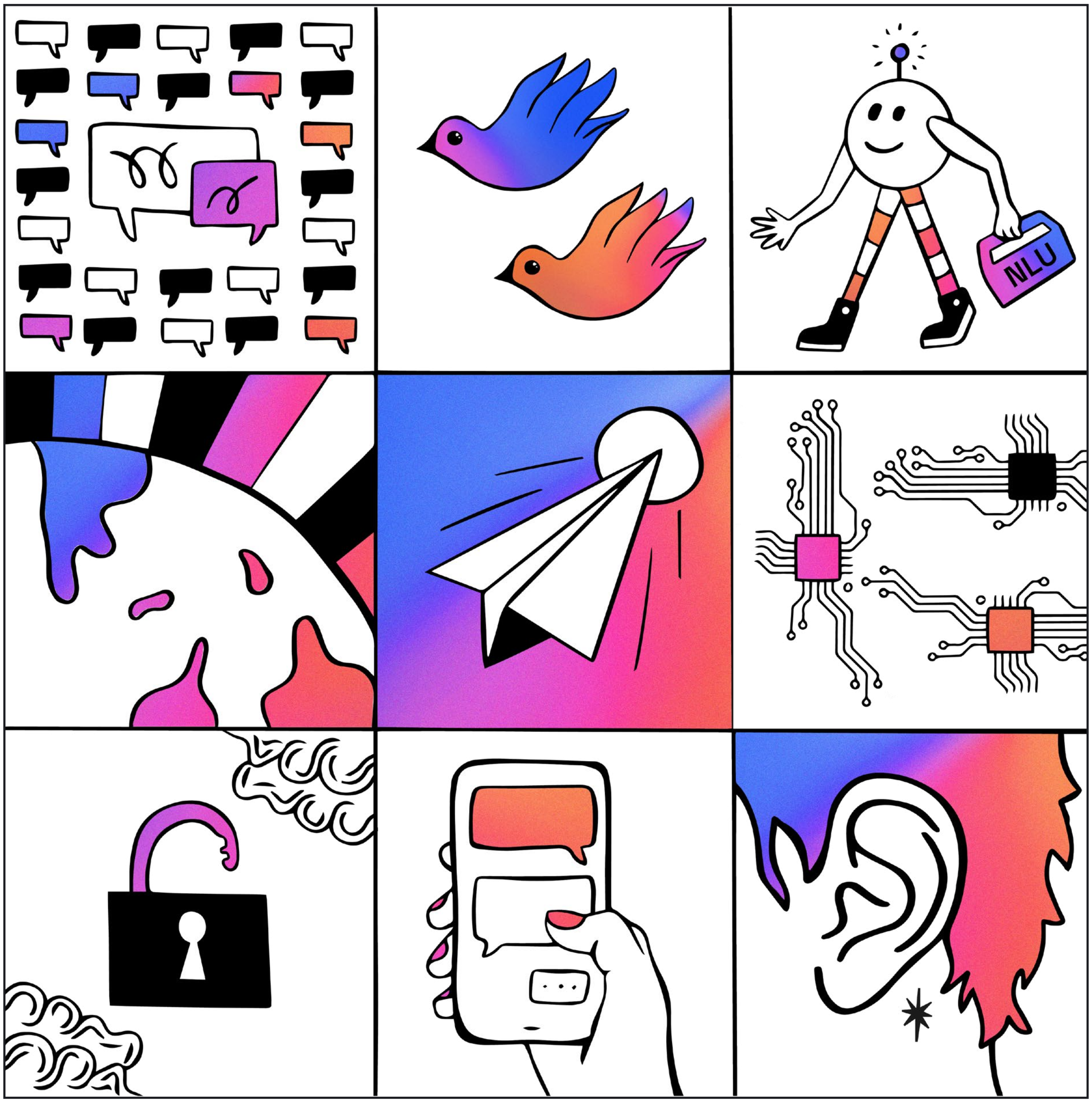
LIVEPERSON

EXPERT GUIDE

Becoming Conversational



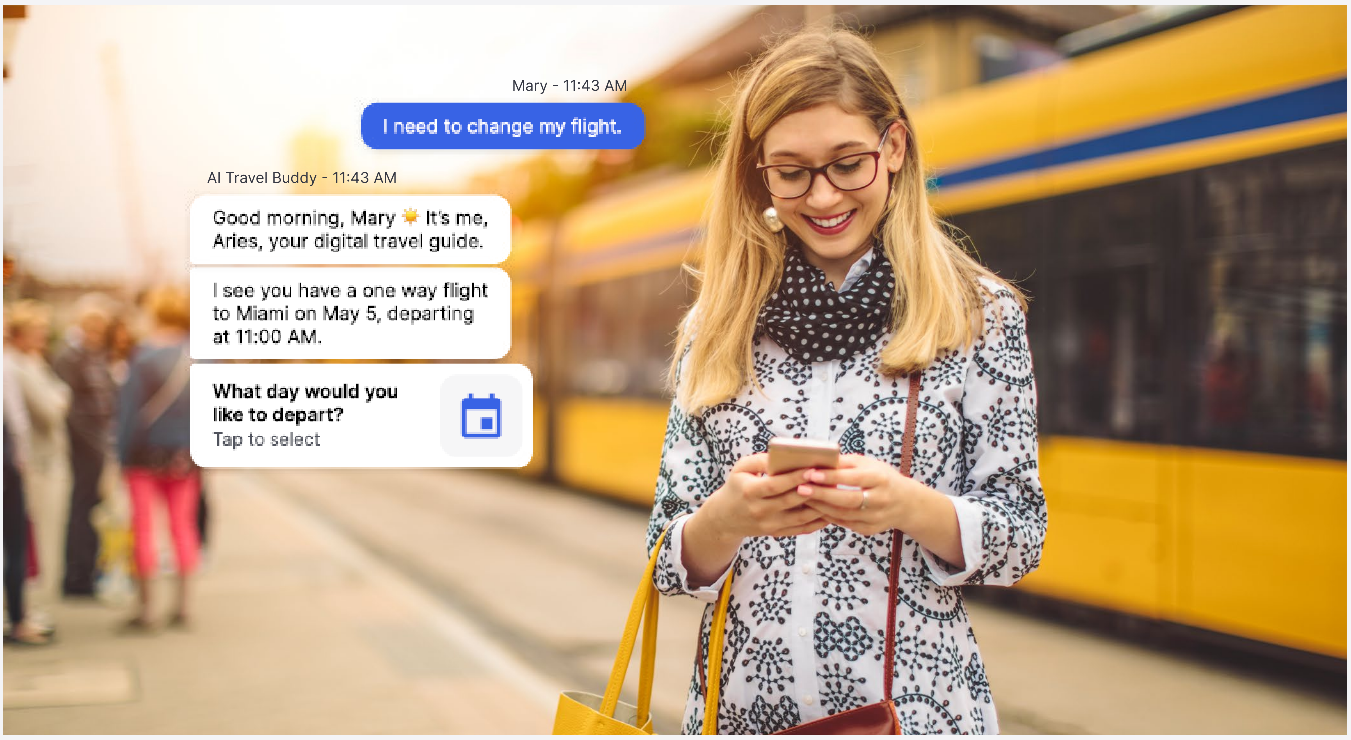
Executive summary

Our lives, our work, and everything we do is built on conversations. More and more of those conversations are taking place through messaging — on consumers' own time through the devices and apps they most prefer. It should be as easy to interact with a brand as it is to communicate with friends and family. Yet, many brands aren't meeting consumers via messaging, forcing them to call into frustrating interactive voice response (IVR) systems, self-serve on complicated websites, or download mobile apps.

Conversational solutions allow brands to meet consumers in their channel of choice, with a scalable personalized solution for customer care, marketing, and sales

Conversational solutions are asynchronous and driven by artificial intelligence (AI), providing a way to manage multiple customer conversations at once, at the customer's convenience and at scale. They rely on embracing an automation-first mentality that complements human interactions. Most of all, they are built to understand, engage, and deliver outcomes.

This Expert Guide explains what Conversational solutions are, their benefits, how to effectively implement them, and how best to measure them.



Mary - 11:43 AM

I need to change my flight.

AI Travel Buddy - 11:43 AM

Good morning, Mary ☀ It's me, Aries, your digital travel guide.

I see you have a one way flight to Miami on May 5, departing at 11:00 AM.

What day would you like to depart?

Introduction

Consumers' communication preferences have changed dramatically in the past decade. Mobile users in the United States sent **2.2 trillion** SMS or MMS messages during 2020, up from 1.5 trillion in 2017.[1] In the United States, online shopper conversion rates were just **2.06%** during the third quarter of 2020,[2] with just **19.6 percent** of retail sales worldwide in 2021.[3]

Consumers are less willing to:

- Wait on hold for a call agent.
- Navigate an IVR system.
- Email an inquiry.
- Attend to web chat windows.

What consumers really want is a way to ask their questions and get an answer via a communication platform they prefer. They want to be able to ask follow-up questions as they occur to them and have more natural conversations. For brands, this represents a transformation. In 2020, **51%** embraced new channels for customer interaction since the pandemic began.[4]

As businesses, brands, and products become more and more commoditized and homogenized, service will become increasingly important. LivePerson believes the best way to service customers is to meet them where they are — in messaging channels. As of January 2022, **two billion** users were accessing the WhatsApp messenger on a monthly basis.[5] In fact, texting is the most used function on smartphones, with **48%** of consumers preferring text messaging over any other communication channel.[6]

78%

Consumers open 98% of text messages, with 78% of consumers stating **SMS is the best way to reach them.**

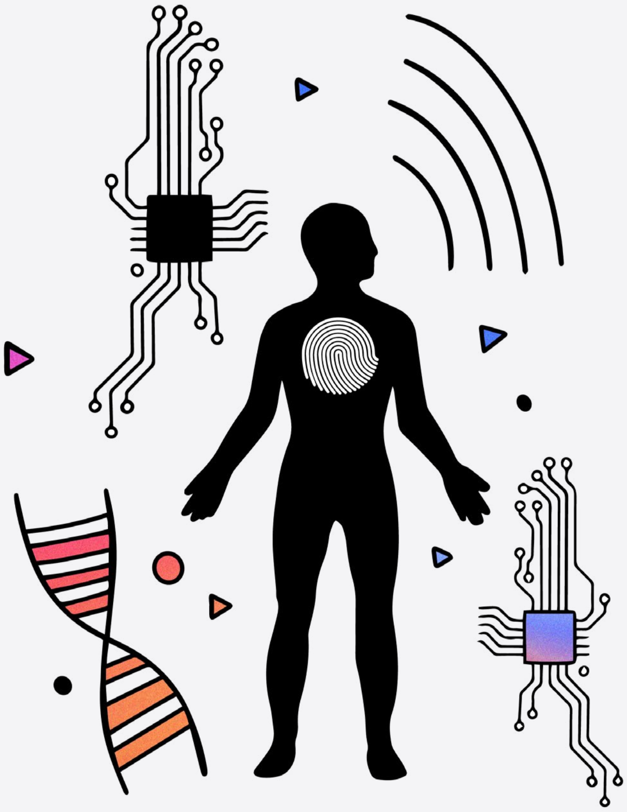
RingCentral Blog, 2021

1. Statista, 2021, 2. Statista, 2021 , 3. Statista, 2022 4. GetVoIP, 2022 5. Statista, 2022, 6. SMS Comparison, 2022

Conversational solutions are an opportunity for brands to practice the customer-centricity they preach

Companies at the forefront of innovation are bringing their brands closer to the customer via conversations on the platforms they already are on such as messaging, voice devices, and social media. These conversations become the voice of the customer, and the feedback gained helps optimize or innovate new products and services. This is the future of the customer experience. Messaging connects us to friends, family, and our colleagues. Increasingly, it also connects us to companies.

This guide offers a deeper dive into the world of Conversational solutions: what they are, how they do it, what the benefits are, and how to measure the business input.



71%

of consumers expect companies to deliver personalized interactions, with 76% becoming frustrated when this doesn't happen.

McKinsey & Company, 2021

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What are Conversational solutions?

Conversational solutions make it easy for customers to ask questions, buy products and services, and find help simply by texting from their favorite messaging app or speaking through their voice assistant. These solutions work throughout the customer journey — from consideration to purchase to support.

Why? Because customers don't want to interact on the brand's terms anymore — whether that means calling the brand's IVR, downloading their app, or visiting their website.

Ultimately, the goal is to create seamless, convenient, and personalized experiences on consumers' preferred messaging platforms. As technologist Chris Messina pointed out, the language around Conversational solutions is social, not technological. For example, we talk about "adding," "inviting," "contacting," and "messaging" friends, family, and colleagues.

Conversation feels more accessible to more people, which will accelerate its adoption. This represents a transformation in how businesses build relationships with their customers. On the following pages, we'll outline what makes Conversational solutions unique to other marketing, commerce, and customer service platforms.

What makes Conversational solutions unique?

They're asynchronous.
They're AI-powered.
They're automation first.
They improve jobs.
They're built to amaze customers.

- WEB MESSAGING
- APP MESSAGING
- SMS
- APPLE'S MESSAGES FOR BUSINESS
- GOOGLE RBM/RCS
- WHATSAPP
- MESSENGER
- INSTAGRAM
- KAKAOTALK
- TWITTER
- LINE
- VIBER
- WECHAT

They’re asynchronous

Synchronous communication — like phone calls and web chats — is session-based, meaning they have a specific beginning and end, during which the customers must stay tethered to the channel. This type of communication requires the consumer to be fully engaged in the conversation as it’s happening even though there are many reasons we might need to pull away: a meeting is starting, dinner needs to be made, the game is on, or the kids have a question about their homework. *Asynchronous communication* allows customers to interact with businesses on their own terms — to get answers to questions when they need them, check back in with more questions, or choose when — and how — they interact with a company. *“Everyone gets distracted,”* explains Niraj Patel, CIO at Greystone. *“Yet, no one wants to wait when they have a question. From a conversational point of view, once people try it, they love it.”* Asynchronous communication lets customers interact or make an inquiry in their own time and on their own terms. It promotes continual, sustained engagement — and is way more efficient for brands. Asynchronous communication also isn’t restricted to finite sessions.

They’re AI-powered

The number of AI-powered customer service interactions worldwide grew by **400%** between 2017 and 2021— culminating in a full 15% of these connections being fully automated.[7] This represents a 400% increase from 2017.[8] It’s AI that makes Conversational solutions at scale possible. AI can help customers throughout their entire customer journey, including discovery, consideration, transaction, post-purchase care, and re-engagement.

Some business use cases include service inquiry resolution and personalized recommendations. For example, LivePerson partnered with a US telecommunications brand to help implement AI capabilities. The brand developed a process in which selected leads are routed to the closest retail location to a customer’s address. Store associates then receive those leads on their mobile devices — and can send the consumer SMS text messages with promotional offers.

An estimated **82%** of companies already use some form of automated messaging

Entrepreneur.com, 2020

7. Gartner, 2021, 8. Gartner, 2021

They're automation first

Automation is key to scaling conversations. However, in many organizations, messaging operations are separate from automation/bot programs — and often have different stakeholders. We recommend the exact opposite approach. We believe your best bot and conversational designers are your best agents because they know how to speak with your customers and should be involved in the bot development process. Automation should begin with intent: a customer's desire to change their relationship or state with a brand. For example, variations of "I want to check on my order" can be used in an "order status" intent.

In the beginning, simple automation with no back-end integrations like routing, after-hours, or pre-/post-customer surveys can be introduced. To scale, start by picking use cases with high inquiry volumes or intents of high value to your brand.

Automation should be introduced from launch,
but it need not be all-encompassing or overwhelming

They improve jobs

Conversational solutions don't mean you won't need your contact center staff anymore. It does, however, change the role humans play and create a hybrid workforce. Today's contact centers rely heavily on human agents to resolve customer queries. Conversational solutions shift their role. Rather than spending time on the phone answering individual calls one-by-one or a couple of chats at a time, Conversational solutions allow agents to handle many more asynchronous conversations at one time and become escalation points for queries bots can't handle. Now, agents can focus on higher-level resolution challenges rather than spend their time on questions that can easily be automated. Launching a bot is different from software deployments in one main way: Bots must be continually trained and optimized, meaning a new role (bot manager) needs to be created. So, while some agents will shift into higher-impact conversations and serve as escalation points when bots aren't to resolve an issue, others will need to evolve into bot managers. When voice agents move to dedicated messaging as their channel, brands typically see an improvement of **50%** in agent attrition[9] and **2x** improvement in operational efficiency — a double win.[101]

9. LivePerson, 2022, 10. LivePerson, 2022

> “With bots, we can further increase our efficiency, freeing up our agents to handle the conversations that require a human touch.”

CARLOS LOURENCO
Director of Ecommerce
Kent Building Supplies

They are built to amaze customers

Conversational solutions are a new way of communicating and building relationships with customers. It’s important to launch in an environment where innovation is the priority — constantly aiming to deliver and optimize great conversations.

The focus is to ensure conversations resolve intents, customers enjoy their conversational experience, and end-to-end conversations are more effective and efficient than voice calls.

The main focus is on ensuring that customers enjoy the conversational experience

> “Our customers should be able to bank with us when they want and how they want. An increasing number choose to use digital channels as a convenient way to interact with us. We will continue to adapt our services as our customers’ needs change, to provide banking services on their terms.

WARREN BUCKLEY
Retail Director
Thames Water

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Benefits to consumers

The convenience of being able to communicate with brands on their own time and chosen device translates to higher customer satisfaction rates (CSAT) and net promoter scores (NPS). For one bank client, the average CSAT rate for messaging is **95%.**

Another client in the travel and hospitality industry's NPS rose **17%** when it moved from chat to messaging. In the same vein, the Cosmopolitan resort in Las Vegas found that customers who had engaged with their bot before checkout were **33%** happier than those who had not.

The lack of hold times — and not needing to navigate an IVR — typically leads to higher customer satisfaction. Consumers are also recommended next actions, and the emergence of voice services means they can use voice assistants like Alexa to communicate with brands.

When we talk about Conversational solutions, though, perhaps even more important than CSAT is a meaningful connection score — a real-time measurement of sentiment in the conversation — while it's happening. Smartly built bots can recognize sentiment within a conversation — such as frustration — and are better at resolving issues. If the Meaningful Conversation Score starts to decline during a conversation in which a customer is irate (i.e. using ALL CAPS or excessive exclamation marks), the bot can escalate the issue to a human agent to help resolve it in real-time.

For a telco company, 70% of customers chose the "Message Us" button rather than the "Call Us" button, indicating an overwhelming preference for messaging as the platform of choice for communication

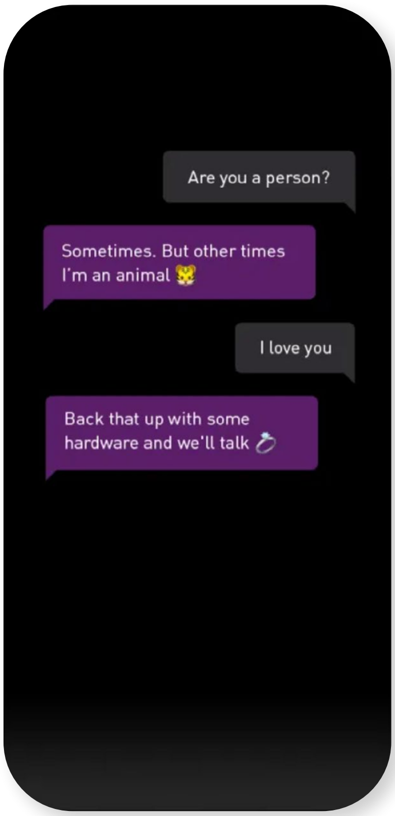
Escalation rates were reduced from 10% to 0.28% at a major wireless carrier with Conversational solutions

Benefits to businesses

While the data supports the benefits of Conversational solutions for consumers, its impact also affects the organization. For a business, the benefits can be considerable. For example, the hotel mentioned above found an 80% bot containment rate for guest inquiries — unsurprisingly leading to massive cost savings.

First call resolution (FCR), on average, stands at 85% for clients using Conversational solutions, with some exceeding 90%. For one major telecom company, messaging productivity was 2x-4x that of voice. The company also experienced a 30% deflection rate from voice calls to digital messaging. With this kind of performance, it's possible to realize **15%** annual savings on contact center costs.

The benefits don't stop at cost savings. Brand loyalty and average order size can also improve. For The Cosmopolitan, guests who engaged with its bot spent, on average, 30% more than guests who never interacted with it. Interactions with chatbots actually have higher satisfaction rates than live chats with humans, with the satisfaction rate for chatbots at **87.58%**[11], **2%** higher than for live chat conversations.[12]



Are you a person?

Sometimes. But other times I'm an animal 🐯

I love you

Back that up with some hardware and we'll talk 💍

For The Cosmopolitan, guests who **engaged with its bot spent on average 30% more** than guests who didn't.

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11. Comm100, 2022, 12. Comm100, 2022

Benefits to employees

Again, the benefits of Conversational solutions are not just cost savings and increased revenues. There's also a significant positive effect on employees. As previously mentioned, the role of the customer service agent dramatically shifts as companies embrace Conversational solutions.

Without bots, agents at one retailer averaged about 70 customer conversations per day. When bots were employed, the agents became bot managers and were able to oversee 200 conversations each day. While one might expect this increase in conversations to lead to lower employee satisfaction, the opposite is true.

More and more, companies are realizing the potential value in automating more rote tasks currently performed by humans. In a recent study, Forrester Consulting found that four out of five companies agree that automating routine interactions would allow staff to focus their time on areas with the highest impact: complex customer interactions and innovation.

Since agents are freed from some of their more mundane tasks like resetting passwords, looking up orders, or checking account statuses, they can now focus on more challenging — and satisfying — work. As agent satisfaction increases, attrition goes down. For one telco company, agent turnover fell from 22% on voice to 2% on SMS messaging.

For one telco company, agent turnover was at **22%** on voice

And dropped to just **2%** after making the switch to SMS messaging

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What are the organizational components?

At scale, Conversational solutions impact many different functions within an organization. Think about the roles each department will play in the development and rollout of Conversational solutions — and which are best to draw from. For Conversational solutions to be successful, they require a cross-functional team.

Customer care
Marketing
Product
Digital
IT
Legal

Customer care

One of the most significant shifts that must happen as companies transform into conversational businesses is the evolving role of agents. Interacting with consumers through asynchronous messaging needs new skills and metrics. Bots and automation introduce new ways of working for contact center agents. Building a bot isn't "set it and forget it."

Building effective bots requires input from agents since they are the front line for customers. They are the employees who are on the phone with customers every day, and they understand better than anyone what a customer needs.

To build bots that truly amaze customers, agents should not only write the underlying rules of engagement and interactions. They must also be elevated, over time, to the role of bot managers. Bot managers don't just manage interactions; they also provide performance reviews for bots. In effect, long term customer care shifts from call centers to bot management centers.

The future lies not in a single person answering six calls per hour, but in allowing agents to manage multiple conversations at a time

Marketing

The marketing department must represent the voice of the customer. They should also think about how to incorporate brand voice into the language and personality of a bot. Many brands are beginning to use Conversational solutions to market to new audiences through conversational advertising and Proactive Messaging. Marketing will want to measure customer growth from Conversational solutions, along with new key performance indicators (KPIs) such as conversion and revenue.

Product

The product team incorporates messaging into the brand’s digital products, enhancing the customer experience. Product teams will also benefit from reporting on conversational interactions, providing real-time insights into consumer intent and buying behavior.

Digital

The digital team is often heavily involved in bot creation and its ongoing management and understanding of how Conversational solutions work within the overall omnichannel strategy. This is also where conversational design usually lives.

IT

The IT team will integrate Conversational solutions with the existing marketing and customer service technologies — and is critical for reviewing and selecting providers and performing security reviews. IT will also work on developing new bots, configuring artificial intelligence and analyzing performance, and any platform customization that is needed.

Legal

Including the legal team at the outset ensures companies comply with regulatory rules. This is particularly important for financial services and healthcare companies. This team also helps the rest of the stakeholders understand the privacy dimensions of Conversational solutions.

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What are the technical components of Conversational solutions?

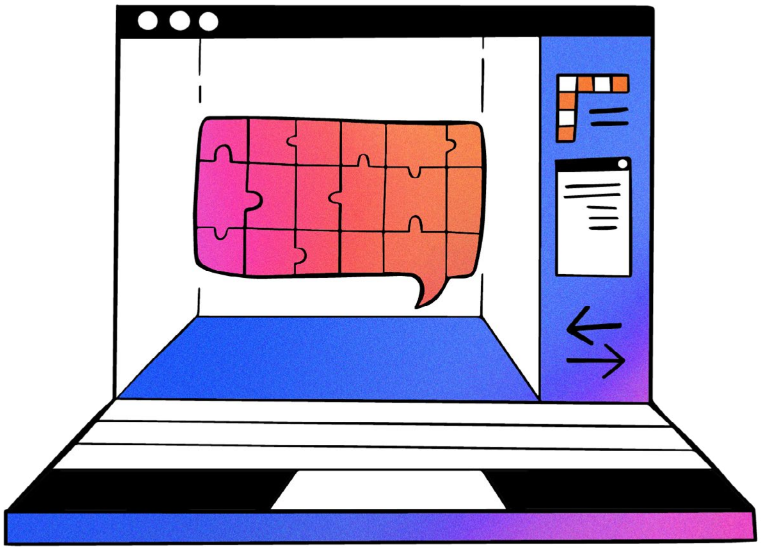
As companies consider their transformation into a conversational business, they should look for a partner with the infrastructure, services, and APIs that can extend and build new capabilities and services for their business needs.

The availability of prebuilt frameworks optimized for each industry helps ease the transition into Conversational solutions. Availability, security, and operability should be world-class, always assuring companies and their customers solid stability and performance.

To truly transform into a conversational business, a brand must provide a high-impact conversational experience on any channel of the consumer's choice

Conversational solutions can run on any messaging or social platform — or a voice assistant like Alexa or Google Home. These solutions maximize choice for the consumer and work in the living room, the car, or — really — anywhere.

To maximize choice, look for a partner who not only supports the core essential messaging channels such as SMS, Apple Messages for Business, Google Rich Business Messaging, and WhatsApp. Support for social media and other messaging services like Twitter and Instagram will become the platforms of choice for consumers. Companies should also look for a partner whose software development kits (SDKs) are easy to use, high performance, and flexible.



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How does conversational design impact UX?

From a user experience perspective, conversational design is the new web design. Of course, this doesn't mean that visual design is obsolete. It's still crucial for creating meaningful conversations — but it also requires new practices, new interaction patterns, and new interfaces. For designers, one question they must confront is: "how does visual design evolve when consumers are engaging with a brand over longer periods, on the go, and potentially hands-free?" The questions get even more complex when voice gets added to the equation.

A conversation flow will usually entail the following steps:

1. **Communicate**
   Customer communicates intent such as booking a room
2. **Route**
   System determines intent and routes to a human or bot
3. **Address**
   The conversational experience reflects the brand
4. **Resolve**
   Company resolves intent and satisfies the customer

One best practice that companies should adhere to is letting customers know they're talking to a bot and not a human. Providing transparency isn't just good for the customer. There is also an unintentional upside: when people know they're speaking with a bot rather than a human, they tend to modify their text. They start to use less slang and become slightly less colloquial in their conversation. They also often become clearer in their language so that the bot understands their request.

> **The only competitive strategy is one obsessed with understanding, engaging, serving, and delighting customers. Customer experience must be a core company strategy, and customer engagement operations must deliver experiences in line with customer expectations at every touchpoint.**
>
> **FORRESTER CONSULTING STUDY**
> **COMMISSIONED BY LIVEPERSON**

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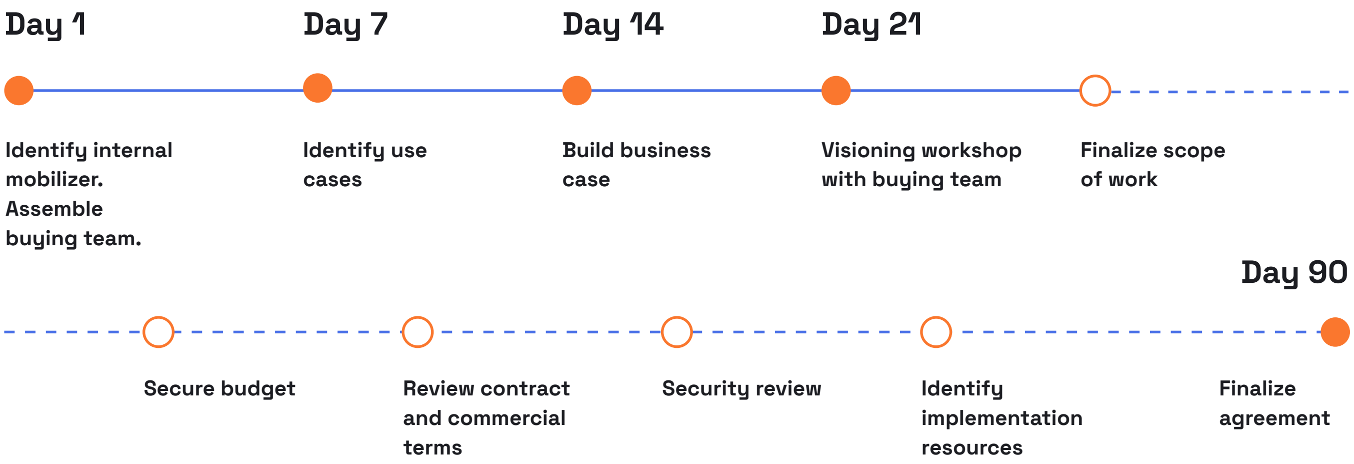
Best practices to build organizational buy-in

As with any new or transformational technology, fear of the new, internal resistance, or inertia can slow down progress. There are several steps an organization can take to build consensus and internal momentum.

First, a business needs an owner for Conversational solutions — someone who is personally committed and can act as a mobilizer and internal evangelist. This person also needs to be responsible for shepherding the steps toward Conversational solutions via internal approvals.

Successful mobilizers typically have the following traits

- Recognize the importance of implementing Conversational solutions.
- Personally passionate and invested.
- Understand (and can influence) internal and cross-functional departments.
- Willing to drive the required approvals.


Day 1
Identify internal mobilizer. Assemble buying team.
Day 7
Identify use cases
Day 14
Build business case
Day 21
Visioning workshop with buying team
Finalize scope of work
Secure budget
Review contract and commercial terms
Security review
Identify implementation resources
Day 90
Finalize agreement

Next, that person needs to build the business case. The benefits above can help address the concerns that may arise within an organization. He or she also needs to align cross-functional teams to achieve consensus.

The typical timeframe to build consensus for the decision to move forward with Conversational solutions is 90 days. This includes developing the business case, driving cross-functional departmental alignment, and securing final approvals.

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The power of AI & automation

We've mentioned the importance of upholding an "automation-first" mentality when it comes to Conversational solutions, but what does this actually mean? For most companies, when they think about automation, they base their solution on the assumption of 100% automation, asking themselves which of their journeys could be fully automated. They then ask which journeys might have the largest impacts, both in terms of feasibility and the number of inquiries. They also typically set up a team to manage an operation, such as checking order statuses or booking a hotel room.

Once the team is in place, they begin to identify how the hand-off of labor will impact their organization. Finally, companies think about what can be done with their newfound time and resources. While seemingly sensical, this process treats automation as an afterthought rather than a starting point.

Automation first starts by asking, "What are my brand's critical conversations?" Second, "How can I affordably build Conversational solutions to identify customer lifetime value and attrition risk?"

Automation first asks what parts of the operation are too complicated for bots and therefore require human expertise or intervention. Automation first uses massive conversational data sets to rapidly bootstrap automations, understand intents, and build high-impact goal-oriented dialogues optimized for specific industries.

Benefits of automation for LivePerson customers include: up to **20%** increases in average order value and CSAT scores[13], up to 10x online sales conversions versus traditional websites[14], and **50%** lower labor costs and agent attrition[15]. As you can see, an automation-first approach has many benefits. It leads to greater efficiency and speed and lowers costs. LivePerson customers benefit from automation through 20% increase in average order value and CSAT scores, up to 10x online sales conversions versus traditional websites, and 50% lower labor costs and agent attrition. Leveraging automation also frees up personnel to work on higher value and more engaging projects.

Keep in mind that "automation first" does not mean "people second." Conversely, automation first actually means new roles and skillsets for employees. It also means a business can take practical, incremental steps to more efficiency and customer engagement.

13. LivePerson press release, 2022, 14. LivePerson press release, 2022, 15. LivePerson press release, 2022

20%
in average order value and CSAT scores

10x
online sales conversions versus traditional websites

50%
lower labor costs and agent attrition

Scaling Conversational solutions

To massively scale Conversational solutions and increase agent productivity, brands must lead with automation. It’s critical to build a bot that is engineered for thoughtful conversational design tailored to the brand, channel, and specific use case.

One way to do that is through a service that lets companies easily access multiple tools like conversation builders, prebuilt automations, and natural language understanding (NLU) services.

> **To successfully serve your customers well, you have to be there when they want you, in a channel that the customer wants to use. Our long-term relationship with LivePerson allows us to do that, through every type of messaging, integration of our bot, and many other digital solutions.**

ALICE FRYATT
Head of Digital Customer Support Delivery
RBS

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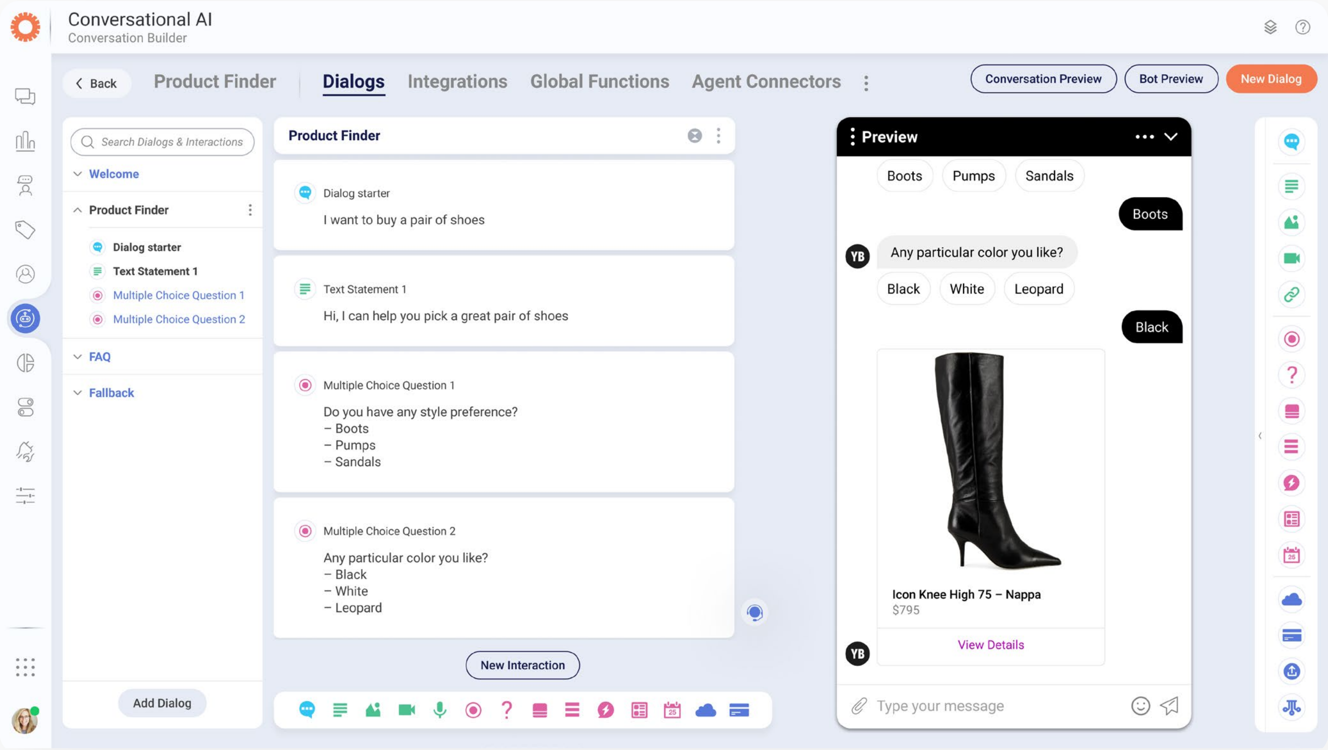
LivePerson's Conversation Builder™

Building a conversational bot shouldn't be overly complex — nor does it always require intense technical resources. LivePerson offers Conversation Builder™ as a tool that focuses on dialog design, starting with transcripts for quick onboarding. The process also involves advanced dialogue management, global intent detection, API integrations, and complex error handling.

One challenge for bots has traditionally been supporting new intents if a customer changes topics midstream. Conversation Builder can elegantly handle support for intent switching and can be used by non-technical teams to build and update simple bots, as well as by developers to allow complex conversational flows and deep integrations with enterprise back-end systems.

Conversation Libraries

Certain intents are unique to specific verticals. For example, one common intent in retail might be looking up expected delivery dates for an order, or checking the status of a claim for insurance. Using institutional knowledge gained from working across multiple verticals, LivePerson's Conversation Libraries deliver pre-built bot templates for key industry verticals.


Conversational AI
Conversation Builder
Back
Product Finder
Dialogs
Integrations
Global Functions
Agent Connectors
Conversation Preview
Bot Preview
New Dialog
Search Dialogs & Interactions
Welcome
Product Finder
Dialog starter
Text Statement 1
Multiple Choice Question 1
Multiple Choice Question 2
FAQ
Fallback
Add Dialog
Product Finder
New Interaction
Preview

Dialog starter

I want to buy a pair of shoes

Text Statement 1

Hi, I can help you pick a great pair of shoes

Multiple Choice Question 1

Do you have any style preference?
– Boots
– Pumps
– Sandals

Multiple Choice Question 2

Any particular color you like?
– Black
– White
– Leopard

Boots Pumps Sandals

Boots

YB Any particular color you like?

Black White Leopard

Black

Icon Knee High 75 – Nappa
$795
View Details

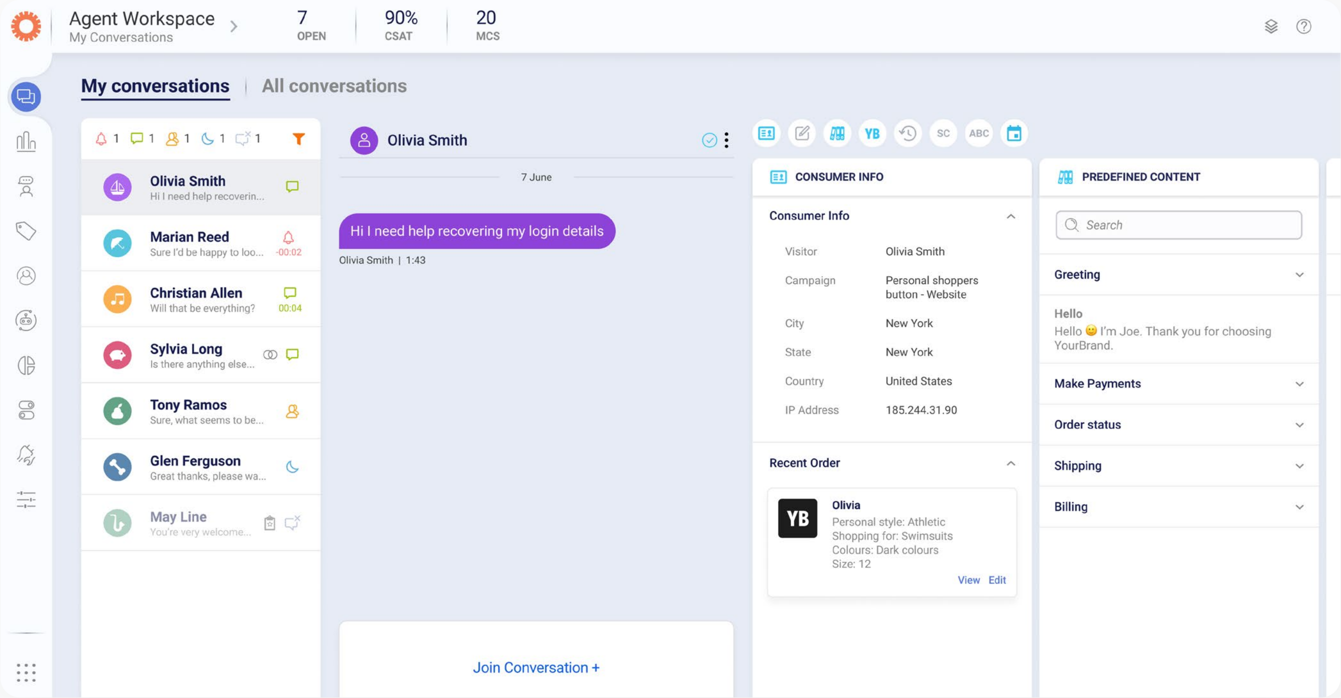
YB

Type your message

LivePerson's Conversation Builder

Managing conversations

Building a bot is the first step. While there are tools that help with the heavy lifting of building the bot, ongoing management of a bot or multiple bots can be more complex. Contact centers are already equipped to handle queue management, agent capacity, and routing. Marketing teams are heavily involved in brand management, stewarding the look, feel, and voice of a brand in communications with customers. Integrating Conversational solutions into that workflow requires technology built for large-scale contact centers, with asynchronous messaging tools that run operations with maximum efficiency.



Olivia Smith — Hi I need help recovering...

Marian Reed — Sure I'd be happy to loo... -00:02

Christian Allen — Will that be everything? 00:04

Sylvia Long — Is there anything else...

Tony Ramos — Sure, what seems to be...

Glen Ferguson — Great thanks, please wa...

May Line — You're very welcome...

Olivia Smith

7 June

Hi I need help recovering my login details

Olivia Smith | 1:43

CONSUMER INFO

Consumer Info

Visitor	Olivia Smith
Campaign	Personal shoppers button - Website
City	New York
State	New York
Country	United States
IP Address	185.244.31.90

Recent Order

Olivia
Personal style: Athletic
Shopping for: Swimsuits
Colours: Dark colours
Size: 12
View Edit

PREDEFINED CONTENT

Search

Greeting

Hello
Hello 😊 I'm Joe. Thank you for choosing YourBrand.

Make Payments

Order status

Shipping

Billing

Conversational Cloud Workspace

Conversation management

Best-in-class conversation management doesn't just integrate into contact center operations; it makes a smarter agent workspace that lets agents easily manage multiple concurrent messaging conversations, automatically surfacing the conversations that require attention. It also empowers managers to view team performance and metrics at a glance, including bot agents. Finally, business managers can use real-time conversational data and actionable insights to react to unforeseen market demand and critical exceptions.

Agents and managers need to be able to focus on the most important customer needs. A technology provider that understands this will include tools allowing a brand to perform configurable bulk operations, advanced rich content authoring, increased workspace extensibility, real-time reporting, and AI integration so agents can focus on more pressing customer problems.

A best-in-class management tool should include important ops metrics like:

- System resolved rate
- Agent CSAT
- Responses per conversation
- Queue time
- Time to first
- Abandon
- Resolved conversations per hour
- + more

LivePerson's Conversation Orchestrator™

Conversational solutions can only scale with the assistance of AI to help automate common questions and routine customer inquiries. Yet, it should be a two-way street, with bots able to recognize when they need to escalate to an agent and agents able to use automation to help complete requests.

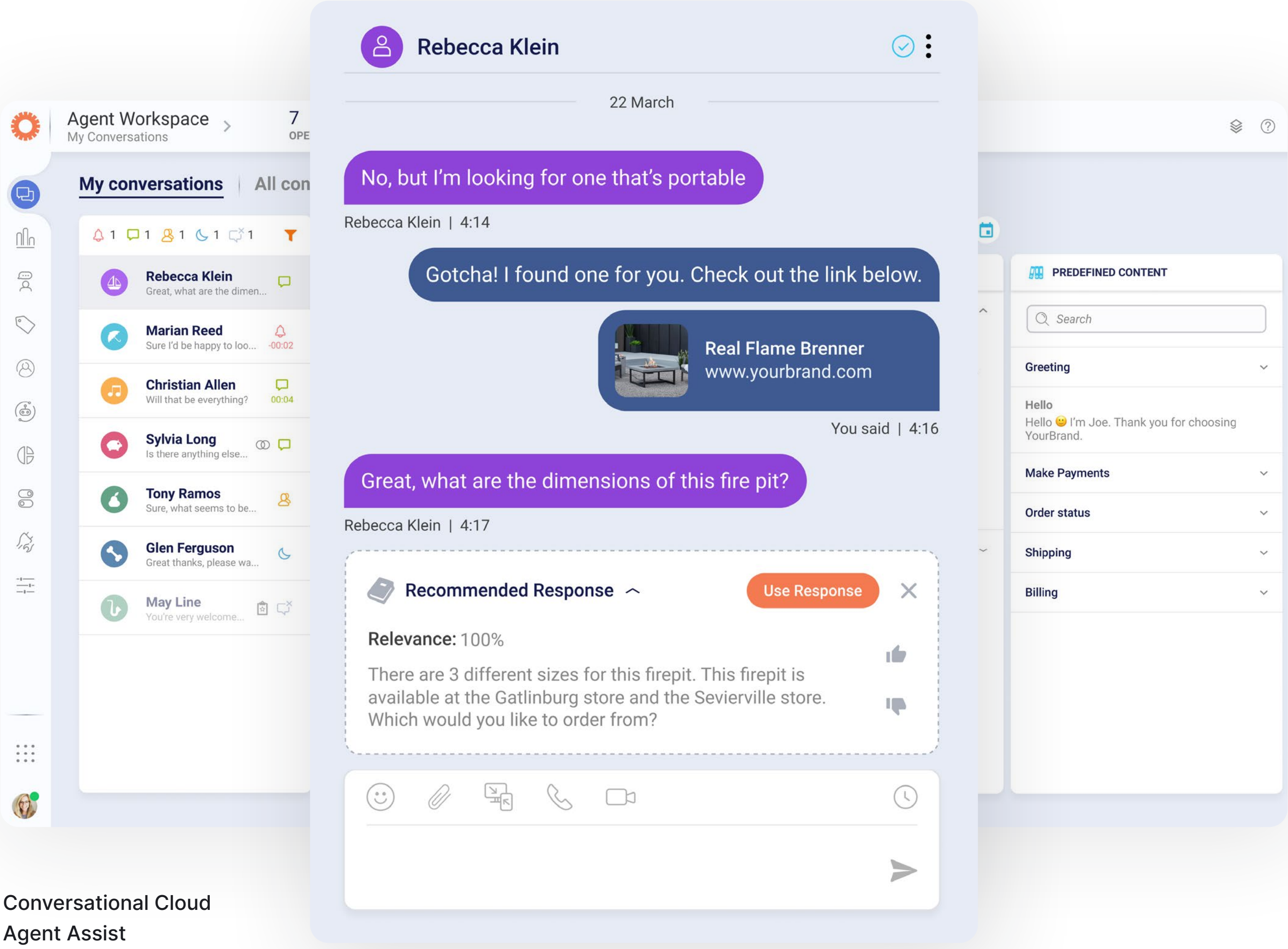
Ideally, a brand-optimized AI analyzes each step of a conversation to figure out consumer intent and find opportunities to help, while taking context and history into consideration.

In a fully conversational business, the majority of conversations will be routed to automated agents and will never require human intervention

However, if a conversation is escalated to an agent based on declining sentiment or a consumer request, all of the conversation details should be available in a structured format for an agent as a warm and seamless handoff — the consumer should never have to repeat himself or herself.

LivePerson's AI engine, Conversation Orchestrator, can recommend the best next actions for a conversation based on intent, customer profile information, recent interactions, operational performance, and other contextual data.

Conversation Orchestrator can route conversations to the bot or human agent that is best suited to handle the inquiry and uses machine learning to assess the effectiveness and improve over time.



Rebecca Klein
Great, what are the dimen...

Marian Reed
Sure I'd be happy to loo... -00:02

Christian Allen
Will that be everything? 00:04

Sylvia Long
Is there anything else...

Tony Ramos
Sure, what seems to be...

Glen Ferguson
Great thanks, please wa...

May Line
You're very welcome...

Rebecca Klein

22 March

No, but I'm looking for one that's portable

Rebecca Klein | 4:14

Gotcha! I found one for you. Check out the link below.

Real Flame Brenner
www.yourbrand.com

You said | 4:16

Great, what are the dimensions of this fire pit?

Rebecca Klein | 4:17

Relevance: 100%

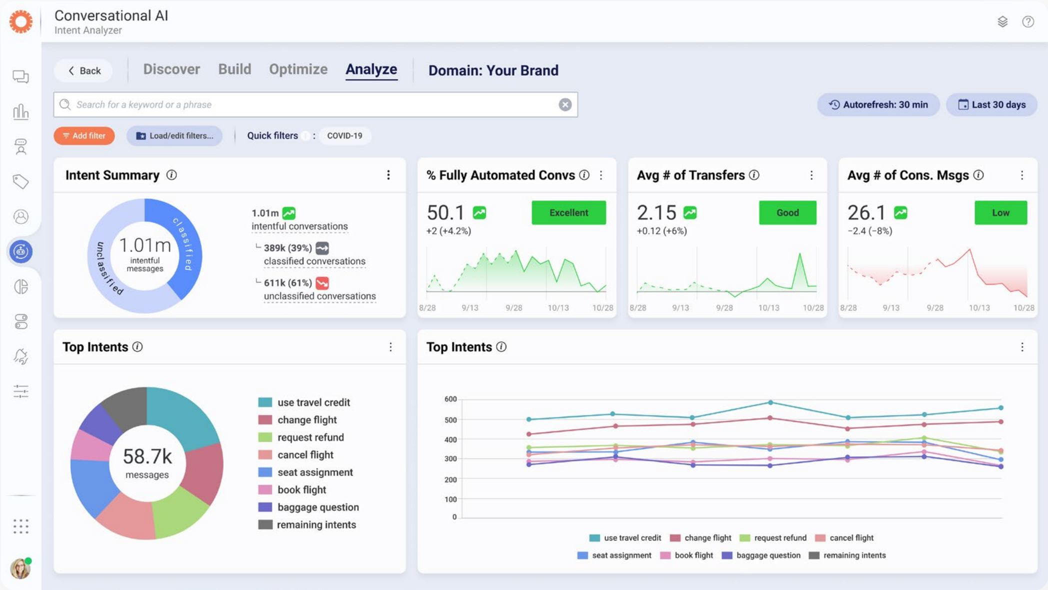
There are 3 different sizes for this firepit. This firepit is available at the Gatlinburg store and the Sevierville store. Which would you like to order from?

Hello
Hello 🙂 I'm Joe. Thank you for choosing YourBrand.

Conversational Cloud
Agent Assist

LivePerson's Intent Manager™

Intent Manager uses NLU to detect and analyze conversational intent in real-time. Intent Manager works with Conversation Orchestrator AI to route conversations to the best possible human agent or automation. Through a powerful real-time dashboard, Intent Manager also allows managers to track conversational trends, detect areas for agent training, and uncover new journeys for automation. Intent is a starting point for Conversational solutions. Going beyond intent requires recognizing other elements of the dialogue, including agent solution paths and contact resolution statuses so brands can precisely identify areas of inefficiency that can be improved upon.


Conversational AI
Intent Analyzer
Back
Discover
Build
Optimize
Analyze
Domain: Your Brand
Search for a keyword or a phrase
Autorefresh: 30 min
Last 30 days
Add filter
Load/edit filters...
Quick filters
COVID-19
Intent Summary
1.01m
intentful messages
classified
unclassified
1.01m
intentful conversations
389k (39%)
classified conversations
611k (61%)
unclassified conversations
% Fully Automated Convs
50.1
+2 (+4.2%)
Excellent
Avg # of Transfers
2.15
+0.12 (+6%)
Good
Avg # of Cons. Msgs
26.1
-2.4 (-8%)
Low
8/28
9/13
9/28
10/13
10/28
Top Intents
58.7k
messages
use travel credit
change flight
request refund
cancel flight
seat assignment
book flight
baggage question
remaining intents
Top Intents
600
500
400
300
200
100
0

Intent Manager dashboard

Analytics and optimization

As your Conversational solutions program develops more advanced capabilities, the elements that are recognized should be integrated into existing analytics and contact center management capabilities.

These include integrations with the following

- Report builders
- Capacity management
- Queue prioritization
- Routing optimization
- Workforce management

There is a broad range of optimization opportunities. The insights and analytics functions help brands manage their optimization, spanning from measurement strategy to insights to action. Specifically, they begin to deliver KPIs for a range of brand strategies and test management.

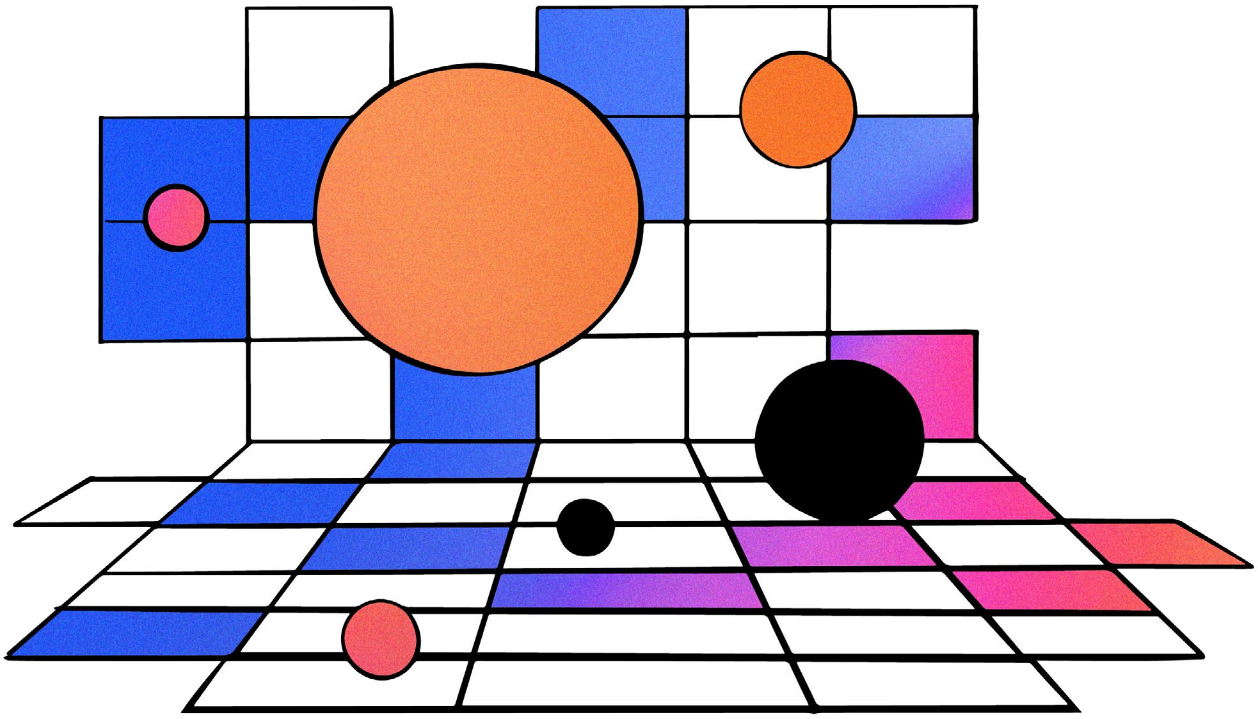
One telecommunications company recognized (via real-time analytics of intent) an outage in a region faster than their network operations center. Another company, Aramark, instantly saw a high demand by fans for a beer that wasn't on the menu in a particular stadium. For the next game, Aramark made sure that the in-demand IPA was added to the menu, increasing beverage sales substantially.

Open platform

Another important component of Conversational solutions is creating an infrastructure that is flexible and open enough to provide extensibility across a company's ecosystem. A platform that integrates with front-end interfaces, back-end enterprise systems, and third-party automation extends the power of Conversational solutions.

LivePerson has found that its clients want greater visibility into system events. They want the ability to control bot or agent routing decisions or call out to external functionality for tailoring experiences to each brand's needs.

Being able to extend the functionality of your Conversational solutions partner platform is critical to embracing a comprehensive transformation. LivePerson makes this happen with a Functions as a Service (FaaS) capability — so businesses can more easily integrate back-end systems for customization of conversational flows.



01 Conversational solutions

02 Business impact

03 Organizational components

04 Technical components

05 UX integration

06 Buy-in

07 AI & automation

08 Building impactful automation

09 Optimizing operations

Measuring Conversational solutions

Messaging introduces new KPIs for many companies based on the asynchronous nature of customer interactions. There are three distinct areas of KPIs companies will want to track for Conversational solutions:

Agent efficiency

Agents are able to handle many more messaging interactions per hour compared to voice or chat. The Closed Conversation per Login Hour (CCpLH) goal for Conversational solutions should be **2x** the rate for voice interactions. If your average hold time for voice interactions is **20** minutes (the equivalent of **3** CCpLH), your goal for messaging should be **6** CCpLH.

Customer experience

There are several measures to ensure a high-quality customer experience with Conversational solutions. For example, CSAT surveys can be triggered after conversations are closed — the goal for messaging interactions should be 90% or higher.

The Meaningful Connection Score can measure sentiment in real-time during a conversation. Companies should strive for an average MCS of 35 or higher. NPS can also be used to track customer satisfaction but will vary depending on the company and industry.

Scale

Tracking the overall impact of Conversational solutions can be achieved by looking at several different KPIs. Consumer Usage by Channel will vary depending on the company, use cases, and messaging channel. The Containment Rate measures the percentage of inquiries that were contained in the original channel and did not require an additional interaction through a separate channel (typically voice) after a certain period of time.

Companies should target containment rates of at least 80% or higher for messaging

> **“Our ambition is to be the airline most loved by customers. That’s why we have embraced messaging and are meeting our customers’ needs in their channel of choice, on their terms. Our CSAT scores are fantastic, Advisor Engagement is higher than ever before and we have considerable efficiencies on the horizon. We are truly flying high.**

DAVID SAINES
Senior Consultant in Customer Transformation
Frog

Measuring AI & automation

Automation is a tool, and how it's deployed is tied to the outcomes a business is trying to achieve. Be specific and map out how to get there. No single bot can be all things to all people. From the outset, a business should figure out what it wants the AI to do, and make sure it does that well.

The roadmap should include several specific milestones to guide the way

This roadmap should include several specific milestones to guide the way and allow a business to calibrate real progress levels or identify where it may be falling short and which resources are lacking. According to Matt Smith, Conversational AI practice leader at consultancy Cognizant, companies "know what they want it to look like when it's in place, but they don't know the complexities or understand the level of effort required."

When building a roadmap, factor in time to plan and build the integrations with the data sources that are needed to create a great consumer experience. For example, a company may need to integrate CRM, stock system, or shipping system for a bot to be able to answer questions about order statuses or shipping times. This will help avoid the "I don't know" answer that many consumers associate with the earlier chatbots that disappointed them.

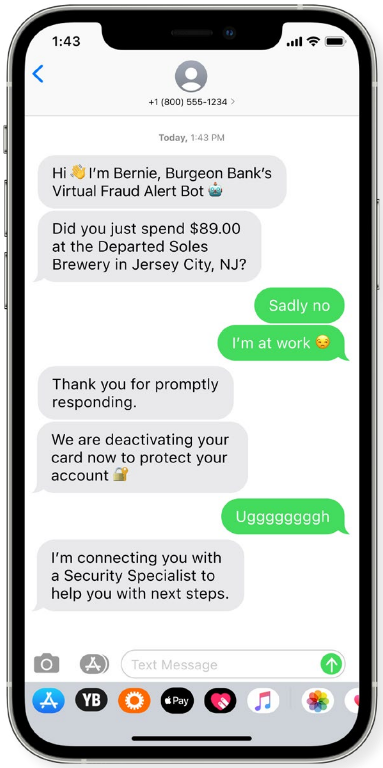
These milestones should include real-world testing before a wider launch — an essential step. The famous military axiom "no plan survives first contact with the enemy" is relevant here, with the metaphorical "enemy" being consumers who interact with a chatbot differently than the AI's creators had imagined. This can only be uncovered by real-world tests, not in a lab.

Transforming your organization into a Conversational business

Conversational solutions can be used across a business's operations to better handle customer service interactions via Conversational Care, target and acquire new customers through Conversational Marketing, and sell and upsell products and services through Conversational Sales. The breadth of applications of Conversational solutions means there's no one path for companies embarking on the journey to becoming fully conversational businesses.

It's critical to choose a provider that can give operational expertise and an end-to-end framework to help optimize Conversational solutions. Beyond the platform and technology operations, businesses must be able to understand their customers' intents and then deliver amazing conversational experiences that ultimately increase customer loyalty. Conversational solutions aren't just about replacing voice interactions with messaging. They are about a fundamental shift in approach to customer journeys and how consumers interact with brands. For some businesses, Conversational solutions may begin as a cost reduction project meant to shift analog conversations to digital. As maturity with messaging and automation grows, brands will be able to unlock more use cases and customer journeys, expanding efficiencies and — ultimately — driving revenues.

At LivePerson — through our experience of helping leading enterprise brands implement Conversational solutions — we've developed a methodology to help customers build best practices and align stakeholders to successfully move them from synchronous to AI-powered asynchronous messages, at scale.



Hi 👋 I'm Bernie, Burgeon Bank's Virtual Fraud Alert Bot 🤖

Did you just spend $89.00 at the Departed Soles Brewery in Jersey City, NJ?

Sadly no

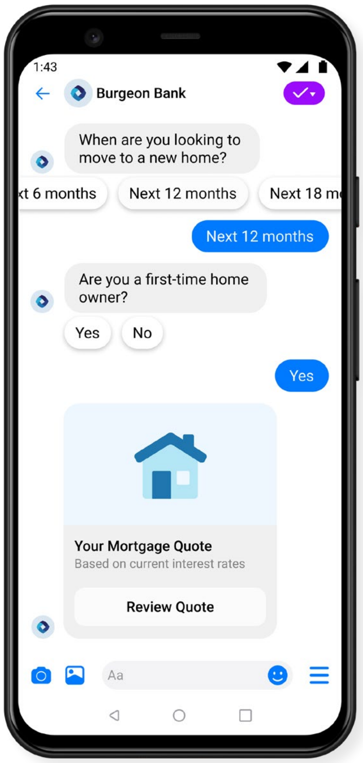
I'm at work 😒

Thank you for promptly responding.

We are deactivating your card now to protect your account 🔐

Uggggggggh

I'm connecting you with a Security Specialist to help you with next steps.



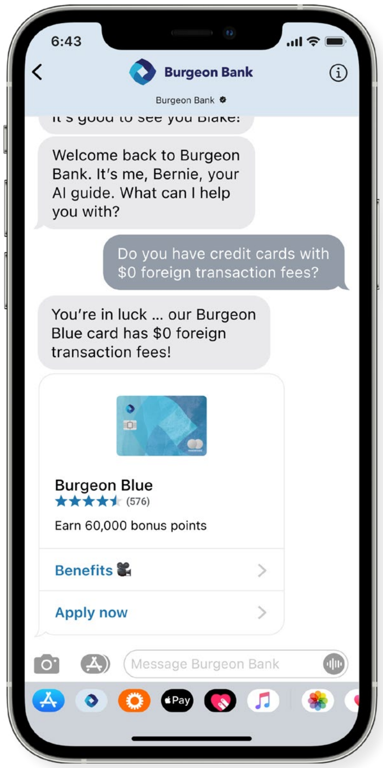
When are you looking to move to a new home?

Next 12 months

Are you a first-time home owner?

Yes

Your Mortgage Quote
Based on current interest rates



Welcome back to Burgeon Bank. It's me, Bernie, your AI guide. What can I help you with?

Do you have credit cards with $0 foreign transaction fees?

You're in luck ... our Burgeon Blue card has $0 foreign transaction fees!

Burgeon Blue
★★★★★ (576)
Earn 60,000 bonus points

Planning

As mentioned before, a cross-functional team is critical to the success of Conversational solutions. The planning process will help align stakeholders around key guiding principles. Understanding the customer is central to the planning process — and being able to answer “why are they engaging,” “what are they trying to do,” “where can things go awry,” as well as other key questions — is paramount. In doing so, you’re able to rank customer journeys in terms of their complexity and value, which helps determine initial and subsequent use cases to target for Conversational solutions.

The type of use case will often determine which messaging channels a brand will enable. Having a comprehensive Conversational solutions plan also helps prioritize any development and integration resources.

Metrics

As mentioned above, Conversational solutions introduce a new set of metrics for measuring agent performance and contact center operations — from the perspective of messaging and asynchronous interactions as opposed to voice calls or chat sessions. We previously discussed these KPIs in an earlier section.

There are additional measures introduced by Conversational solutions that businesses will want to track beyond contact center operations. These are related to the journeys determined in the planning phase and focus more on business outcomes:

re·ten·tion
The customer will maintain existing business

en·rich·ment
The customer will purchase additional products/services

ad·vo·ca·cy
The customer will recommend the brand

Staffing

Conversational solutions introduce new competencies and characteristics required of agents. The ways of working will change due to the nature of asynchronous messaging as well as new customer expectations. New roles are created through the introduction of automation:

Conversation Designer
Creates bot use cases and scripts dialog

Conversation Analyst
Reviews intent performance and correlates intent with outcomes

Bot Manager
Oversees the quality of conversations in real time

Manager roles also change as automation — and a focus on outcome-based metrics — become commonplace in the contact center. Managers will shift from coaching to a specific KPI to coaching to a competency associated with the right business outcome (retention, enrichment, and advocacy).

Tools

New tools are required to ensure high-quality conversational interactions. For agents, workspaces and interfaces that surface important conversations and make it easy to handle them are critical, along with the ability to receive escalations from bots and hand over conversations to bots. For managers, real-time dashboards highlighting team performance are key, along with the ability to identify and drill down into specific conversations for coaching.

The right planning, staffing, metrics, and tools are all fundamental to helping a brand map its transformation to a fully conversational business. As stated before, many different routes can be taken, but you will want to make sure you're working with a provider who — in addition to having the right technology — can help guide your business through the correct stages.

Conclusion

As consumer preferences for communication shift toward messaging, brands need to meet their customers on the platforms they are already on. This makes adopting Conversational solutions imperative. As messaging continues to shape the ideal customer experience of the future, brands that do not follow will be left behind.

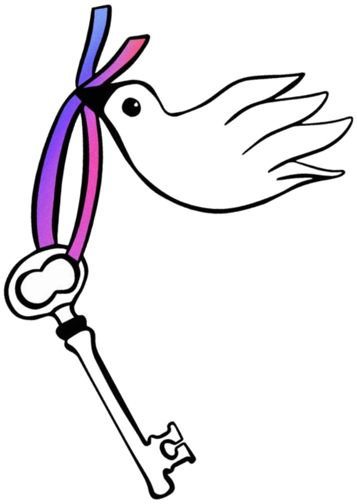
Implementing Conversational solutions represents a transformation. With a strong understanding of what Conversational solutions are and their benefits and an overall objective, realistic road map, and understanding of the resources needed, brands are well on their way.

Conversational solutions have many benefits — from cutting costs to driving revenues. Though messaging can be deployed from care to marketing to sales, taking on too much at once can lead to early failures and sour stakeholders on its potential.

By adopting a more incremental approach, learning what works, and repeating on success, companies can more fully realize the value of their investment in Conversational solutions, and customers can benefit from a superior experience.

> **“The frustration of endless robotic phone menus and transfers from rep to rep can ruin a customer’s experience – so we ended it. Now with T-Mobile Team of Experts, our customers can get assistance when and how they want to – including via messaging. We were one of the first companies to launch asynchronous messaging in 2016, and we’ve continued to build out this capability across a variety of digital channels. Our customers love the convenience of messaging us like they do with their friends – it’s the primary way most of us communicate every single day.**

NICK DRAKE
VP of Global Marketing
Google



About LivePerson, Inc.

LivePerson (NASDAQ:LPSN) is a leading Conversational AI company creating digital experiences that are Curiously Human. Every person is unique, and our technology makes it possible for companies to treat their audiences that way at scale. Our customers, including leading brands like HSBC, Orange, and GM Financial, can now meet consumers where they are across social media, messaging, email, voice, and more. Nearly a billion conversational interactions are powered by our Conversational Cloud each month. Out of that comes a uniquely rich data set for AI for brands to build connections that are anything but artificial. To talk with us or our Conversational AI, please visit www.liveperson.com.

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