Agenda

How AI Drives Organizational Change

Automating Customer Support

Customer Sentiment & AI

Agents + AI Creating Powerful Outcomes

Crisis Creates Opportunity

CX + AI Best Practices

Audience Q&A

Speaker Bio

Vasco Pedro
CEO and Co-Founder of Unbabel

Delivering human-quality translations powered by state-of-the-art AI. Vasco holds a Ph.D. in Language Technologies from Carnegie Mellon and is a faculty member of Singularity University.

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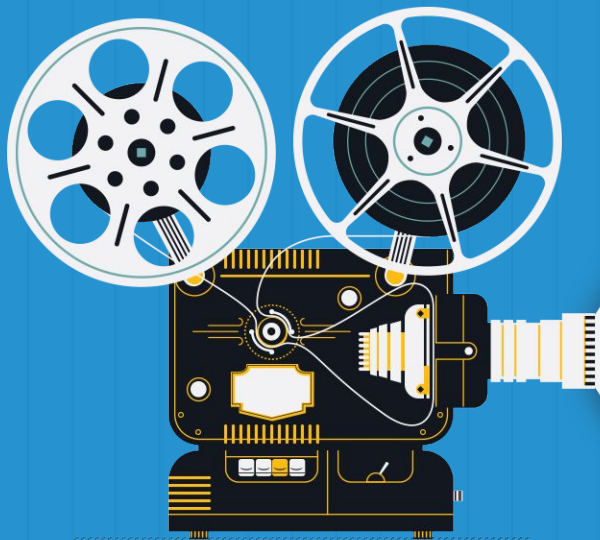
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Recording and slides emailed post-webinar

Poll #1

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Making every business an AI driven business

How can AI drive organizational change?

Vasco Pedro

CEO and Co-Founder, Unbabel

AI is here

Generation AI
650 million members

GRAMMARLY

"AI is definitely not eliminating jobs, it is eliminating tasks of jobs, and creating new jobs."

Job Interviews

In-store operations

Automating Customer Support

Human in the loop

"A spike in demand, until recently, would have meant trying to recruit and train in a native language.

With Unbabel, we're able to use resources from the spare capacity in the English queue, which means we can mobilize in hours, rather than weeks or months, to meet the demand. "

James Cross

Digital and Service Senior Strategy Lead, **Microsoft**

Smartphones are already
human extensions

"Our brain produces enough data to stream 4 HD movies every second."

Mark Zuckerberg, 2017

AI can help humans make **more efficient** and **transparent decisions.**

Thank you

Vasco Pedro

CEO and Co-Founder, Unbabel

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Unbabel

Poll #2

A Look at AI in CX

The application and adoption of AI in customer service organizations continues to vary across the market.

Top Responses for Using AI	
58%	Improve ability to use data more intelligently in customer interactions
40%	Empower employees with insights they can use to do their jobs
37%	Decreasing labor costs through automating certain activities
19%	Reduce inefficiencies related to manual processes
5%	Maintaining pace with competition

Source: Aberdeen

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A Look at AI in CX

Factors impacting adoption:

Culture

Consumers

Resources

Platforms

Governance

A Look at AI in CX

While relatively nascent, AI is poised for exponential growth.

According to Gartner

- The AI market will grow to **$2.8B** in 2020

- **25%** of CX providers are applying AI today

- **40%** of CX providers will apply AI by 2023

- By **2021**, companies will invest more in AI than in mobile apps

Use or Planned Use of AI

+143% projected growth rate of AI use over the next 18 months

24% currently use AI chatbots

34% plan to use AI within 18 months

Source: Salesforce

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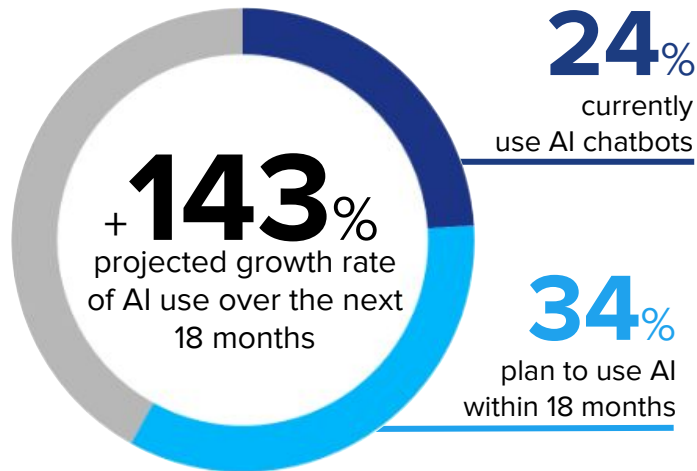
Customer Sentiment

Human agent interaction is still preferred, but consumer acceptance and preferences are evolving.

Would you prefer to converse with chat bot or human for your customer service needs?

9%
Chatbots

36%
Humans

46%
Human, but would pick chatbot if I know it could solve my problems faster

9%
Neither, I find both lacking for customer service needs

Source: Zingle

26%
Equal

25%
AI/Bots

49%
Humans

Which do you consider more time efficient?

*While 1-in-3 prefer humans to AI, nearly **half** reported they would pick AI if it meant I could solve my issue faster.*

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Common Misconceptions

My customers prefer speaking to a person

- Deployed Bots = Deployed Agents

- Agent productivity is elevated as bots immediately interrogate basic needs

- In a complementary model (Agent+Bot), CSAT results proving higher vs agent-only

AI is not ready, it's still too technical and expensive to deploy.

- AI platforms are pioneering AI-As-A-Service

- Supporting journey modeling, intent trees, workflow and deployment push

- Bots can learn and dynamically update smart intents for continuous tuning

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Common Misconceptions

Should I be concerned AI will replace my job?

- AI helps provide fast service for transactional, traditionally self-service issues

- Live agents remain paramount for resolving more complex customer needs

- AI's contextual handoff to agents enables faster, more complete resolutions
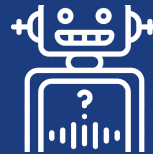
AI is primarily used as a customer-facing technology.

- Buzz is focused on chat bots, but big gains available behind the scenes

- Automate backend tasks that allow your agents to focus on higher-value work

- Seek automation opportunities that allow you to "efficiently scale" your team

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Much More Than Client-Facing Chat Bots

Web Transcription

ML platform reviews and posts partner-data for QA and upload to client's commerce site

50% cycle time reduction
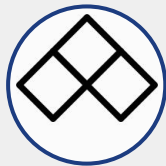
Workforce Mgmt

RPA+AI dynamically reconciles and plans agent work/leave schedules across WFM platforms

Reduced prior manual process time by **80%**

Virtual Teammate

AI-bot analyzes and responds to standard emails, with workflow routing to agent if intervention required

30% auto-resolution, with accelerated TTR

Tender Processing

RPA+AI solution scans emails/docs, posts pre-accepted tenders for QA and upload to client site

60% cycle time reduction

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Agents + AI Creating Powerful Outcomes

Service organizations leveraging AI are seeing positive feedback from customers and agent populations.

80% of CX professionals agree AI works best in augmenting rather than displacing agents

70% of agents agree automating routine tasks allows them to focus on more complex work

Source: ZDNet
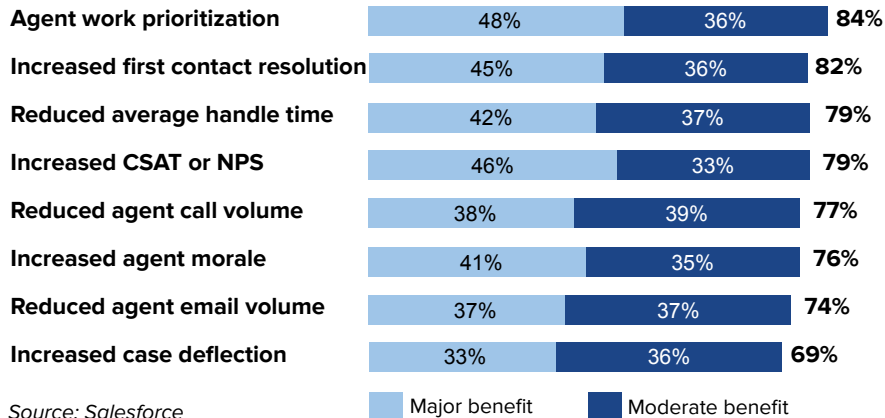
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Agents + AI Creating Powerful Outcomes

Service organizations leveraging AI are seeing positive feedback from customers and agent populations.

Service Professionals with AI Who Report the Following Benefits

	Major benefit	Moderate benefit	Total
Agent work prioritization	48%	36%	**84%**
Increased first contact resolution	45%	36%	**82%**
Reduced average handle time	42%	37%	**79%**
Increased CSAT or NPS	46%	33%	**79%**
Reduced agent call volume	38%	39%	**77%**
Increased agent morale	41%	35%	**76%**
Reduced agent email volume	37%	37%	**74%**
Increased case deflection	33%	36%	**69%**

Source: Salesforce

Major benefit   Moderate benefit

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Crisis Creates Opportunity

The current challenge is forcing us all to rethink how we interact.

Dynamics

- Pivoting to WFH
- Many aren't prepared for remote ops
- Online consumerization burgeoning
- Creating strain on CX orgs

Considerations

- Communicate service changes
- Transition consumers to digital channels
- Take advantage of AI platform offers
- Unique opportunity to trial, learn & refine

AI offers your consumers (and service teams) an always-on, immediate response channel as you reposition and complement your operation to address the new realities of support.

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CX + AI Best Practices

AI has and will continue to become an increasingly important enabling capability in the call center of the future.
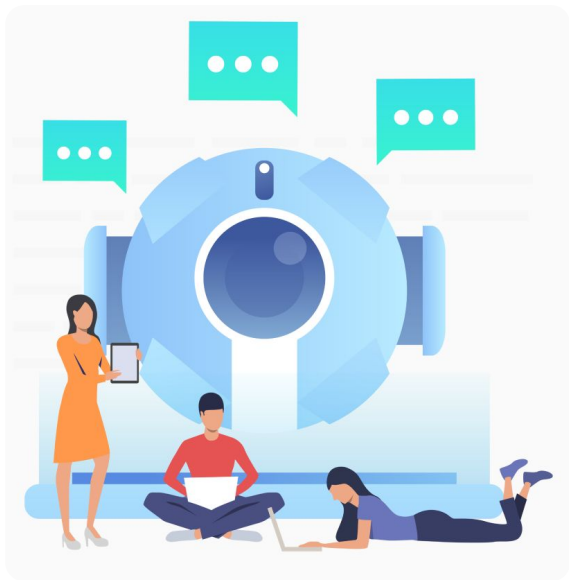
1 Keep your audience in mind, focus on customer *and* agent

2 Start slowly and improve over time

3 Augmentation not substitution

4 Align conversational context with agent personality profiles

5 Request feedback from the people who use it

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Thank you!

**For more information,
visit <u>taskus.com</u>**

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Poll #3

Q&A

Thank you!