Harnessing and leveraging the significant advancement of AI in customer experience transformation initiatives

PAUL HUMPHREY
CEO, CALL JOURNEY
To help you LISTEN BETTER to your customers and staff

- Supercharge business performance
- Transform customer experience and employee engagement
- Protect your business risk

Locations

- USA
- London
- Hong Kong
- Bangkok
- Manila
- Australia
- Auckland

Partnerships

- GENESYS
- SAS
- Microsoft
THREE **HOT** TOPICS

CX

Big Data

AI

MAGIC HAPPENS HERE
Enterprise (and ultimately contact centre) challenges

Competitive Headwinds
- Do more with less
  - Cost of acquisition/retention
- Competition growth
- Continual growth of cust demand (and access channels)

Tighter governance and reg req’s
Speed to market
Staff Attraction/Engagement/Retention
Constant change/ transformation
TRENDS 2018

- Customer Journeys
- Customer Feedback Pullback
- Metrics Re-examined
- Voice Recognition Momentum
- Cloud Adoption
- People & Culture Emergence
What trends are we seeing for 2018?

- **Customer Journeys** - in 2018, we expect to see more companies realign their metrics, analytics, experience design, and innovation around customer journeys.

- **Customer Feedback Pullback**. VOC + = increased surveys. In 2018, we expect to see companies cut back on the number of surveys they deploy and instead focus on live conversation insights.

- **Metrics Reexamination**. NPS and C-Sat measures have set worrying decision trends for business often based on skewed/flawed data. In 2018, we expect to see many companies revamping and reconfiguring their CX measurement programs.
What trends are we seeing for 2018?

- **Voice Recognition Momentum.** Now that text analytics tools have become a staple within customer insights toolkits, many companies are moving on to the next hurdle – speech analytics. Amazon Echo, Google Home. As a result of these two trends, in 2018 we expect companies to focus much more heavily on speech recognition for insights and interfaces.

- **Continued cloud adoption.** The old saying “the quick or the dead”. Cloud adoption is growing at huge rate even in historically cloud phobic industries. For example Genesys AppFoundry and PureCloud right now has over 100 contact centre complimentary apps in play. We expect the cloud trend to accelerate over the next 18 months

- **“People and Culture” Emergence.** Culture has been a topic that companies frequently discuss but rarely focus on explicitly. Growth of org’s creating a [customer-centric culture](#), 2018, we expect to see a dramatic jump in the number of efforts that are explicitly focused on creating customer-centric culture and focusing on the people development enablers.
72% of business say improving customer experience is their top priority
Data is growing – Fast!

By 2020 it's estimated we’ll produce 44 zettabytes every day. That’s equal to 44 trillion gigabytes.

One gigabyte can hold the contents of enough books to cover a 30-foot-long shelf. Multiply that by 44 trillion.
A.I. wave is growing

2016 - 38% Adoption

2018 - 62% Adoption

$8b (2016) to $74b (2020) forecasted revenue from the adoption of cognitive systems and A.I.

That is 55.1% is the CAGR!

Source: Oracle, IDC
A.I. components

depth learning
predictive analytics
translation
classification & clustering
information extraction
speech to text
text to speech

machine learning
natural language processing (NLP)
speech
expert systems
planning, scheduling & optimization
robotics
vision

image recognition
machine vision
68.3% of agents remain dedicated to telephone.

230 billion is the amount of inbound calls received just in the U.S in 2016.

50.2% rank analytics as #1 factor to reshape the industry in the next 5 years.

89.4% measure quality on phone interactions.

18.1% unable of agents unable to identify sales opportunities.
I can’t EXPECT what I can’t INSPECT

**and the BAD news – many data points contain flawed data!**
80% of the world’s data is unstructured

**Structured**
- Transactional Survey (CSAT, NPS)
- Nice, neat, easy to control

**Unstructured**
- Social Media
- Call recordings
- Scattered but very valuable
Voice data has many interested parties

- Revenue Management
- Customer Experience
- Contact Centre
- Strategy
- Product
- Risk Management
- Marketing
The rise of the empowered customer

50% of organizations will implement significant business model changes in their efforts to improve the level of customer experience by 2018.

Cost of customers switching due to poor service to be an astonishing $1.6 Trillion in the US alone!

Source: Gartner, Ameyo
**Key elements of CX strategy**

“No longer is it good enough to simply conduct survey and share the results. Instead, CX teams need to be skilled in assembling a wide range of customer information.”

<table>
<thead>
<tr>
<th>Cost Of Acquisition</th>
<th>Cost to serve</th>
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<tbody>
<tr>
<td>Brand Integrity/Risk</td>
<td>Regulator/License/Ombudsman</td>
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<tr>
<td>NPS</td>
<td><strong>Customer Emotion Score</strong>*</td>
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<tr>
<td>EPS</td>
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OPEN THE CCW APP

>> LIVE POLLS / Q&A
How are YOU different?
I’m embarrassed that we have to ask our customers how we went AFTER the call when we should know that from the call!

CEO of one of Australia's largest utility companies
230 billion inbound calls received in the U.S alone in 2016

15 million minutes per month conversed on average in for each of the big four banks JUST in their contact centre business.

1,375,000 words exchanged by your Agents and Customers during this presentation
83% of enterprise organisations saw a speech analytics ROI sub 12 months

**Figure 2: Top Objectives Driving Speech Analytics Investments**

- **Address customer needs in a timely and personalized manner**: 40%
- **Quality assurance**: 40%
- **Determine areas for process improvement**: 33%

Percent of respondents, n=326

Source: Aberdeen Group, August 2014
Average Contact Centre Voice traffic

13,170 seconds talk time for one agent per day

373,150 seconds talk time for one agent per month

73,150,000 seconds talk time for one month in a 100-seat contact centre
13% IVR 92 sec
81% Conversation 547 sec
6% NPS 45 sec
Progressively build value

Value

Scal

- Individually targeted closed loop marketing
- Live offer adjustment
- Call centre workbench of the future
- Analytical integration with other data
- Word of mouth supply chain automation

- Monetise data & insights
- Live business pulse
- In the moment coaching
- Personalised individual training

- VoB analytics & visualisation
- Script adherence & compliance
- Data leak Protection

- Automated survey reporting
- Propensity modelling
- Data purification

- Mood
- Themes
- Identity

Conversations monitored
Conversations understood
Conversations leveraged
Not all speech engines are the same

- Regional differences
- Individual phrasing
- Role Assignment
- Transcription Accuracy
- Processing Speed
- Emotion and Sentiment*
- Voice Pipeline
Conversation Analytics benefits

**SALES**
30% increase related to identifying the ideal script and language used combination

**CONVERSIONS**
41% improvement linked to increased cross-selling resulting from conversion analysis

**CALL VOLUME**
57% of calls were identified as solvable through self-service options customers did not know about
Voice analytics user outperform non users

- Agent utilization rate: 32.3% vs. 0.7%
- Number of quality SLA's met: 16.6% vs. 5.2%
- Improvement in average handle time: 8.9% vs. 3.1%
- Agent productivity: 6.3% vs. 2.2%
- Cross-sell and up-sell revenue: 4.4% vs. 0.6%
- Improvement in non-compliance frequency: -3.7% vs. -2.0%

n=326
CCW 2018 Themes

1. “Transforming processes and contact centre agents to place the customer at the core of all decisions made by contact centre management”
   • Multiple customer insights via C.A – omni channel, sentiment/emotion, product, root cause, cust drivers, triggers and events

2. “Meeting the needs of the current and future workforce by understanding how technology can support increased productivity and retention”
   • Control/Affect – people performance (agent/ldr). Via C.A improved coaching/insights, stronger feedback loops. Harvard Profit Chain – Look after your people and they will look after their customers

3. "Implementing data analytics, RPA and platform integration to become fully omnichannel"
   Best practice data analytics – AUGMENT YOUR DATA!! Please, please, please! VOC! Your customers will tell you in their conversations EVRYDAY how well your organisations omni channel strategy is
Thank you

Paul Humphrey
CEO, Call Journey
E: paul.humphrey@calljourney.com
M: + 61 425 700 700