

Modernized Contact Center Solutions

Customers expect fast and personalized service experiences

Companies are using AI to drive productivity, increase customer satisfaction, and grow revenue



Enhancing experiences to meet evolving customer expectations

- **2-3 minutes** is the average time a customer will spend on hold before getting upset – and the average call center hold times are 13 minutes.¹
- **53% of callers** must repeat their reason for calling to multiple agents.²
- **61% increase** in customer satisfaction experiences by organizations that incorporate use of AI with live call center agents.³



Transforming contact centers from a cost center to an engine for business growth

- **200% more** service leaders will make revenue growth the top priority for their contact centers in the next two years.⁴
- **68% rise** in operational efficiencies reported by organizations that incorporate use of AI with live call center agents.⁵
- **3% increase** in revenue at least when businesses see a one-point customer satisfaction improvement on a 10-point scale.⁶

1) ["How to Shorten Long Hold Times in Your Services Dept", HubSpot, Aug. 25, 2020.](#)

2) ["Invoca Buyer Experience Benchmark Report", Invoca, 2021.](#)

3) ["10 New Call Center Trends & Predictions for 2022/2023," FinancesOnline, accessed Mar. 3, 2022.](#)

4) ["From cost center to experience hub," Deloitte Digital, June 2021.](#)

5) ["10 New Call Center Trends & Predictions for 2022/2023," FinancesOnline, accessed Mar. 3, 2022.](#)

6) ["50 Stats That Prove the Value of CX," LinkedIn, June 16, 2022.](#)

Contact centers are innovating to address challenges

New technologies help drive efficiencies and deliver insights for strategic growth

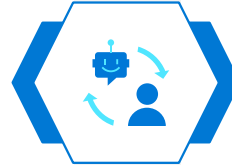
Challenges

Call routing can be complex, requiring multiple handoffs and long wait times that lead to poor customer experience.

Call center agents **can't efficiently capture insights** from customer interactions.

Increasing volume of customer inquiries about repetitive topics prevent agents from addressing high-priority issues.

High cost of hiring, training, and retaining agents.



Outcomes

Implement automated call routing strategies to increase operational efficiency.

Gain valuable insights from data and analytics captured from every interaction.

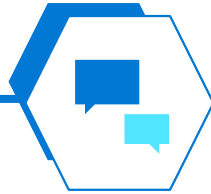
Provide improved customer access with 24/7 chatbots, IVR, and voice assistant support.

Manage fluctuations and increases in customer inquiries without hiring additional agents.

Modernize your contact center with AI-powered technology

Provide efficient, consistent, and data-driven customer experiences across channels

The Modernized Contact Center Solutions combine Azure Cognitive Services and machine learning to enhance the customer experience by automating personalized self-serve content, streamlining call center operations, and gaining insights from call analytics and transcripts.



The Conversational Azure OpenAI Accelerator

integrated with Microsoft Azure by Microsoft partner Zammo, enables you to create content once and deploy it simultaneously to multiple automated channels with a single click.

- **Reduce cost per interaction** by addressing routine and repetitive inquiries.
- **Experience a next-day, no-cost, no-code Proof of Concept** that includes multi-turn, multi-lingual conversation and unified analytics across all channels.

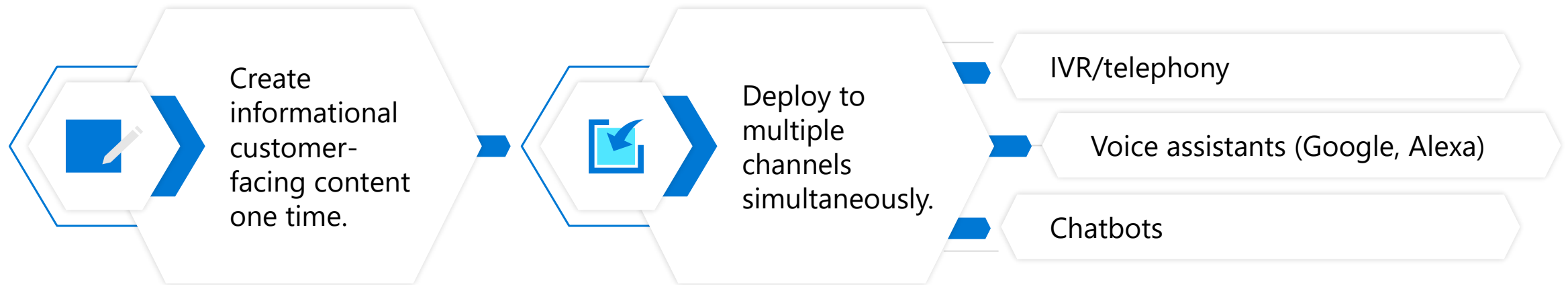


The Call Center Intelligence Accelerator automates transcription for real-time conversations and batch call recordings to streamline call center operations and deliver rich insights to the business.

- **Reduce repetitive conversations** by instantly delivering call data to downstream applications for use and analysis.
- **Easily deploy** the accelerator with pre-configured IP from Microsoft.

Optimize the contact center experience for your customers

Conversational Azure OpenAI Accelerator creates human-like dialogues and optimizes content

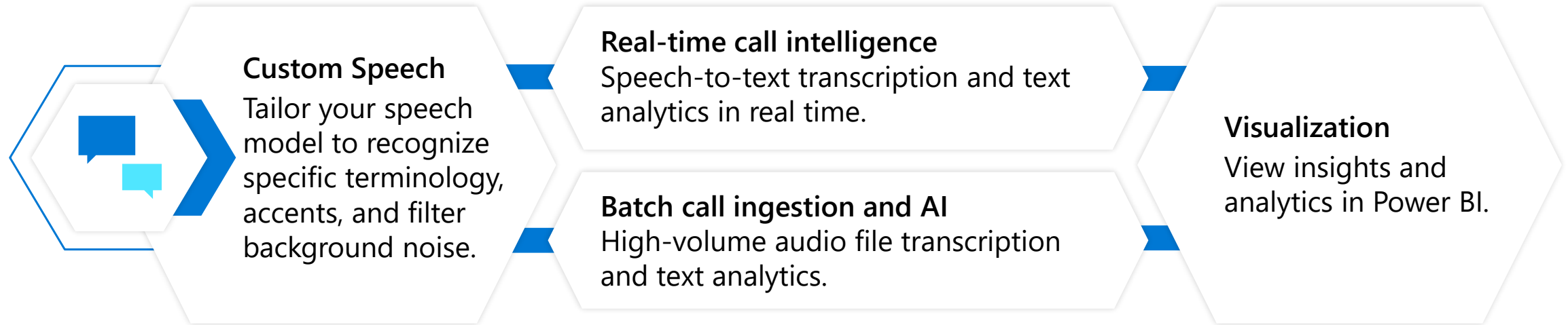


The accelerator **augments your existing telephony or IVR system** and can be published to voice assistants and chatbots.

Conversational Azure Open AI interacts with customers through human-like dialogue, rich analytics provide actionable insights into customer interactions, and data is captured in a continuous feedback loop to enhance content over time.

Gain automated call transcription and deep insights

Call Center Intelligence Accelerator delivers end-to-end transcription and analysis



A customizable speech model incorporates your industry and business language.

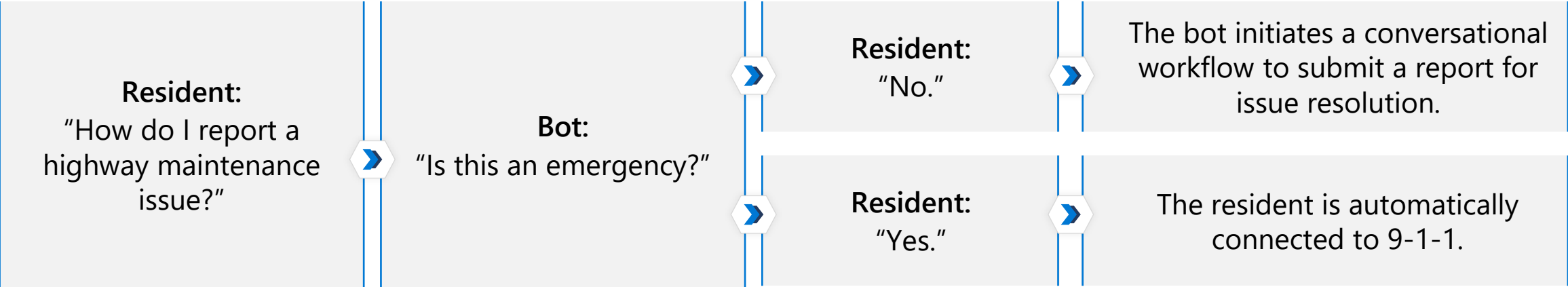
Transcription and analysis at scale provide insights on real-time and previously recorded customer calls.
Automated PII detection and redaction protects customer privacy and promotes compliance.

Create enhanced “if this/then that” conversations

“I need automated conversations that are more personal and dynamic.”

Build out conversation modules to create more customized interactions with customers. Ask clarifying questions and then point users in the right direction for their specific need instead of relying on a “one size fits all” response.

Example: Government organizations use conversational bots to quickly route and respond to a range of requests.

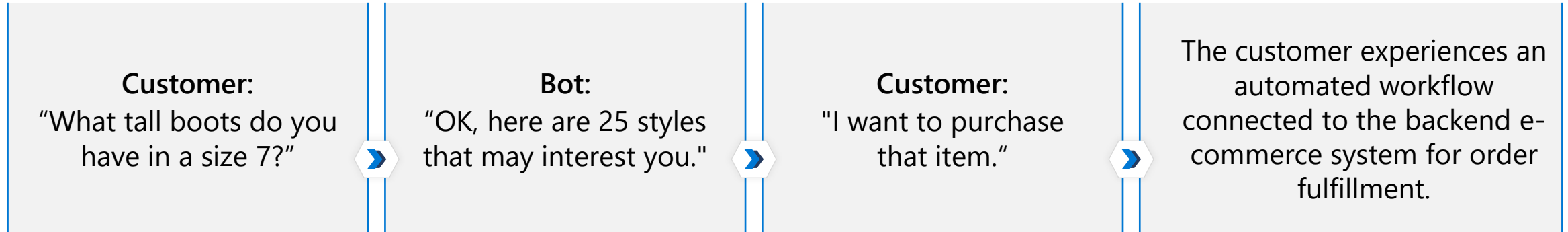


Drive fast, connected transactional experiences

"I want it to be quick and easy for our customers to transact in an automated experience."

Create specialized, interactive processes to bypass live agent conversations and enable users to accomplish specific actions faster. Route users to the right application or workflow to complete their desired transaction..

Example: Retail and consumer goods organizations use conversational bots to deliver human-like dialogue and streamline interactions to quickly resolve a transaction.

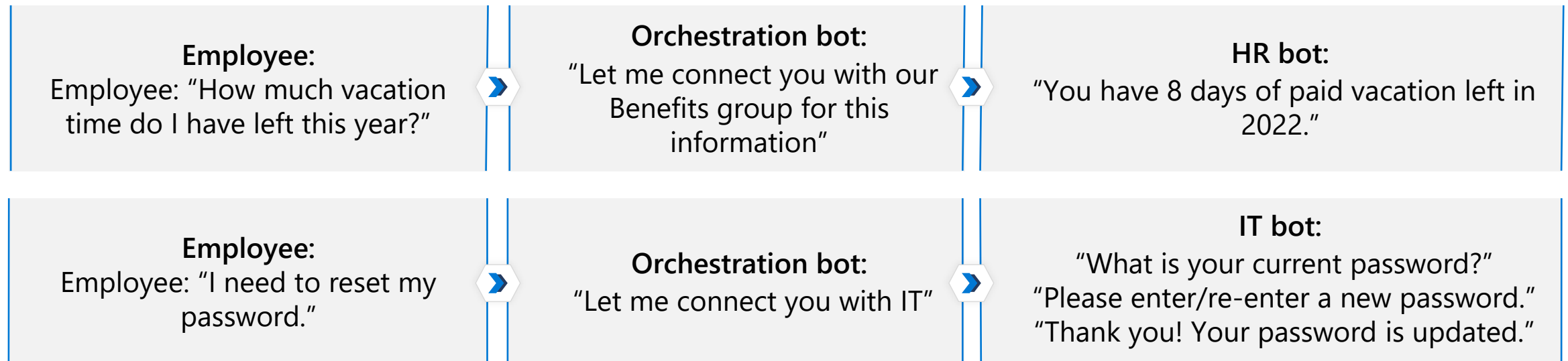


Orchestrate multiple bots across multiple business units

"I need a single bot that can orchestrate and manage the individual bots by business units."

Incorporate a "bot of bots" to create an orchestration layer with a single internal or external bot that quickly routes conversations to the appropriate business unit bot for a more streamlined experience.

Example: Human resources teams use a single internal conversational bot to route employee inquiries to the right department for resolution.



Achieve automated call transcription and rich analytics

“I need a robust automated transcription service to help us understand and optimize customer experiences.”

Tailor your speech models to understand organization- and industry-specific terminology. By utilizing sentiment analysis, and keyword extraction Organizations can streamline call transcription, capture powerful data, and gain valuable insights.

Example: Insurance organizations enable intelligent transcription from real-time and batch historical calls to learn about and improve the claims filing experience.

Real-time transcription and batch data ingestion

Automated transcription brings in customer data real time when a customer calls to file a new insurance claim. Historical call recordings are ingested at scale to create usable data.



Analysis with AI-powered tools

Transcripts are analyzed for any number of call characteristics like call length or number of transfers and how these factors may relate to customer sentiment.



Reporting and insights delivered to downstream applications

Business leaders receive real-time reports and insights in a visual Power BI dashboard or other interface.

Customer success across a range of industries



Insurance: Allstate

The insurer leveraged Azure Cognitive Services to create a custom speech model that recognizes insurance vocabulary and deploy a transcription service that automatically captures customer calls as text.

They now automatically ingest all information from a single customer call to initiate the claims process. The enhanced customer experience is increasing customer satisfaction and brand affinity.

[View the full story >](#)



Retail: Diedrich Espresso

A Western Washington coffee chain implemented conversational AI by deploying content to Google Assistant, Alexa, and to a website chatbot to help existing and prospective customers in finding the nearest store locations in a hands-free manner.

With no IT staff support, the owner of this 17-store coffee chain was able to deploy to voice assistants and their chatbot in just one day.

[View the full story >](#)



Government: Montgomery County, Maryland

Using conversational AI, Montgomery County accelerated the implementation of a support accelerator solution for its 311 Customer Service Center and Department of Health and Human Services.

By taking advantage of this immediate, no-code accelerator, they lowered costs and provided 24/7 customer service as opposed to only during business hours.

[View the full story >](#)



Professional Services: KPMG

Using Microsoft Azure Cognitive Services, KPMG built a new risk analytics solution for its clients. The accelerator uses AI to streamline call transcription, translation, and fraud analytics.

The accelerator improved the firm's analytics services and outcomes for both KPMG and their clients while cutting time, cost, and effort by as much as 80%.

[View the full story >](#)



Health & Life Sciences: Centers for Disease Control and Prevention (CDC)

The CDC released a Microsoft Healthcare bot service to quickly assess and triage new cases and guide next steps.

The chatbot fielded over 1.5M messages daily during the COVID-19 pandemic, preventing healthcare systems from becoming overwhelmed and expediting the path to care for those who needed it the most.

[View the full story >](#)



Accelerate your journey to a modernized contact center

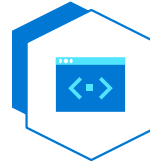


Kick-off

Learn more about the Modernized Contact Center Solutions and view a demo.



30 minutes



Proof of value

Optional accelerator code walk-through and prototype creation based on sample data testing.



1-3 days



Proof of concept

For the **Conversational Azure OpenAI Accelerator** build and deploy a **next-day, no-cost, no-code** POC.

For the **Call Center Intelligence Accelerator** quickly build and deploy a POC with the support of Microsoft technical specialists and partners.



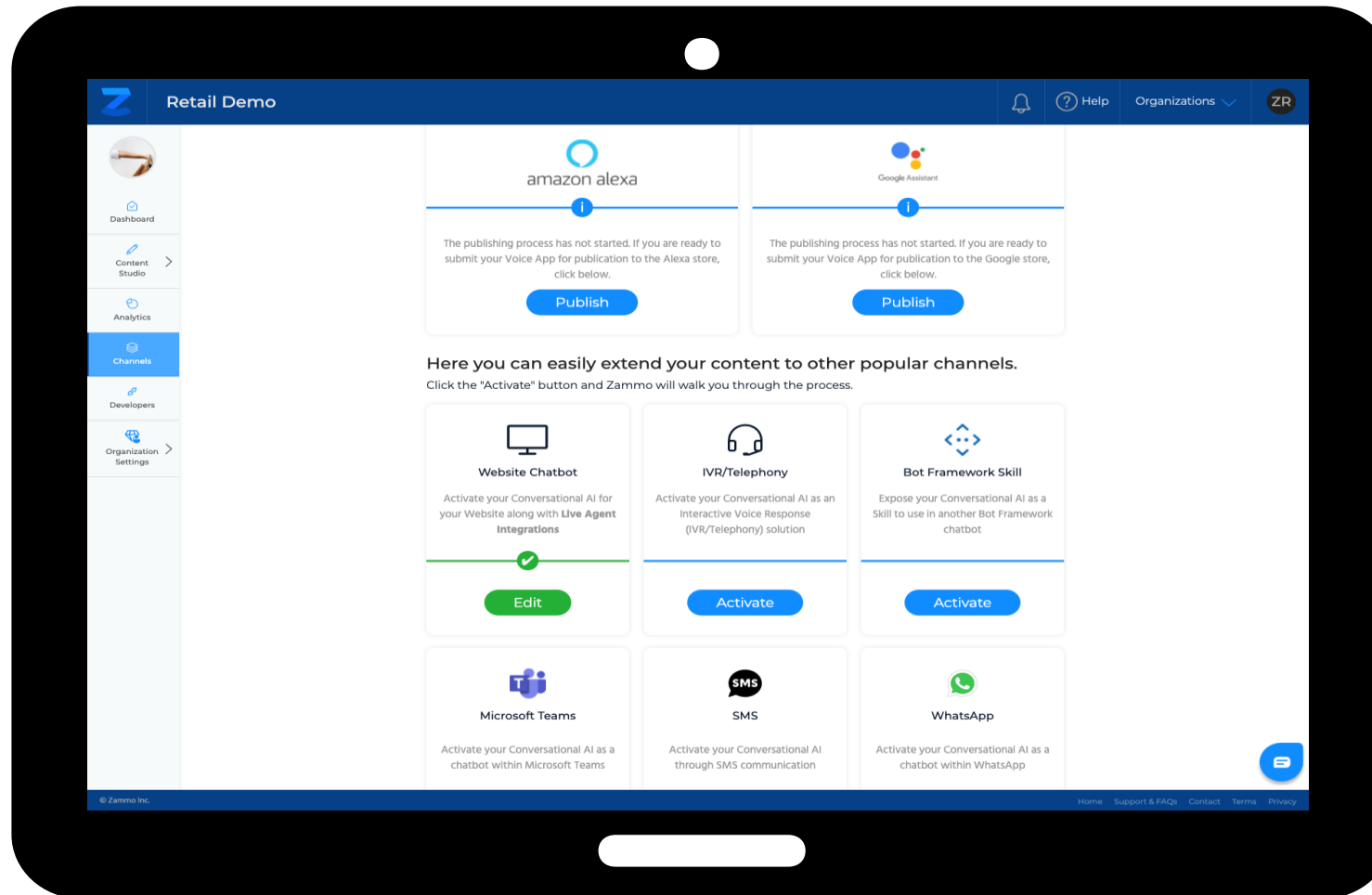
2-5 weeks

Thank you



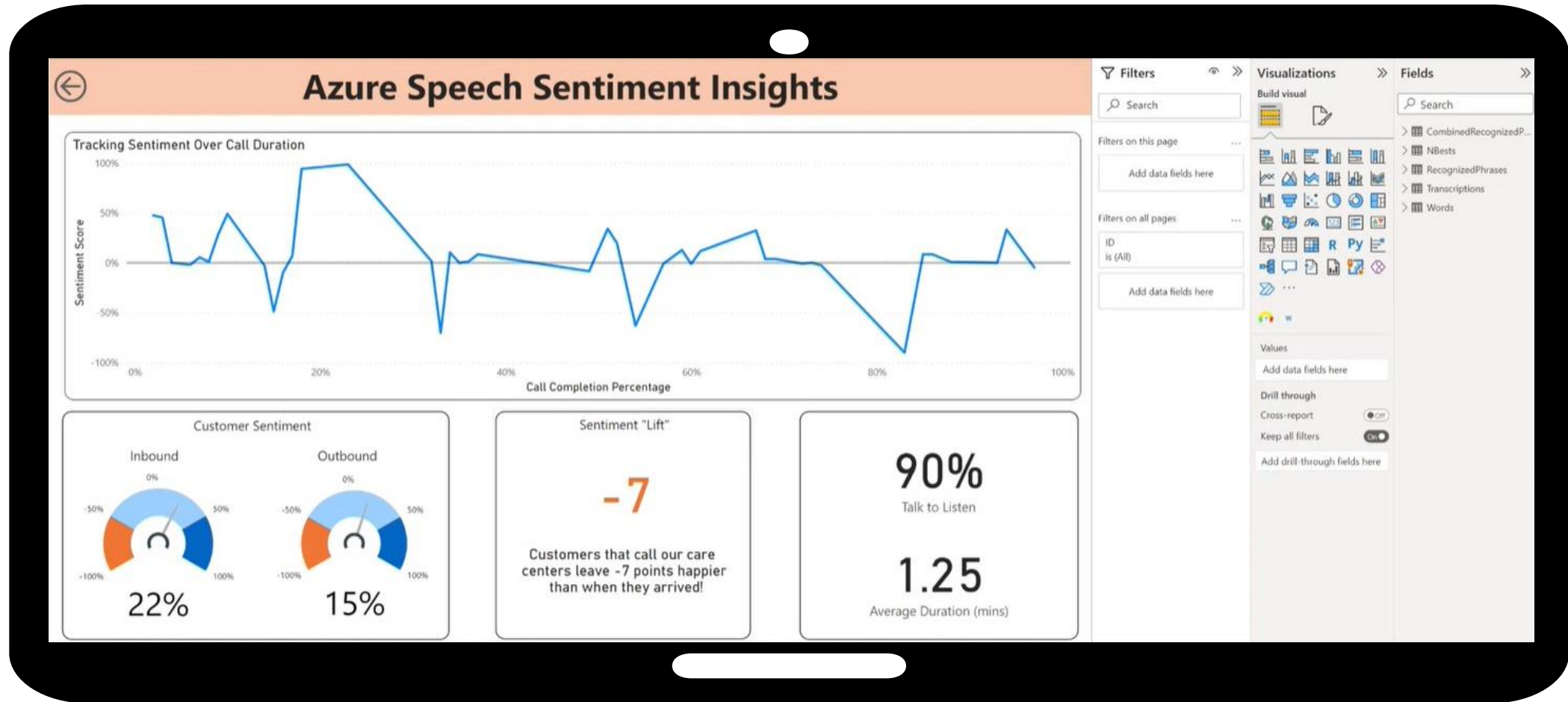
See how fast OpenAI can become an advantage

View a demo of the **Conversational Azure OpenAI Accelerator** in a retail scenario [here](#)



See how automated transcription can enhance operations

View a demo of the Call Center Intelligence Accelerator in an insurance scenario [here](#)



Decision tree

Identify the Accelerator that meets your needs

I need to enhance customer experiences by personalizing, improving, and streamlining customer service.



- I need an end-to-end AI platform for IVR, Chatbots, and other similar Call Center capabilities
- I'm comfortable with a SaaS (Software as a Service) offering
- I have limited budget for cloud technicians.

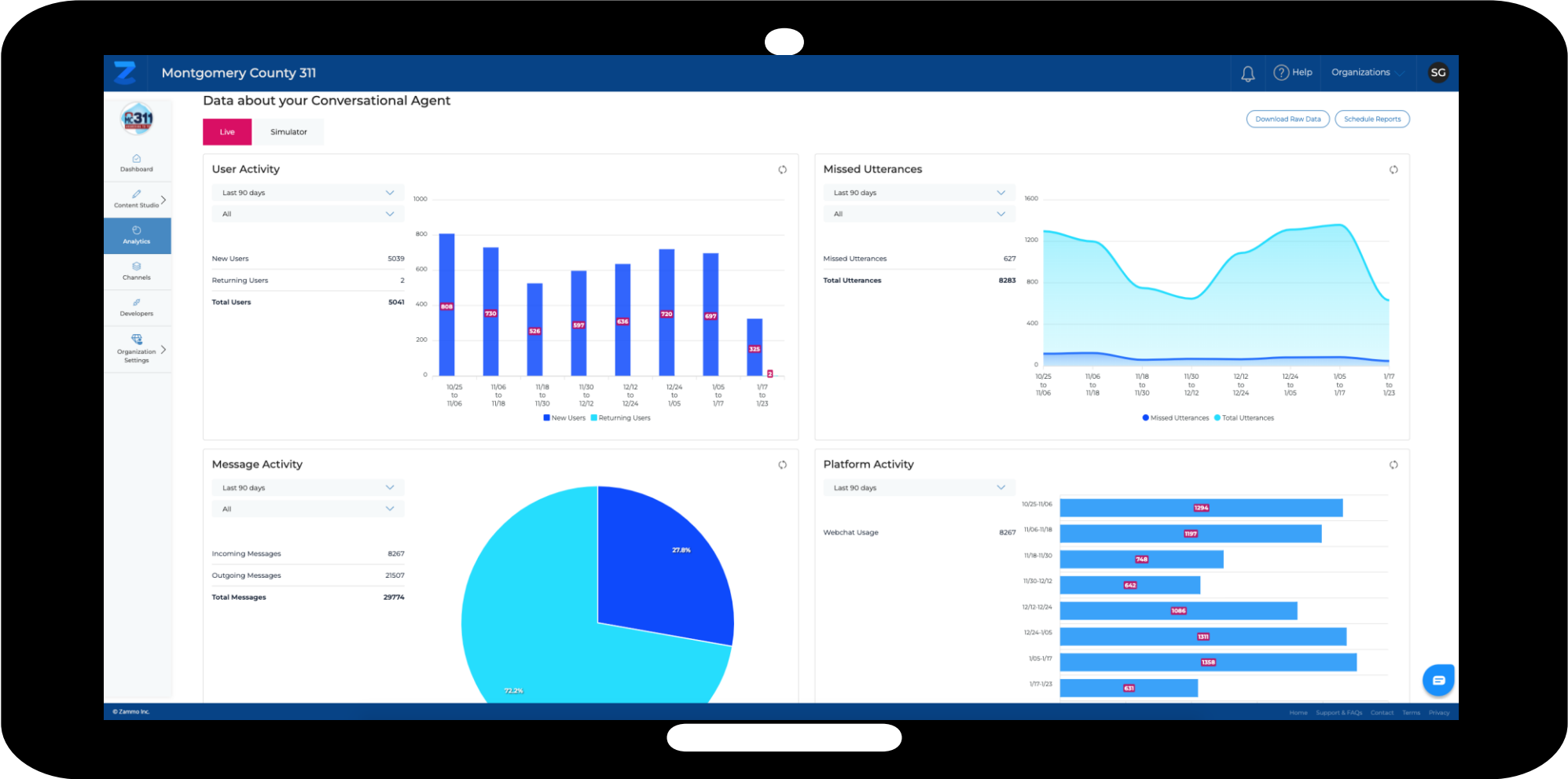
Choose the **Conversational Azure OpenAI Accelerator**



- I only need call recording, transcription, and analysis.
- I'm not comfortable with a SaaS offering.
- I want to develop cloud capabilities in-house.
- I want to control cloud resource provisioning for the accelerator.

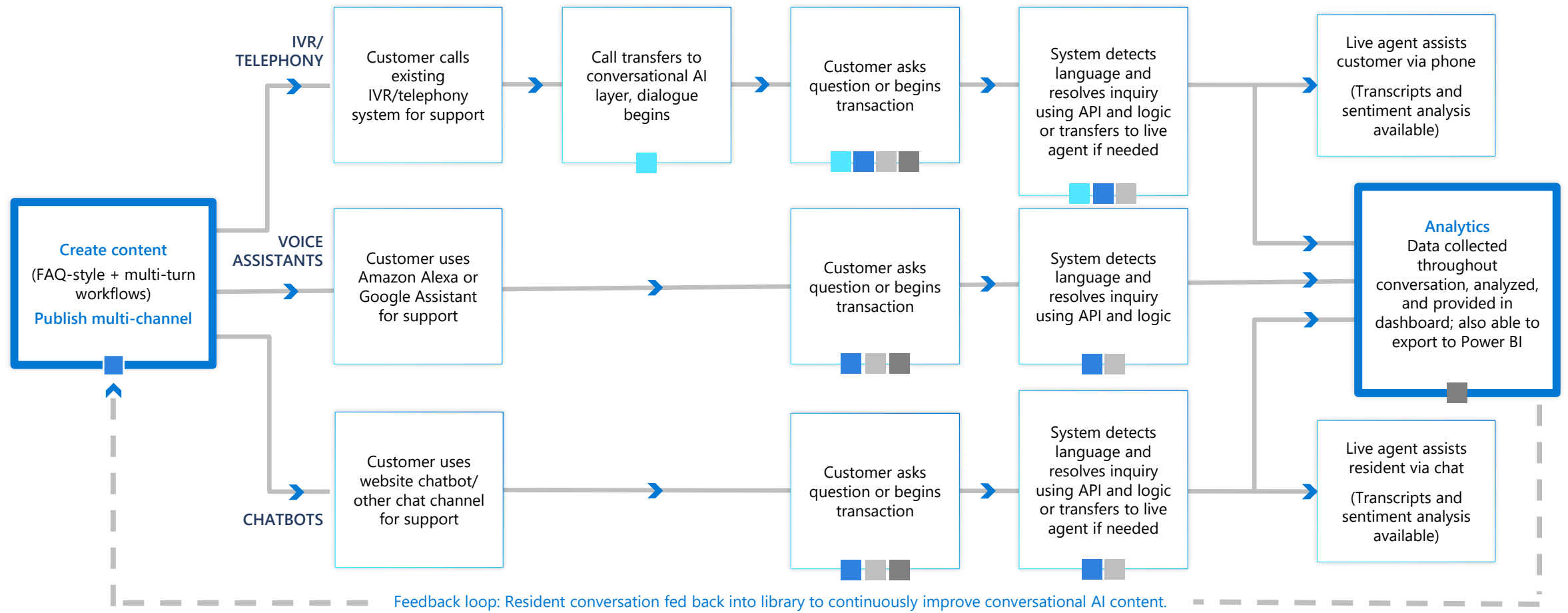
Choose the **Call Center Intelligence Accelerator**

Conversational Azure OpenAI – Performance insights dashboard



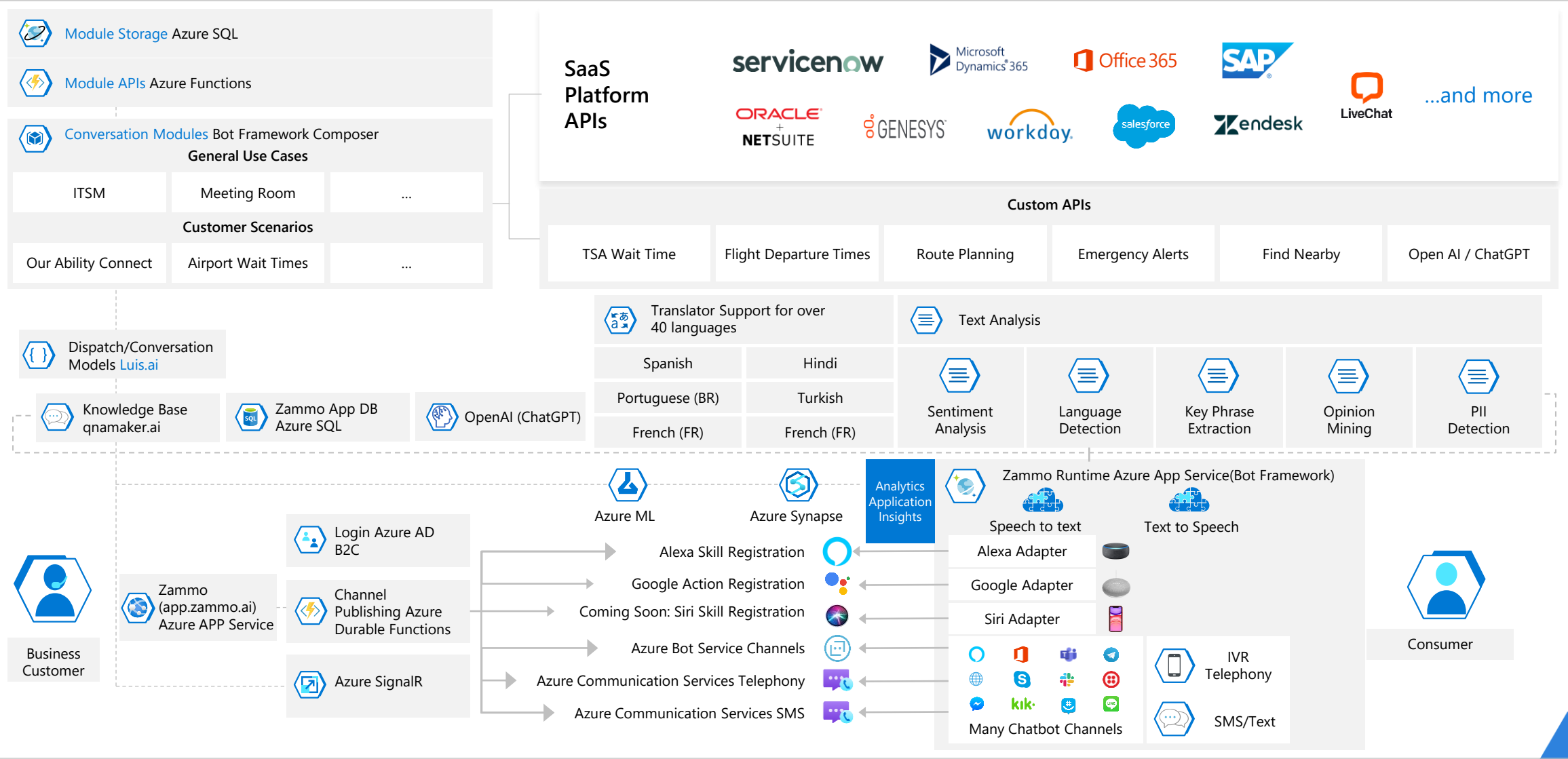
Accelerates and future-proofs

Deliver human-like dialogue and gain powerful insights for optimization



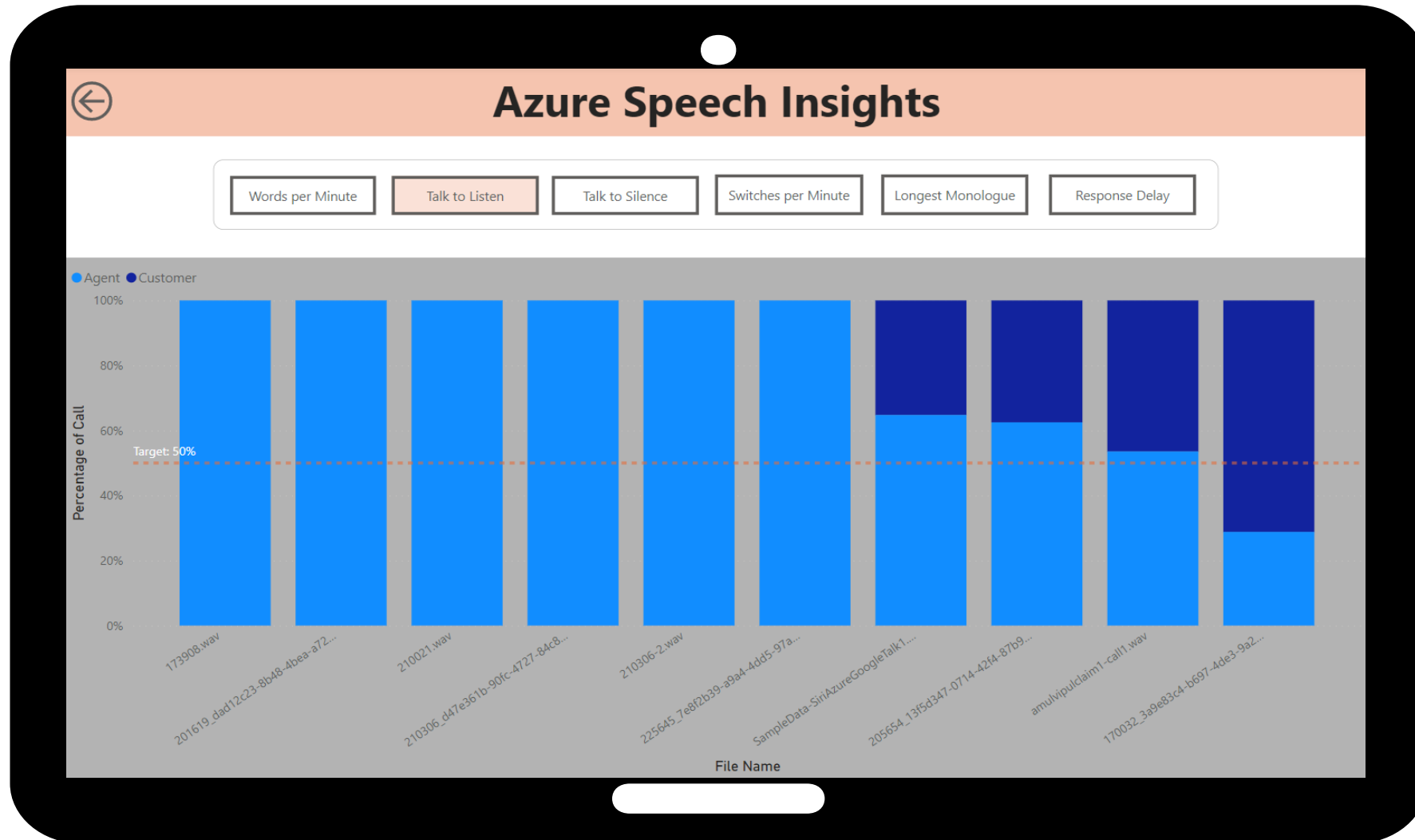
Built on: Azure Communication Services Azure Cognitive Services Azure Bot Services Azure Data

Architecture

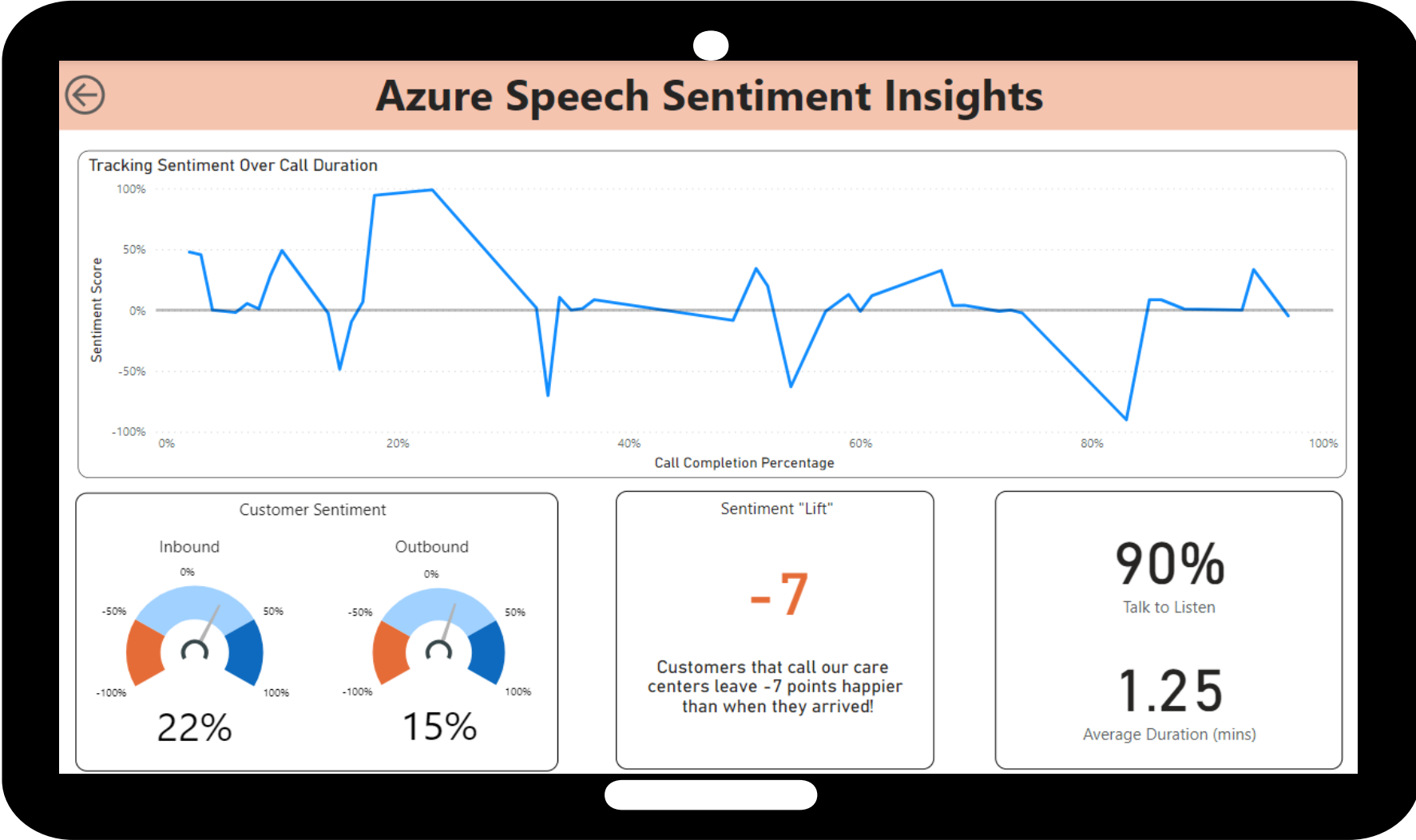


Visualize real-time and historical call analytics

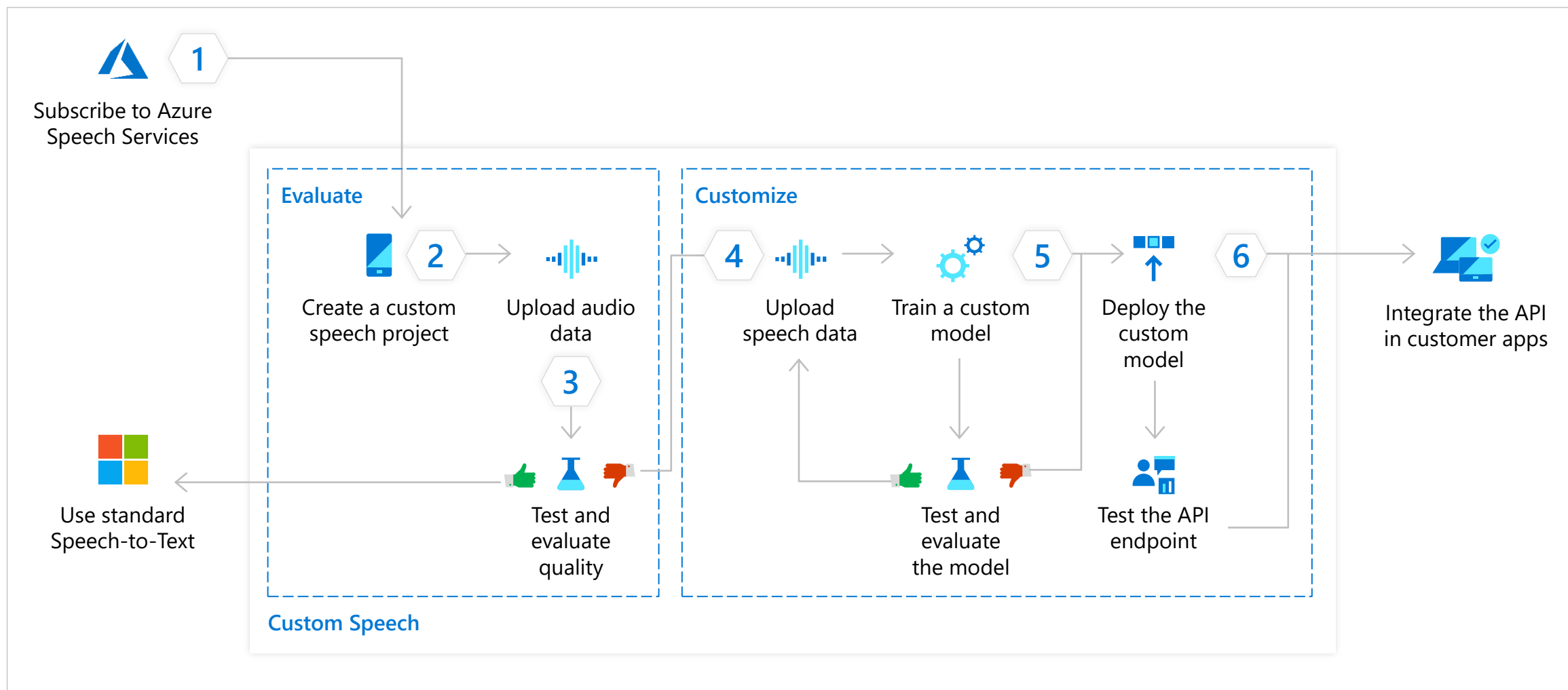
Accurate automated transcription enables actionable customer insights



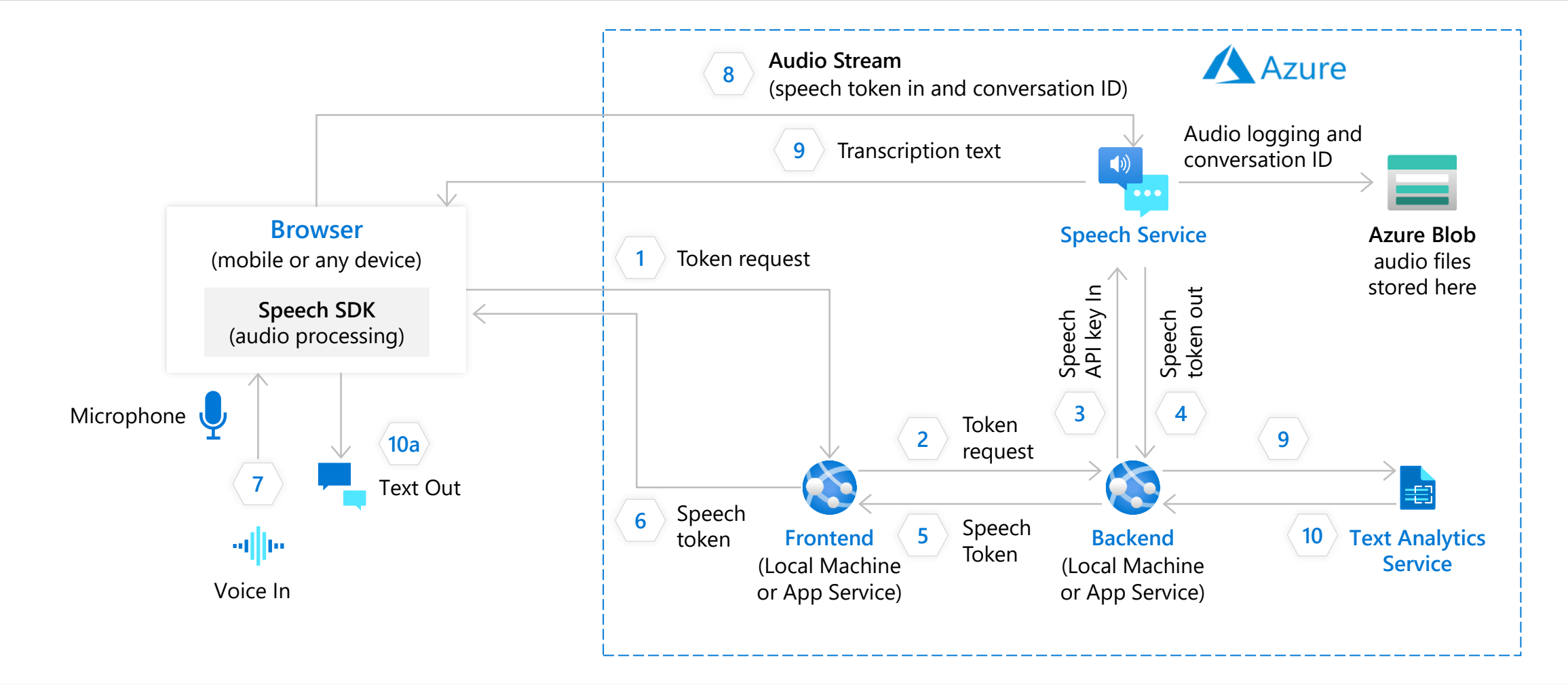
Track customer sentiment throughout calls



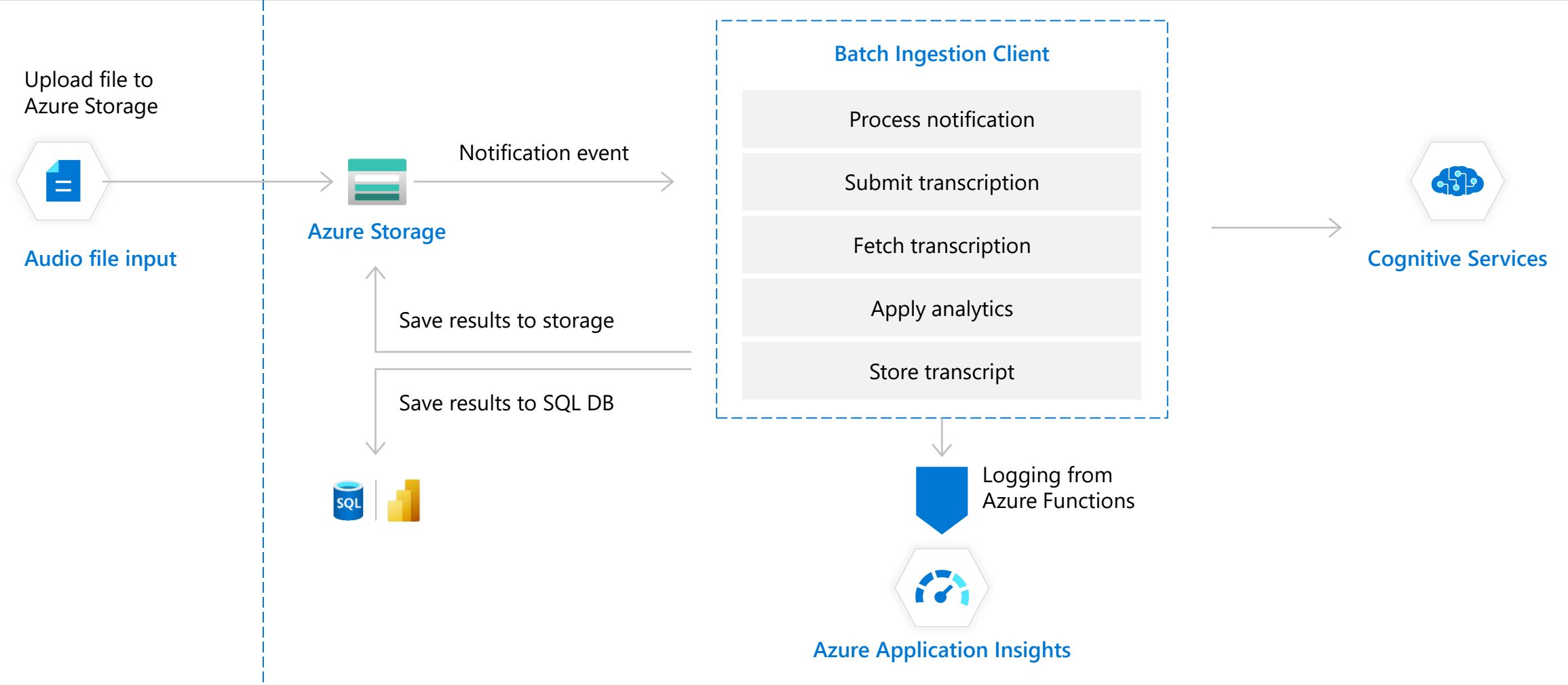
Azure Custom Speech reference architecture



Real-time call intelligence reference architecture



Call batch ingestion and AI reference architecture



On-premises PII detection and redaction architecture

