

How to deliver epic CX with today's 'behind the scenes' bots

Artificial Intelligence (AI) has officially entered the (contact center) building.

However, it's not in the way most media reports predicted. Instead of replacing human associates, virtual associates are collaborating with them to work faster and more efficiently, and the hybrid duos are wowing customers worldwide.



Let's face it. Customers are tired of interacting with dumb bots

No matter how human-like they may sound and act, customers know they're talking with robots from the very moment they hear that brief pause when the phone picks up.

And many customers are willing to accept these responsive bots - but only as a necessary evil. Every time they weave through a cluster of automated prompts and provide personally-identifiable information to a robotic sounding voice, customers keep their fingers crossed and hope the "helpful bot" will share the information with its human counterpart.

Often, the complete opposite happens - when customers finally reach a human, they're asked all the same questions and forced to repeat every single answer. A customer experience really couldn't be any poorer - unless of course, the customer reached an associate who can't solve their problem. But that never happens, right?



"Houston, I have a problem."



There's a new bot in the contact center. It's smart, hard-working, and gives great advice.

Rather than clunky consumer-facing bots, today's most useful AI-powered customer service reps never even interact with a customer. Instead, they work behind the scenes providing AI-assisted suggestions to help set up their human teammates for success as they assist customers.

These next-gen can bots can monitor conversations (text and voice) between associates and customers, and based on natural language understanding (NLU), parse through structured and unstructured data sources for the best answers – faster and better than any human ever could..

These sophisticated bots then display their findings on their human partner's computer screen, as he/she can reject or accept the AI-assisted suggestion and decide whether to personalize the response before sharing it with the customer. He/she can also rate their digital partner's advice and provide feedback, so the bot learns for continuous improvement.



The associate's "bot best friend" aims to enhance every customer experience.

Instead of subjecting customers to long wait times, AI-powered contact center helpers spoon feed human associates with straightforward answers to customer questions instantly and accurately, while reducing call time, and improving resolution rates and quality of service.

Meanwhile, the customer is not aware that a bot is assisting with answers in the background. All the customer knows is the person they're talking to can respond quickly, and with meaningful information that solves his/her problem, in the least amount of time.



Bots and humans are the new dream team

The reality is, while AI, chatbots, and virtual assistants become an integral part of our daily lives, it's not realistic to assume these technologies can simply replace all human capabilities. As contact centers evolve to address ever-changing customer expectations, the enterprises that promote teamwork between bots and humans will gain unprecedented customer experience wins and continue to pull ahead of the competition.

Are you using AI as a strategic part of your CX transformation?

Take our quiz to find out

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