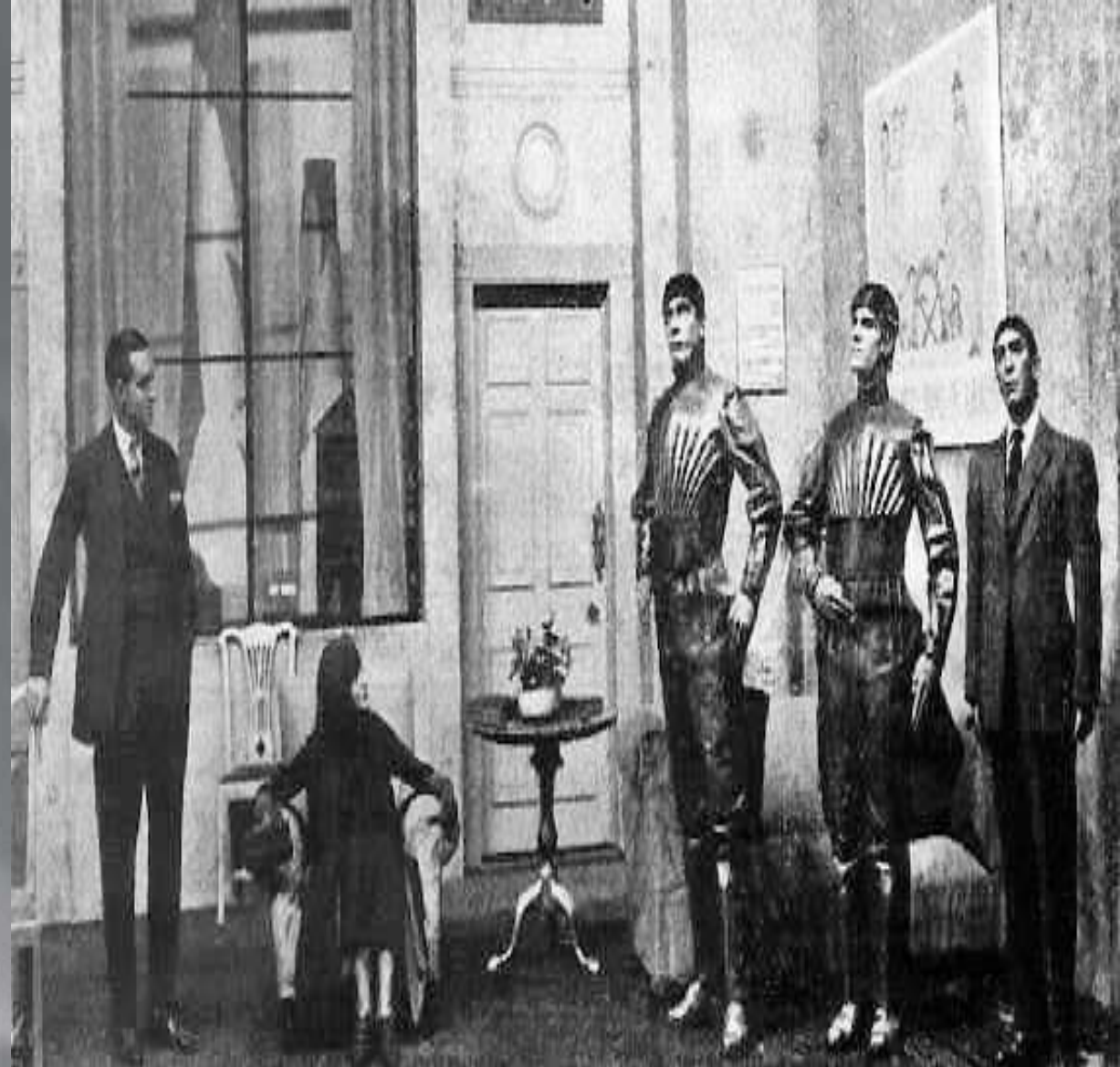


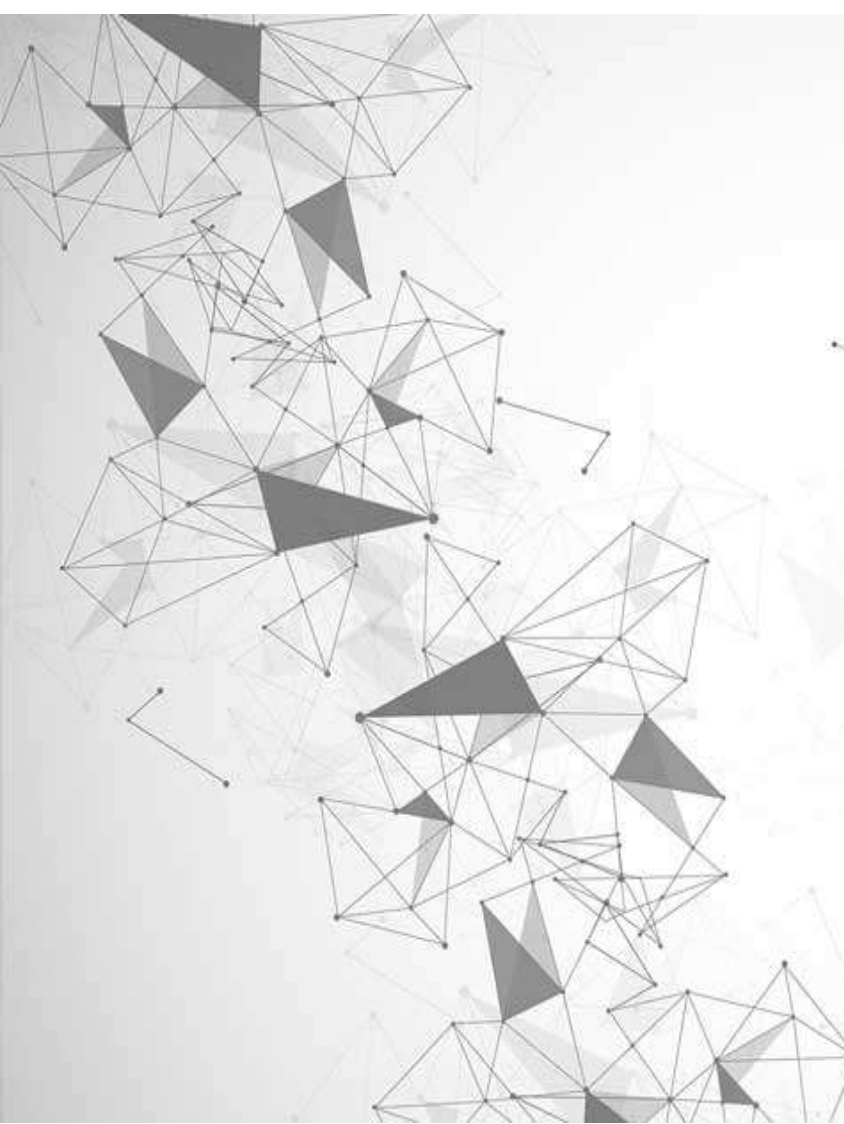
Let's get personal - When CX meets AI

David Curley

Solution & Enterprise Architects Director, EMEA

Genesys





**AI FOR VISUAL EXPERIENCES TO
IMPROVE CUSTOMER SERVICES AND
SALES**

AI TO REPLACE EMAIL CHANNEL

**CSAT AND AGENT SATISFACTION WILL
DROP**



39%

14%

60%

2%



**UNLOCK THE VALUE OF
INTERACTIONS & ANALYTICS
ACROSS YOUR COMPANY**



**OPTIMIZE HUMAN
INTERACTIONS**



**MAXIMIZE SELF SERVICE AND
AUTOMATION**

Blended AI

 GENESYS

 adventus

UNLOCK THE VALUE OF INTERACTIONS & ANALYTICS

CONNECT CUSTOMER CONVERSATIONS

THINK IN TERMS OF JOURNEYS

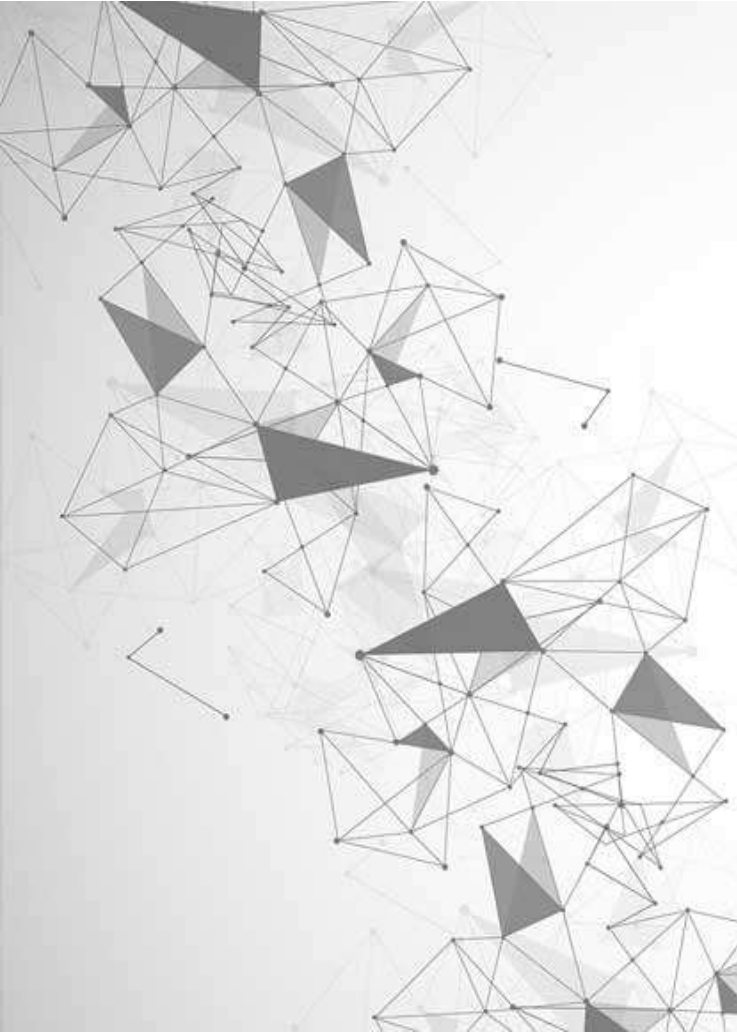
SEAMLESS TRANSITIONS

NEXT BEST ACTION



Powered by
Genesys AI

A GIANT LEAP IN ROUTING



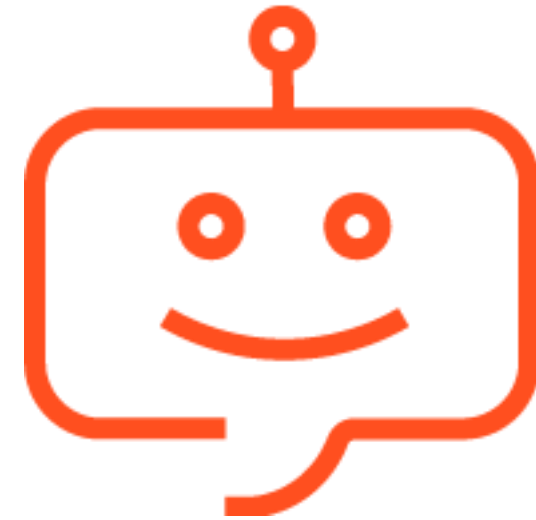
Large Telco in EMEA

◦ Challenges

- Unable to dynamically measure and manage service KPIs.
They were struggling with keeping up with all the changes in omnichannel CX requirements.

◦ Solution

- 1500 concurrent agents consistently achieving over the past 4 months:
- 3% First Contact Resolution improvement and 1,5% reduction on transfers
- 3% NPS improvement
- 1% hard detractors reduction



OPTIMIZE HUMAN INTERACTIONS

CREATE SMARTER AGENT EXPERIENCES

**ASSIST WITH RELEVANT CONTENT: INSIGHTS &
TRAINING**

“BE YOUR BEST VERSION EMPOWERED BY AI”

**AGENTS
TEAM LEADS**



Powered by
Genesys AI.

◦ Challenges

- Multiple sub-business units with unique needs each
- One unified communication platform for routing and smooth transition to an agent for multiple chatbots (some cloud, some premise)

◦ Solution

- 15 locations connected to a single omnichannel Genesys platform
- Watson, Google, and a German on-premises bot vendor

◦ Results

- Reduced maintenance costs & effort

“Our overriding goal was never about containment within the bot. It was to figure out how a customer could be transferred to an agent without a break in the interaction”

-Service owner communication systems at Bosch

“Having independence from a specific bot means we don’t have to redesign anything in the business logic or rethink the platform. We can mix bots based on routing decisions.”

Q&A with Bosch – [summary blog](#)

MAXIMIZE SELF SERVICE AND AUTOMATION

RIGHT CONTENT WHEN NEEDED, ON MY CHANNEL OF CHOICE

**BOTH CUSTOMERS AND EMPLOYEES
OFFER SELF SERVICE WHEN APPROPRIATE**

PERSONALIZATION



Powered by
Genesys AI.

WHAT IS A CHATBOT

CHATBOT / BOT / VIRTUAL ASSISTANT

A computer program that runs automated tasks and can be designed to simulate conversation with human users



**BUT A CHATBOT MUST HAVE
A PURPOSE!!**

... and in a contact center the purpose is to **AUTOMATE** tasks or **ASSIST** agents

Remember, Customers and Chatbots share the same objective, to solve the customers query.... not talk about the weather!

Challenges

- Customer-centric and holistic journey view
- Utilize AI to manage routine tasks
- Escalate to an agent for a seamless experience

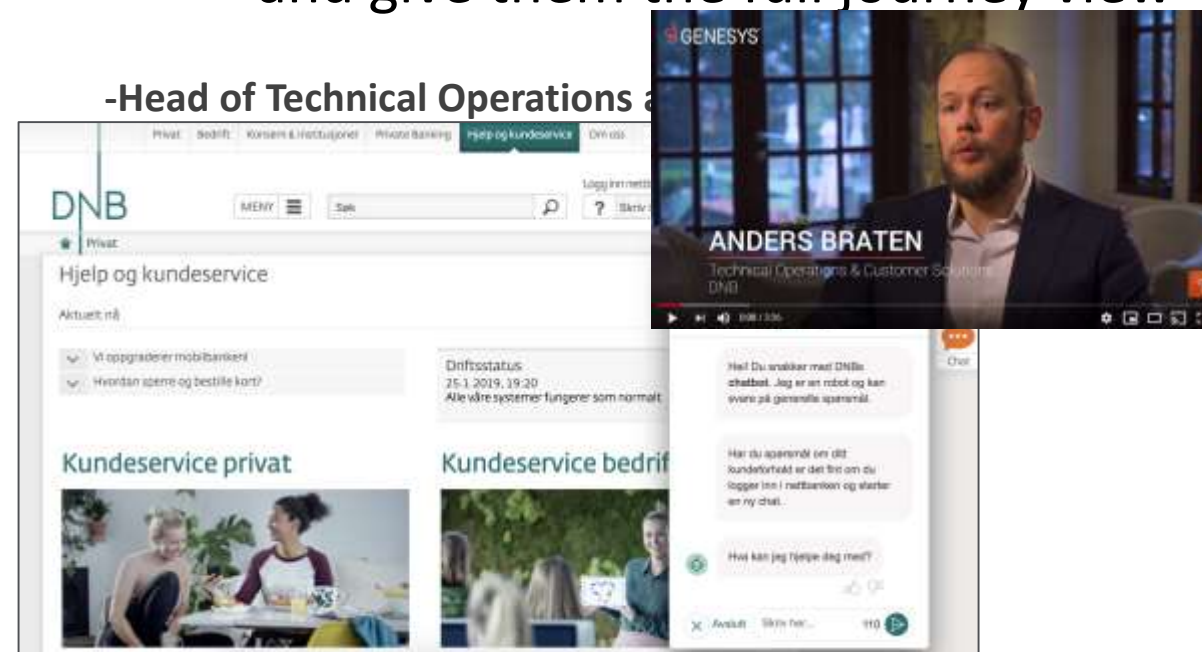
Solution

- Genesys Bot Gateway with Boost.ai
- Full overview of the customers' history and journey with single reporting, routing and desktop

Results

- 30% reduction in call volume
- <50% chats escalated to an agent

“We assumed that chatbots will provide **30% reduction in call volume, but actually it exceeded our expectations.** It’s important to have the possibility to escalate to an agent and give them the full journey view”



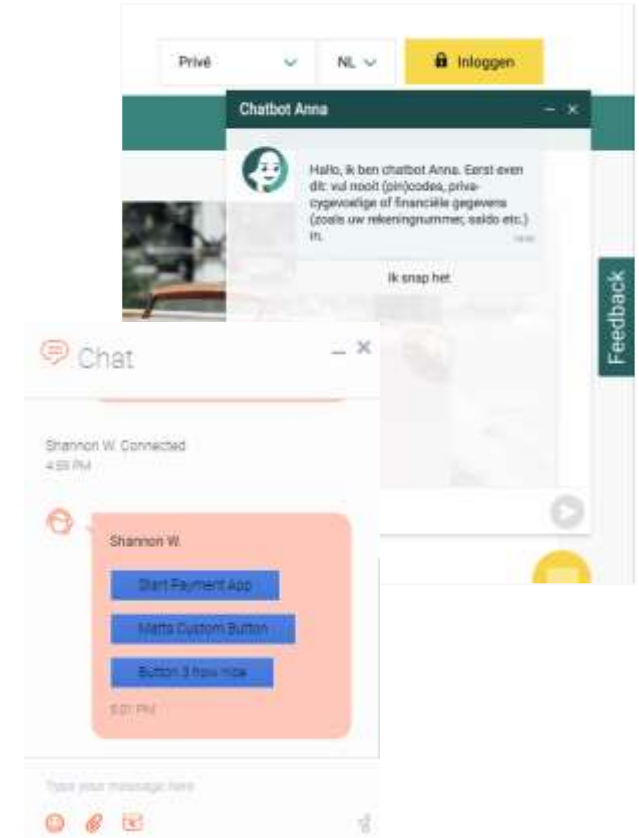
ABN AMRO

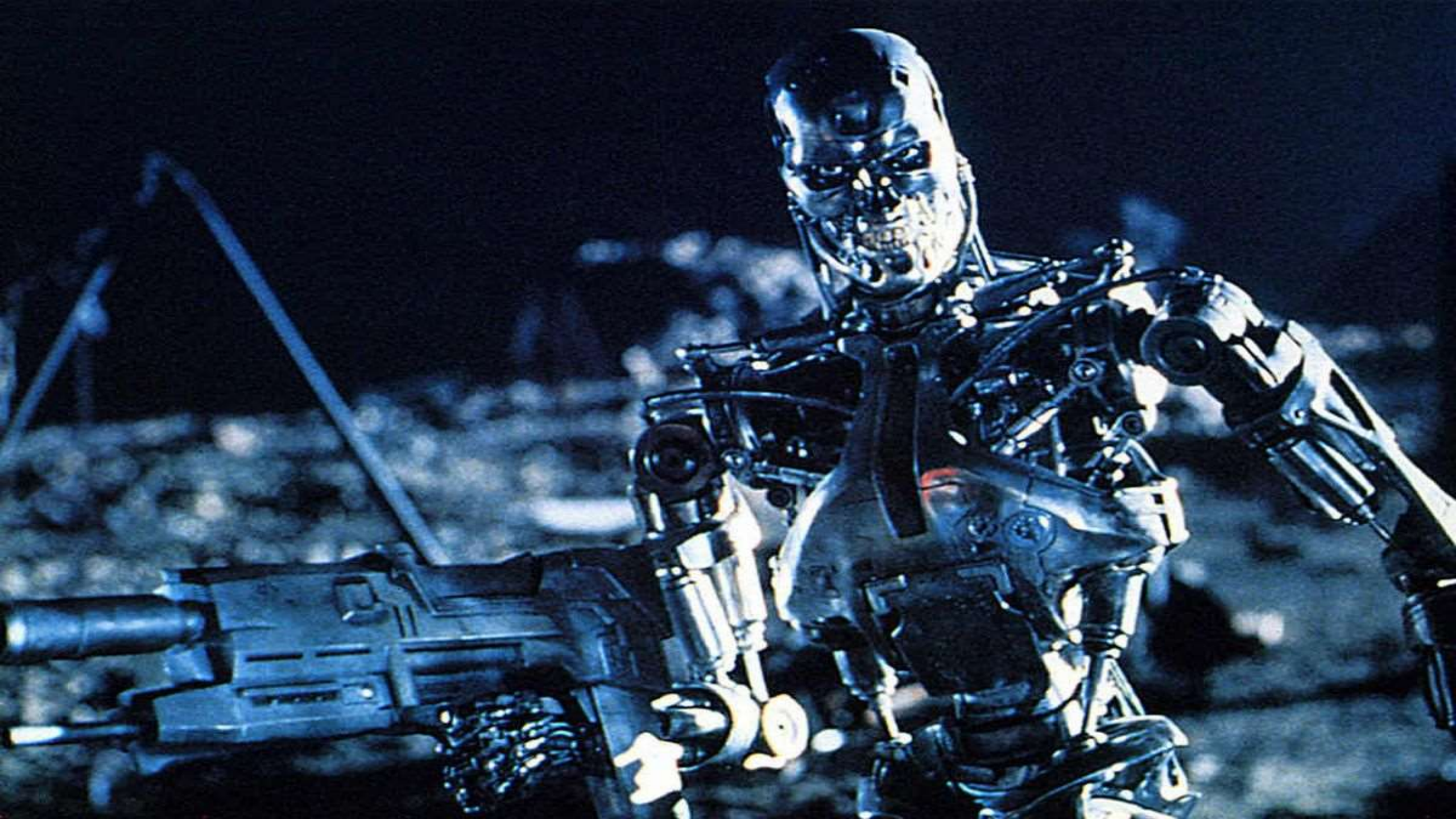
○ Challenges

- Cutting costs while customers can interact using channel of choice
- Personalized experiences on website or mobile app

○ Solution

- Genesys Bot Gateway + Microsoft Bot Framework running behind the ABM AMRO bot called Anna
- Using rich media capabilities to enhance the customer experience
- Seamless transition to a live agent with chat history.
- Average waiting time for that queue will also be shown
- Integrating with Genesys live chat ensures there is a seamless journey for customers, starting conversations with Anna and taken over by agents







Thank you



www.genesys.com

www.adventus.lv



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