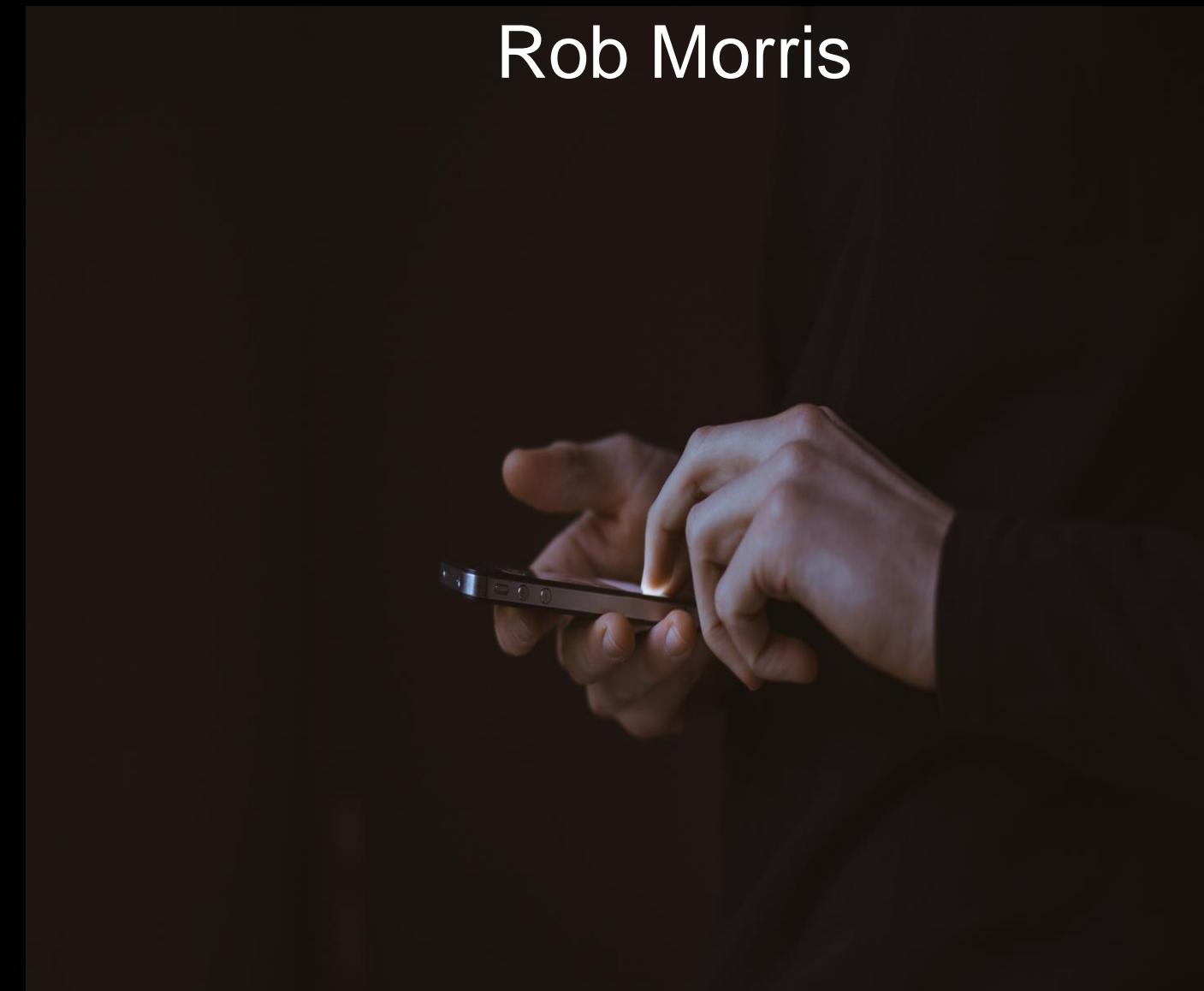


The role of FM in creating the
seamless customer journey;
now and into the future

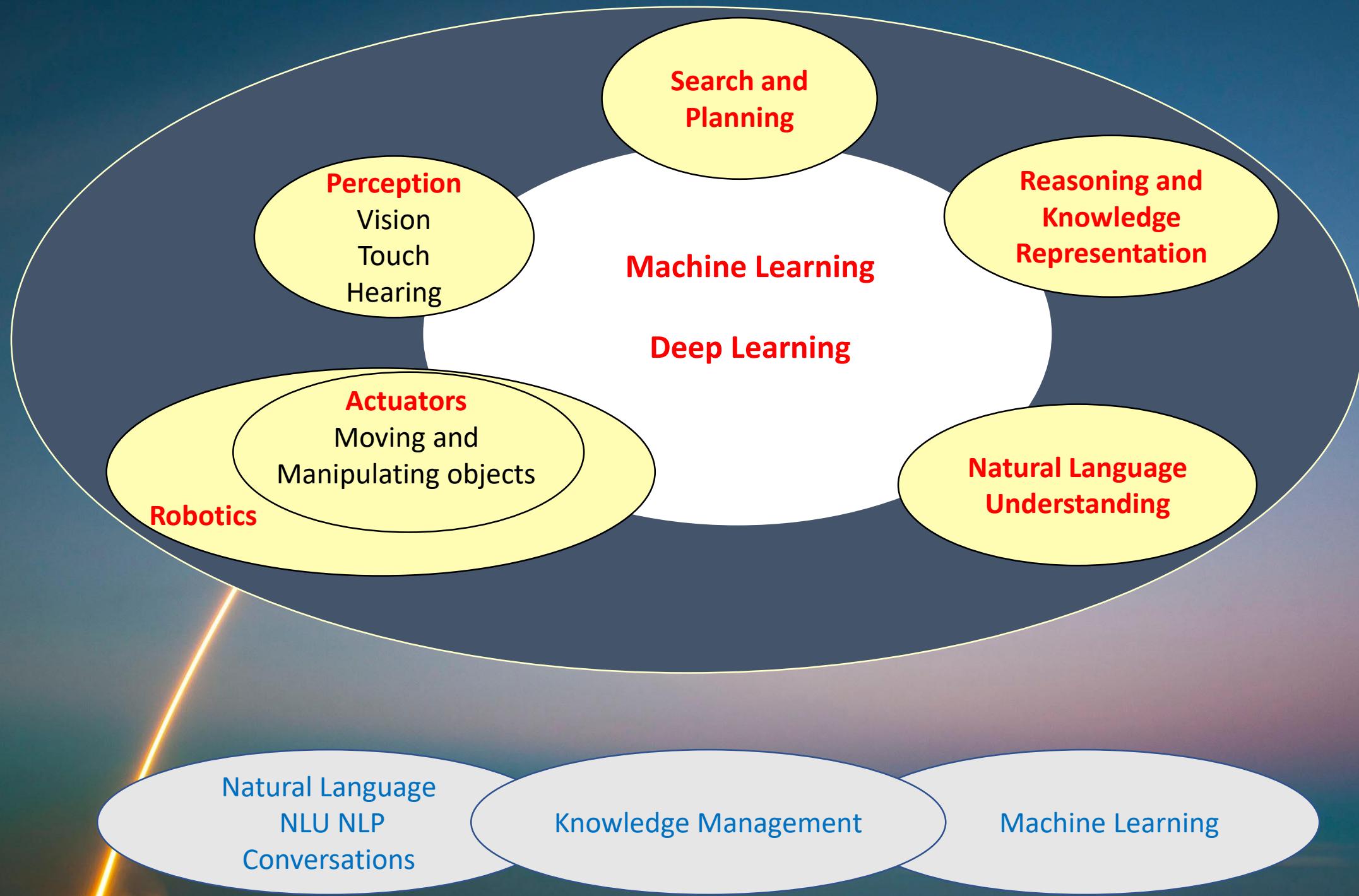
and employee

Rob Morris



Designing for human intervention only where it adds value to your customers or employees or where they protect the enterprise





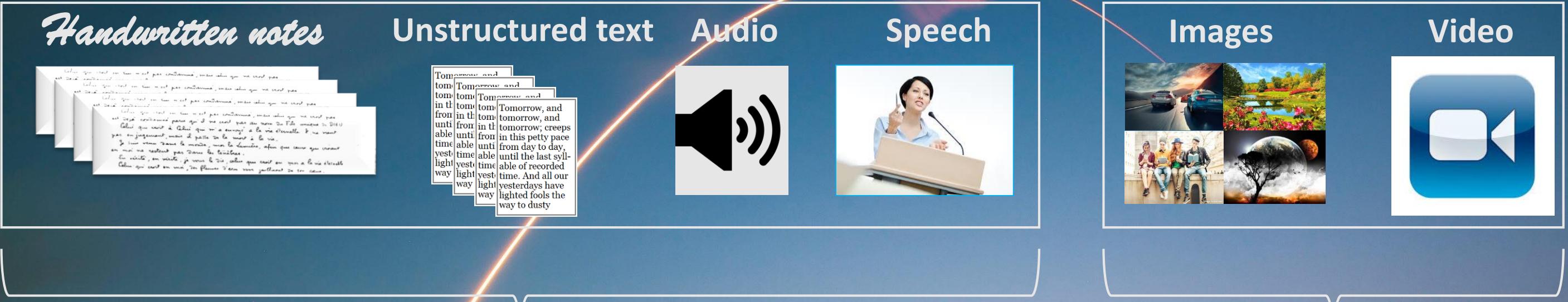
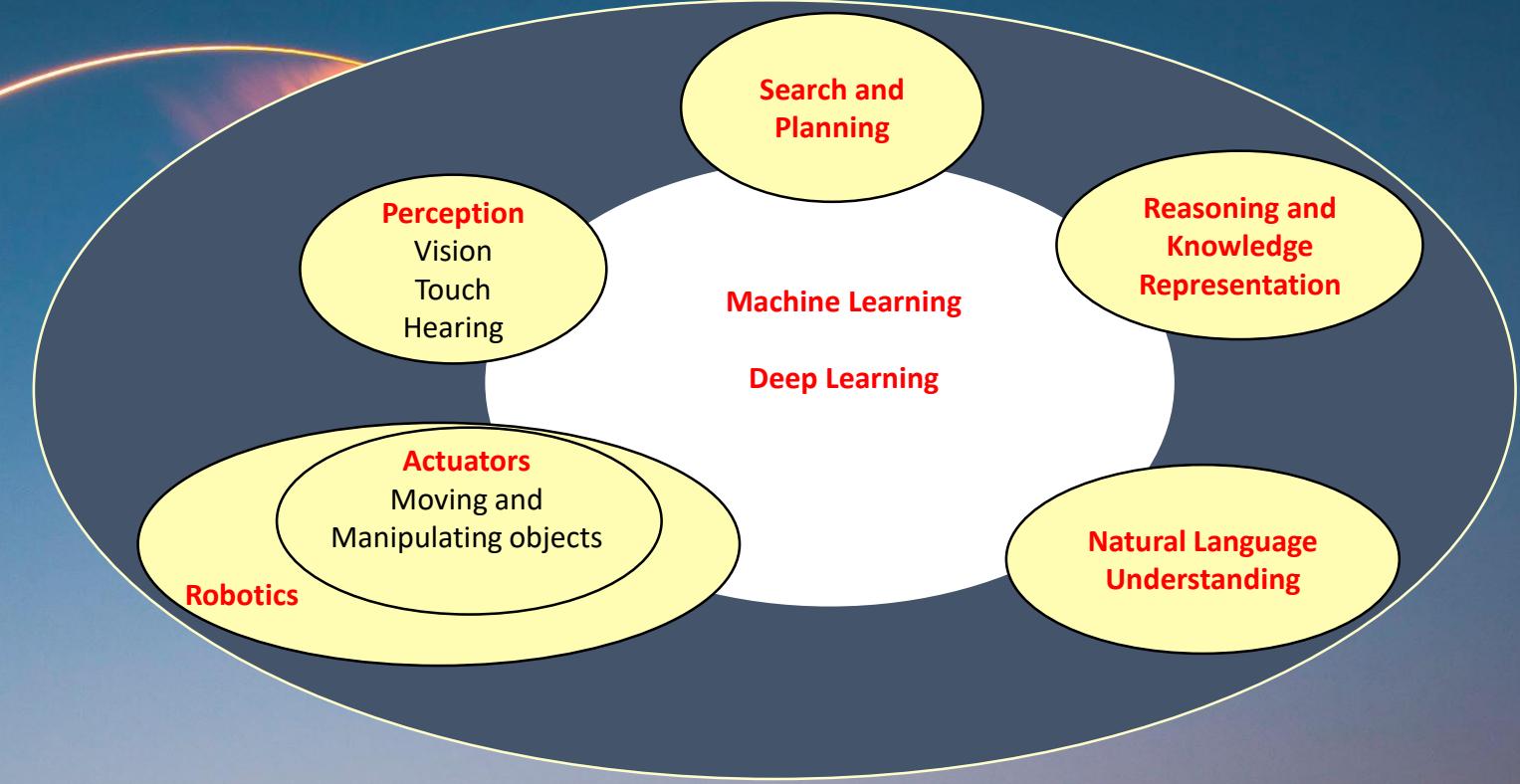
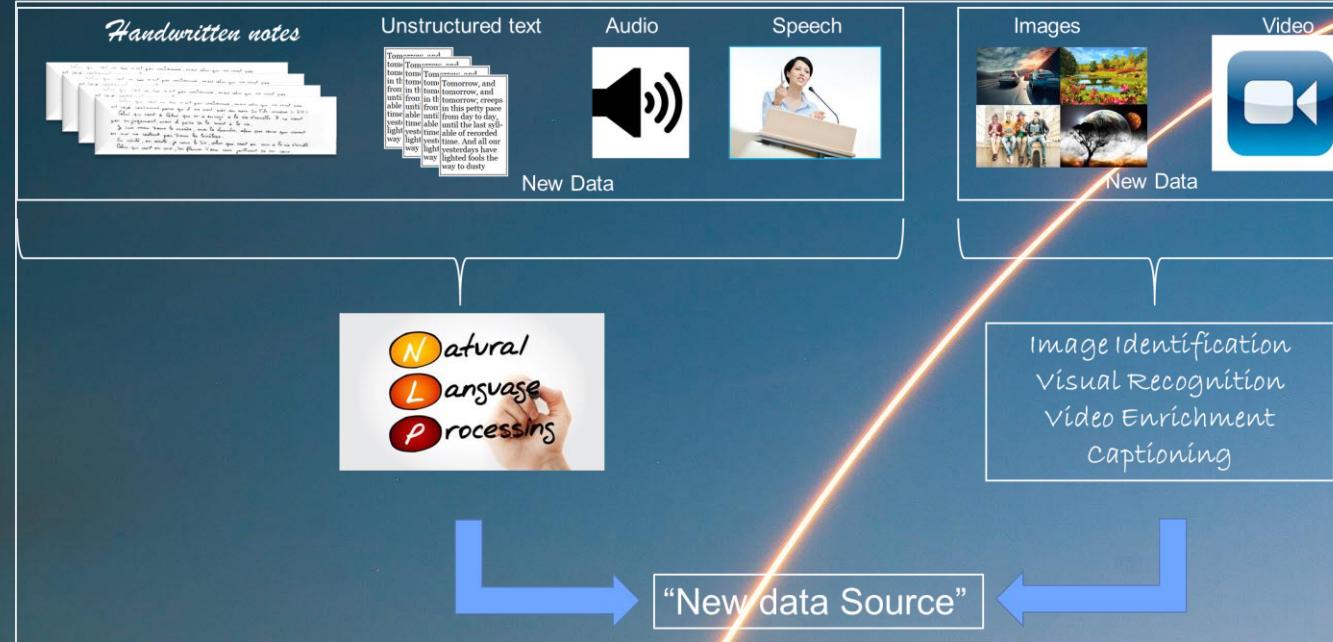
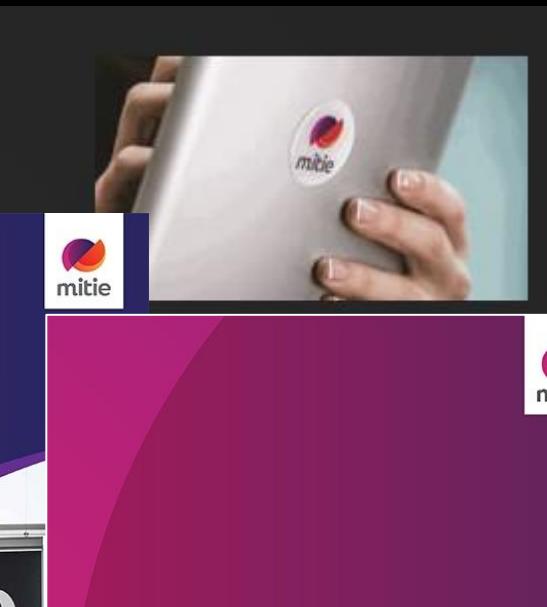
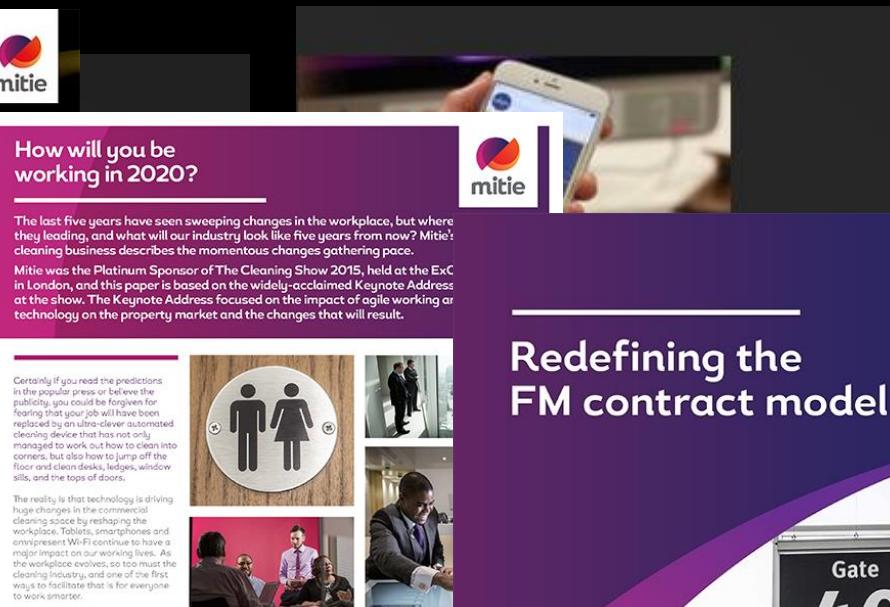
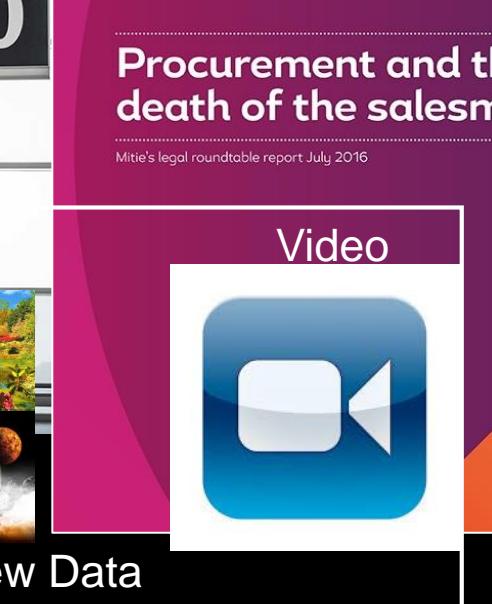
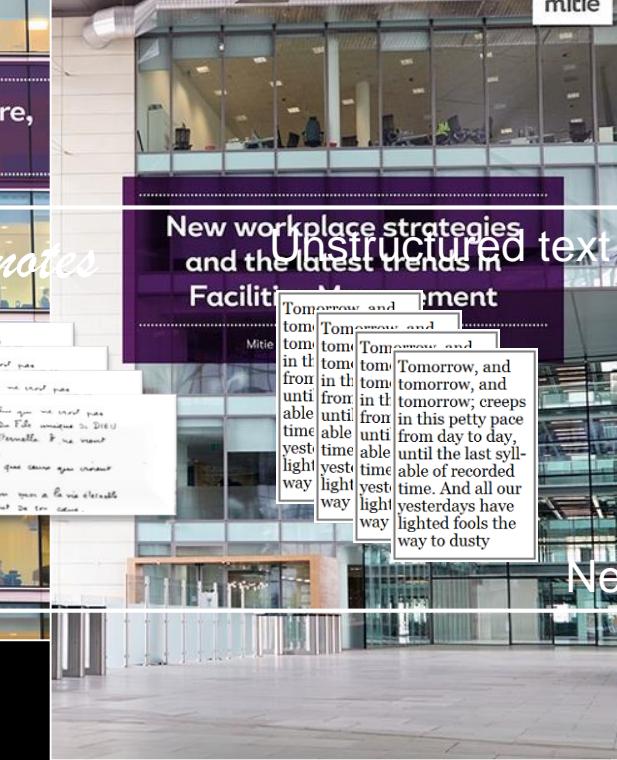
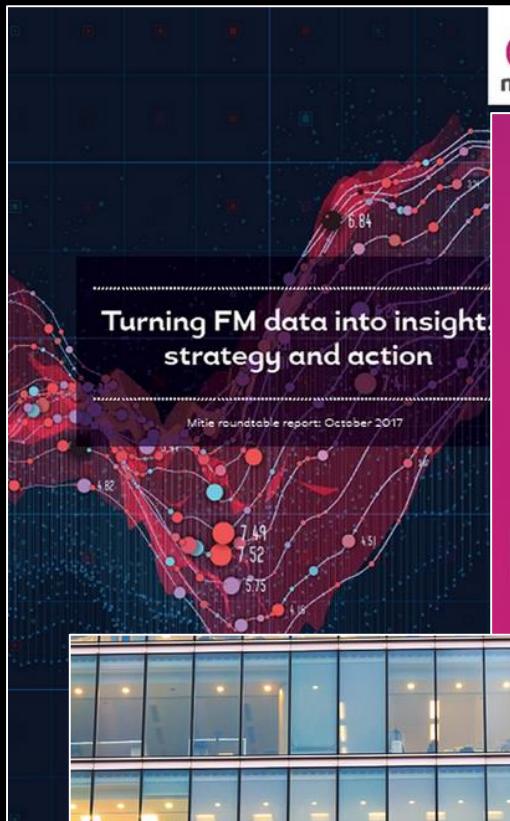


Image Identification Visual Recognition Video Enrichment Captioning

“New data Source”



- Reduced cost
- Increased revenue
- Improved NPS (Customer/Employee satisfaction and retention)



IBM



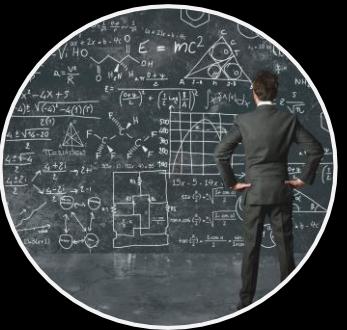
Transform Omni-channel customer engagement using AI to assist, serve and advise customers through their journey



Transform call centres into a modern, efficient and customer centric service



Standardise and scale knowledge across the enterprise to make employees more productive and informed



Apply AI and machine learning capabilities to optimize data intensive business processes



Defining, establishing and scaling AI as a new capability within their organisation



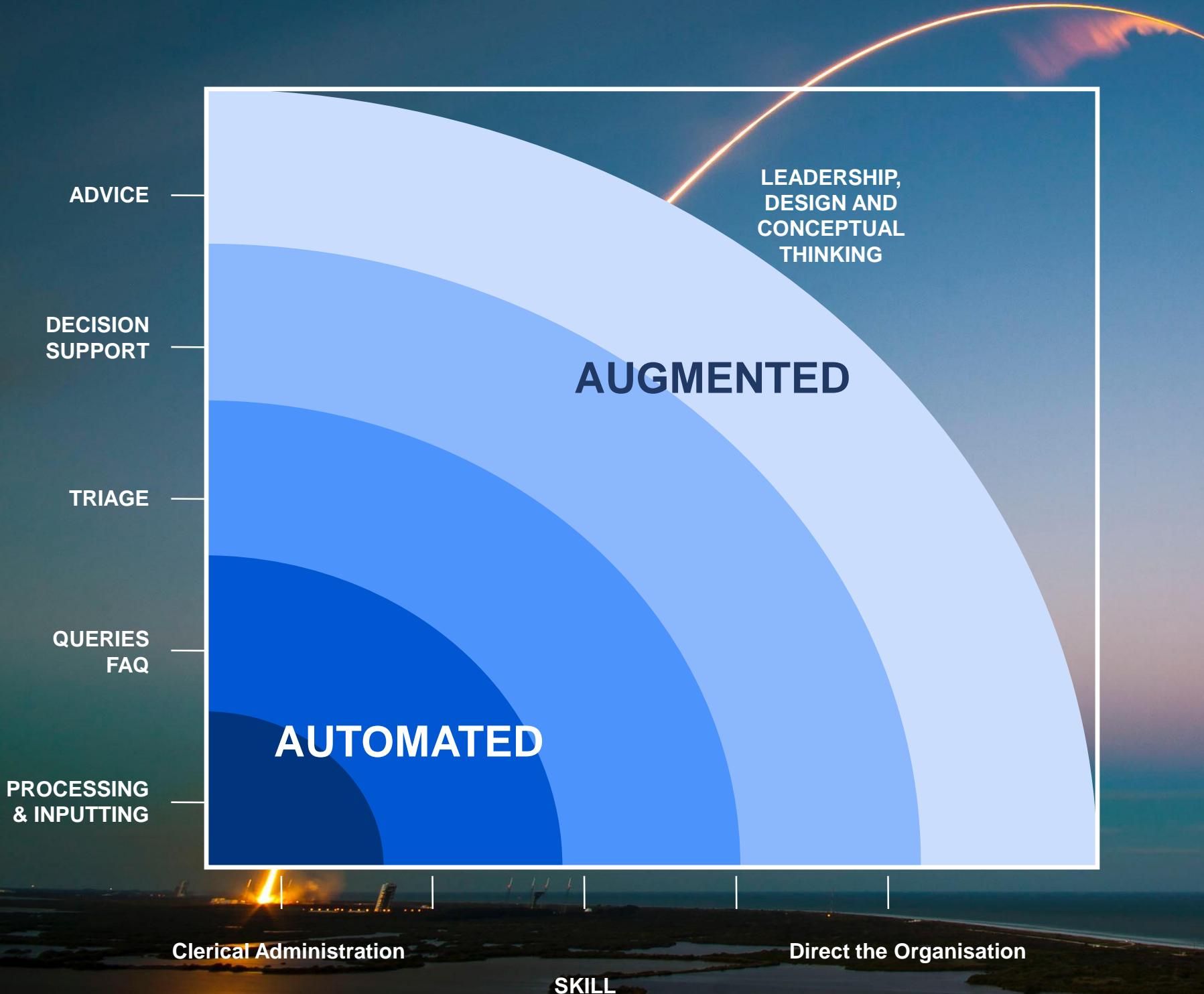
Crédit Mutuel



JPMORGAN CHASE & CO.



A new workplace is emerging



IBM

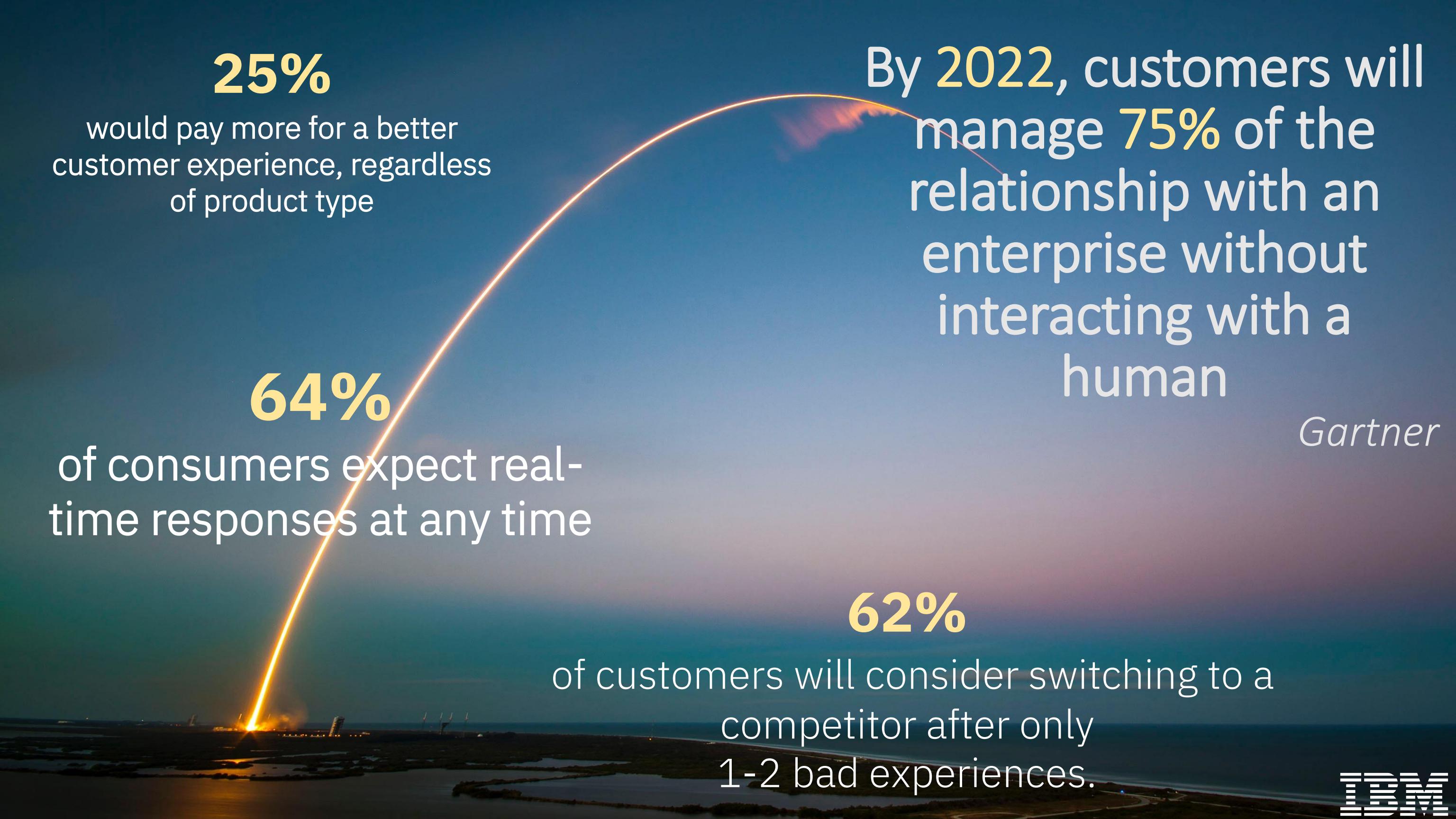
Learnings from AI engagements

1. It is **Augmented** Intelligence. There is a human in the loop.
2. You have to address the **anxieties** around AI demonstrating a clear purpose.
3. **Training** vs programming - the cost profile is different.
4. The better your **data**, the better your **outcome**.
5. This must be **business led**. The **sponsorship** must come from the top and be consistent and sustained.
6. There must be a **business case**. This is not an innovation project but innovation is at the heart of what is required.
7. **Speed to MVP and ROI** are critical. Design Thinking and Agile will enable this.
8. A new **vocabulary**, new tools, new processes and new data requires an empowered CoE, resourced and governed by both the business and I/T.



Cognitive Customer Care

Contact Centre
Transformation



25%

would pay more for a better customer experience, regardless of product type

64%

of consumers expect real-time responses at any time

By 2022, customers will manage 75% of the relationship with an enterprise without interacting with a human

Gartner

62%

of customers will consider switching to a competitor after only 1-2 bad experiences.

IBM

Customer expectations have changed – they want to be completely serviced in digital

“The last best experience that anyone has anywhere, becomes the minimum expectation for the experience they want everywhere.”

Bridget van Kraningen – IBM SVP, Platforms & Blockchain



Customers have
moved to messaging
in their personal lives



Customers prefer
messaging over
phone calls



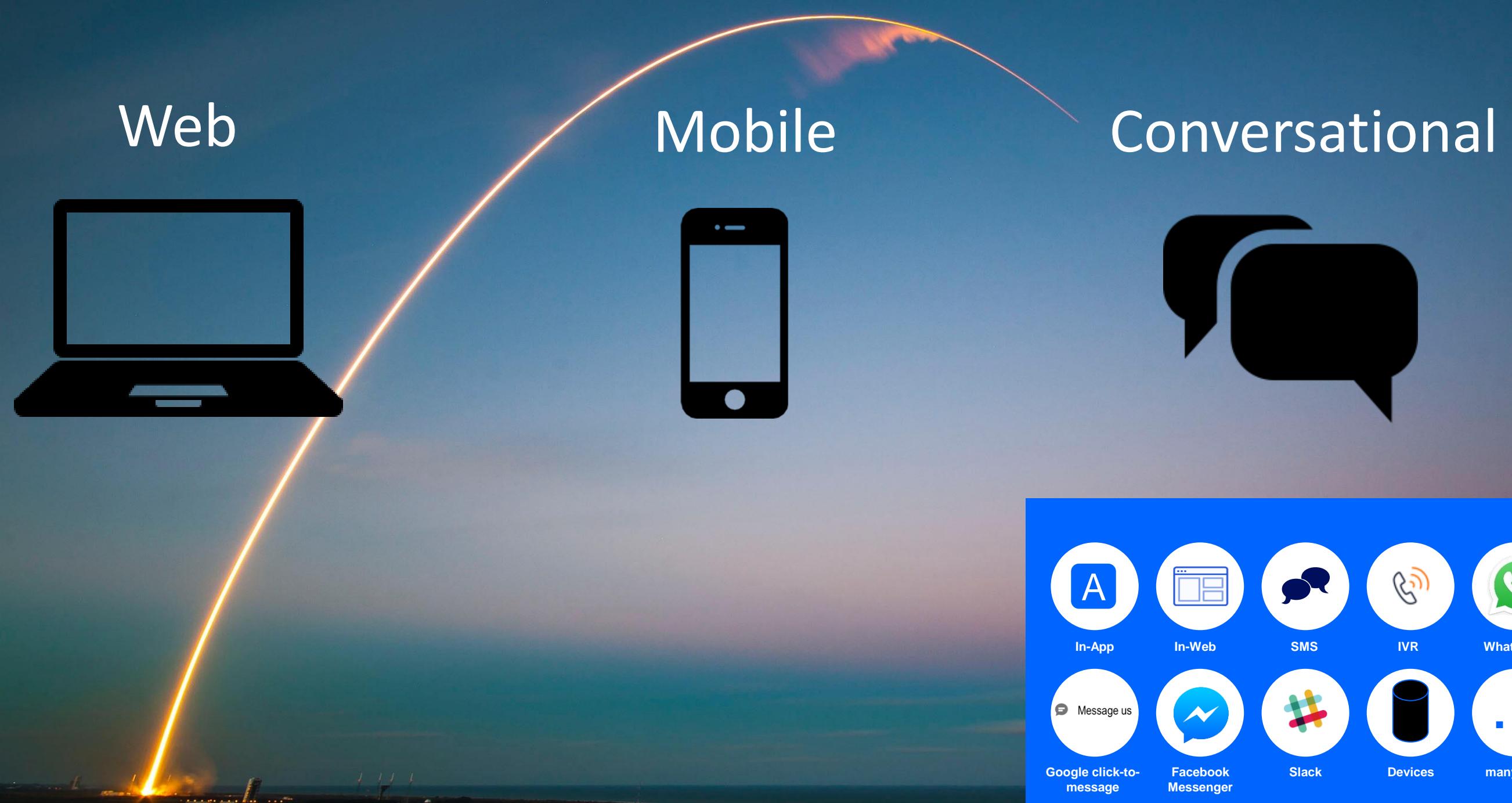
Customers prefer **self-service**
but leave when FAQs don't
provide the answers



Customers want to be
completely serviced in
digital on their own time



Brands are already
moving to messaging,
setting a new bar



Cognitive Customer Care: Contact Centre Transformation

Cognitive Customer Care can decrease call centre operational cost, while improving the customer experience and developing new revenue streams...

Lowering Operating Costs

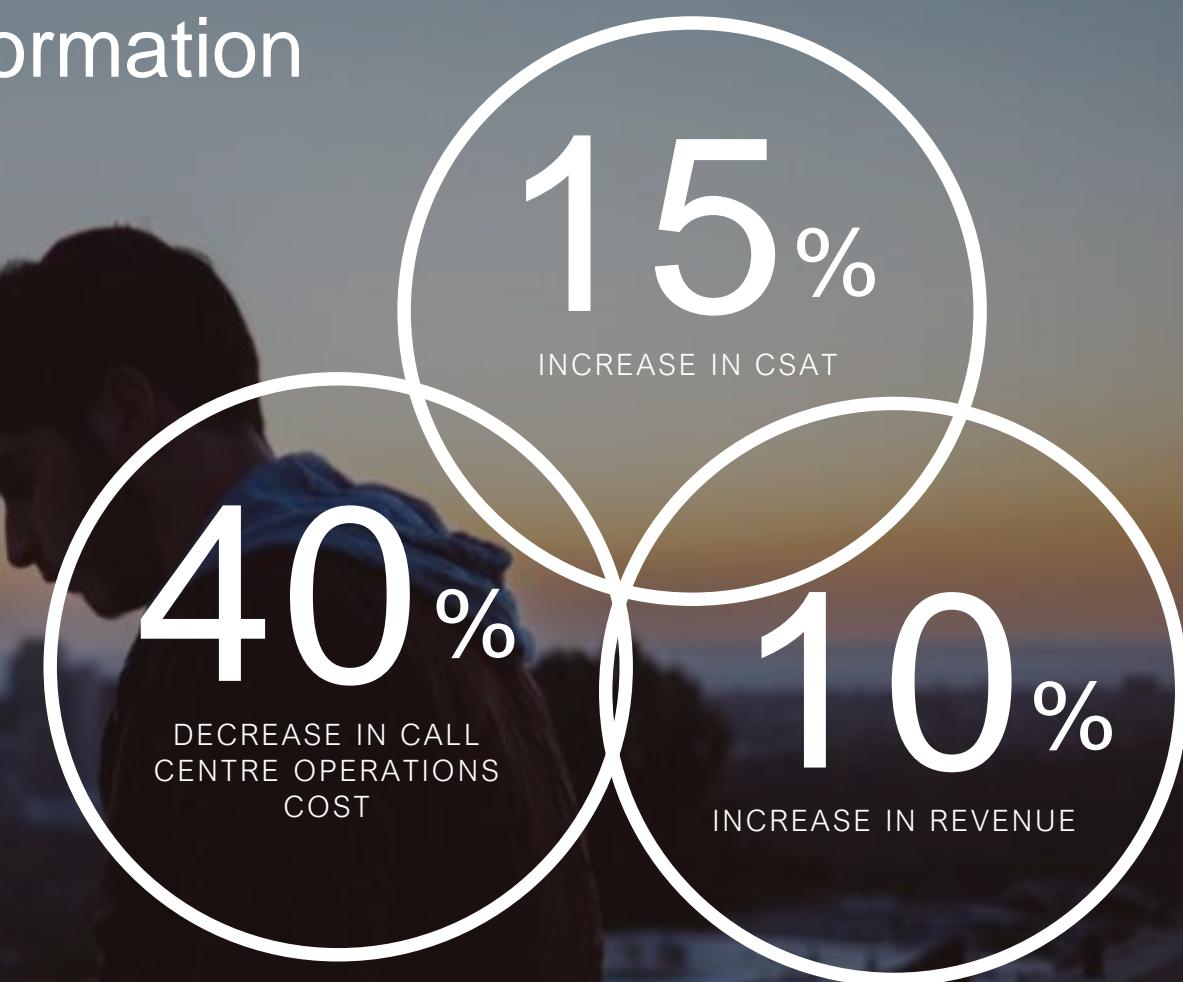
- Reduced Average Handling Time
- Automation of Repetitive Labor
- Optimizing Call Deflection
- Increased First Call Resolution
- Reduce Cost Per Contact

Improving User Experience

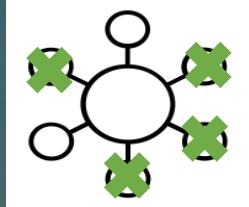
- Accurate and Consistent Customer Service
- 360 View of the Customer (personalization)
- Omni-Channel (of choice) Experience
- Proactive Anticipation of Customer Need
- Increased Net Promoter Score

New Revenue Streams

- Prediction of Customer Needs
- Cognitive Product Recommendations
- New Channels of Revenue
- Geo-Location Analytics
- Trend Identification and Correlation



Call Centres - Today

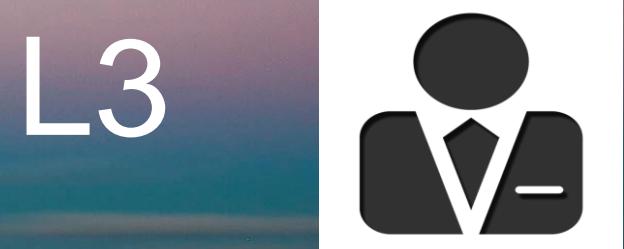
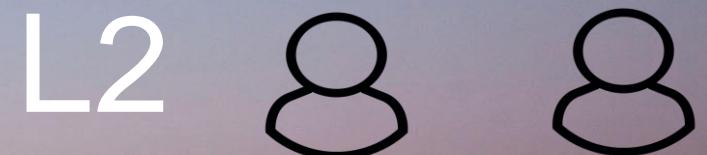
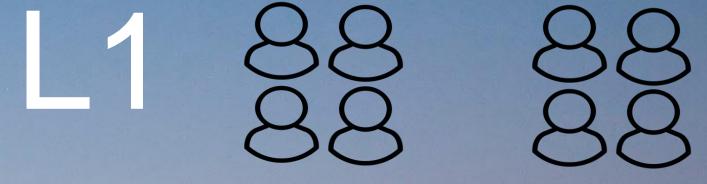


Changing customer expectations
Increasing business complexity
Can't service Omni-channel traffic

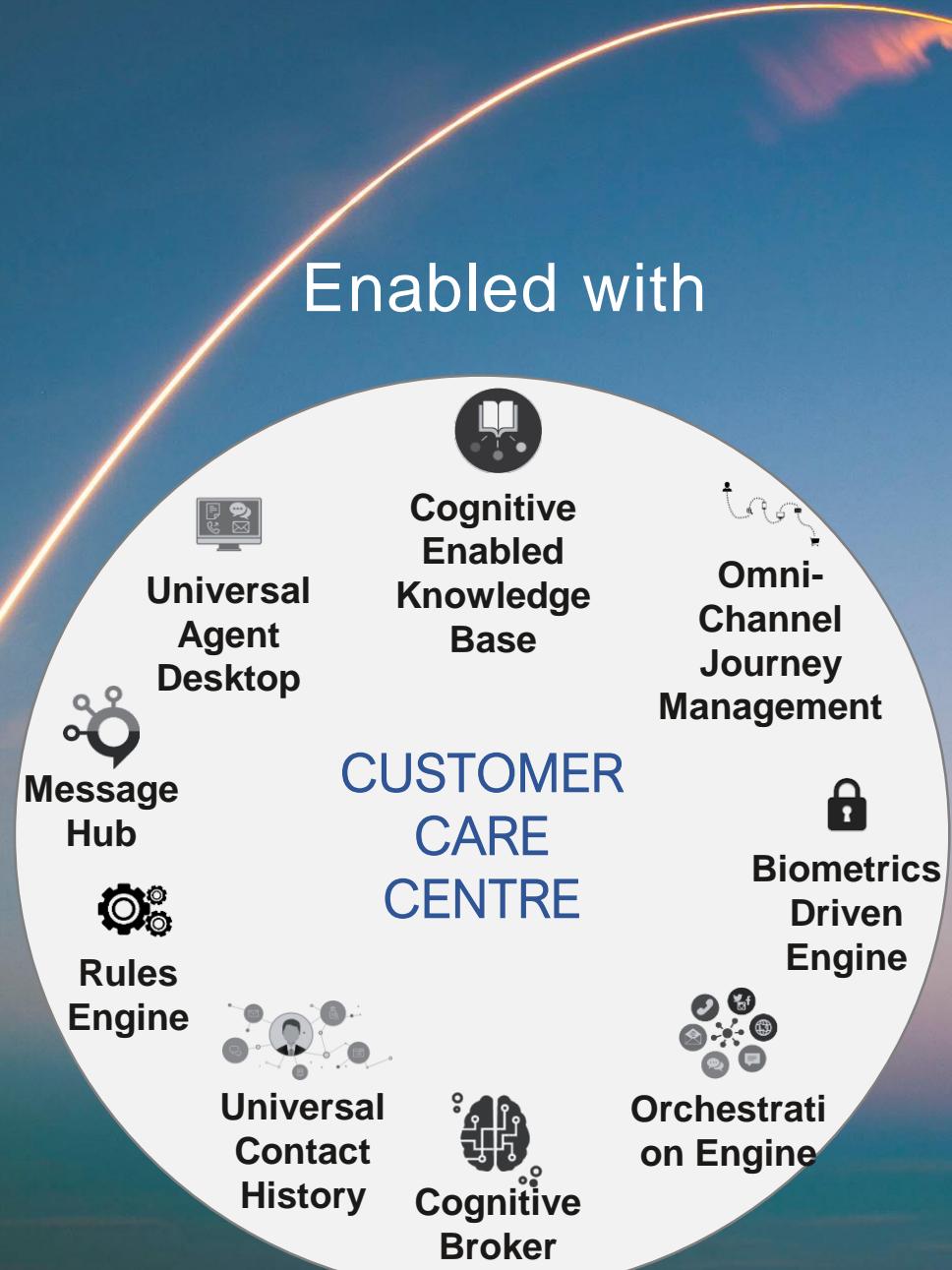
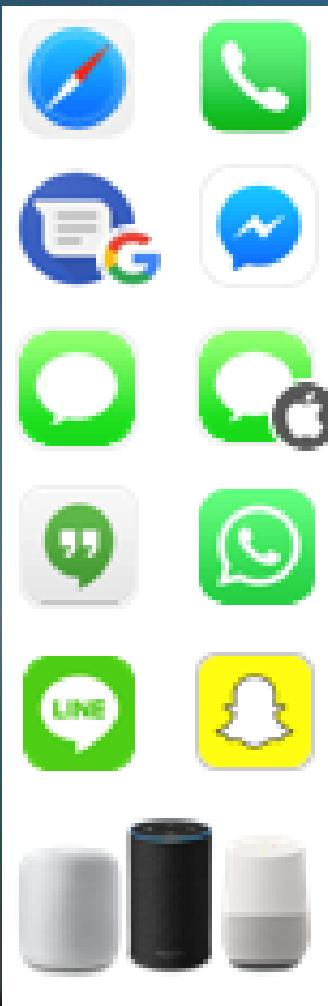
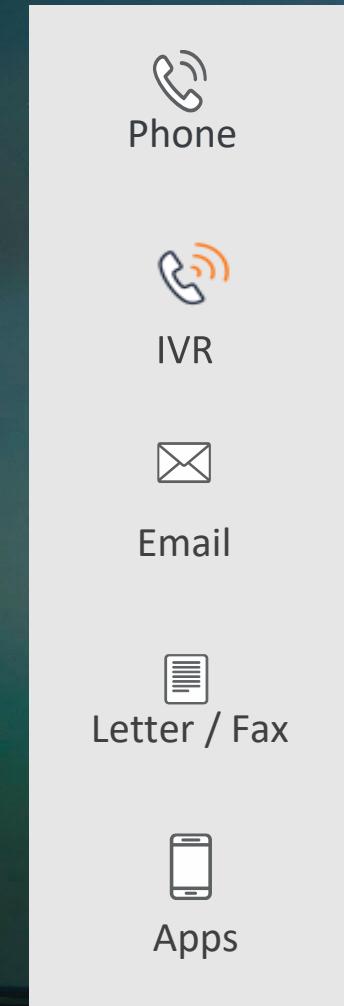
Quality and consistency of agent responses
Skills and retention
Training & Retraining

Call centres are under cost pressure and
looking to cut cost, and enhance
revenue generation opportunity

Historical Process

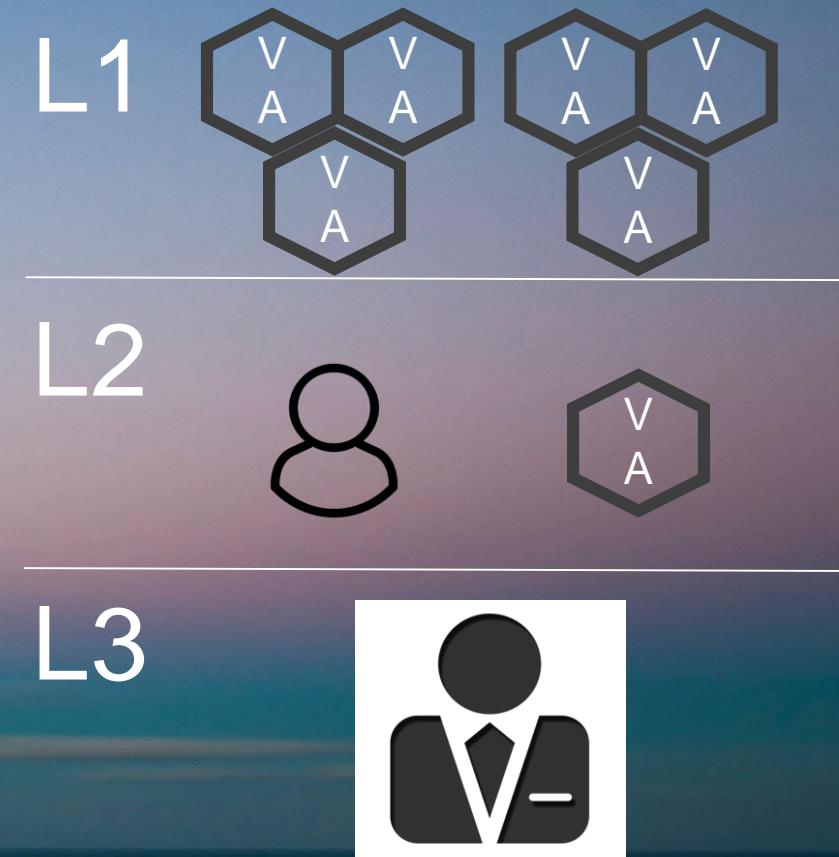


Contact Centres of tomorrow = Customer Care Centre

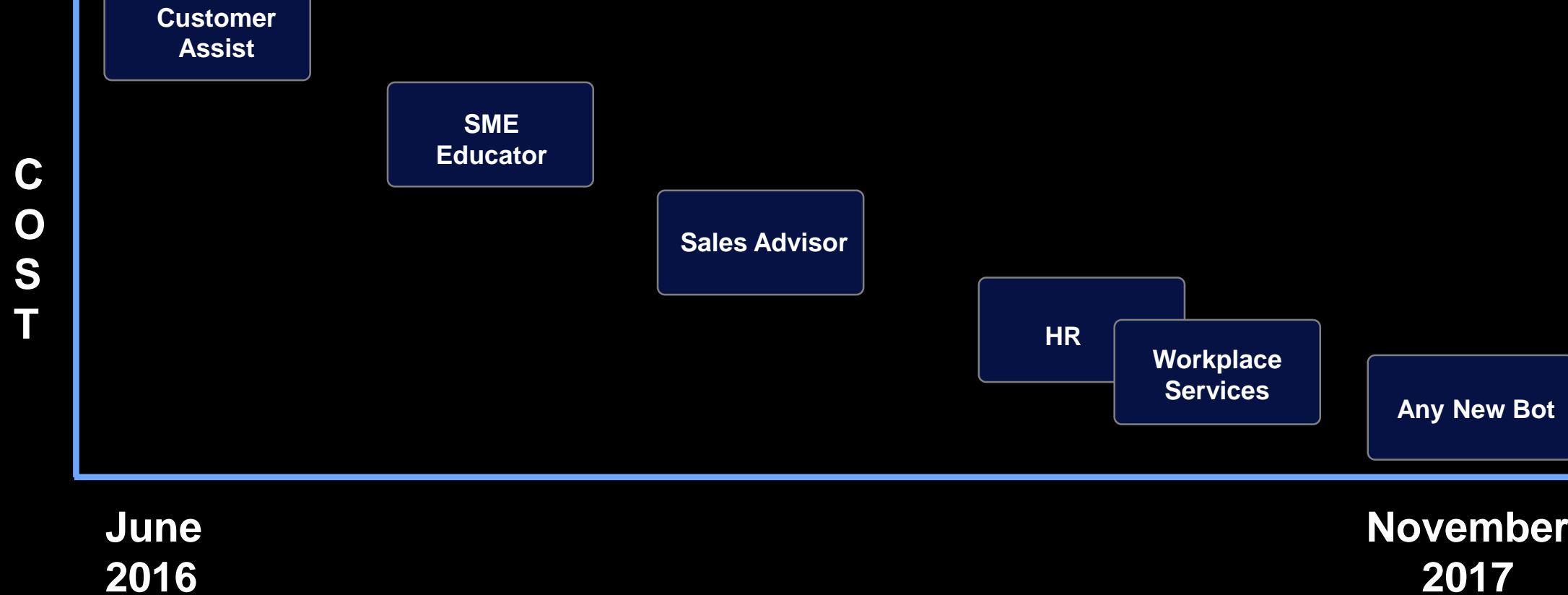


Enabled with

To deliver a new process



Cost models and funding



- Reduced the cost of building a new Virtual Agent by 10x
- Increased the speed to train the virtual agent on new content areas by 2.5x
- Reduced the team members to build a new Virtual Agent by 50% from 6 FTE to 3 FTE
- Created a reusable AI application that can be configured by the business with no required coding skills
- Created a common application code base which means a new virtual agent application can be created in less than a day
- Scaled a brand new technology from incubation to launch with customers in 3 months
- Demonstrated a new, ultra-agile model for technology using Cloud, APIs and micro-services
- Won 'Best Cloud Project' in Computing's 2017 Cloud Excellence Award

We are driving three key business outcomes*

Improve User Experience

15%+

Increase in customer satisfaction, NPS

Deeper Operational Insights

Increase in Agent Satisfaction

Reduced Agent Attrition and Re-training cost

Lower Operating Costs

25-40%

Reduction of operational cost for contact center and related back-office functions

50-70%

Reduction in cost per contact for Cognitive interaction

25-33%

Reduction in cost per contact with agents using asynchronous messaging (vs. Voice) together with Cognitive Agent Assist (supports both voice and messaging)

Generate New Revenue Streams

5-10%

increase in revenue via real-time engagement on marketing campaigns and additional value derived from customer interactions

* Typical Benchmarks for High Volume Call Centres



