

# **Blended AI for customer experience:**

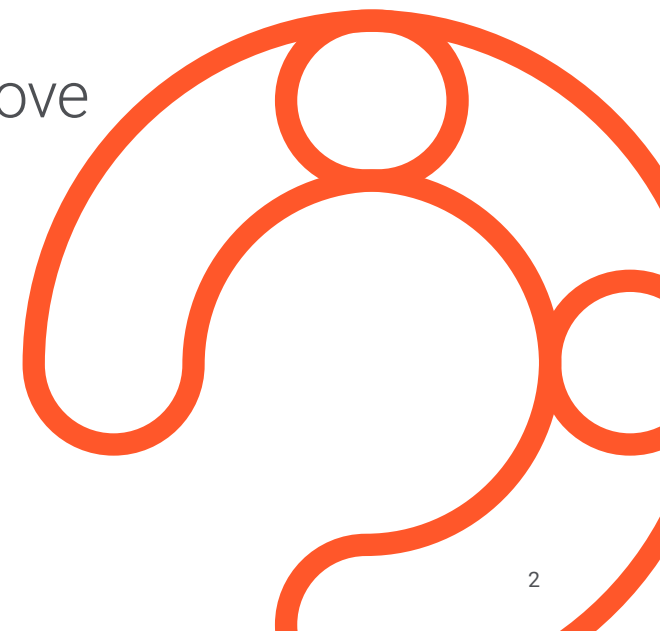
Bots and automation  
collide with the power  
of human touch



## AI and customer experience

The explosive growth of data, channels and automation **change how customers engage with businesses.**

Virtually every company is exploring ways to apply artificial intelligence (AI) in their businesses to improve profitability. However, it's easy to forget the critical role that humans play when taking AI to the next level. When you blend AI with the human dimension, you address the entire customer journey to improve experiences and achieve business goals.



## Meet Kate: Customer experience AI



Kate combines AI, adaptive learning, bots, cognitive computing and other automation technologies from across the Genesys portfolio so companies can deliver personalized, proactive and predictive experiences.

Kate uses technology that is tailored to customers' journeys and behaviors as well as your employees' needs. Kate works seamlessly with live agents to deliver what we call "Blended AI by Genesys", which offers exceptional automated and live customer experiences while running smart businesses.

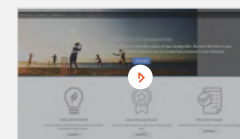
## Personalize self-service

“74% of decision makers agree that personalized self-service interactions are increasingly important in building customer relationships.”

*Forrester Thought Leadership Paper: The Case For Omnichannel Self-Service*

Give customers the answers they need—in the channels they want to personalize the experience every time. Backed by knowledge management and the ability to understand natural language, the automated service delivery of Kate uses customer data, context and the power of AI. She gets the right answers to customers and employees, creating an experience that’s consistent across channels.

Kate can decide when it’s best to offer self-service and personalize it for the individual, based on historical data and context. She also makes it easier for customers to solve their own problems, reduce long hold times, receive the right suggestions and improve efficiency.



**Watch ▶**

Blended AI by Genesys with proactive chatbot

## Connect customer conversations

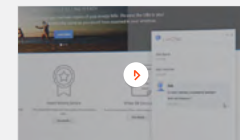


Kate engages customers in conversations across voice and digital channels. With native integration to the entire Genesys suite, Kate enables a seamless transition from self-service to assisted service, when needed, and includes all relevant journey history. For example, if you failed to make a payment on a company website and called into the contact center to do so, Kate would know this and automatically route you to the proper agent to complete the transaction.

### Read the white paper

"Artificial intelligence plays a role in evolving knowledge management"

[Read the white paper](#)



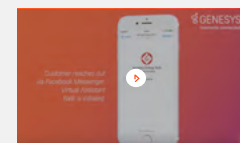
### Watch ▶

Blended AI by Genesys with bot chaining

## Create smarter agent experiences

### Kate likes to work with employees.

When an employee is needed for complex queries, Kate seamlessly passes along the detailed customer journey information required to continue the conversation. Kate also assists humans with responses and provides them with insights and training, enabling them to be the very best agents in their fields. For example, Kate works with your employees to execute processes and offers guidance on what to do next. With Kate, employees build knowledge and supervisors learn how to make smarter plans.

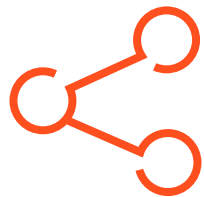


**Watch ▶**

Blended AI by Genesys with Facebook Messenger Bot

## Blended AI by Genesys creates an end-to-end experience

Kate focuses on customer experience.



Tightly integrated with the Genesys Customer Experience Platform, Kate applies AI across the full spectrum of customer engagement, from the moment customers first interact through resolution.



She tracks context and uses it to make intelligent decisions at every stage in the journey. She connects narrowly focused bots to create the best experiences.



Kate is not selfish; she makes it easy to use third-party AI and machine-learning capabilities with native capabilities.



With Blended AI, Genesys combines the power of intelligent automation with human employees to deliver magnificent customer experiences.

# The financial advantages of AI

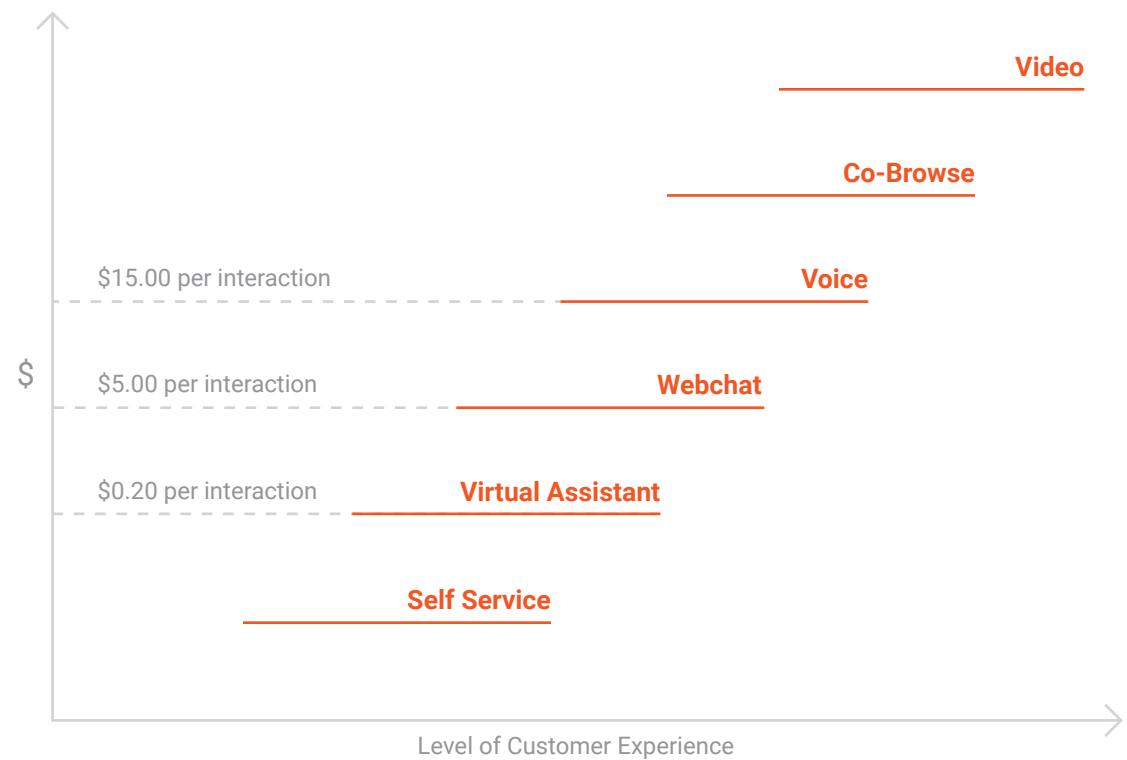
**Human-assisted interactions cost \$5 to \$15 more per interaction than chat or voice channels.\***

In contrast, an automated self-service transaction can cost as little as \$0.20 per interaction.

Adopting self-service automation has other benefits that are harder to quantify, but are equally important, including:

- Faster service and delivery, including reduced call volumes and improved first contact resolution;
- Improved agent and customer satisfaction;
- Better customer experience.

Cost to Serve VS Level of Customer Experience

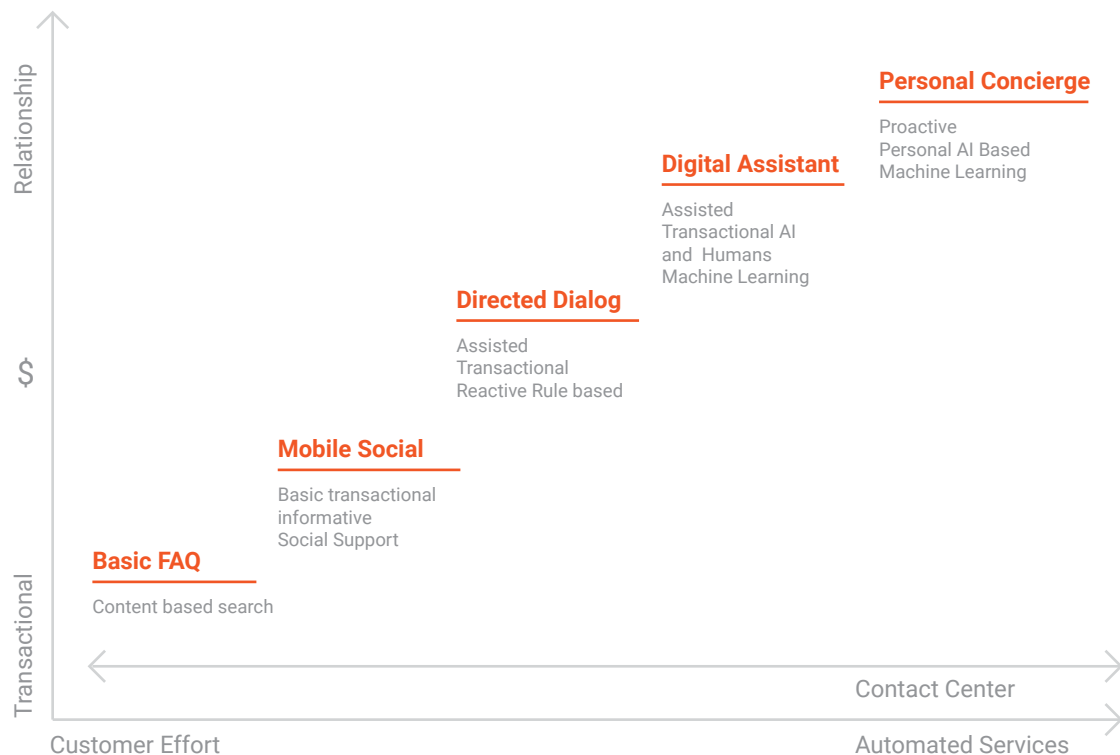


\*Based on Genesys Research using input and insights from multiple sources, including Dimension Data and other research analysts.



## Start small: Focus on easy wins

The Bot Evolution



Your AI strategy doesn't have to be overwhelmingly complex to see the benefits. To start, address a narrowly focused issue or repeatable task to reduce costs and make a process more efficient. For example, Genesys offers more than 80 pre-built micro-applications that you can use across channels, such as flight status, order status, balance inquiry and address capture.

From there, you can expand your focus, layer in multiple bots, improve your machine-learning capabilities and add the human element at the right time in the journey. Don't get lost in the technology itself; always remember your audience's expectations and ensure you have KPI tracking metrics in place to measure your success and tune your implementations.

Choose an open, flexible and scalable platform that enables you to work with native or third-party AI across channels. A single platform also creates a seamless transition among bots and humans while maintaining customer journey history and context to improve customer experience.

## Put blended AI to work in your business

### Are you interested in building a bot in half a day? Reach out to Kate for more information.

The power of human touch is a critical component to enable seamless customer experience. Without fully integrating the role of humans in your AI plans, you risk losing a differentiating business advantage. Remember, a blended AI strategy doesn't have to be complex or costly. Start with focused use cases that rely on technology you already have in place.

Make handoffs seamless among bots and humans across all channels and give your customers magnificent experiences every moment they interact with you. Kate connects all conversations and creates smarter agent experiences to enable personalized self-service.



Hey, I'm Kate!  
What's your name?

SEND

Talk to Kate

Learn More

Contact us



Genesys® powers more than 25 billion of the world's best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

**Contact us at  
+1.888.GENESYS**

**or online at  
[genesys.com](https://genesys.com)**

Copyright ©2017 Genesys. All Rights reserved.  
Genesys and the Genesys logo are registered trademarks of Genesys. All other company names and logos may be registered trademarks or trademarks of their respective companies.

Connect with Genesys via **[genesys.com](https://genesys.com)**, social media, and the **Genesys blog**.

