odigo · davies hickman

Ebook No. 3:

Six ways to improve CX using AI in your contact center

Customer experience inspired by empathy, driven by technology

The Odigo view

Customer relationships: How AI gives meaning to data

Applied to customer service, artificial intelligence (AI) holds plenty of promise. Two uses of particular interest, provide users with increasingly efficient self-service and augment contact centre agents turning raw data into something actionable, **customer context**. Despite there being plenty of data available for this it is often underutilized, even though the potential applications are numerous.

It's all about context

The context for any customer query is the sum of all previous interactions with a brand, regardless of channel, and their personal details. This customer data ranges from purchase history to delivery address preferences, birthday etc. and together it can form a detailed personalized picture of a customer's needs and current intentions. It is this context that enables agents to provide enhanced support for example with AI-driven next-step suggestions. 89% of the Davies Hickman – Odigo survey respondents* also expect AI to improve routing through better recognition of customer queries and matching them with the right agent. Context can be seen to play a major role in both applications but in an ocean of available data it is necessary to identify what is useful and relevant.

More data means improved customer understanding

According to MongoDB, the American database platform, 80 to 90% of the data generated and collected by organizations is unstructured. This type of data isn't arranged according to any preset data model, which used to make storing it difficult and analyzing it even more so. Advances in AI are making it possible to exploit this information. For instance, AI can detect intentions in messages, emails and attached files.

One implication of this is the 82% of respondents who anticipate AI will boost understanding of customer factors like age and vulnerability. These insights are not always revealed in conversations but in text, and text holds the key to other AI applications as well.

The movement towards augmented supervision

The role of AI does not stop at offering automation of the processing of requests or at enriching the context for the agent. Supervisors will also be able to use AI to analyze previously recorded and transcribed conversations, thanks to speech-to-text (STT) applications.

This benefits not only training but quality and recording. Insurance companies** for example, must ensure that commercial canvassing "communications can be listened to, copied and exported without their original recording being modified or erased". Similarly in the banking world (MiFID2) proof of compliance will be facilitated by searching transcribed conversations.

AI can also supervise in the sense of monitoring messages and conversations for weak signals of customer dissatisfaction using sentiment analysis. At each stage of the customer relationship AI can enhance understanding and inform context. The importance of this is so great in fact, that some organizations, such as banks, are looking to extend the functional richness provided by AI to all of the company's employees, whether they are agents or not.

**Jean-Denis Garo,
Head of Product Marketing,
Odigo**

*Independent market research conducted by Davies Hickman Partners in June 2022 for Odigo, among 1,035 European business executives in Belgium and the Netherlands, France, Germany, Spain and the United Kingdom.
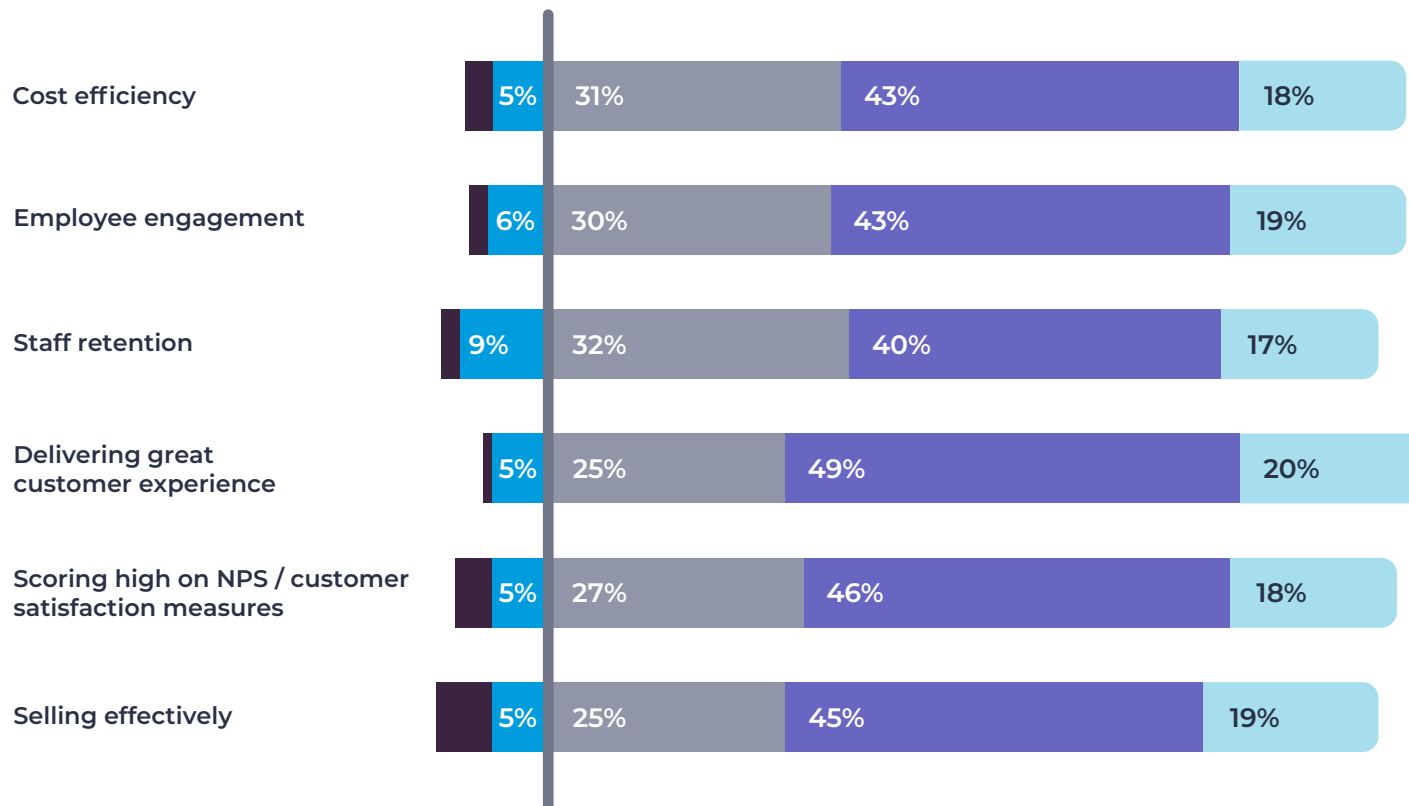
**Decree no. 2022-34 January 17, 2022 on insurance cold calling.
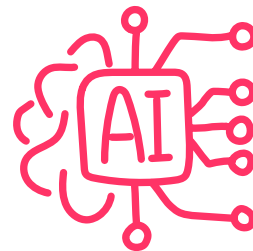
In 2022, most European business executives say their contact centers could improve

4 out of 5 Executives say their contact center performance could improve in 6 areas: cost efficiency, employee engagement, staff retention, delivering great customer experience, scoring high NPS/CSAT measures and selling effectively. Contact center and customer experience objectives can be met when all six dimensions are addressed.

Industry leading as good as it could be

Average standard could do better

Strong performer but some room for improvement

Poor performer below industry standard

Don't know

Thinking about your organization's contact center operations, how would you rate it for …?

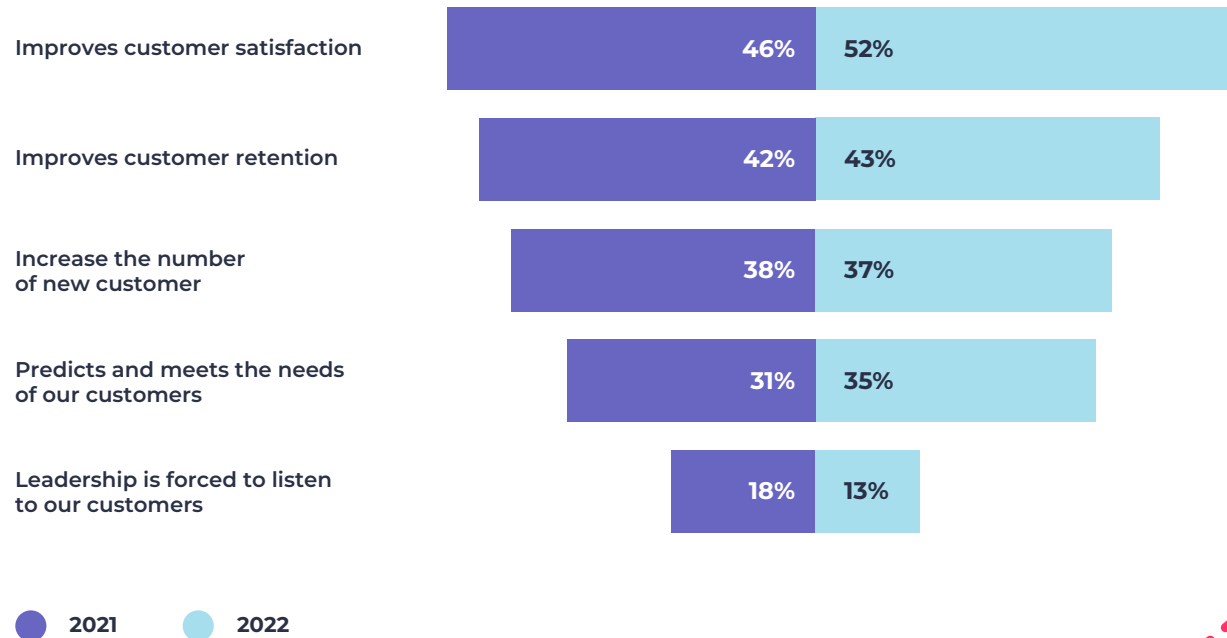| Category	Don't know	Poor performer	Average standard	Strong performer	Industry leading
Cost efficiency		5%	31%	43%	18%
Employee engagement		6%	30%	43%	19%
Staff retention		9%	32%	40%	17%
Delivering great customer experience		5%	25%	49%	20%
Scoring high on NPS / customer satisfaction measures		5%	27%	46%	18%
Selling effectively		5%	25%	45%	19%

There are 6 ways to improve contact centers using AI

1. Identify areas for improvement

When investing in AI for CX, organizations highly value improvements to their customer satisfaction metrics and revenues.

What do you think would be/is the most important business value/s, to your organization, when investing in AI to improve customer experiences (CX)? Investing in AI...

	2021	2022
Improves customer satisfaction	46%	52%
Improves customer retention	42%	43%
Increase the number of new customer	38%	37%
Predicts and meets the needs of our customers	31%	35%
Leadership is forced to listen to our customers	18%	13%

● 2021   ● 2022

2. Use AI to enrich customer context

European business executives want to understand more about their customers to provide increasingly personalized experiences.
There are high expectations for two particular applications that can help build empathetic connection:

Understanding customers e.g. age, vulnerability

82%

Understanding customer emotions and intentions

74%

In your opinion, to what extent can AI technologies help achieve the following customer experience objectives for your organization? Answering: To a great extent and to some extent.

3. Deploy AI to reduce customer effort

Customer effort is a **strong driver** of loyalty and European business executives are keen to make customer interactions easier. Contributing to this, the vast majority agreed that **AI will be of benefit in two areas:**

Recognizing, matching and routing customer queries and questions to the correct person

89%

Verifying and indentifying customers contacting your organization

88%

In your opinion, to what extent can AI technologies help achieve the following customer experience objectives for your organization? Answering: To a great extent and to some extent.

4. Support the contact center workforce using AI

Recruiting and retaining contact center agents is a critical business success factor. Providing a supportive and engaging workplace environment not only helps with this it also results in better customer experiences. In executive opinion there are several ways AI look set to help:

Supporting agents WFH or hybrid working with customer data and resolutions

Supporting your live contract center agents with prompts and intelligence for complex customer interactions

Using competency profiles to recriut onboard and train customer facing employees / agents

AI can make jobs more interesting

84%　　**84%**　　**81%**　　**50%**

In your opinion, to what extent can AI technologies help achieve the following customer experience objectives for your organization? Answering: To a great extent and to some extent.
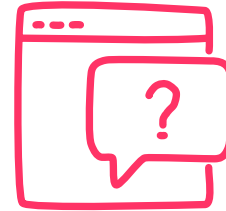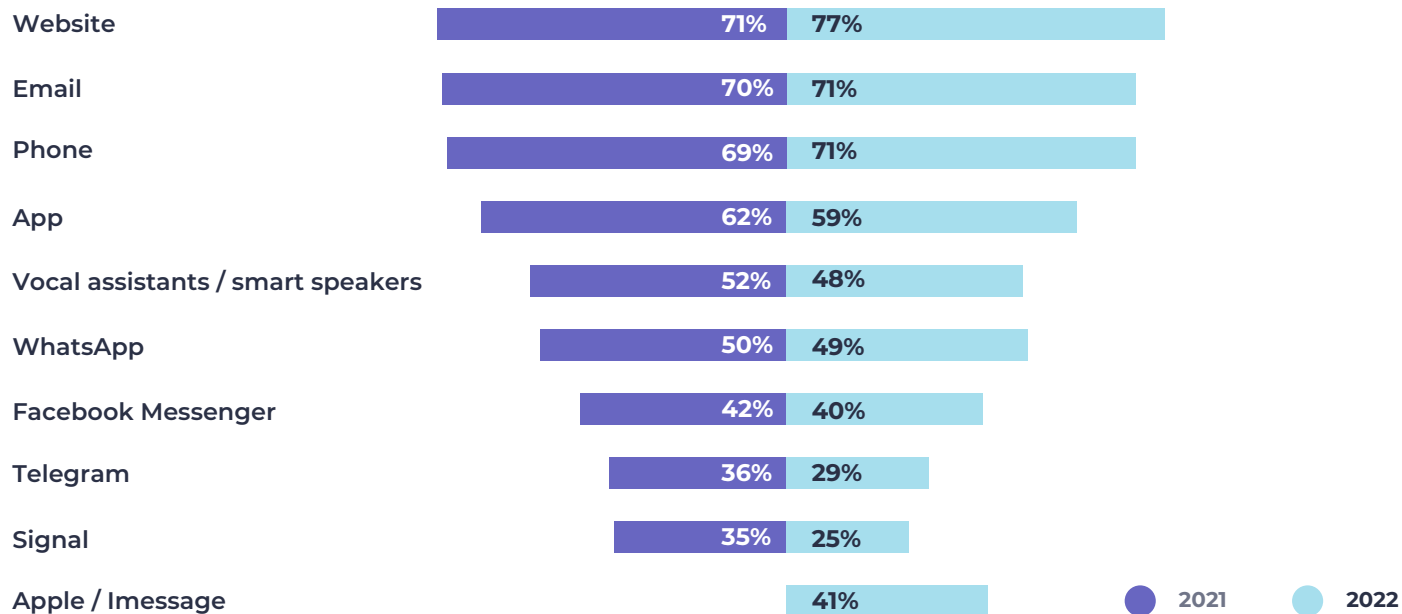
5. Enhance multiple channels with self-service bots

European business executives want to use customer service bots across their channel environment. This improves efficiencies and can provide customers with quick and easy answers to queries.

Is your organization using/willing to use customer service bots (Voice or text) to provide customer service in the following places? Answering Yes

| Channel	2021	2022
Website	71%	77%
Email	70%	71%
Phone	69%	71%
App	62%	59%
Vocal assistants / smart speakers	52%	48%
WhatsApp	50%	49%
Facebook Messenger	42%	40%
Telegram	36%	29%
Signal	35%	25%
Apple / Imessage		41%

● 2021   ● 2022

6. Anticipate customer needs with AI insights

Spanish (55%) and UK (51%) executives believe most strongly that AI technologies help to analyze customer data for predictive intelligence, customer insights and proactive actions.

In your opinion, to what extent can AI technologies help achieve the following customer experience objectives for your organization? Analyzing customer data for forward intelligence, customer insights and proactive actions. Answering: To a great extent.

BE-NL	Germany	Average	France	UK	Spain
41%	46%	48%	49%	51%	55%
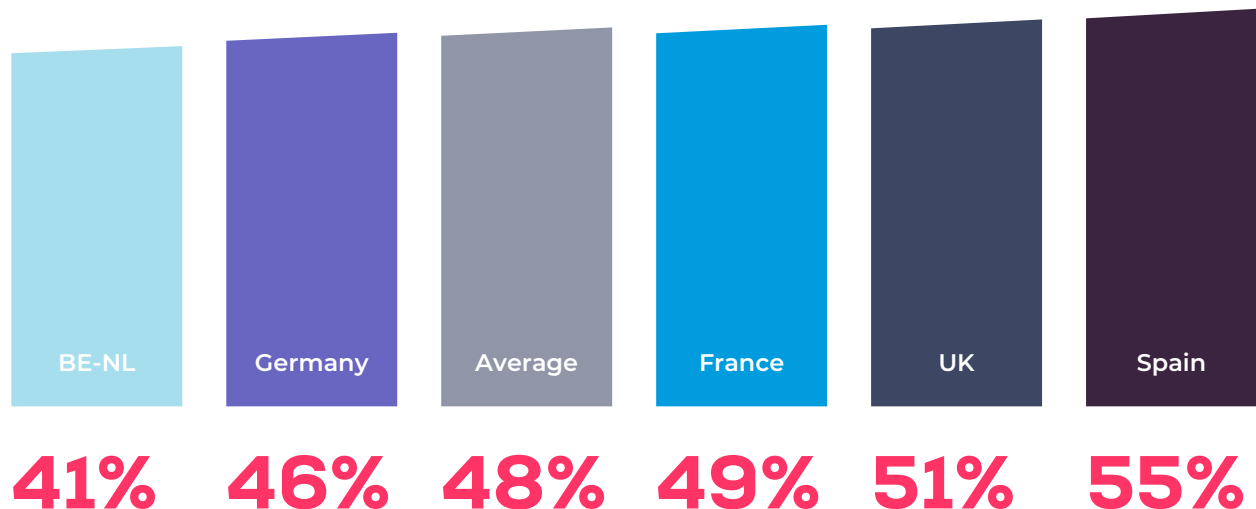
With great potential comes great responsibility.

This ebook series has shown that 1 in 2 executives say, like humans, AI needs nurturing.

Organizations need to be committed to their AI projects and aim to support all users.

AI is not, and should not be used as an 'easy' replacement for agents or a comprehensive CX strategy.

Key takeaways and next steps

Takeaway no. 1

75% and over, see at least some room for improvement in all areas of their contact center operations.

Takeaway no. 2

Investment in AI is increasingly seen as a positive business strategy rather than a reactive one. Only 13%, 5% fewer than in 2021 feel AI investment is because leadership is forced to listen to customers.
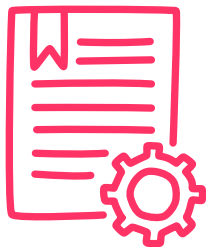
Takeaway no. 3

Making customer life easier is a major objective for the use of AI, tailoring service with advanced insights, simplified identity verification and proactive service.

Takeaway no. 4

There is strong positive opinion to back the use of AI to support agents. This reinforces a synergistic, better-with-both approach to AI adoption.

Next steps for the prudent AI for CX investor

Contact Center as a Service (CCaaS) solutions come with AI onboard and Odigo is a leading provider with over 3 billion interactions/year across multiple channels and over 150,000 active users. Our AI-driven solution is currently working to support users in contact centers all over the world, in all of the key areas highlighted in this ebook:

- Natural language understanding and sentiment analysis help finetune customer understanding for high-quality personalized services.

- One of the best routing engines on the market uses qualification details to match customers with the right agent for accelerated first contact resolution.

- Cloud-based functionalities support agents wherever they are and unite teams for coaching, development and a universal standard of customer care.

- Omnichannel bots offer round-the-clock AI-led customer support across multiple channels.

Odigo can be a long-term partner on your contact center's transformation journey with both the solution and range of support services to tap into your organization's full potential.

*Independent market research by Davies Hickman Partners in June 2022 and April 2021:

In 2022 1,035 business executives answered an online survey in Belgium/Netherlands, France, Germany, Spain and UK. In April 2021 1,007 business executives

Range of functions: Sales & Marketing, Operations, Logistics, IT, HR, Finance, Leadership, etc.

Range of seniority: C-level, Director and Manager

Contact us by clicking here

About Odigo

Odigo provides Contact Center as a Service (CCaaS) solutions that facilitate communication between large organizations and individuals using a global omnichannel management platform. With its innovative approach based on empathy and technology, Odigo enables brands to connect through the crucial human element of interaction, while also taking full advantage of the potential of digital. A pioneer in the customer experience (CX) market, the company caters to the needs of more than 250 large enterprise clients in over 100 countries.

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