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The bridge to possible

Designing, implementing, and maintaining an AI driven customer centric contact center experience

Kevin Simpson Customer Success Manager

BRKCCT-2899

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Cisco Webex App

Questions?

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<https://ciscolive.ciscoevents.com/ciscolivebot/#BRKCCT-2899>

Agenda

- Why bots?
- Understanding your business
- Fundamental bot elements
- Planning the bot design
- Bot placement
- Exploring use cases
- Continual improvements

Why Bots?

Why Bots?

- I want a new and exciting way for my customers to interact with my business
- I want to provide faster service
- I want lower handle times

Why Bots?

- I want my agents to focus on value adding tasks.
- I have a specific use case(s) that receive a lot of traffic
- I want to automate specific requests

The purpose of adopting Contact Center AI is to augment your staffing needs while providing the same or a better level of service for your customer.

Understanding Your Business



Questions to get you started

- What does your business do?
- How do your agents help you accomplish the goals of your business?
- How can you help your agents focus on activities which are going to add value back to the business?
- What activities can you take off your agent's plates?

How do your agents spend their time?

Value adding activities

- Helping customers understand the differences between offerings
- Using their subject matter expertise
- Performing complex tasks

How do your agents spend their time?

Non-value adding activities

- Answering frequently asked questions
- Gathering or confirming customer information
- Performing lookup tasks

Controlling cost while enabling growth

- Labor cost can make up to 95% for your total cost for a contact center
- Labor shortages are growing

Fundamental Bot Elements

Intents

- Used to categorize end-user intentions for each conversation turn.
- Can also be referred to as “Articles” in some bot types.
- What are you trying to do?

Utterances, Variants, or Training Phrases

- An alternate way of signaling an intent
- Like a thesaurus of phrases
- Recursive examples:
 - What are utterances?
 - What are variants?
 - What are training phrases?

Entities

- Used to identify and extract specific data from end-user expressions
- Variables that are pulled from the user's intent OR are required for fulfillment steps and can trigger additional intents to fire off so that the required information can be gathered.

Contexts

- Used to control conversation paths OR link the answers from the last question to the next, just as people do.
- A silent yet understood, “Is there anything else that I can do for you?”
- Can be based on the intent
- Can erode after N questions
- “What time is it in Las Vegas?”
- “What is the temperature?”

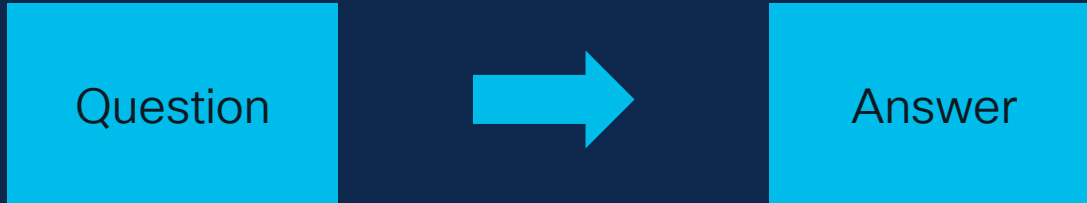
Fulfillment

- Making the magic happen
- Can be linked to another intent
- Provide an answer to a question
- Looking up information on an external system
- Making a change on an external system

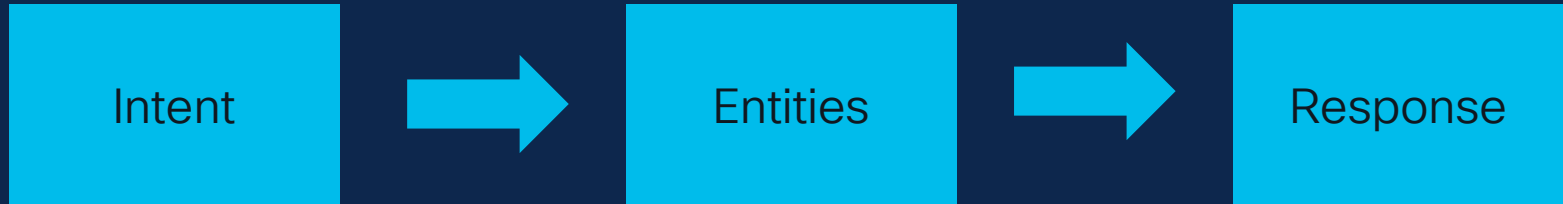
How do I plan
my bot design?



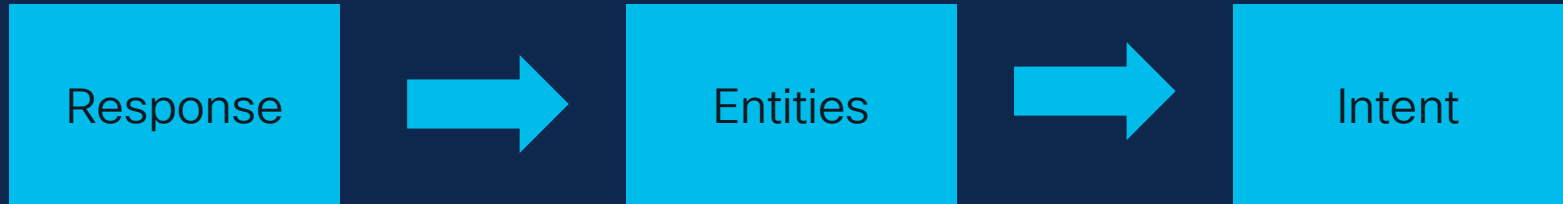
How we picture an interaction



When we look closer



How we need to approach the design



How we need to approach the design

Response

What do we need to return?
What calls do we need to make?

Entities

What values will we need to collect to
make the call(s)?

Intent

How will the customer ask the
question?

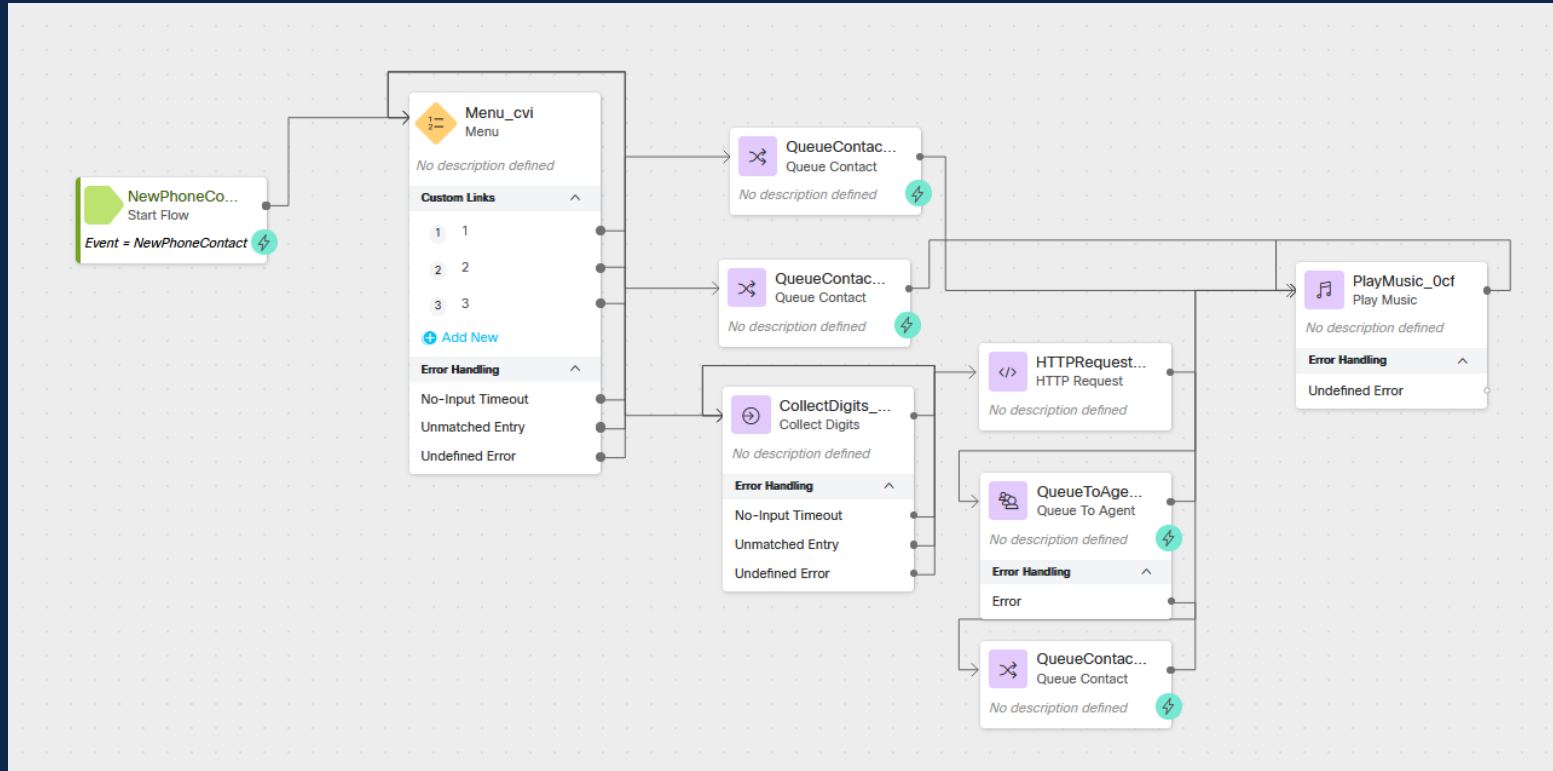
How we need to approach the design

Response

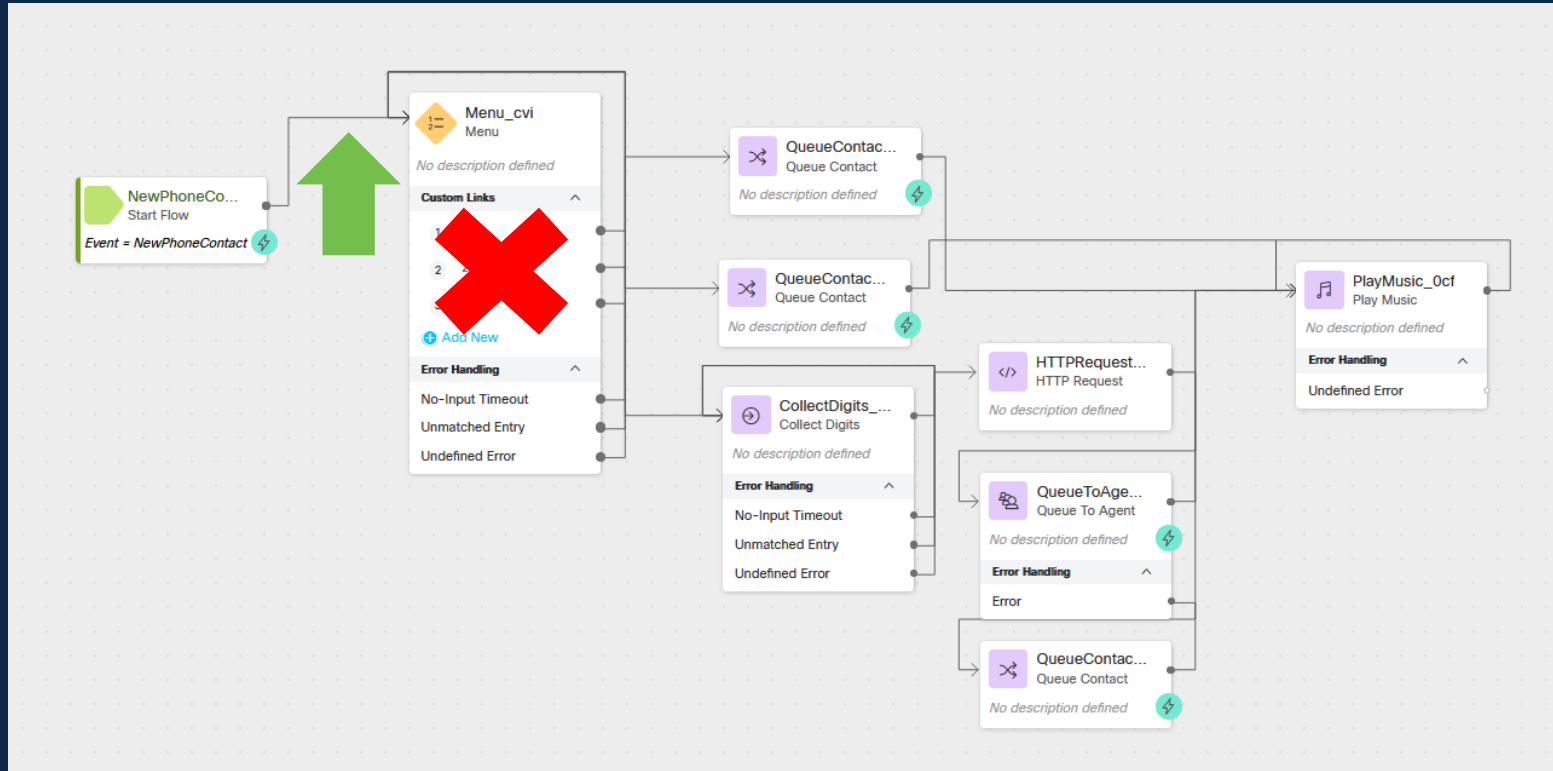
- This is where we need to spend the most time.
- Focus where you can be most successful first
- It is okay to start small and develop additional functionality over time

Where should I put my
bots?

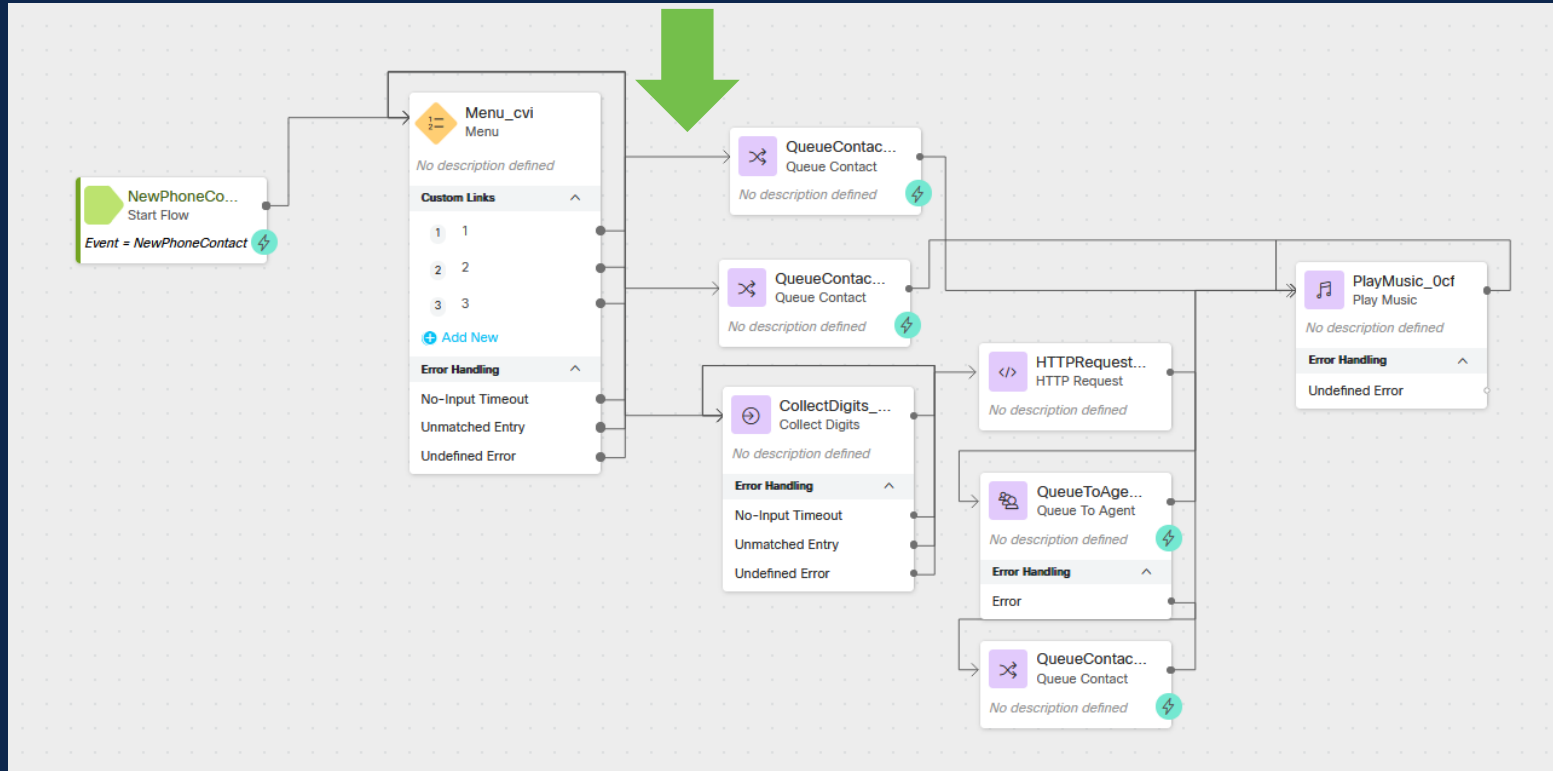
Bots sit between your customers and agents



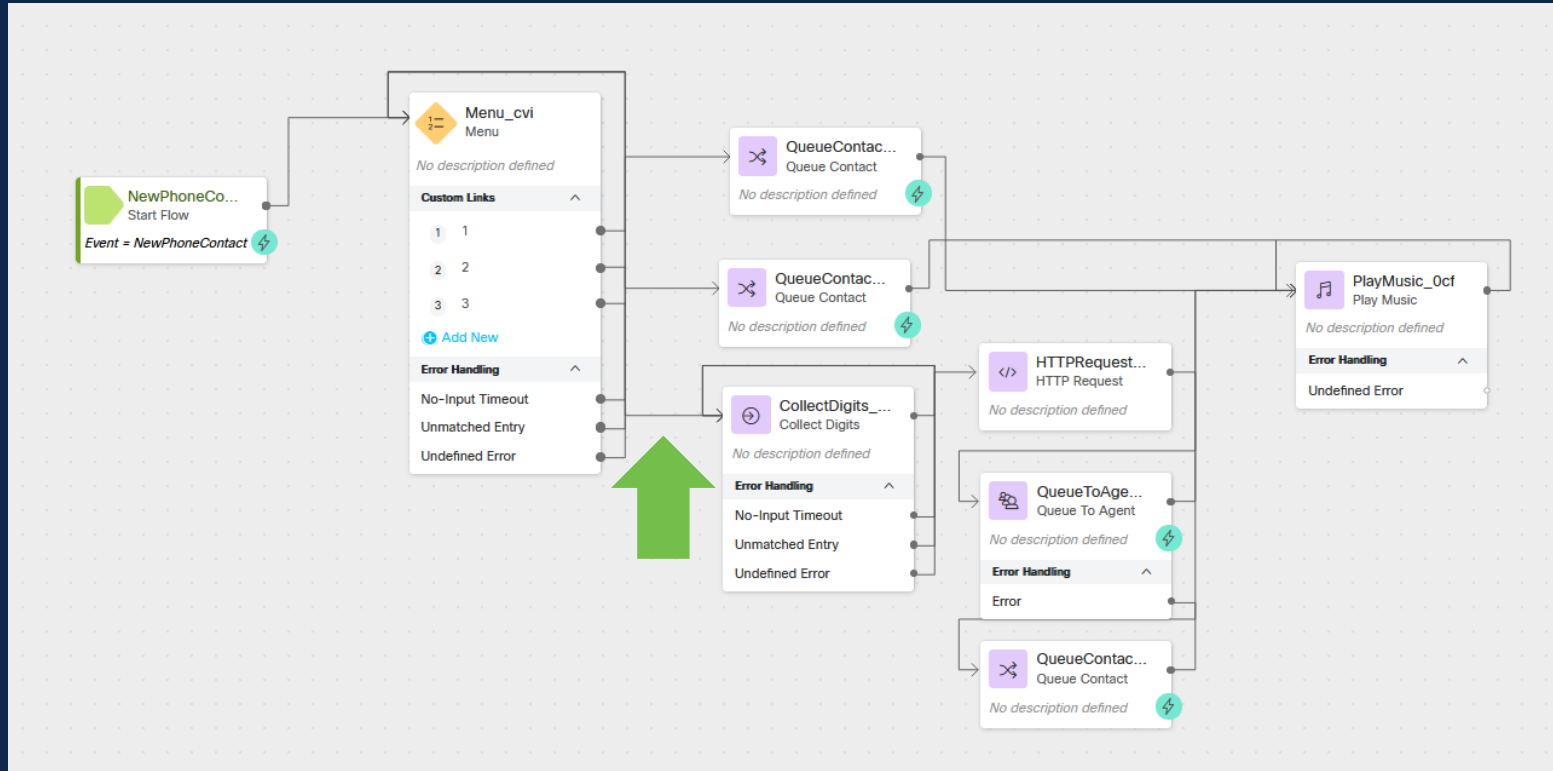
Bots sit between your customers and agents



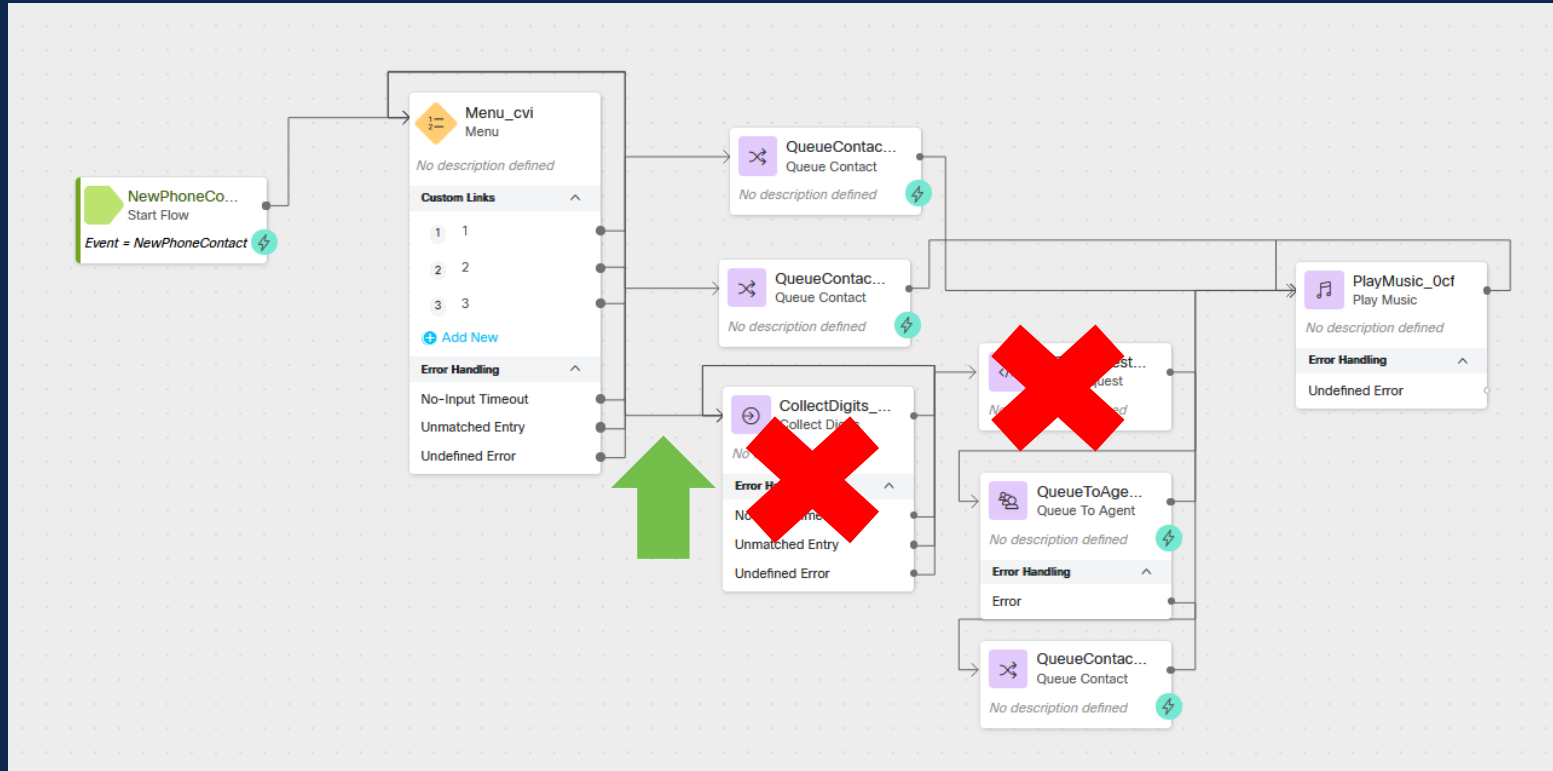
Bots sit between your customers and agents



Bots sit between your customers and agents



Bots sit between your customers and agents



Full Containment vs Partial Containment

- Full Containment
 - The caller can self serve without an agent interaction
 - Provides the most labor savings
- Partial Containment
 - Can identify the customer and reason for calling
 - Data can be used for intelligent routing or planning for intelligent routing
 - Information passed to the agent can save interaction time

Let's Dive Into an Example



Pool Supply Company

- Checking on order status
- Is a part in stock?
- Looking up a compatible part for X
- Troubleshooting an installation

Pool Supply Company

Checking on order status

- Lookup an order with an order number
 - Entities: Order ID
 - Action: Lookup current order status and return the value to the caller
- Lookup an order based on caller information
 - Entities: Business ID
 - Action: Return a list of orders for the caller to choose from
 - If there is more than one order, let the customer choose which order they are asking about
 - Pass Order ID to Lookup an order

Pool Supply Company

Is a part in stock?

- Lookup a part by model number
 - Entities: model number
 - Action: Query warehouse stock table and return a count of available stock
- Lookup a part by make and model name
 - Entities: make name, model name
 - Action: Lookup the model and return the model number
 - Pass the model number to lookup a part by model number

Pool Supply Company

- Checking on order status
- Is a part in stock?
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- Troubleshooting an installation

The Best Laid Plans



Desire Paths



Desire Paths



Getting better over time



It is not all or nothing

- Making incremental changes can allow you to realize labor cost savings faster
- Start where you can be most successful
- Stand on the shoulders of a giant
- Simply gathering and confirming customer information can shave a substantial amount of time from your agent's interaction

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Thank you

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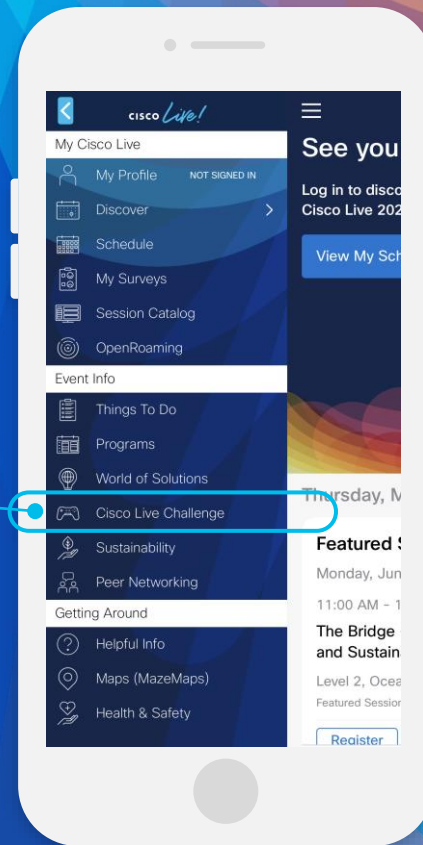
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