



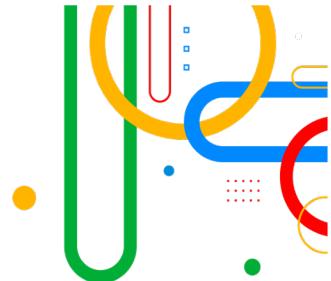
Improving Customer Experiences with Conversational AI



Agenda:

- ✓ Introduction
- ✓ Contact Center - *yesterday*, *today* and *tomorrow*
- ✓ GCP's role on it - CCAI
- ✓ Super Charging with GenAI
- ✓ Few demos
- ✓ Summary

AI is the New Electricity ! - High Time to Believe it !



① Google I/O 2023 Announcements - 2 Days Back

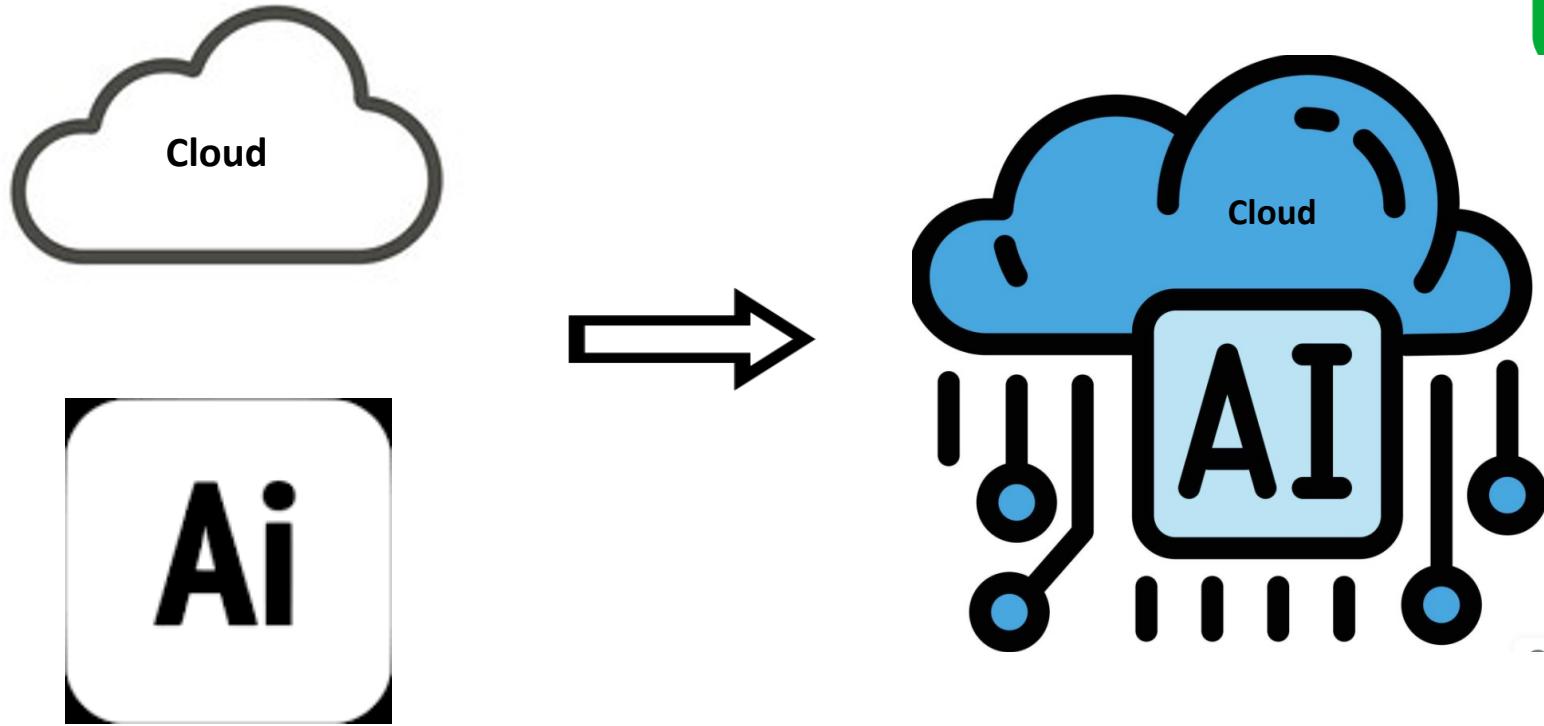
1. PaLM 2 & Gemini - **AI Models**
2. Immersive map view with **Vision AI**
3. Magic Photo editor with **Gen AI**
4. Bard **AI-powered chat bot** for 180+ countries.
5. **Duet AI** for workspace
6. **GenAI** in Google search
7. GenApp Builder and much more on **Vertex AI**
8. New image tool with **Responsible AI**
9. Android eco system with **GenAI**
10. Project Tailwind - **AI as a work tool**

② GCCD'23 Chennai - Today

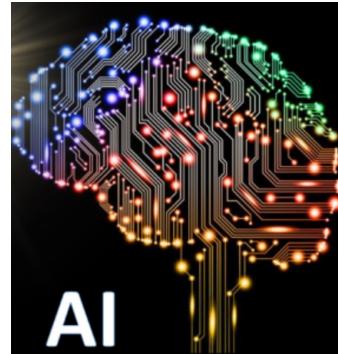
Excitement for sure !
We have 5 sessions
related to **AI**

AI is touching nearly every part of the company's product now.

“AI and Cloud: A Match Made in Tech Heaven”



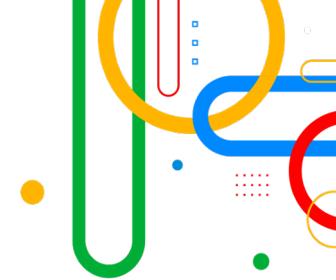
Before we explore **Artificial Intelligence** in depth,
let's first understand **Human Intelligence**



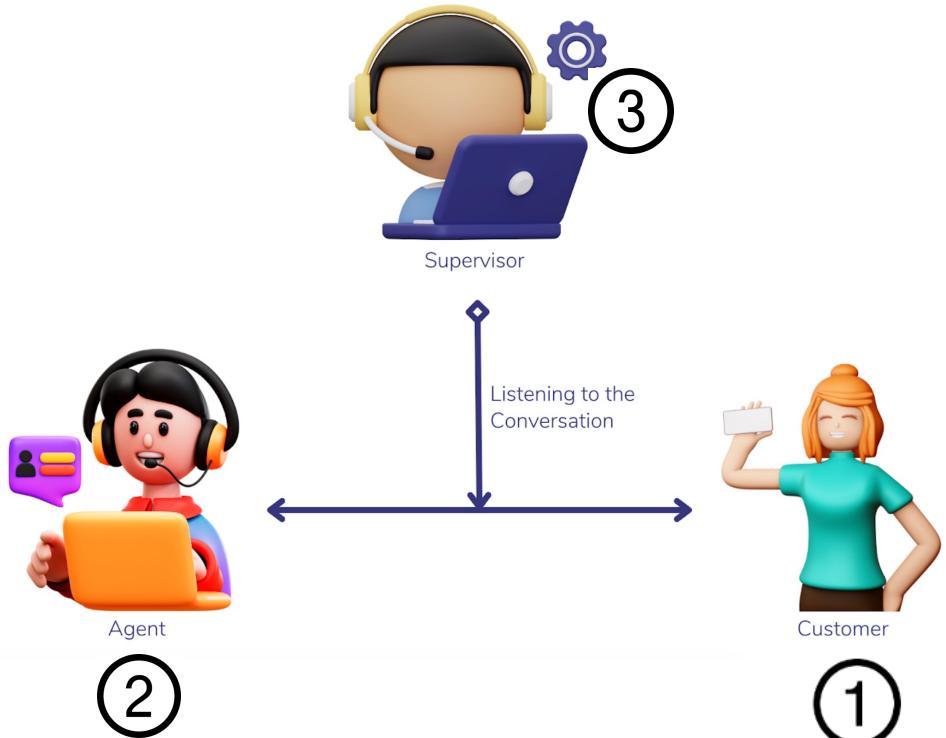
What we expect in customer care!



Can you relate to this ...?



Yesterday : A Call Center



- ❖ Supervisor is monitoring the call between Customer and Agent.
- ❖ Supervisor tasks gets overloaded :
 - Training the Agent
 - Assisting the Agent
 - Dashboard, Quality reports

Challenges



Aligning ops costs with business changes



Varied agent skills leading to long AHT



Not enough agent self-service tools leading to call escalation



High agent turnover



Costly training



Lack of visibility and insights about customers and agents

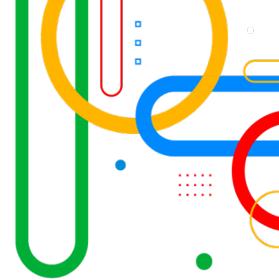


Seasonality

And more...

Today : A Contact Center with Conversational AI Platform

What is Contact Center AI?



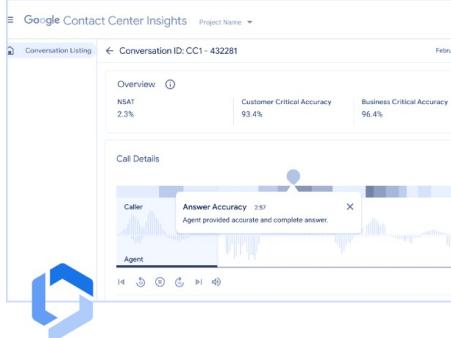
Dialogflow

Automates basic chat and voice interactions



Agent Assist

Makes human agents more effective



CCAI Insights Alpha

Unlocks insights about call drivers



For Customers



1

Customer



For Call center Agents



2

Agent



For Business Leaders

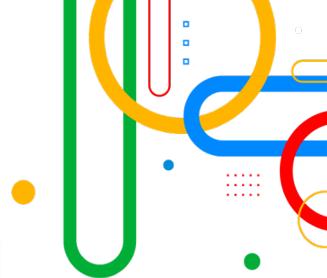


3

Supervisor

Tomorrow: A Personalized and Intelligent Experience

GenAI is supercharging Conversational AI



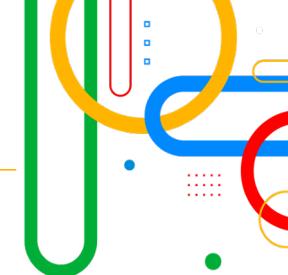
Foundation models

Across a variety of modalities to address use cases

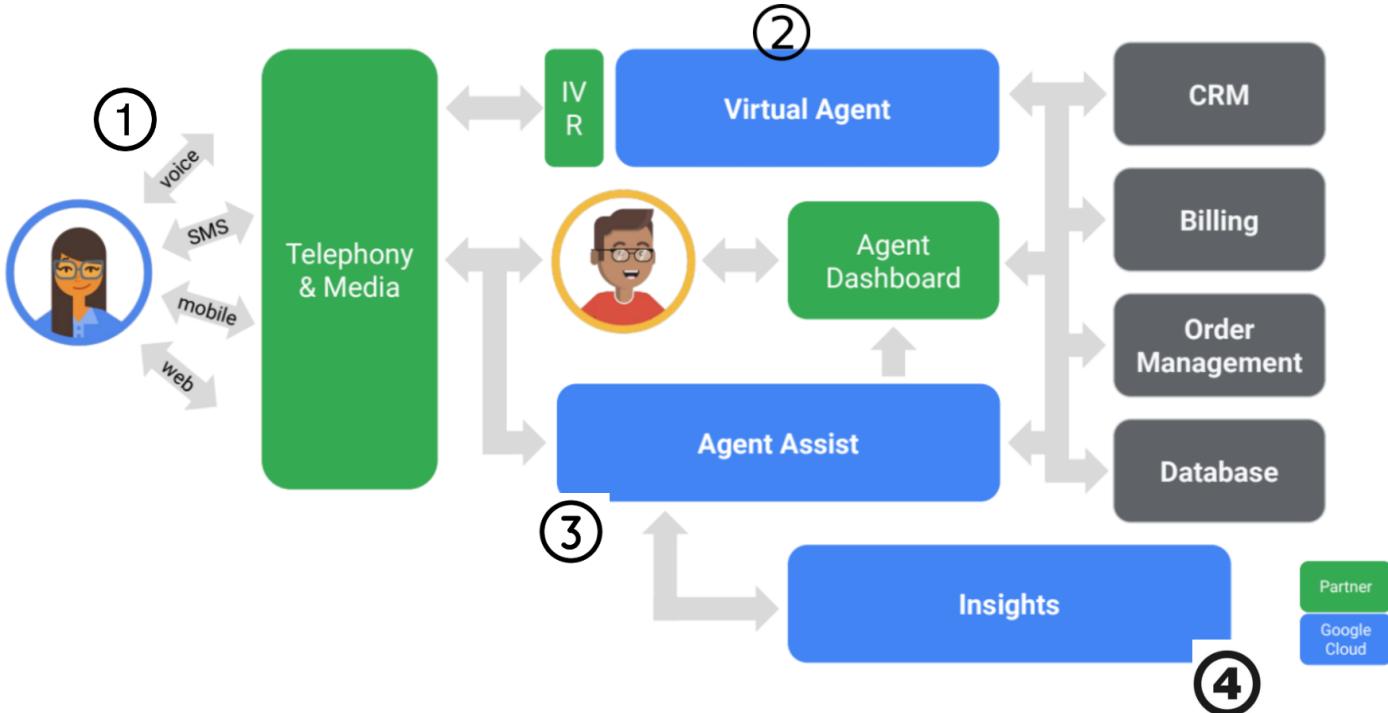
<p>Text</p> <p>Understand and generate natural language</p> <p>Examples: Summarize an analyst report, write a blog post</p>	<p>Code</p> <p>Understand, generate, and auto-complete code</p> <p>Examples: Write SQL code to complete a data analysis task, Finish this python function</p>	<p>Image</p> <p>Understand and generate images</p> <p>Examples: Ad campaigns with AI-generated visuals, image for website</p>
<p>Dialogue</p> <p>Understand and generate spoken conversations</p> <p>Examples: 24x7 customer service chatbot, virtual assistant</p>	<p>Audio and music</p> <p>Understand and generate audio and music</p> <p>Examples: Music for Youtube video, synthetic speaker for news broadcast</p>	<p>Video</p> <p>Understand and generate video</p> <p>Examples: Digital avatar, cutscene in a video game</p>

And more models to come in the future...

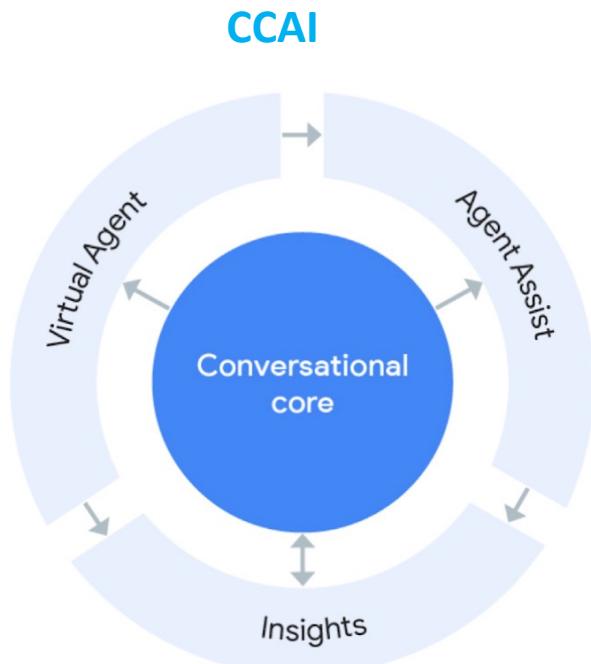
Understanding the flow - Today



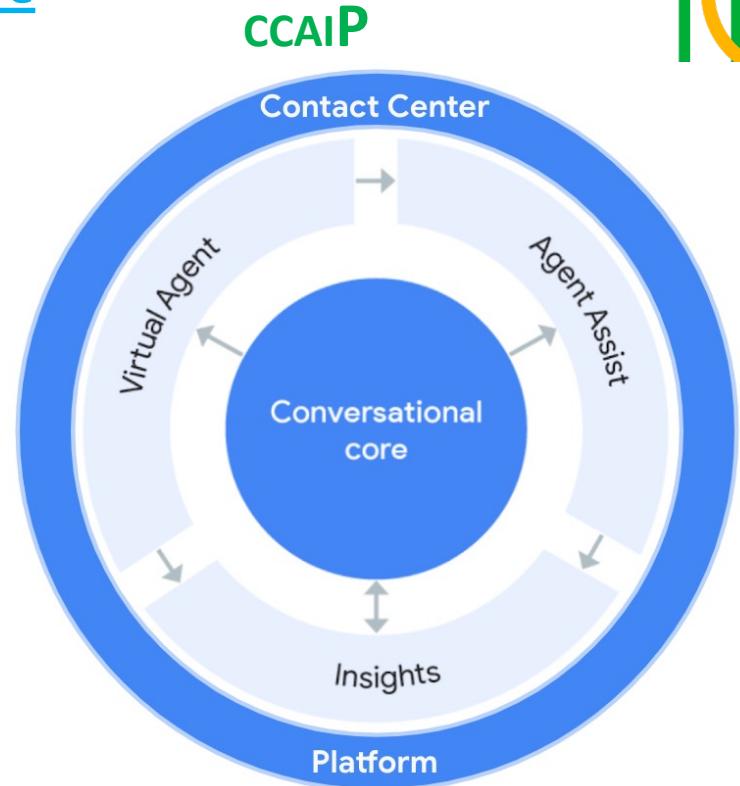
CCAI in the Contact Center



CCAI Architecture



Without Telephony
(with other OEMs)



With Telephony
(100% CaaS)

Agent Assist

Empowers agents to be more productive and provide better service



Live Transcription

Transcribes all interactions between customer and agent automatically. Use for call analytics and QA purposes post-call



Virtual Agent Assist

Provides guidance on the conversation flow to the agent from the identified customer intent



Knowledge Assist

Surfaces useful articles and FAQ answers to help human agents serve customers quickly



Sentiment Analysis

Automate analyzing customer utterances for positive / negative sentiment



Smart Reply

Suggests chat responses for the agent using conversation context



Smart Compose

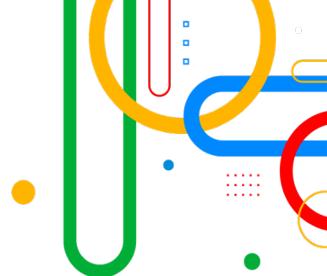
Auto-completion of chat responses for the agent using conversation context

In Development



Conversation Summary

Generate a summary off the full transcript and also show intents triggered



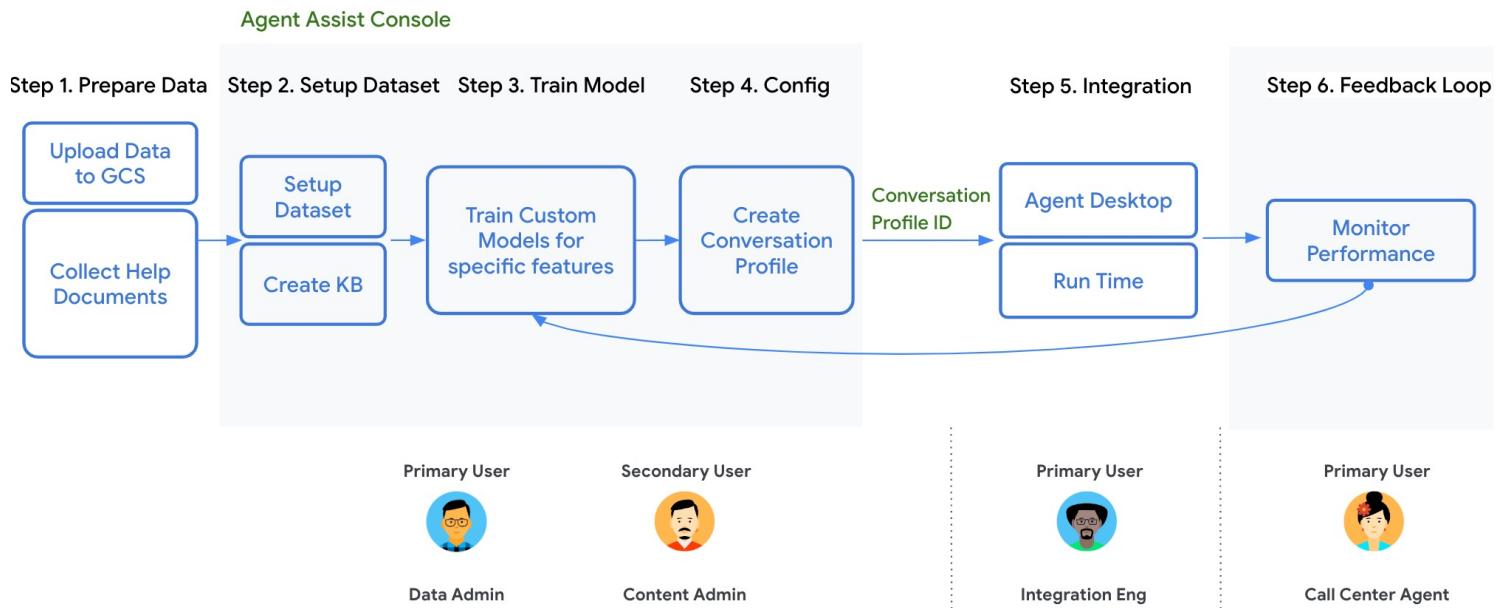
Voice Assist



Chat Assist



Agent Assist - Flow



Agent Assist - Demo

Project: agent-assist-console-demo

Agent Assist

Overview

FEATURES

- Summarization
- Article suggestion
- Smart reply

TOOLS

- Simulator

DATA

- Conversation profiles
- Models
- Knowledge bases

Datasets

Agent Assist
Empower agents with continuous support

Agent Assist uses machine learning technology to provide suggestions to your human agents when they are in a conversation with a customer. Suggestions are based on your own uploaded data, so you can fine tune and tailor to your specific needs.

Key features

Select a feature to start, and test it using the simulator

Smart reply

Send custom response suggestions to your human agents while they are conversing with end-users.

Get started

Article suggestion

Send article suggestions to your human agents during a conversation.

Get started

Show more features

Project: agent-assist-console-demo

Agent Assist

Chat conversation simulator: VAA International travel (All Hands)

Switch to voice Options Start over End conversation

hello 01:25

Virtual Agent Assist

Default Welcome Intent

Default Welcome Intent

Start Page

Hello! How can I help you?

Customer

Type a customer's message

Agent

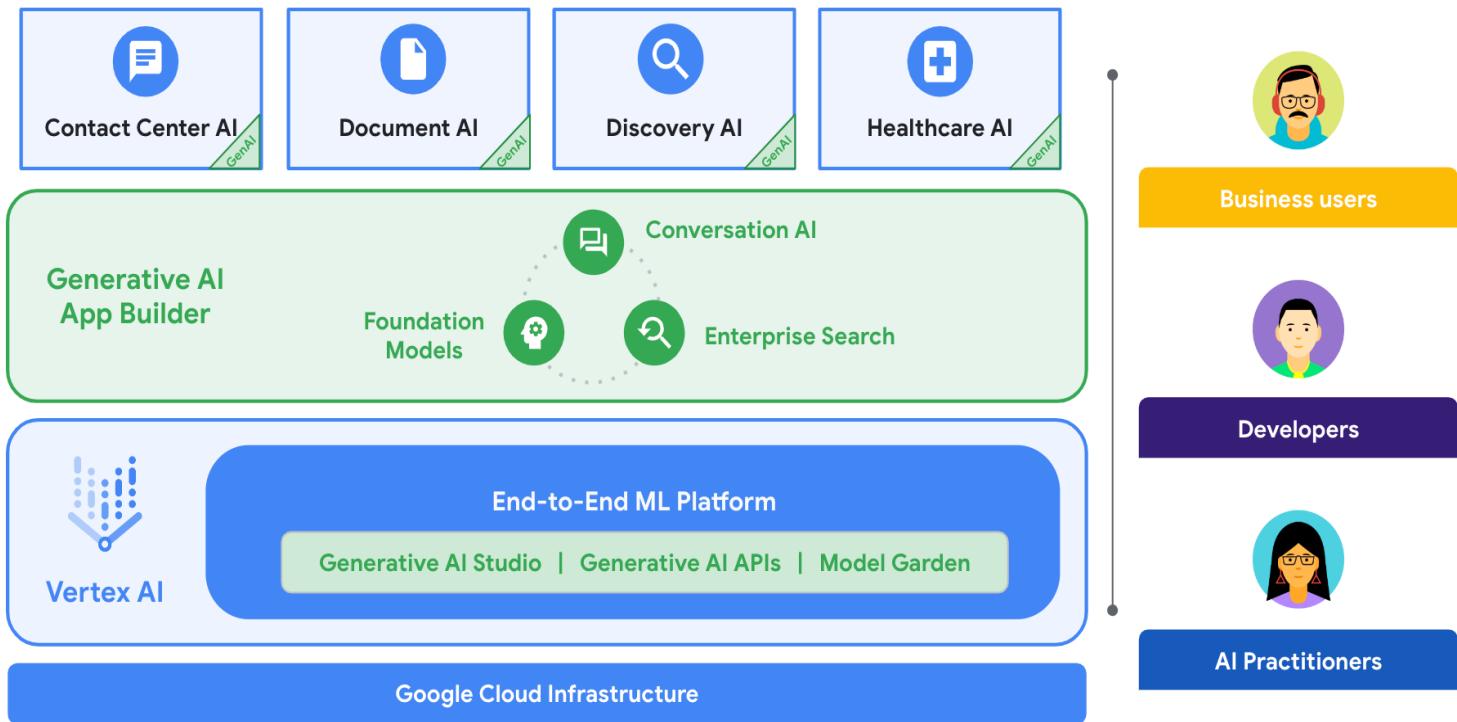
Type an agent's message

Demo

Super Charging with GenAI - Tomorrow

Cloud AI Portfolio

To support the needs of **Generative AI** centric enterprise development



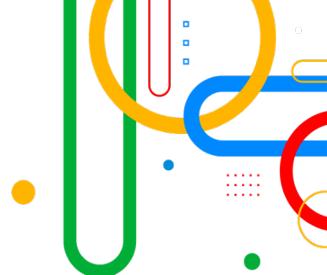
GenAI



**Now it's happening for
conversational AI and
Customer Experience**



- Multimodal sensing
- Intelligence
- Generative capabilities



GenAI. - TTS (Text to Speech)

Bot or Human ?

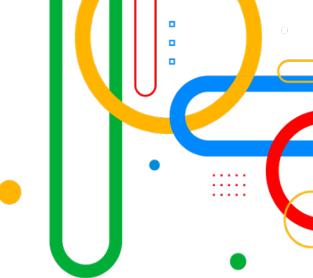


1



2

Super Charging with GenAI



LLMs bring new abilities
to Conversation AI... but...

LLMs

Feel human



Problem solvers



Low effort



Generative



Super Charging with GenAI

LLMs bring new abilities
to Conversation AI... **but...**

...there are additional
requirements for Enterprise

LLMs

Feel human



Problem solvers



Low effort



Generative



Enterprise

Data privacy, compliance



Grounded in your data



Safe



Follow your business logic



Integration and transactions



Cost



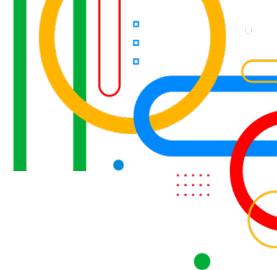
Improve and fix



Test and Debug



Super Charging with GenAI



LLMs bring new abilities
to Conversation AI... but...

...there are additional
requirements for Enterprise

LLMs

- Feel human
- Problem solvers
- Low effort
- Generative

Enterprise

- Data privacy, compliance
- Safe
- Integration and transactions
- Improve and fix
- Grounded in your data
- Follow your business logic
- Cost
- Test and Debug

Google Cloud Generative AI

Demo 1: Consumer Experience - Car Assistance



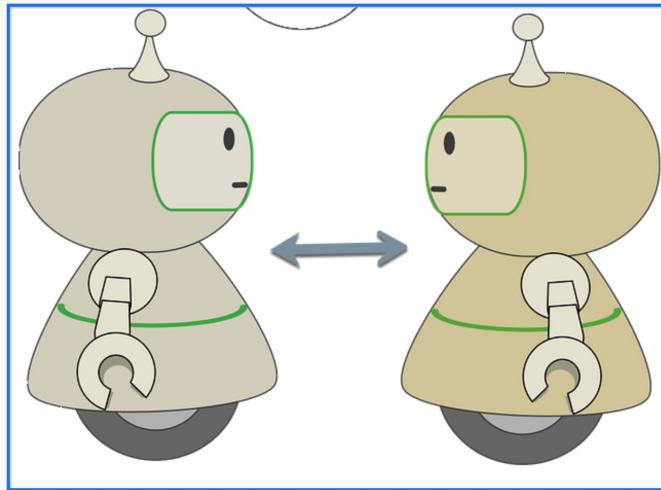
- Casey is getting into trouble on car and seeking out for help

- ✓ Human Like voice quality
- ✓ Follow along with voice call visually
- ✓ AI image recognition
- ✓ Interactive visual elements
- ✓ Appointment booking
- ✓ Generative AI Responses
- ✓ Personalized Intelligent experience



Super charged GenAI bot

The Future : Bot-to-bot communication

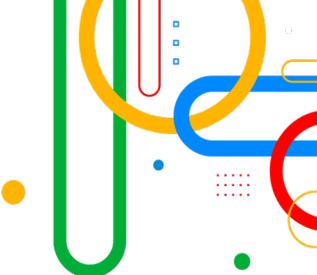


Gartner®

- ✓ AI-powered customer service have a **customer satisfaction score of 80%**, compared to 65% without AI.
- ✓ Gartner predicts that 20% of customer service interactions will be with **machine customers by 2026**.
- ✓ AI-powered customer service is becoming mandatory now.

[Ref : Gartner's Report](#)

Google Cloud Skills Boost - Journey begins !



Course

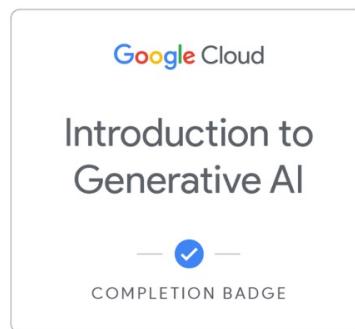
Introduction to Generative AI

1 day

Introductory

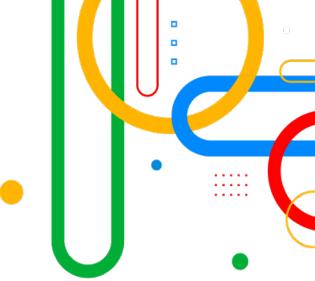
Free

This is an introductory level microlearning course aimed at explaining what Generative AI is, how it is used, and how it differs from traditional machine learning methods. It also covers Google Tools to help you develop your own Gen AI apps. This course is estimated to take approximately 45 minutes to complete.

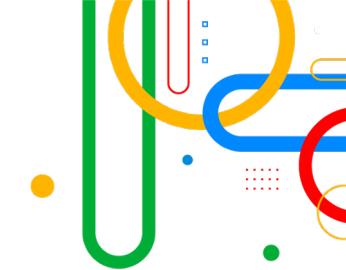
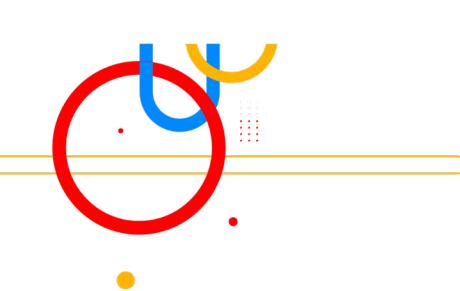


When you complete this course, you can earn the badge displayed above! View all the badges you have earned by visiting your profile page. Boost your cloud career by showing the world the skills you have developed!

Summary



- ✓ Google is helping contact centers overcome challenges by providing conversational AI experiences and **GenAI-enabled conversations**.
- ✓ These technologies can help reduce **costs**, improve **efficiency**, and improve **customer satisfaction**.
- ✓ Businesses do **not need to be AI or ML specialists** to develop these solutions.



Thank You

To continue the conversation @kumaresanmk 

