

Contact Centre Chatbot

To reduce Income Contact Centre's transaction load with the use of a chatbot

Initial goal

Develop a chatbot that would be able to
answer FAQs (180)

After conducting 15 User Interviews and 2 days of on-site observation

- It's very difficultly and unnatural to create scenarios where customers would ask such specific questions
- We find less value on just answering questions as majority of calls are transaction request than inquires

TOP CALL REQUESTS

1. Change Address
2. Update Particulars
3. Check Payment Status



Updated goal

Develop a chatbot that can answer
questions as well provide a direct solution

Customer Empathy Map

{ Think & Feel }

This is very troublesome
How long will I have to wait this time

{ See }

The website is too
cluttered
I don't see what I need

{ Hear }

“All our operators
are busy now...”
“Please wait while...”
“I would need some
verification”



{ Say & Do }

I need to change my particulars
I have some questions

Customer Empathy Map

PAIN

Waiting

Answering questions first
before I get things done



GAIN

Can do the task anywhere
and anytime

The transaction can be
done easily without going
back and forth

User Empathy Map

{ Think & Feel }

Work is too repetitive
Why can't they just use the website?

{ See }

The website is too cluttered
Finding the form is difficult for old people

{ Hear }

"I want it now"
"Is it updated?"
"Why do you need to transfer me?"
"Hit quota"



{ Say & Do }

Please hold, while I check this
You can contact our respective department

User Empathy Map

PAIN

**Routinely Work
Change
Training
Implementation**



GAIN

**Make a more meaningful
transactions
Help people with more
difficult needs
Learn new things at work**

Customer Journey



Auntie Lauren

Senior Citizen

Likes watching over her grand children.
Recently upgraded her 2g phone with a 4g
Has difficulty using a mouse

Kind and patient
Most loved by call agents

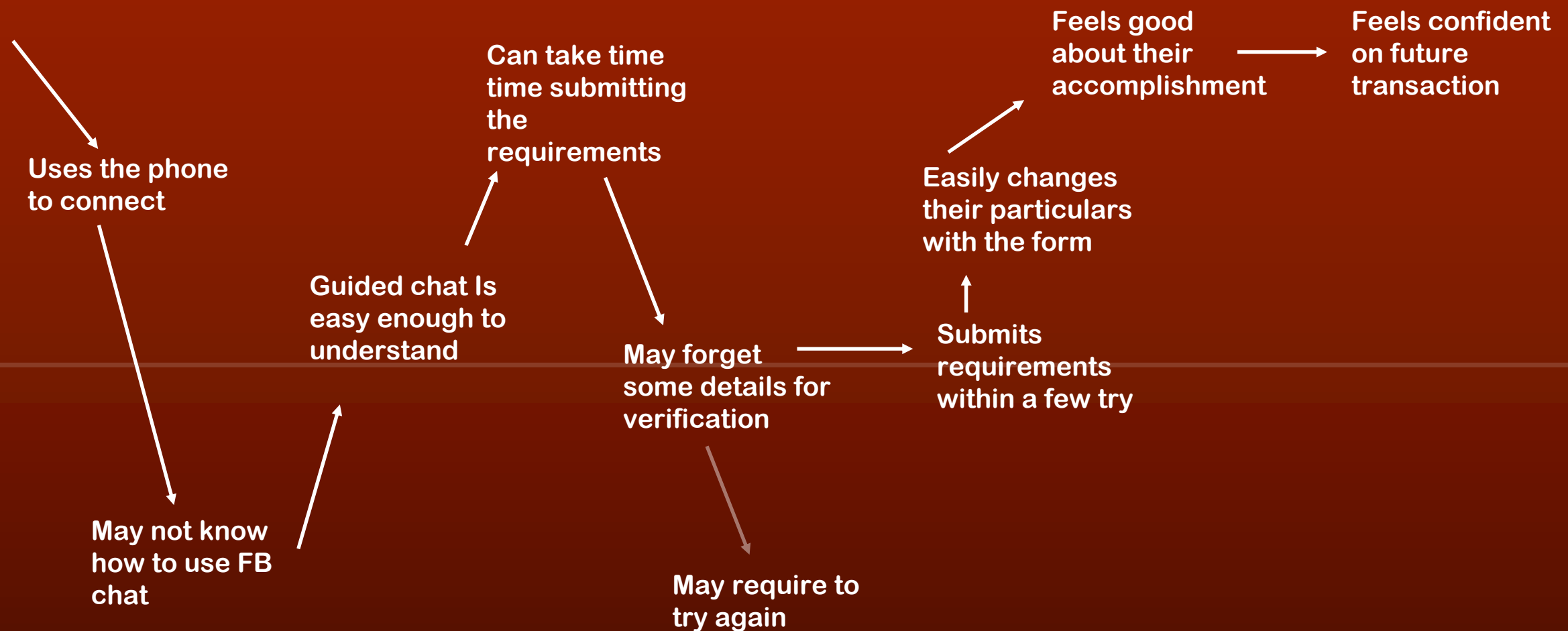
“Can you help me do this..”
“Im having trouble with all this technology”
“Thank you!”

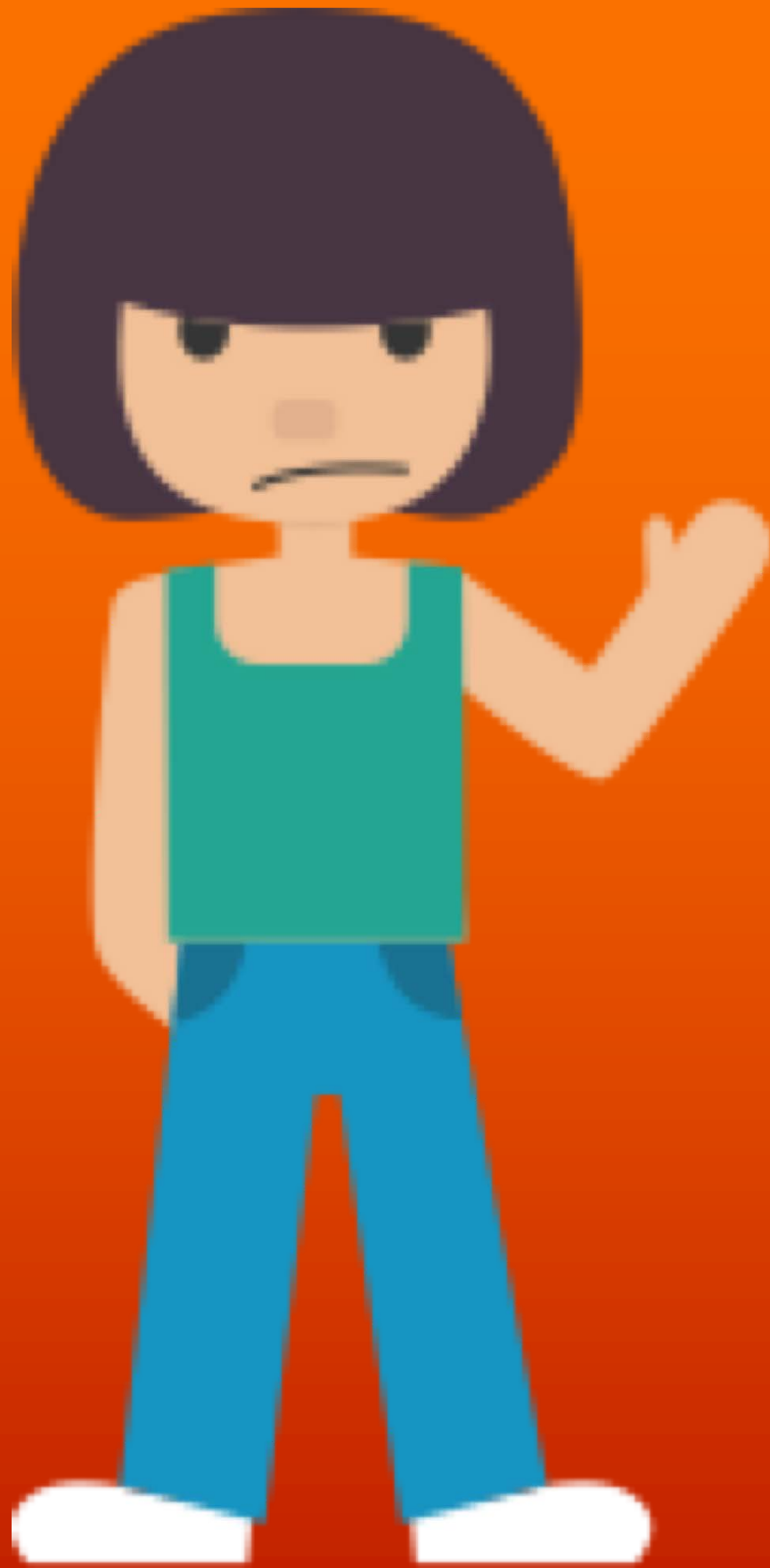


CUSTOMER JOURNEY

“I need to change particulars”

“I have a question”





Fenny

Angry Caller

26-39 yrs old

Newly Promoted Senior executive

Likes branded coffee

Single

Has disposable income

“I need this now”

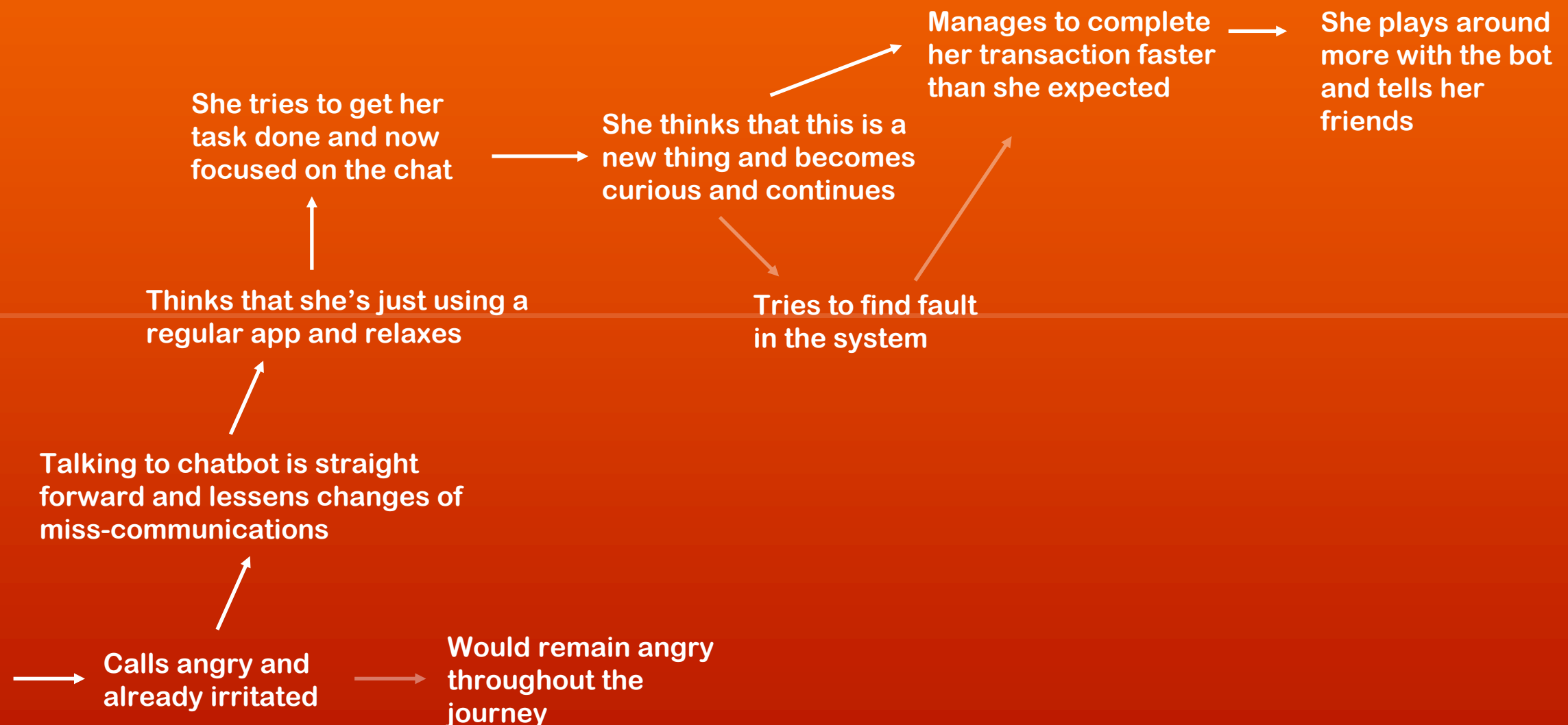
“Why do I need to wait for this”

“No, that is not acceptable”



CUSTOMER JOURNEY

“I need my contact info changed. Now!”
“I cant find the information on the website”





Harry

Always rushing

40-55yrs old

Higher Ops Executive with multiple insurance plans

Family man

Hates traffic and full parking lots

Technology savvy

“Im on a rush”

“Can this be done today”

“Im not available on that day/time”

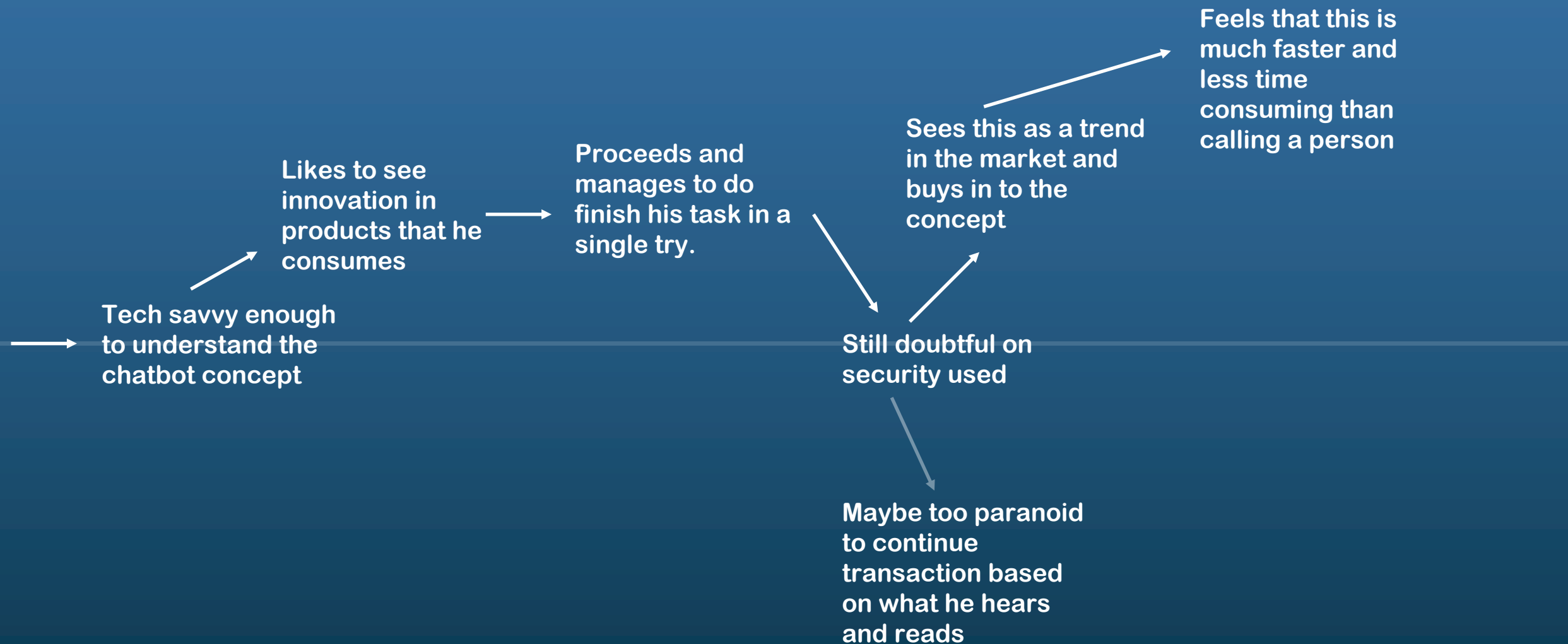


CUSTOMER JOURNEY

“Some of my policies still has my old address”

“I need to change some of my address”

“I need some information on upgrading”

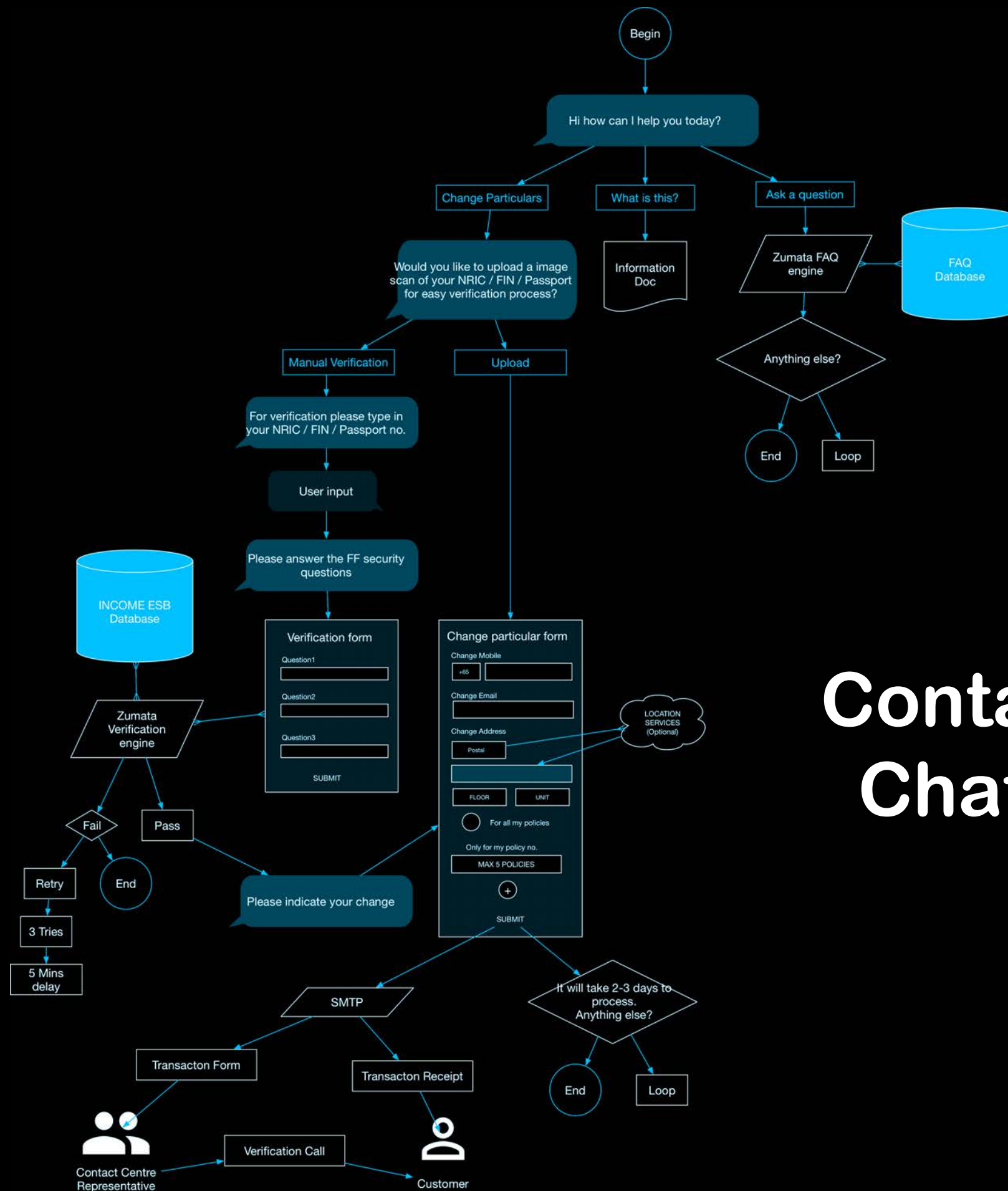


60 FAQ Questions

+

Change Address (guided)

Change Particulars (guided)



Contact Centre Chatbot Flow

Singtel 11:05 AM 84%

< Home (6) Health Chatbot > Typically replies instantly Manage

income

Verification

IMAGE VERIFICATION


Please provide the following information in our record for verification purpose

Nationality ☒ Singaporean / PR ☐ Foreigner

NRIC No.

S4026314D

For verification please upload your NRIC

Choose File  1 photo (1.5 MB)

Choose File no file selected

Submit

Singtel 4G 3:26 PM 92%

< Home Health Chatbot > Typically replies instantly Manage

income Hope you have a great day!

Verification

Hi Edmunl,

For your security, please answer the following questions

Date of birth 01 Jan 1996

Mobile phone

Postal code

Do you have any life insurance with us? If Yes, name 1 policy that you have.

☐ No ☐ Yes

Have you bought any insurance with us for any family members? If Yes, who?

☐ No ☐ Yes

User Testing



User Testing



User Testing



Roadmap