# **GSol Genesys CX AI Experience Demo Script**

**Capabilities Included:**

* Support Center
* GPE
* Web Messenger
* DBF and DEBF (Voice)
* GPR (Talk Track Only)
* Agent Assist (Smart Advisor)
* Journey Visualization
* Email
* Knowledge Workbench / Knowledge Optimizer

**Part 1 – Digital**

| Capability | Talk Track | Click Track | Value Statements |
| --- | --- | --- | --- |
| **Introduction** | *{customer} is environmentally conscious and is looking for ways to reduce household energy costs. He/She’s been hsmore and more about Solar Panels and has seen them being installed on a few homes in his/her area by a company called GSol. {customer} decides to go to GSol’s website to learn more and see if this is something he/she wants to explore more seriously.* | **\*Login and Logout before beginning demo\***  Navigate **GSol Website**, as if you are exploring for information.  Then, in the **Search bar** at top of screen, type:  **What are the benefits**    This will pop the Support Center. |  |
| **Support Center** | *{customer} sees some great information. It even starts to anticipate what {customer} is looking for.*    *{customer} sees a great article on* ***What are the benefits of solar panels*** *and there’s even a video.* | Add a single SPACE after **What are the benefits.** This will autofill with suggested Support Center articles.  Choose **What are the benefits of solar panels.**  To see the relevant article and show the embedded video. | Support Center:   * Quickly obtain answers to questions based on AI * Intelligent Self Service Experience * Unified Knowledge Base Across all Engagement Channels (Support Center, Web Messenger, Agent Assist) * Auto-suggests relevant articles |
|  | *Well now {customer} is really intrigued. But is wondering what type of solar panels are best for him/her and how many he/she needs.* | Home / What are the benefits of solar panels? Click on **Home**.  Then click on **Products**, then **Solar** **Panels**. |  |
|  | *{customer} sees something really interesting. He/She definitely wants to know about this solar tax credit.* | Click on **Am I eligible for solar tax credit?**  Read eligibility requirements and then **close support center**  navigate to **Residential** page. |  |
| **GPE** | *{customer} reads through and fills out form.* | On Residential page, scroll to bottom and **fill out Contact Information form**. Click **Next**.  **Fill Out** **House Information form**. Click **Next**. | Predictive Engagement:   * Observe visitor behavior * Assign Segments based on behavior. |
|  | *There are some great advantages to going with solar but {customer} is not sure he/she wants to go further.* | Read through estimate of energy savings.  Abandon page by **navigating** **back** to home.  Tax Credit Content Offer pops | Predictive Engagement:   * Understand and Predict Customer Intents * Personalize and Target Relevant Offers |
|  | *{customer} sees a Content Offer and is reminded of that Tax Savings. {customer} decides to a least check it out, it couldn’t hurt to get all the facts.* | Click on **Check it out!**  Takes you to the Tax Credit page and immediately a Messenger Chat is offered which says:  Hi there. Do you have any questions about Tax Credit?  **Click on this** **pop up** to start the chat. | Predictive Engagement:   * Increase Customer Conversions * Drive Desired Outcomes to Meet Business Objectives * Proactive Engagement Based on Website Activity * Builds a History of Customer Journey for Agent |
| **Web Messenger** | *{customer} thinks “well I do want to know what type and how many solar panels I would require. It looks like the Product Advisor is what I need”* | The Web Messenger opens and a bot asks: **What would you like to do?**  Buttons are offered for many intents.  Click on **Product Advisor** button | Web Messenger:   * Proactive Engagement Based on Website Activity * Quick response buttons provide an easy intuitive experience |
|  | “oh no” thinks *{customer}* “this is what I was worried about. I know my average monthly bill, but I have no idea how many Kilowatt/hours I use in a year. I hope this isn’t a problem” | The bot asks: **Do you know your yearly electricity consumption?**  Click **No**. | Web Messenger:   * AI Guided Media Rich Experience * Increased Call Deflection |
|  | “Oh I can answer that…” | Bot asks: **How big is your house?**  Click **Medium 3-4 bedroom** |  |
|  | “…okay this is easier than I expected…” | Bot asks: **How many major appliances do you have?**  Click **3-5** |  |
|  | “…Simple” | Bot asks: **How many people live in the house?**  Click **3-4** |  |
|  | *“Oh wow this is great” thinks {customer} “This is exactly the information I needed. I was afraid I was going to have to call.”* | Bot returns an estimate of how many solar panels will be needed.  It also makes a recommendation of the type of solar panels for you region.  Bot asks: **Would you like to speak to an Agent to get started?**  Click **Yes** |  |
| **GPR** | *(customer) is automatically matched with the right Agent to handle this situation* | **Nothing to Show. Talk Track Only.** | * Automated Routing to the right Agent * Best Agent/Customer Match at all times * Optimizes Agent Activity and Availability * Improve Customer Experience and Satisfaction * Reduce Call Volume * Quicker Resolution Time |
| **GPE/Customer Journey** | *Over here we have {Agent} an Agent at GSol. He/She accepts {customer}’s conversation and can see all of the previous history with the bot.*  *He/She can also see {customer}’s entire Journey.*  *{customer} is a Homeowner who is also interested in Tax credits…* | Move over to **Maverick Desktop**  Introduce/showcase the Maverick Desktop  **Show Journey tab**  **Point on Segments defined** | **Agent**   * Full Context and History of Customer Journey * Ability to Understand Customer and Take Best Action to Achieve Desired Outcomes |
|  | *{customer} asks a question in Web Messenger about Tax Credits* | Move over to **GSol Desktop** |  |
| **Smart Advisor** | *Smart Advisor suggests an answer based on {customer}’s question.* | Move over to **Maverick Desktop**  Show suggested response. | * Autosuggested AI Assisted Responses * Consistent Responses * Increased Resolution Time and Agent Efficiency * Reduced Agent Training Time |
|  | *{agent} selects suggested article* | *Choose Article from Smart Advisor – copy into chat* |  |
| **Email** | *{customer} wants a quote to review.* | **Start an Email interaction**  **Choose Member Services Queue**  **Search Canned Responses** for **GSol** **Email** and choose **GSol Budgetary Quote**.  **Insert** this into Email Reply.  **Add Subject Line** and **Send**.  **Add Wrap up code and close out Chat AND Email Conversations** |  |
|  | *{customer}* gets the email quote.  And has had some time to review. Couple days later customer comes back to the website to schedule an appointment | **Show** **the** **email** you just received  **\*The first time you send the email you will need to release it from Mimecast if you want to show it from Outlook or another Email Inbox. It is suggested you show the email from within Mimecast for simplicity\*** |  |
|  |  | **\*Login to GSol**  **\*Reset AltoCloud** |  |
| **Web Messenger** | *{customer} uses the chat to schedule an appointment.* | Open **Messenger**  Select **Appointment** button |  |
|  | *{customer} needs to have his/her roof surveyed so they select Surveyor/Advisor* | Bot asks: What specialist is needed?  Click **Surveyor/Advisor** |  |
|  | *They pick a date…* | Bot asks: Which date is the best?  Click **[any date]** |  |
|  | *…and choose a time* | Bot asks: Which time do you prefer?  Click **[any time]** |  |
|  | *And then {customer} confirms the appointment.* | Bot displays appointment date and time and asks: Do you want to proceed with the booking?  Click **Yes** |  |
|  | *An SMS confirmation of the appointment is sent.* | Optional: Share phone screen and show SMS |  |
|  | *{customer} realizes they have a conflict with that appointment time. He/She needs to reschedule.*  *{customer} is set for the appointment time.* | Click on **Re-schedule**  Bot displays appointment date and time and asks: Do you want to re-schedule with surveyor /advisor booked on [date/time]?  Click **Yes**  Repeat steps above to pick **Surveyor**/**Date**/**Time**  And Click **Yes to confirm** |  |
|  | | | |

**Knowledge Workbench/Knowledge Optimizer**

| Talk Track | Click Track | Value Statements |
| --- | --- | --- |
| *{Admin} is responsible for making sure that the Knowledge Articles are performing well and optimized to streamline online conversions, increase call deflection, and exceed customer expectations.* | On **PureCloudNow**, Navigate to **Admin** page and choose **Knowledge**  Select **Knowledge Optimizer**. |  |
| *He/She has a complete Dashboard that provides them with the insights they need to achieve their objectives.* | From the **Knowledge Bases** drop down on right side, **search on GSol**  **Show Dashboard** |  |
| *{Admin} can optimize the GSol knowledge database by attaching unanswered queries to articles.* | Under the Unanswered Questions section  Click on **Optimize**  **Explain how you can drag and drop**  **\*Do not optimize unanswered queries or create new articles this will cause issues with demo data\*** |  |
| **END PART 1** | | |

**Part 2 – Voice**

| Talk Track | Click Track | Value Statements |
| --- | --- | --- |
| *{customer} has now had the Solar Panels installed and is starting to enjoy the benefits of the energy savings, but last night an ice storm moved through his/her town and damaged several of the solar panels.*  *{customer} has been using his/her smart phone for all communication since the storm. He/She needs to call GSol to start an claim.* | **Call GSol phone number** |  |
| ***I want to file a claim***  ***Panasonic solar panels***  ***5***  ***Speak to an Agent*** | A Voice Bot answers and asks  Thank you for contacting GSOL  How can I help you  What product has been affected  How many items have to be replaced  We are sorry that some of our products have been damaged. Your claim is being processed one moment please. Your claim for five Panasonic solar panels has been processed. claim number is GSC 0792 the replacement will be shipped tomorrow. We will send you a confirmation.  SMS has been sent. Is there anything else I can I do for you? |  |
| *Predictive Routing will leverage Genesys AI to connect {customer} with the best possible Agent.* | In PurecloudNow  **Accept** **incoming** **Call**. |  |
| ***What is your return policy?*** | Select the **Agent Assist** panel  Show how the voice Agent Assist suggests an answer for the asked question. |  |
| *{customer} is happy. His/Her new panels are on the way and GSol made it easy.* | **End** call. Assign **Wrap Up Code** |  |
| **END PART 2** | | |