

3 Strategies for Avoiding Bot Failures in Your Contact Center

One of the most significant areas of opportunity for contact center leaders to cut costs is to leverage customer service bots to deflect calls. But today's consumers have little patience for conversational bots that can't understand what they're saying or don't know how to provide an accurate answer.

One-third of the population worries about chatbots making mistakes, and nearly half (43%) still prefer to chat with a real-life associate.

Why do so many customers have a problem with trusting bots?

Because far too many contact centers gloss over the single most important aspect of implementing chatbots – train AI internally before letting it interact with customers.

Here are three strategies to avoid bot failures in your contact center.

STRATEGY 1

Manage your knowledge more effectively

Begin by optimizing your knowledge as a comprehensive and cohesive set of information that will help employees serve customers quickly and effectively:

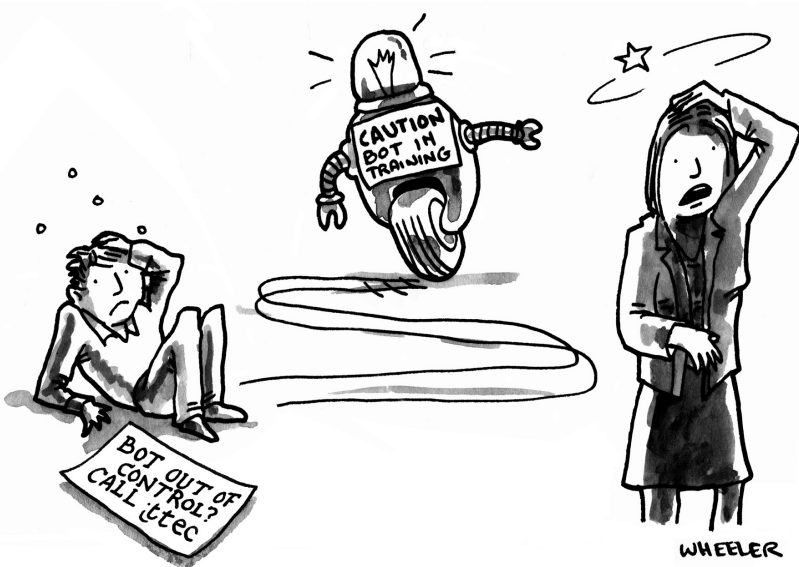
1. Update and/or eliminate outdated files
2. Assemble a single source of truth (vs. many disparate knowledge bases)
3. Make sure information is easily understood by associates, bots, and customers

Getting your knowledge base in order helps ensure your agents – and your chatbot – starts with as strong of a foundation as possible.

Organized knowledge bases can improve both employee experience and customer experience

57% reduction in employee on-boarding

15% increase in CSAT



“We’ll have the customers train him. What could go wrong?”

STRATEGY 2

Help your bots and associates become BFFs

With a solid knowledgebase in place, you can use AI more strategically to deliver information to associates faster while they're simultaneously assisting customers. Then, encourage your associates to "return the favor" by rating the value of the information provided to train bots on how to improve future interactions.

In addition, invite associates to act as customers and play with bots using common customer inquiries. Incentivize them to assist with training during downtime, or set aside specific times of their workday to "pretend" to be customers and train chatbots.

Doing this back and forth training between bots and associates ensures your AI is optimized before it's ever customer facing. And in addition to training a smarter bot, you can also gain efficiencies in your contact centers.

Digitally engaged associates deliver better customer experience outcomes

Reduce AHT by 5-10%

Improved FCR by 2-5%

STRATEGY 3

Align with smart partners to gain smarter capabilities

Don't be one of those brands that tries and fails. Choose your partners and technology wisely. Remember, the best partners will bring first-rate technology and contact center expertise to ensure your bots:

1. Understand intent and sentiment, in all required languages and across all use cases through advanced natural language processing (NLP)

2. Create context to dynamically respond to questions through advanced dialogue management

3. Learn from every interaction captured and fed back into the machine learning algorithms to augment NLP and motivate bots to continuously improve

Remember, technology is only one enabler for the best bot outcomes. To truly achieve exceptional customer experience (CX) results, you must partner with an organization that can also bring the people, the efficient processes, and the positive work environment needed pull it off.

Debut AI to your customers

Properly trained and deployed bots can transform customer experience" vs just "properly trained bots can transform customer experience. Using associates to refine and improve customer-facing chatbots through these 3 strategies ensures they will immediately deliver a higher quality, digital-first interaction with less friction for the customer. This automatically shifts the burden away from customers, so they can receive the best experience possible, while helping you realize the cost savings you so strongly desire.

Properly trained and deployed bots can transform customer experience

Reduction of basic inquiries by up to 86%

Service proactive notifications and increase digital conversion by up to 30%



Ready to achieve CX success across all channels and touchpoints?
Let's talk. +1.800.835.3832

ttec.com

©2019 TTEC. All Rights Reserved.