



# Improving Customer Service using Artificial Intelligence and Machine Learning

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Services as Case Study

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## 3 Common Pain Points when Contacting Customer Service Channels

- Repeating information more than once
- Agents searching for information
- It takes ages to resolve the problem



## Top 5 Trends in Customer Service Improvement using AI & ML



1 Self-Help Services

2 Experience  
Personalization

3 AI-assisted Customer Insights

4 Chatbots and Virtual Assistants

5 Intelligent Agent Routing



# AI-Based Self-Service

## Justification



Recent studies show that 90% of consumers expect a brand or organization to offer a self-service customer support portal.

*Internet Trends Report from Gartner Reports*

## Benefit(s)



Key benefit is the “anywhere, anytime” accessibility model.

## Use Cases/Prospect



According to Gartner, the rate of adoption of AI-powered self-help portals will hit upwards of 85% by 2020.

*Gartner Reports*



# Personalized Responses for Every Customer

## Justification



**75% of consumers are more likely to buy from businesses that recognizes them by name, recommends options based on past purchases, OR knows their purchase history.**

*Accenture, 2017*

## Benefit(s)



**Time and cost savings required to create a personalized experience by humans.**

**Data mine transformed into personalization can transform businesses and boost brand engagement.**

## Use Cases/Prospect



**Recent survey unfolds that almost 31.7% of major companies are now using AI for customer experience personalization.**

*Tata Consultancy Service Reports*



# Data Driven Consumer Analytics

## Justification

**Organizations that leverage customer behavioral insights outperform peers by 85 percent in sales growth and more than 25 percent in gross margin.**

*Mckinsey, 2017*

## Benefits

**It helps impact/ influence customer behavior.  
It helps to build customer loyalty.**

## Use Cases/Prospect

**Netflix and Spotify are examples of big brands that uses big data analytics for targeted advertising which combined boosts over 100 million subscribers.**

*Forbes, 2018*



# Intelligent Chatbots and Virtual Assistants

## Justification



**More than 80 percent of customer service sessions can be resolved by chatbots.**

*Accenture Research*

## Benefits



**Chatbot helps to create a successful customer service strategy for improving customer service & increasing customer engagement.**

## Use Cases/Prospect



**Capital One allows customers to access their bank accounts through Alexa, and Liberty insurance company makes it easy for customers to check the status of their claims through Google Home.**

*Forbes, 2018*

# Intelligent Agent Routing



## Justification

Currently, in a 6 minute customer service call, 75% of that time is devoted to agents doing manual research, with valued customer interaction at a dismal 25%.

*IBM Research, 2017*

## Benefit(s)

Customer experience is improved by pairing the right agent with the right case based on the historical analysis of customer profiles.

Reduction in Operational efforts and time required to close cases.

## Use Cases/Prospect

Royal Bank of Scotland's virtual assistant, Cora allows agents to find answers to 250,000 unique queries a month, with a 95% accuracy rate.

*IBM, 2018*





Thank you

