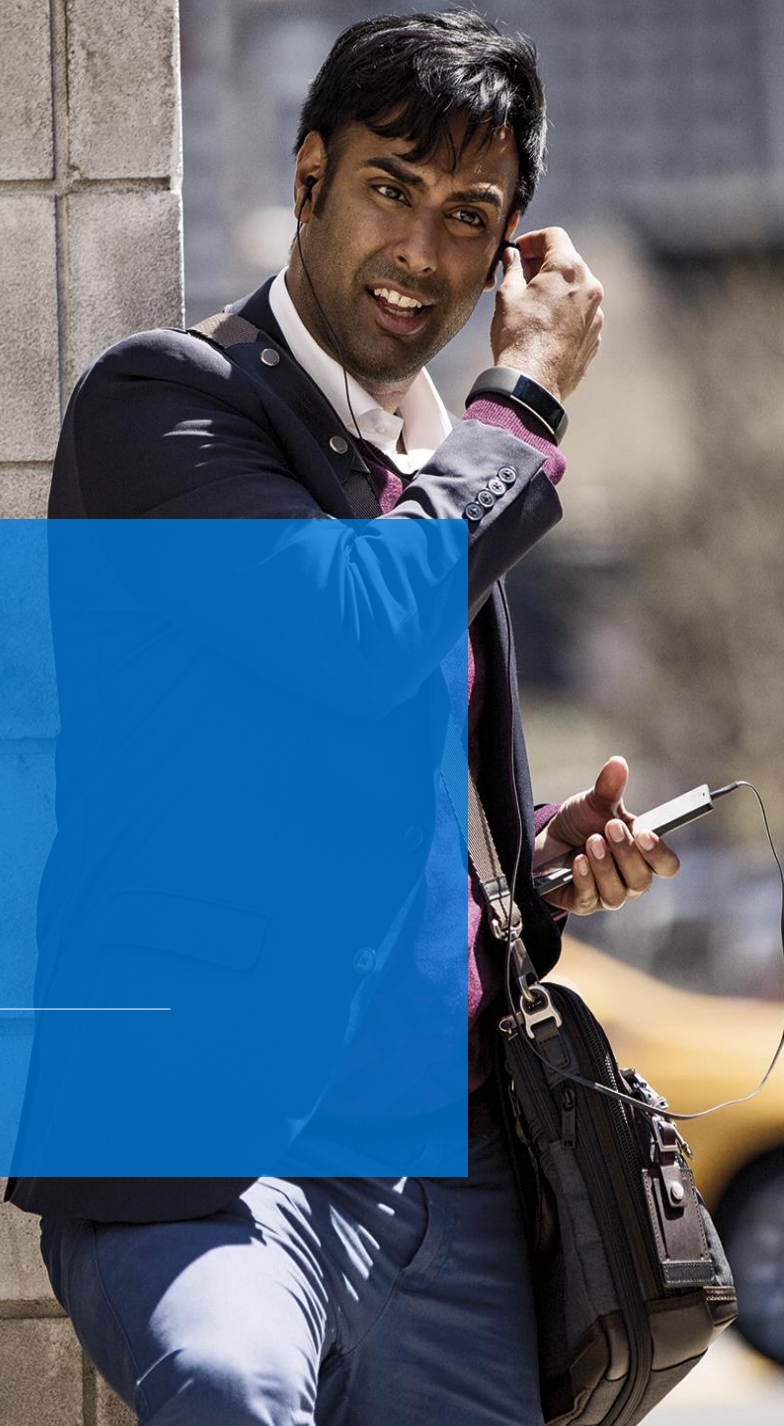




Call Center Automation

Cortana Intelligence Suite



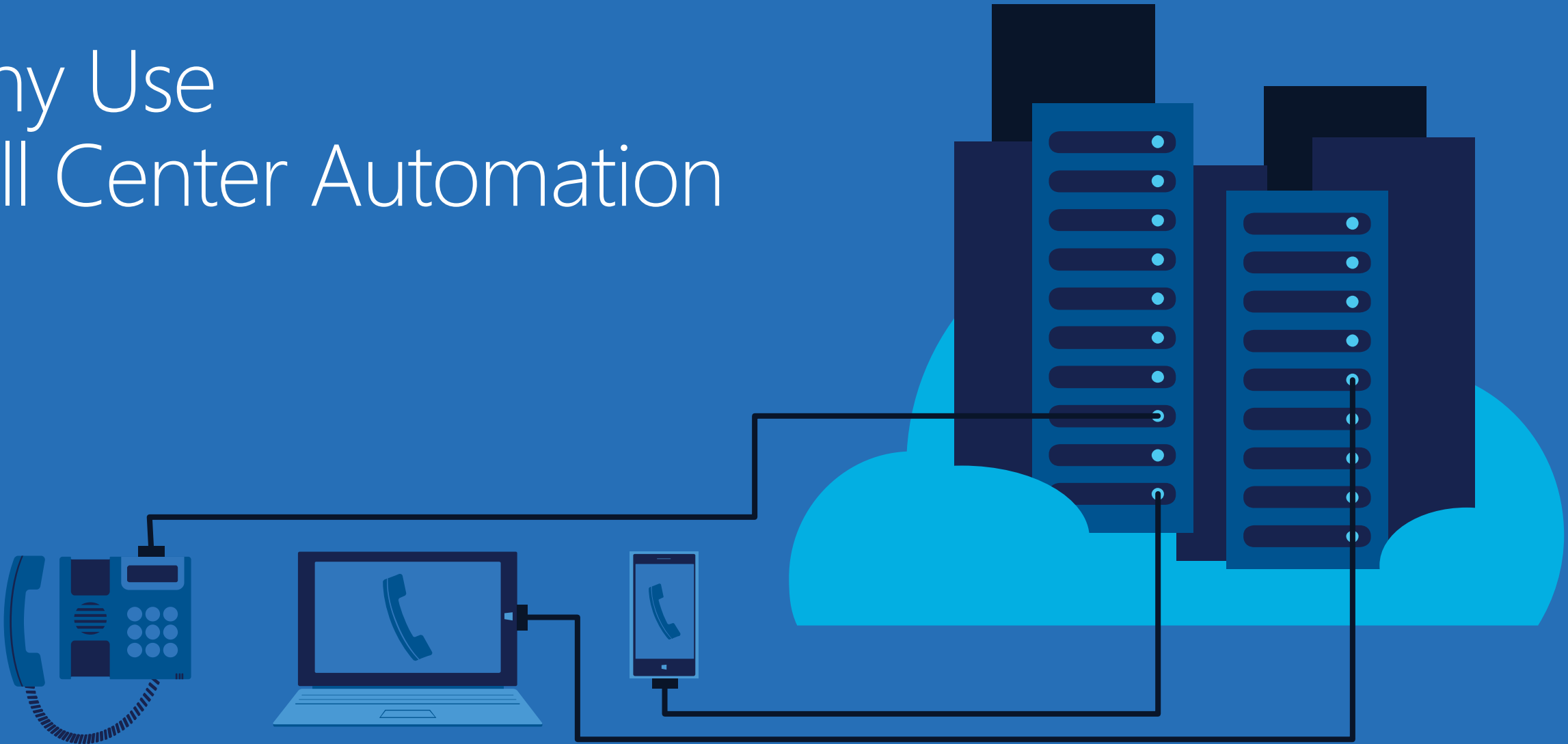
Call centers are essential to businesses of any size. In fact, 61% of consumers prefer to communicate over the phone with most of them preferring self-service¹.

Call Center Automation (CCA) is the ideal solution to satisfy these consumer needs. Businesses with no call center solution can easily implement the solution to build and improve customer relations and companies with a manned call center or an older automated solution can utilize CCA to better customer satisfaction while optimizing costs and productivity.

Call Center Automation provides an intelligent, natural, and easy self-service experience that can be repurposed across other customer service channels.



Why Use Call Center Automation



Call Center Automation | Cost of Human-operated Call Centers



45.4
BILLION CALLS/YR

X

AVG OF
\$5.90 PER CALL



=

OVER
\$267 BILLION²

Customers spend

60 Million Hours per Year
on hold with call centers.²

That's approximately

326 trips to
Pluto and back.⁴



Call Center Automation | Benefits

OPTIMIZE



Company Costs

Over 51% of call center costs are towards call center agents' salaries and 8% for training and recruiting³

IMPROVE



Customer Satisfaction

Customers can access their information or account status at their convenience and quickly.

REDUCE



Response Time

Call Center Automation is able to access systems and files quickly and relay the requested information

RECOVER



Employee Resources

Live agents do not need to attend to the repetitive, simpler tasks. This frees their time for more in-depth calls.

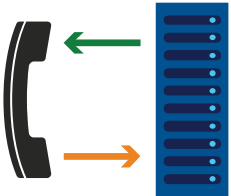
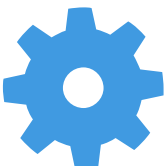
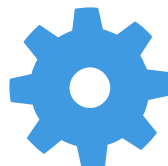


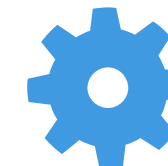
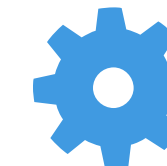

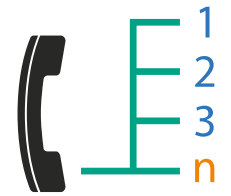







ADAPT



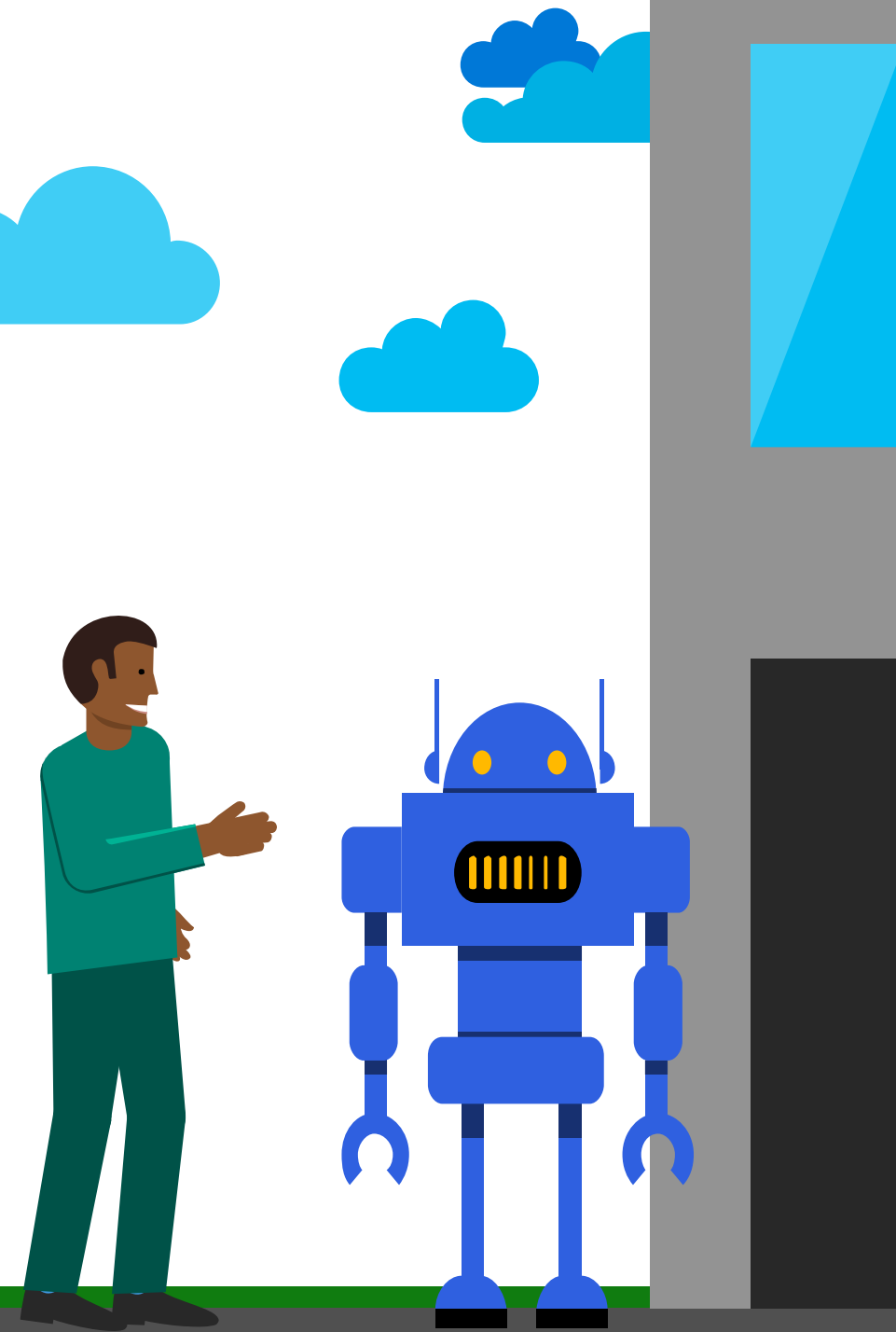
Future Needs

The Call Center Automation solution can be expanded to meet standards and needs as they change or evolve.

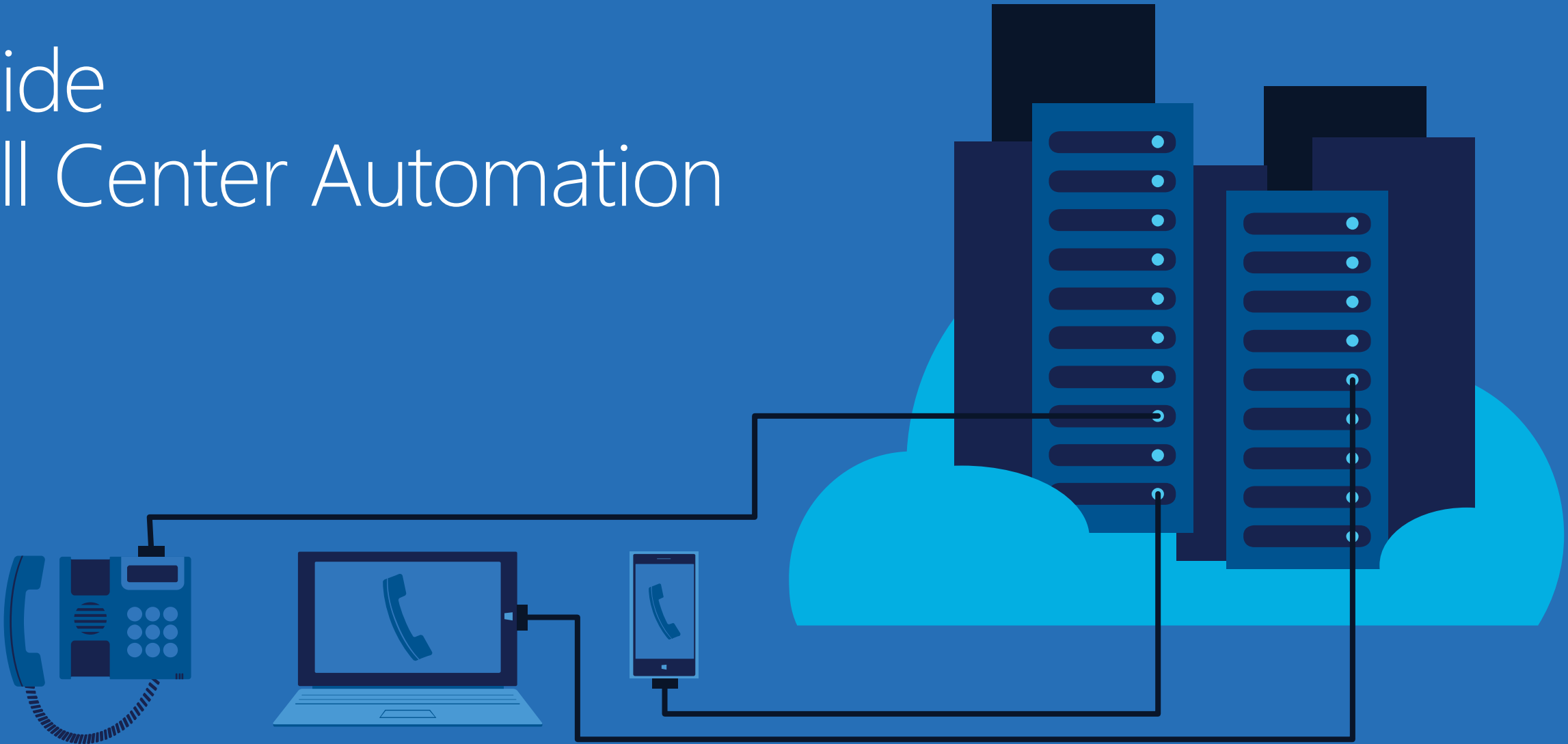
Call Center Automation vs Touchtone Responsive Systems

	Self-service	Hands Free	Speech Recognition	Multi-language Support	Low Cost	Next-gen AI	Expandable
 Call Center Automation							
 Touchtone Responsive Call Systems							

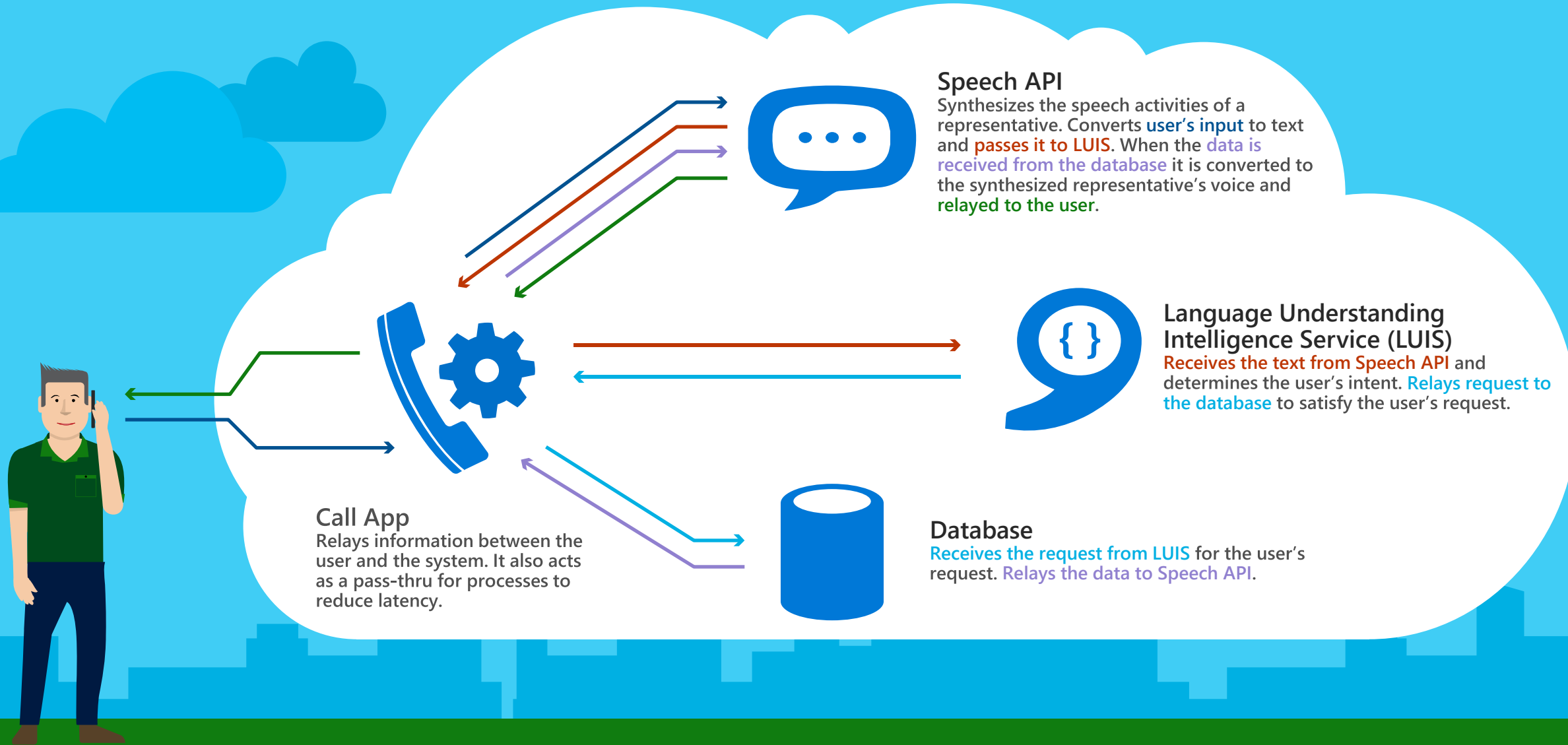
By 2020 the
customer will
manage 85%
of the relationship with an enterprise
without interacting
with a human.⁵



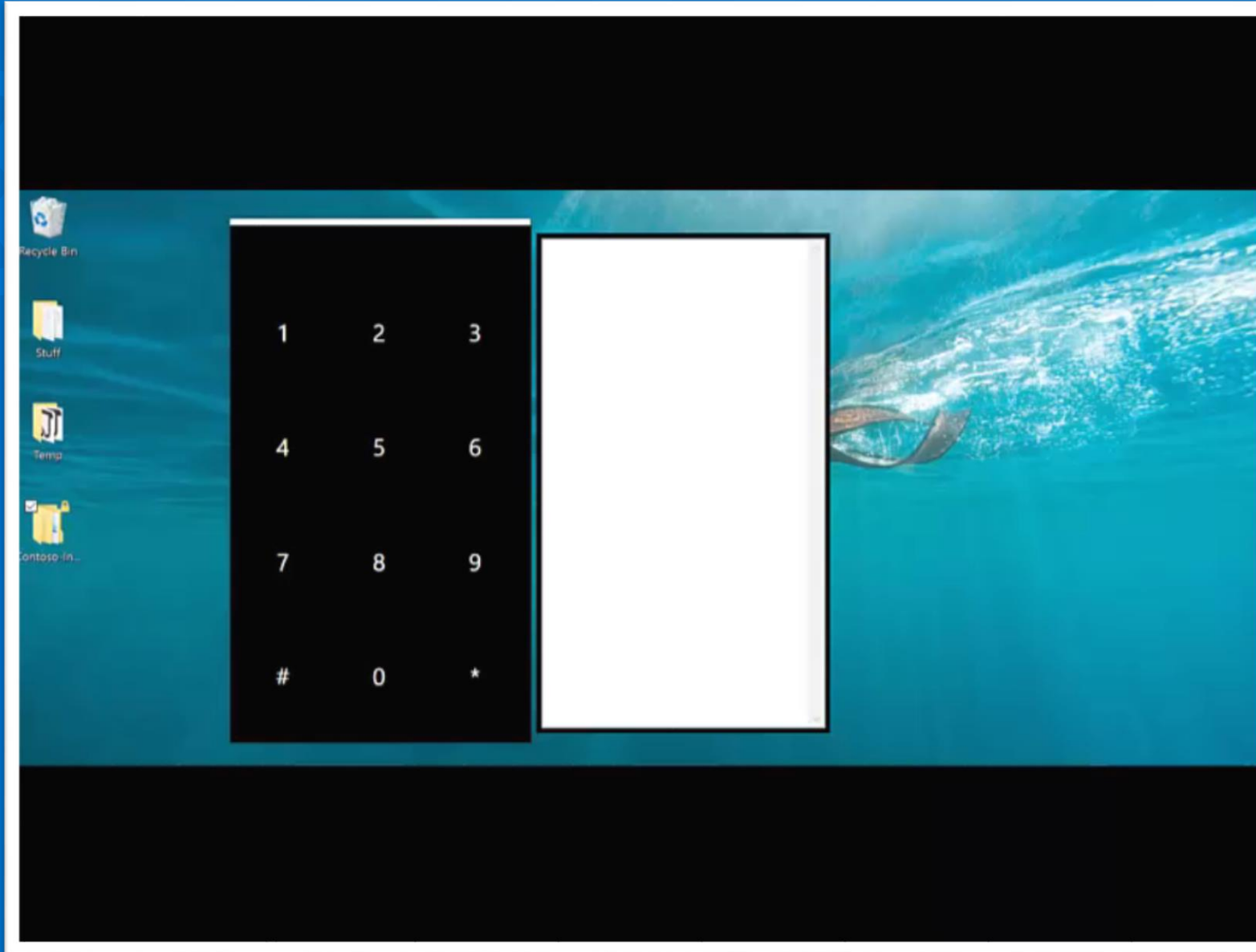
Inside Call Center Automation



Call Center Automation | Call Architecture



Cortana Intelligence Suite | Demo



Cortana Intelligence Suite



Cortana Intelligence Suite | Overview

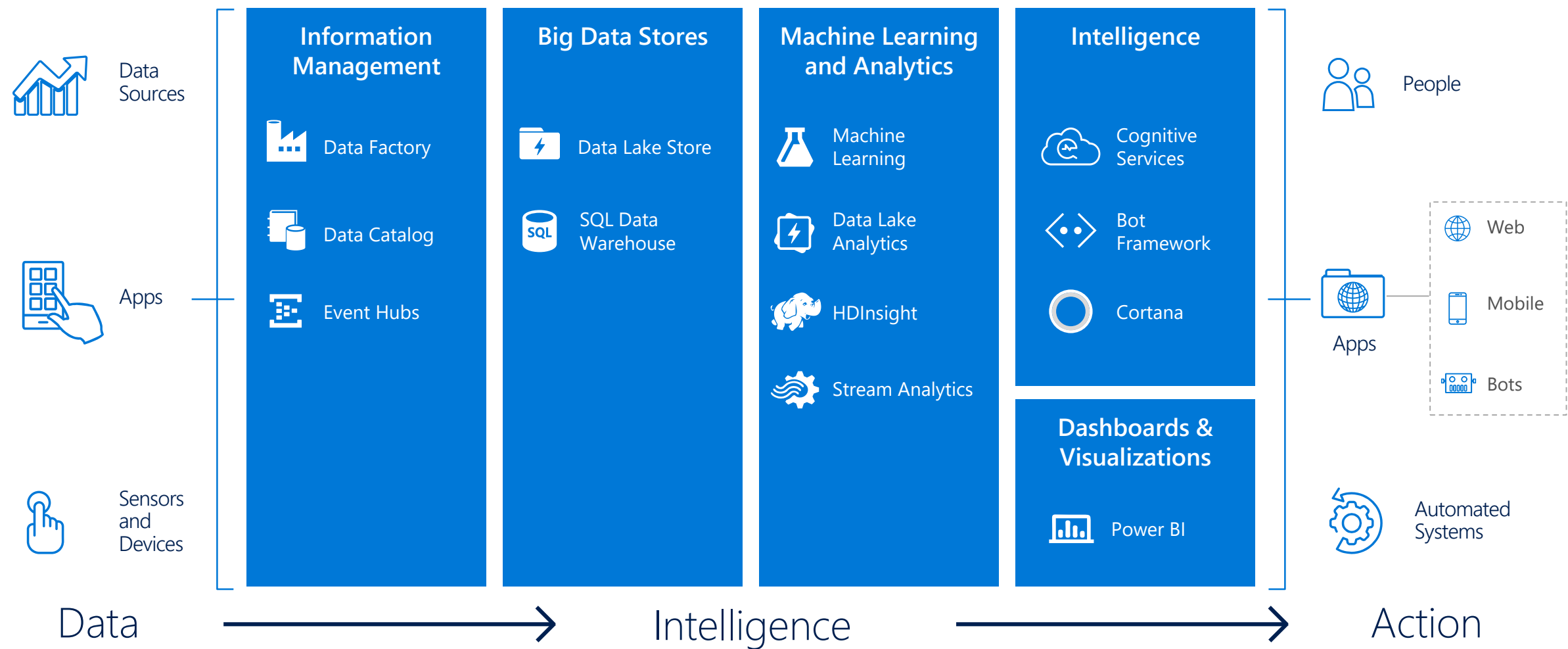
Cortana Intelligence is a fully managed **big data and advanced analytics suite** in the cloud that **transforms data into intelligent action**.

Cortana Intelligence...

- Allows you to collect, manage, process and store all your data that can seamlessly and cost effectively grow over time in a **scalable** and **secure** way.
- Provides **easy** and **actionable** analytics powered by the cloud that allow you to predict, prescribe and automate decision making for the most demanding problems.
- Enables **intelligent** solutions through cognitive services and agents that allow you to see, hear, interpret and understand the world around you in more contextual and natural ways.



Cortana Intelligence Suite | Overview

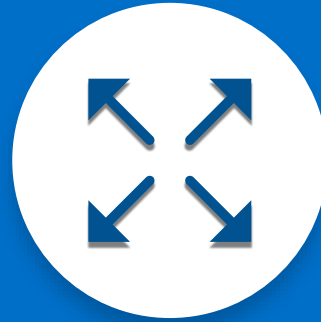


Cortana Intelligence Suite | Advantages



COST

There are no upfront costs or COGS (Cost of Goods Sold) component costs associated. Meaning there is no need to invest in hardware, software, and/or IT maintenance. This translates into a substantial reduction in business risk.



SCALABILITY

Servers for computing and/or storage can be deployed and scaled on an as-needed basis and can be done quickly and easily. This effects the cost efficiency advantage of a cloud-based solution with a pay-for-what-is-used policy.



GROWTH

Features, components, and capabilities are consistently being introduced and evolved in Cortana Intelligence Suite. As such, they can easily and quickly be implemented in a cloud-based solution.

Cortana Intelligence Suite

Cognitive Services

Cognitive Services is a set of cloud services, APIs and SDKs that are part of the Cortana Intelligence Suite. Cognitive Services enables organizations to build intelligent solutions that can see, hear, interpret and understand the world around you and makes all applications more intelligent and engaging. Cognitive Services expands the existing perceptual intelligence capabilities like Vision, Speech, Text and Face detection to include new cognitive capabilities such as Emotion and customized Language Understanding.



Appendix



Cortana Intelligence Suite | Benefits

Cortana Intelligence Suite enables you to realize your business outcomes by providing tools to transform data into intelligent action. It transforms entire systems of production, management and governance by enabling you to reap business benefits such as:



Improve visibility
and prediction
accuracy



Get the right
products to the
right places
efficiently



Offer customers
exactly what they
want, when they
want it



Fix problems
proactively before
they start



Capture new
business
opportunities

Use Cortana Intelligence Suite to improve outcomes and solve challenges across all aspects of your business.

Call Center Automation | References

¹<https://www.talkdesk.com/blog/10-customer-services-statistics-for-call-center-supervisors/>

¹<https://www.zendesk.com/resources/searching-for-self-service/>

²<https://www.zendesk.com/blog/call-centers-are-here-to-stay/>

³<https://www.zendesk.com/blog/call-centers-are-here-to-stay/>

⁴<http://www.couriermail.com.au/news/million-hours-spent-on-hold/story-e6frer4f-1111114777065>

⁴<http://www.universetoday.com/119264/how-long-does-it-take-to-get-to-pluto/>

⁵http://mktimages.gartner.com/pv_obj_cache/pv_obj_id_92DB197B681D1A1003F701CB30B626FF3B111B00/filename/brochure_crm_2011.pdf