GENESYS™

Top 10 ways
to take advantage of AI and deliver great customer experiences

Bots, automation and machine learning are a major boon for businesses—automating repetitive tasks and giving customers 24/7 access to information at a time that's best for them.

Work smarter, not harder to deliver the best customer experiences, employee engagement and business outcomes.

1. Blend AI with human agents

Get the best possible business outcomes from customer interactions when you blend the power of artificial intelligence (AI) with the skills of your workforce. Blending AI ensures that employees are trained, available and empowered to respond when necessary to the customer demand that best matches their unique abilities. It ties better customer experiences to a better employee experience.

2. Empower customers to engage on the channels of their choice, including voice

Build your AI on an omnichannel foundation that connects all customer touchpoints. Omnichannel lets you share historical context as conversations move across channels. You'll cut costs with fewer agent interactions and reduced average handling time.

3. Personalize self-service

While phone calls into contact centers continue to decline, expectations for personalized self-service for voice and digital channels increase. Give customers what they want. Self-service engagement costs you 25 to 75 times less per transaction than agent interactions; it also reduces call volumes and improves first

contact resolution. Blend self-service with assisted-service to give customers the option to connect with an agent—and include all their interaction data.

4. Improve employee engagement and job satisfaction

Keep employees engaged and you'll reduce turnover and absenteeism while improving customer satisfaction. Consider giving employees more flexible work schedules, access to self-management tools and professional growth options. Start by using AI simulation for recruitment using "what-if" scenarios, on-boarding, performance analysis, and personalized training and development.

5. Identify knowledge gaps and build more effective teams

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6. Partner virtual assistants with customer service employees

Actively listen and analyze the content and context of a live interaction and let virtual assistants give employees prompts, hints, tips and even special offers based on dynamic interpretation of what's needed. These virtual assistants use machine learning to predict ways for employees to serve the customer, including product up-sell.

7. Proactively engage with customers and guide their journey

Understand customer behavior and know when to engage, such as when a customer isn't going down the right path or they're lost on your website. You can even intercept carts on the verge of abandonment. By mapping customer journeys, you can detect which customers or prospects need support, who has a question, or who is hesitant to choose a product or service. You can also proactively determine whether to engage bots, humans or a combination of both to improve the customer experience, Net Promoter Score and business outcomes. This enables you to engage and automate to improve savings across all channels.

8. Convert more qualified leads into paying customers

It's not possible to engage with all leads all the time. So that makes it critical to understand your customer journeys. Engagement driven by blended AI monitors your website to identify when users move away from your end goals for them. Use rich insights collected to help sales reps or advisors better understand, connect

with and assist customers. The right customer experience platform enables your closers to uniquely engage with each prospect and convert leads into big wins.

9. Choose a solution with common microservices to speed deployment and reduce risk

Microservices make it easy to start small and then configure and deploy a bot that performs a specific task, such as accepting a payment, making a reservation or translating a dialog. Choose any narrowly focused issue or repeatable task to reduce costs and make a process more efficient. These microservices can be massively duplicated without the dependencies that slowed older software. No waiting for other processes and no downtime. Designing bots once and leveraging them across any channel reduces risk and delivers consistent customer experiences. From there, expand your focus, layer in multiple bots, improve your machine-learning capabilities and add the human element at the right time in the journey.

10. Develop customer-to-agent matching rules

By linking intelligent routing, employee performance and customer inquiries, you can develop rules to send customers quickly to any agent, or to the best-qualified agent based on their unique needs. These rules give you deep flexibility. For example, a customer might prefer to wait longer to get that skilled resource based on the best combination of operational metrics, seniority and knowledge.

Learn more about the advantages of a blended AI approach that's seamlessly combined with the human touch to give customers fast access to the channels of their choice.

Blending AI with human agents allows enterprises to achieve the strength of both. Enterprises that have blended AI with human agents report that their customer service efforts are more effective at improving both customer satisfaction (61%) and agent satisfaction (69%).

Forrester, Artificial Intelligence With The Human Touch

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