

# Collaborative Intelligence in the Contact Center



## 4 ways successful brands strike a balance between artificial and human intelligence

Today's most successful brands use AI to enhance human intelligence in the contact center – not replace it – and they're seeing amazing results when it comes to improving customer satisfaction, retention, and long-term loyalty.

Although there are many ways to synergize machines and humans to improve customer satisfaction, these top four are driving the greatest outcomes.

### 1 Supercharge associates with RPA

Leading contact centers use Robotic Process Automation (RPA) to manage and simplify associates' mundane, repetitive, and time-consuming tasks like identifying customers in the system, updating outdated information, and re-routing calls.

Many organizations also use RPA to keep customers connected to systems of record via chatbots and voice assistants, so customers can act autonomously with internal systems to access bits of pertinent information quickly. For example, customers can track packages, check recent account activity, and update personal details seamlessly, in real time, without human intervention.

**RPA in action:** Use AI to tackle high-volume, repetitive tasks in the background, so associates can focus their attention on providing better customer experience.

### Better ways to use RPA

- Manual data entry
- Dynamic search options
- Sales order processing
- Document management
- Credit verification

It is expected that by 2025, businesses will gain a potential savings of **\$5 trillion to \$7 trillion due to RPA.**

SOURCE: "Saving Millions in the Time & Effort it Takes to Implement RPA," TimelinePI.

### 2 Revolutionize employee learning with AI-powered "customers"

Smart contact center leaders use AI to train associates faster, in more engaging ways, and at half the price. Specifically, many companies utilize advanced simulated training bots to play the "customer role" in on-demand, real-world scenarios. The bots can react to the accuracy, confidence, word choice, tone and sentiment, and behaviors of the learner – making it possible for associates to accelerate through training at their own speed.

Additionally, the AI captures interactions and makes results ready for trainees and supervisors after each simulated interaction, providing a real-time feedback loop to prompt immediate behavioral changes.

**Activate next-gen learning:** Use training bots to achieve operational and quality KPIs faster, while reducing nesting periods and boosting customer satisfaction.

Strategically pairing the strengths of AI with your employees leads to increased:

**+69%**  
Associate Satisfaction

**+68%**  
Efficiency

**+66%**  
Productivity

### 3 Empower associates with AI-driven advice

Today's most influential brands are using 'behind the scenes' bots in their contact centers to give AI-assisted suggestions to their human teammates, in real time. And these new 'bot-human dream teams' are revolutionizing the entire customer experience!

These next-gen contact center bots can monitor conversations (text and voice) between associates and customers, and parse through structured and unstructured data sources for the best answers – faster and better than any human ever could. So, customers get the exact information they want, right when they want it – without ever knowing there's a bot in the background assisting with answers.

**Signal the dream team:** Use 'bots in the background' to suggest next best actions and responses – in the moment – to improve average handle time (AHT) and first contact resolution (FCR).

**70%** of large and medium-sized operations expect AI will be used to support agents

SOURCE: The 2018-19 US Contact Center Decision-Makers' Guide (11th edition)

### 4 Cultivate smarter, more conversational chatbots

Progressive contact center leaders know today's consumers have little patience for bots that can't understand what they're saying or don't know how to provide an accurate answer. So, they spend extra time training and testing AI internally before letting it interact with actual customers.

Providing an environment for back and forth training between bots and associates will ensure AI is optimized before it's ever customer-facing. For example, using AI to deliver information to associates faster, and then encourage associates to "return the favor" by rating the value of that information received can teach bots how to improve future interactions.

Many companies encourage (and even incentivize) associates to act as customers and play with bots using common customer inquiries. This helps ensure their chatbots can respond to more complex questions without the need to escalate it to a human. This dramatically improves customer satisfaction as they get answers faster right in the channel they initiated contact with the brand.

**Deliver chatbot booster:** Use associates to refine and improve customer-facing chatbots to automatically shift the burden away from customers, so they can receive the best experience possible.

Virtual assistants and chatbots **reduce customer services costs by 30%**

SOURCE: "Can Chatbots Help Reduce Customer Service Costs by 30%?" Chatbots Magazine

### Intelligent automation in the contact center is here to stay

As AI, automation, chatbots, and virtual assistants become an integral part of our daily lives, it's foolish for brands to assume these technologies will simply replace all human capabilities. Innovation in technology moves at lightning speed and can become outdated and clunky very quickly. Use these four ways to tie technology and the human touch together to deliver a better customer experience than either can do alone – everywhere, every time.

Enterprises that blend AI and humans report their customer service efforts are more effective at improving both

**+61%**  
Customer Satisfaction

**+69%**  
Associate Satisfaction

SOURCE: Forrester

**Want to learn more?**

Learn more about our AI and Automation solutions here:  
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