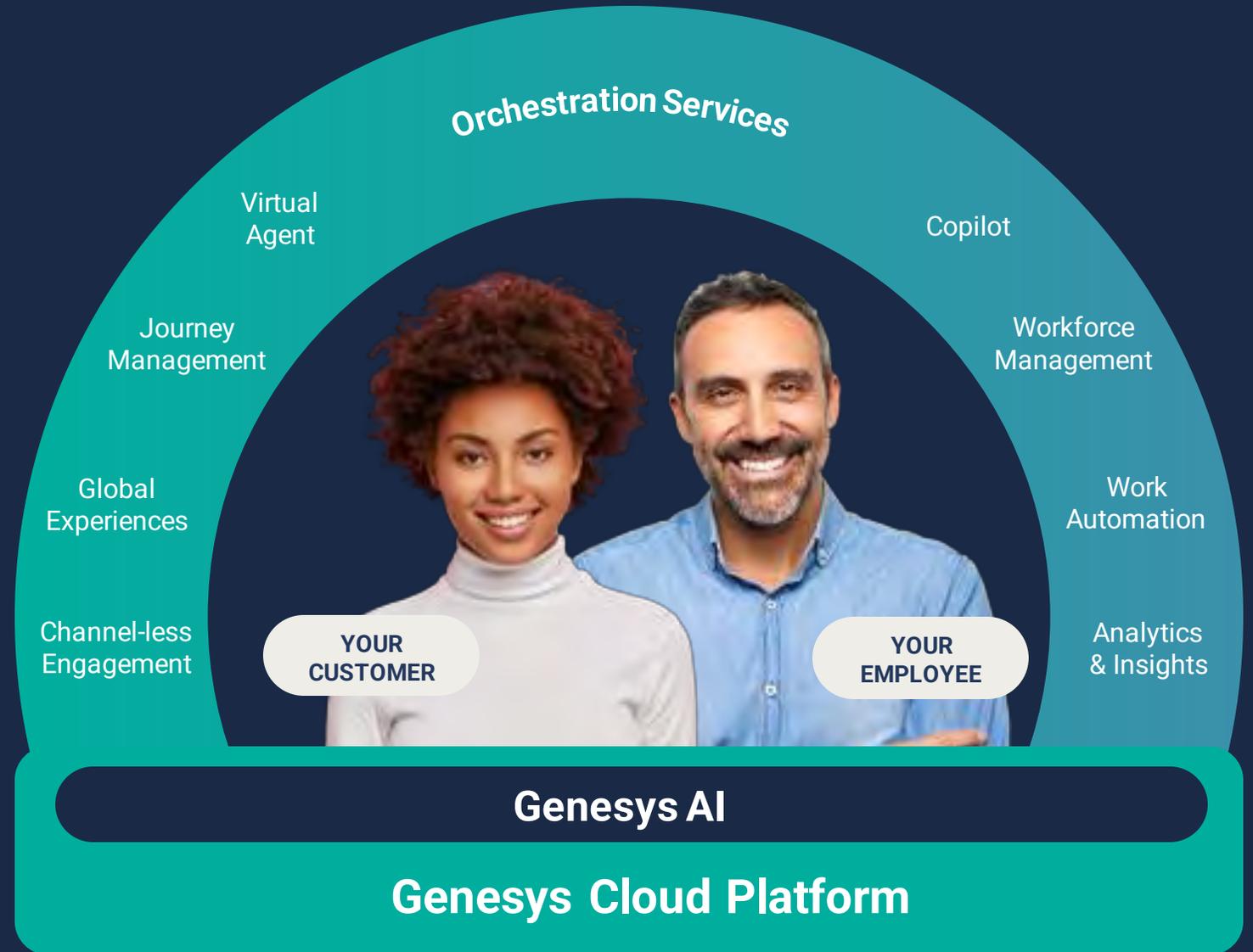


“We chose Genesys AI because of the **ease of building bots** within the platform. **Very quickly, we saw abandoned calls reduce by up to 50% and discovered bots are great at gathering valuable data.**”

Somerset Council

Excellent Customer Service is

- Understand your **customer journey** at all touchpoints
- **Rapid innovation**, ease and flexibility
- **AI-Powered** – Use tools effectively - EX and CX
- Continuously **review** and learn
- **All in one platform** – consistent technology approach across your business



Where do I start? And how...



 GENESYS™ | Xperience UKI



Your Future Accelerated

Get future ready — now.

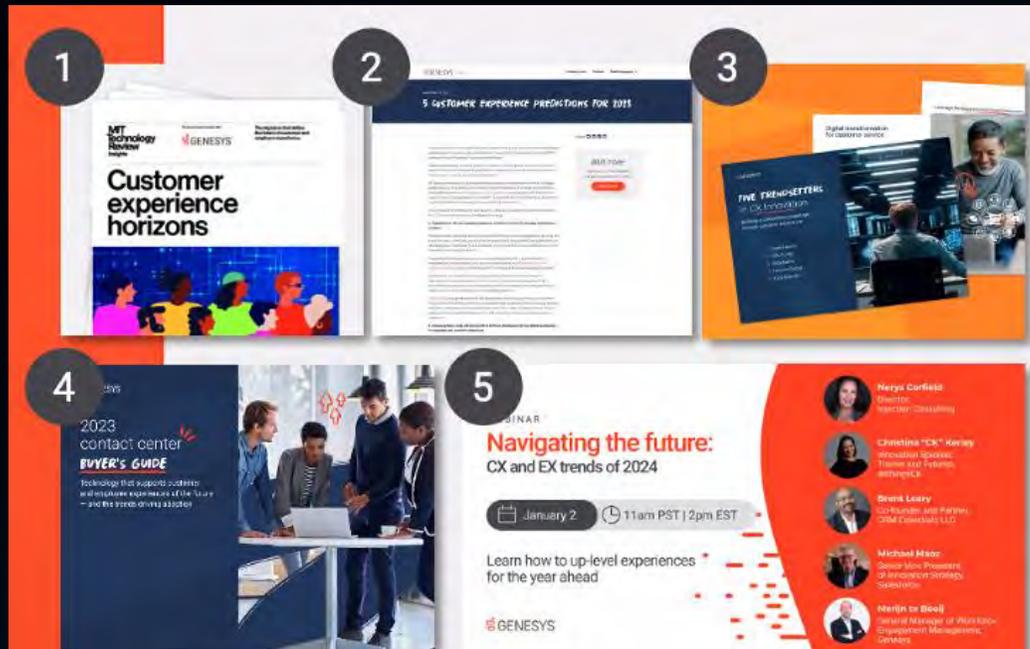
18 June 2024

London, United Kingdom

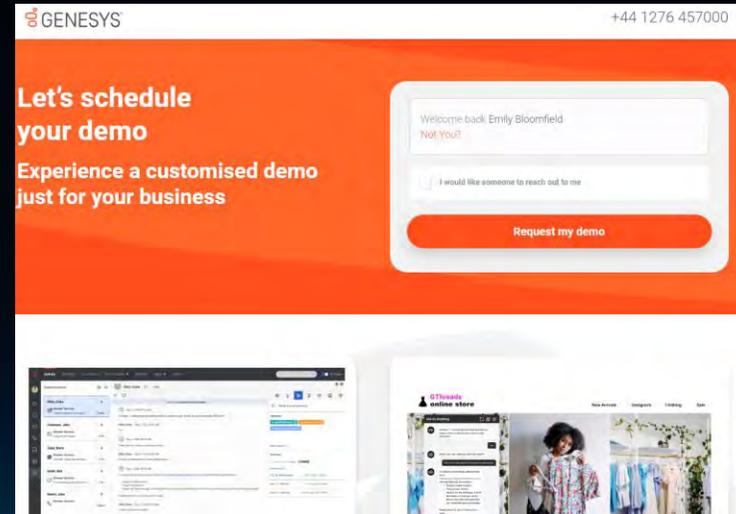
The Brewery London

Future Reading.....

Insights



Book a demo



Your Future Accelerated

Get future ready now

