

3 strategies to deploy the best of humanity and technology with intelligent automation



Technological advances in robotic process automation (RPA), artificial intelligence (AI), and machine learning (ML) are changing the face of customer care. However, just because you can automate processes in the contact center doesn't mean you should. To know which tasks to turn over to an AI and or an associate is a challenge.

Mastering this balancing act is what we call "intelligent automation," an innovative collaboration of humanity and technology bringing out the other's strengths. Learn how your contact center can impactfully deploy meaningful intelligent automation with these 3 strategies.

1. Utilize customer assist capabilities

Automatically connect customers to a system of records via chatbots and voice assistants in the channels customers prefer. It removes communication channel barriers, speeds up resolution, and eliminates the manual associate responsibility to resolve issues. Customer assist also uses automated intelligence so customers can act autonomously, self-serve, and interact directly with the internal systems without human intervention.

For your contact center operations, this can be beneficial by deflecting lower value Tier 0 and Tier 1 interactions, while also delivering 24/7 customer support at scale. At the same time, the faster resolution times chatbots can accomplish for less complex issues can help improve overall contact center KPIs such as average handle and customer satisfaction ratings.

2. Avoid technology for technology's sake

It's important to train your AI about what interactions are best to automate and what to keep under human control. This leverages the institutional knowledge of the contact center staff to augment services in new, innovative ways, while maintaining the quality and tone of traditional interactions. Employees are needed to help the AI learn, reason, and optimize different types of customer interactions.

In the competitive contact center space, employees are a company's differentiator. They are brand ambassadors and often have the "secret sauce" of what makes a customer interaction successful.

Intelligent automation: what's in it for you



Deliver 24/7 customer service at scale with self-service options



Deflect lower value Tier 0 and Tier 1 interactions



Let associates focus on the higher value, more complex interactions



Reduce AHT without a loss in resolution quality



Increase associate speed to proficiency and confidence by utilizing next best action

It could be a certain inflection, phrasing, or cadence, or knowing when to push and when to pull back. These are all insights that human associates can help teach the AI systems to be more thoughtful.

3. Let AI be a virtual co-worker

Use automation and AI behind the scenes to help associates. Connect them with the information in the systems of record more quickly and effectively. They can interpret information and data accessed in real time and scale to help customers resolve issues. The intelligence can then serve associates the right information at the right time.

This thoughtful automation approach in the contact center marries human intuition, creativity, and empathy with a computer's brute-force ability to remember and calculate a staggering number of options and outcomes.

Embrace the best of both worlds

Intelligent automation applies the best of both humans and technology to develop and improve interactions for enterprises at scale. The result is a contact center designed to operate quickly, accurately, and enable the fantastic customer experiences that had previously been out of reach.

Contact Us

TTEC is invested in automation that provides customer self-service that enhances associate experiences and efficiency.

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