

A young woman with blonde hair tied back, wearing a green jacket and a blue patterned scarf, is smiling while looking at her smartphone. She has large headphones around her neck and is riding a bicycle. The background is a blurred city street.

Don't Fear **Bots** • In Your Contact Centre

Learn how to set up bots and employees •
for shared success.

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Artificially intelligent bots are coming

○
32%

of major companies are applying artificial intelligence to customer service.

Tata Consultancy Services

○
33%

of executives indicated that over the next two years, they'll be investing in AI and robotic process automation for the contact centre

Deloitte

But even AI needs a human touch

Humans are still needed to support customers that don't want to interact with a bot, and to resolve issues that are beyond a bot's capabilities.

Here, we'll explain why intelligent virtual assistants (IVAs) are the future of bots and why it makes more sense for humans and IVAs to work together.

Humans + bots are better together

AI-powered bots offer a lot of benefits—to an extent.

Bots provide significant cost savings

For every second bots shave off average handling times, contact centres save nearly **£727,000** in annual customer service costs.

Businesses can reduce customer service costs by up to **30%** by implementing conversational solutions like virtual associates and chatbots.

By 2022, chatbots and natural language processing (NLP) will save companies nearly **£5.8 billion** per year in customer supporting costs.

And represent a growing industry

The global chatbot market is expected to be worth about **£900 million** by 2025.

In a survey of chief strategy officers, marketers, and sales executives from France, the Netherlands, South Africa, and the UK, **80%** said they already used chatbots or planned to use them by 2020.

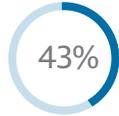
Over **one-fifth** of consumers in the UK would buy products and services from a chatbot, and are willing to spend **£315** on average.

But there's a lot that bots can't do: ○ —

WHAT EXECUTIVES SAY:



AI can't match a human in understanding customer emotion



can't deliver personalised responses



can't handle complex requests



can't build trust

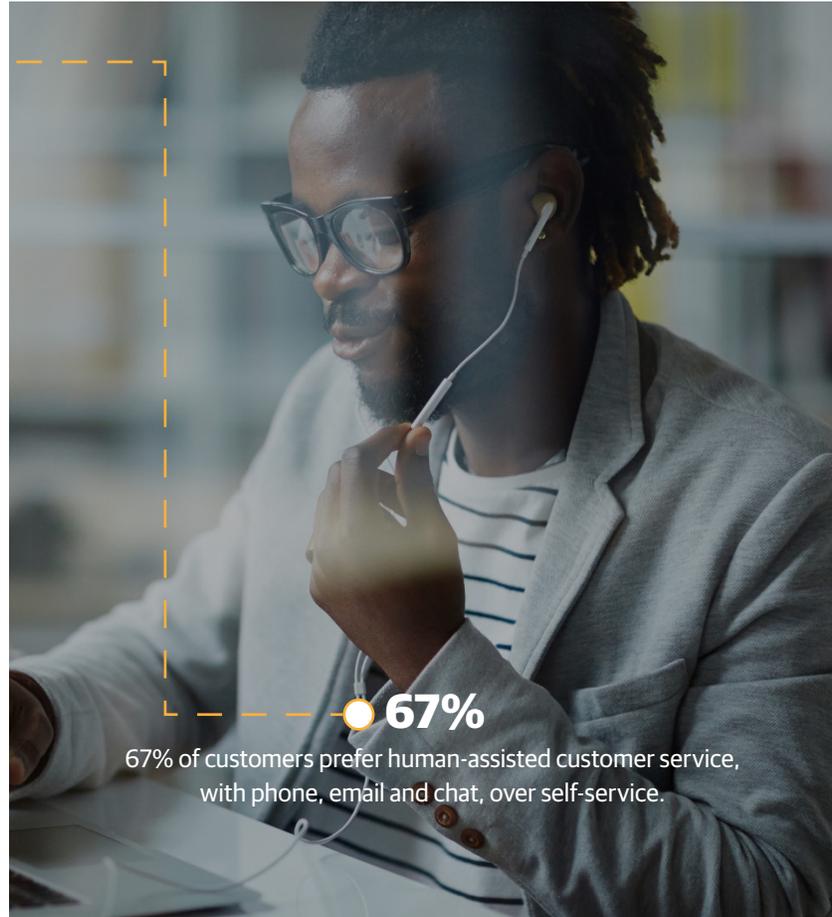
61%

Customer Satisfaction

69%

Associate Satisfaction

Enterprises that have blended AI with humans report that their customer service efforts are more effective at improving both customer satisfaction (61%) and associate satisfaction (69%).



Who has a bot?

Nearly everywhere you look, bots are supporting customers.



Retail and Entertainment

TickX: helps users find deals for music, comedy, theatre, and sporting events in the UK.

Burberry Messenger: Offers alerts for upcoming clothing lines, live chat, and other customer service features.

Who has a bot?

♥ Healthcare

Babylon: The NHS is testing a medical chatbot built by Babylon Health that asks people a series of questions to determine whether or not they need an ambulance.

Now Health International: The insurance provider's chatbot helps members find physicians in its network and get information about filing claims and quotes.

Who has a bot?



Financial Services

Société Générale Bot: The French bank is developing a chatbot that can answer questions about equity funds in its Romanian banking unit.

ClearScore: the London-based fintech firm offers a chatbot that helps people improve their credit score.

RBS: The Scottish bank's chatbot, Luvo, assists customers with replacing lost debit cards, resetting PINs, and other services.

Who has a bot?



Parking Tickets

DoNotPay: Created by a 19-year-old Stanford University student, this bot helps users contest parking tickets in London and New York.

Who has a bot?



Dining

Open Table Messenger: Allows users in the UK to search and suggest available restaurants to friends as well as make reservations through the bot on Facebook Messenger.

Who has a bot?



Travel

Sofia: TAP Air Portugal's bot answers customer queries via flytap.com about check-in options, flight updates, baggage rules, and special needs services.

Does a bot make sense for my company?

5 signs that your contact centre can benefit from bot services.

1 You get a high volume of queries from your customers

If your business receives a lot of repetitive questions, bots can take the load off your customer support team and redirect customers to human associates only when necessary.

2 You are targeting digitally savvy consumers

If your product lines are aimed at consumers who prefer chat over phone calls, use bots to deliver the experience they're looking for.

3 You have an active online presence

If you are using online channels like social media to communicate with your customers, bots can shorten response times.



4 You want to offer more chat services and increase organisational efficiency

You already have a knowledgebase, but are reluctant to hire more people for mundane and repetitive tasks. Bots can free up employees and help you allocate resources more efficiently.

5 Your company handles vast amounts of data and/or operates in a highly regulated industry

If integrated correctly, bots can process data rapidly and manage interactions across different systems and applications while staying in compliance with rules and regulations.

I don't want to be like everyone else - how can I build a better bot?

Meet an Intelligent Virtual Assistant (IVA)

Instead of building a chatbot that is essentially a repackaged FAQ, aim higher by creating an intelligent virtual assistant that can do the following:



Listen

to text and voice channels

Understand

enquiries and sentiment, in all required languages and across all use cases

Respond

with personalised & contextual answers

Know

when to escalate to a human employee, and be able to seamlessly transfer the customer

Remember

what it has learned

What do I need to build an IVA?

The key to success is integrating three platforms.



Enablement Platform

Technology stack in which the bot is coded and integrated with all touchpoints

- NLP, Sentiment Analysis, Answer Inference, Machine Learning, Data Store, Knowledgebase, Touchpoint UIs and integrations (e.g., Salesforce)



Training Platform

Knowledge engineering and training protocols

- Training content decomposition and transformation
- Knowledgebase content, Job Aids, call and chat logs, customer and associate feedback, analytics
- Performance feedback loop



Human Platform

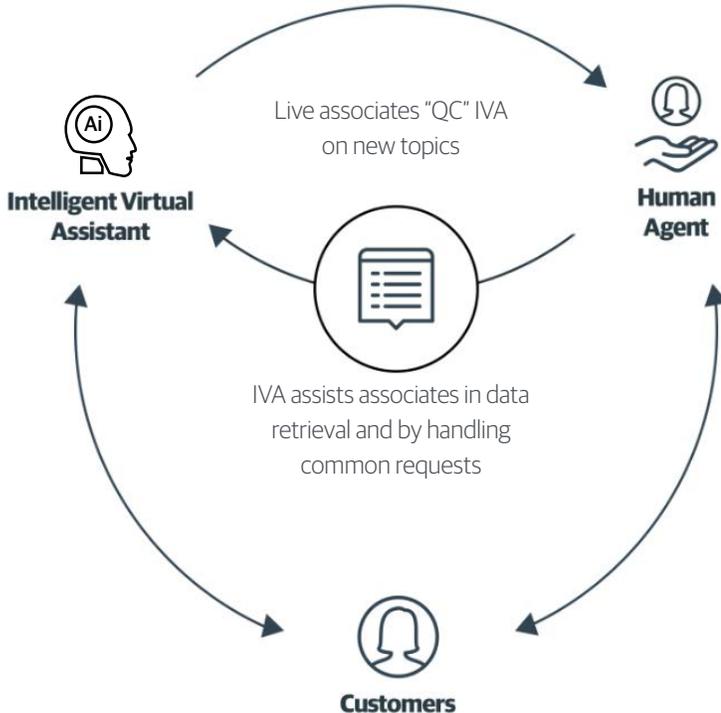
Associates

- Processes and protocols for seamless transfer of customer to associate within same chat window
- Knowledge verification and corrections fed back to training platform for continuous bot learning

The platforms combine to create a Digital Worker Factory built on one central knowledgebase. It enables multiple use cases rather than one-off, siloed bots.

Will a bot replace me?

Not with a hybrid service workforce, where bots help human employees and customers, and people help the bots learn.



IVAs are helpful, but they can't do it all. Envision a hybrid service workforce where IVAs and humans work together to serve the customer.

The IVA assists humans by handling common requests and retrieving data, allowing human associates to focus on engaging the customer.

As a result, the human associate's role in the contact centre and required skill set will shift. Humans will handle complex issues and be skilled in analysis, critical thinking, and emotional intelligence.

In some cases, the associate may send the customer back to the IVA to complete an interaction, such as processing a payment.

At the same time, humans will continue to train the IVA to be even more efficient in a closed, symbiotic loop.

How do humans and bots work together?

A human/bot team reduces average handle times, training periods, and more.



RealPlay

RealPlay Simulated Learning uses IVA technology to enable associates to “self serve” a portion of their training.

Solution Benefit

- **Improve associate speed-to-performance up to 50%**
- **Reduce training time up to 50% and nesting time up to 35%**



Agent Assistant

Agent Assistant leverages artificial intelligence to help agents access the right information to resolve issues most effectively and efficiently.

Solution Benefit

- **Reduce average handle time**
- **Improve first call resolution**
- **Provide consistent, compliant responses**
- **Prompt associates with Next Best Action**
- **Improve associate confidence and ESAT**
- **Train IVA to be customer-ready**

How do humans and bots work together?



Marketing Assistant

Solution Benefit

Marketing Assistant leverages "next best action" predictive artificial intelligence to qualify leads or proactively engage qualified customers.

- Increased lead volume and quality
- Increased cross-sell and up-sell
- Lead qualification/pipeline acceleration



Customer Assistant

Solution Benefit

Virtual Customer Assistants directly handle customer queries and can escalate to an agent as needed.

- Deflect Tier 0 and Tier 1 interactions up to 30-50%
- 24/7 availability, across channels
- Provide consistent, compliant responses
- Seamless escalation to human associates

What best practices should I be aware of?

6 tips for increasing productivity and performance by integrating bots and human associates.

1. Keep it short

Brevity isn't just the soul of wit—it's ideal for chat interactions. Short messages prompt customers to act immediately whereas customers may drop off if they have to scroll through a long message.

2. Start with well-defined tasks

Introducing an IVA just to have one is a waste of time and resources. Identify specific tasks or interactions where a bot can have a positive impact and expand from there. Also, don't expose your IVA to all your customers at once. Test a small subset before rolling it out to everyone.

3. Always have an IVA on hand

Even if a call is escalated to a human associate, the IVA should always be available to assist the representative, such as by pulling up information.

4. Be transparent

Communicate the value of using a bot to employees and help them adjust to it. Reassure employees that the bots aren't there to replace them while giving employees time to refocus on other tasks.

Similar to being honest with your employees, let customers know that they are talking to a bot or they will lose trust with your brand.

5. Align the IVA with your brand

When customers have a conversation with your IVA, it should be a natural extension of your brand's experience. For example, use the same colour palette in the chat box as your website and match the conversation tone with your brand's style.

6. Know when not to offer a bot

Don't direct customers to a bot when speaking with an associate may be easier and faster. Instead, use predictive analytics to offer the best path for customers.

Embrace, don't fear, bots/IVAs in your contact centre

Retrain and/or hire higher-skilled workers

They will be able to handle the more complex calls that IVAs can't.

Start with small wins

Deflect calls and optimise costs for simple operations.

Utilise IVAs strategically

E.g., have employees edit messages that are pre-written by AI to maintain a human touch while speeding up response times and remaining compliant.

Tap into a dynamic AI knowledgebase

Send the right information to associates faster as they interact with customers.

Focus on customer outcomes

Don't deploy IVAs just for the sake of having them.

Measure results

How will the IVAs be tied to the rest of your contact centre reporting? Do you have the tools in place to measure what's working and what's not?

About TTEC

TTEC (NASDAQ: TTEC) is a global end-to-end customer engagement services company that provides consulting, analytics, technology and turnkey operations to help brands acquire, serve, retain, grow and protect profitable customer relationships within and across all customer touchpoints. The Company delivers outcome-based customer engagement solutions through TTEC Digital, its digital consultancy that designs and builds human centric, tech-enabled, insight-driven customer experience solutions for clients and TTEC Engage, its delivery centre of excellence, that operates customer acquisition, care, growth and digital trust and safety services. Founded in 1982, the Company's 56,000 employees operate on six continents across the globe and live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit www.ttec.com.

