BEING RESILIENT

MODERNIZING CONTACT CENTERS

WITH AI AND AUTOMATION

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AUTOMATION ANYWHERE

Contact centers are, arguably, among the most influential interfaces between enterprises and their customers. Organizations have been continuously enhancing their contact centers to address critical business needs like improving customer onboarding, advisory experience, agent productivity, efficiency, customer retention, and business growth.
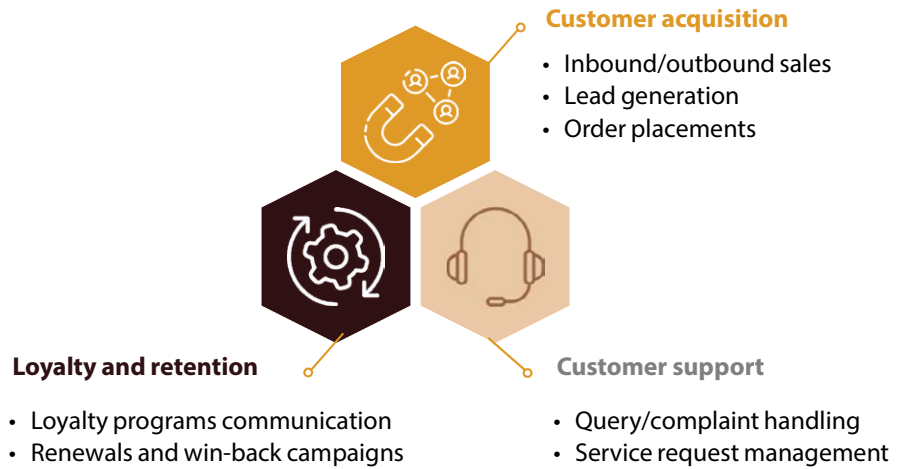
Customer acquisition
- Inbound/outbound sales
- Lead generation
- Order placements

Loyalty and retention
- Loyalty programs communication
- Renewals and win-back campaigns

Customer support
- Query/complaint handling
- Service request management

Figure 1: Key focus areas for enterprise contact centers

By 2022, contact center-as-a-service will be the preferred adoption model among 50% of contact centers, up from approximately 10% in 2019.

Critical Capabilities for Contact Center as a Service, Gartner, October 2019

Contact center solution providers have traditionally focused on providing infrastructure and software to foster customer connectivity to human agents. With limited omni-channel and analytics capabilities, these solutions meet basic needs but fail to address key challenges.

COVID-19 will catalyze the digitally optimized contact center. Smart service providers can play a pivotal role.

Will COVID-19 put the nail in the coffin of the Legacy Contact Center?, HFS Research, April 2020

Lack of customer intent/pulse recognition

Lack of real-time visibility into historical case details

Inefficiencies and manual effort overheads due to disjoint systems

Highly person-dependent

Managing seasonality

Lack of personalization
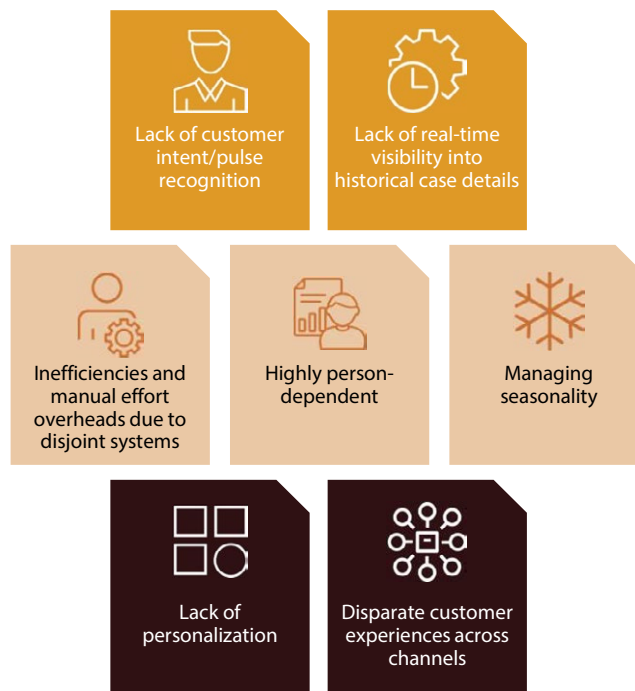
Disparate customer experiences across channels

Figure 2: Key challenges for enterprise contact centers

COVID-19: The new impetus for AI, automation and transformation

The COVID-19 crisis has exposed the inadequacies of current contact center technologies and solutions .

Surge in specific business areas
- Steep increase in specific requests like loan payment holidays in banking with limited internal staff to handle it

Shift in ways of working
- Traditional 'management by walking on the floor' is no longer feasible
- New internal and external channels of communication are needed

Remote connectivity demand
- Enterprises were not ready with the required infrastructure and app support
- Sudden shift to cloud based/remote contact centers was necessary

Figure 3: Impact of COVID-19 on contact centers

The pandemic is fueling digital adoption and creating new business models that may become the new standard in the years to come.

Given the various imperatives for contact centers, there is a clear need to look at solutions covering three key dimensions viz., **experience, efficiency** and **insights**.

EXPERIENCE
- Availability of effective and personalised communication channels for customers
- Reduction in customer effort while interacting with the contact center
- Accurate resolution, understanding and remembering intent and sentiment
- New channel interactions resulting in lead generation/sales

EFFICIENCY
- Automation of customer requests/emails/processes
- Reduction in errors
- Channel utilization optimization
- Being audit compliant
- Quality improvement and shift optimization
- Faster response and resolution

INSIGHTS
- Identifying next-best action and cross/up-selling insights
- Preventive/proactive customer engagement
- Advanced knowledge search
- 360^0 customer insights generation
- Making the most of the available call data for auditing and insights

Figure 4: Three dimensions where AI and automation solutions can make an impact

While pure-play platform providers are infusing some of these capabilities natively in their core offerings, the process of switching platforms or executing major version upgrades tend to be big bang approaches. Infosys recommends adopting an agile approach and choosing special purpose and modular solutions that can enable these three dimensions.
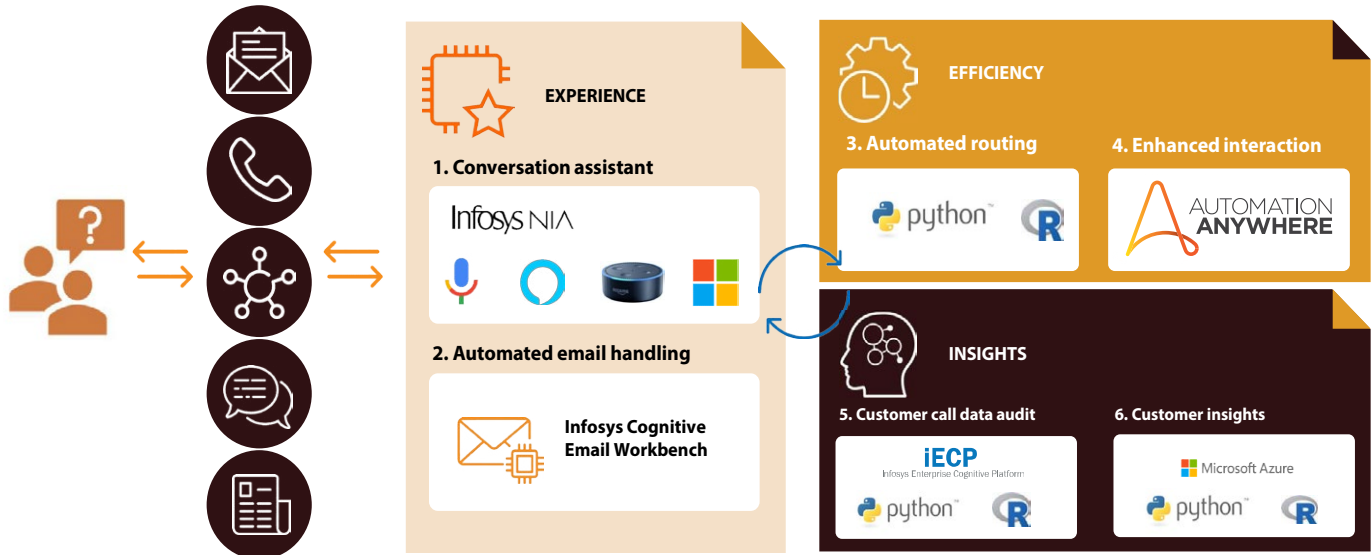

Figure 5: AI and Automation solutions addressing the three dimensions

By 2025, customer service organizations that embed AI in their multichannel customer engagement platform will elevate operational efficiency by 25%.

The Future of the Contact Center, Gartner, April 2019

Such solutions can add value across all the stages of the contact center interaction lifecycle..
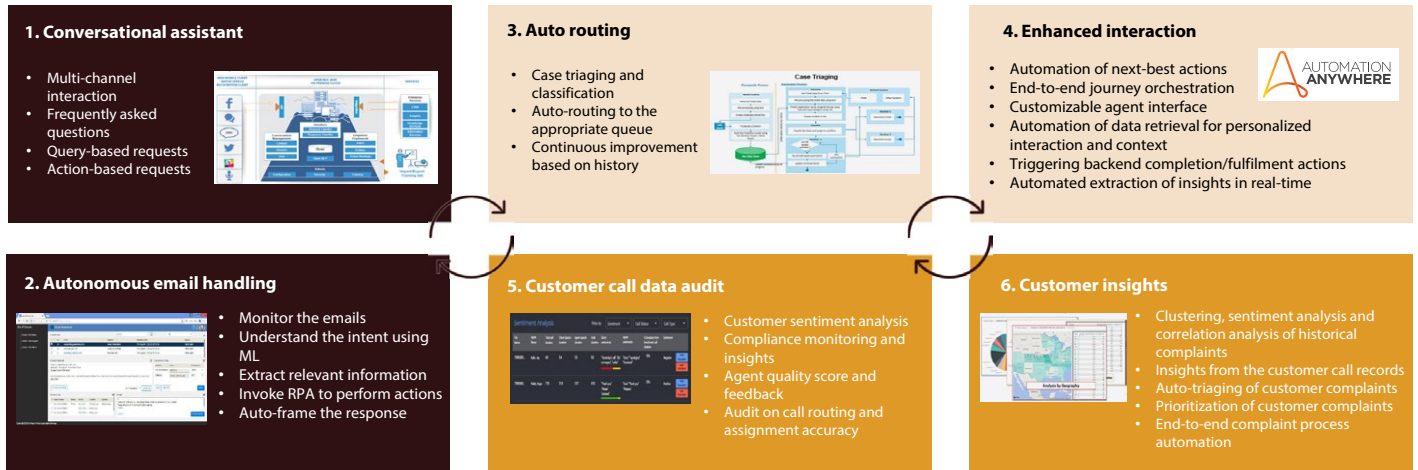

1. Conversational assistant
- Multi-channel interaction
- Frequently asked questions
- Query-based requests
- Action-based requests

3. Auto routing
- Case triaging and classification
- Auto-routing to the appropriate queue
- Continuous improvement based on history

4. Enhanced interaction
- Automation of next-best actions
- End-to-end journey orchestration
- Customizable agent interface
- Automation of data retrieval for personalized interaction and context
- Triggering backend completion/fulfilment actions
- Automated extraction of insights in real-time

2. Autonomous email handling
- Monitor the emails
- Understand the intent using ML
- Extract relevant information
- Invoke RPA to perform actions
- Auto-frame the response

5. Customer call data audit
- Customer sentiment analysis
- Compliance monitoring and insights
- Agent quality score and feedback
- Audit on call routing and assignment accuracy

6. Customer insights
- Clustering, sentiment analysis and correlation analysis of historical complaints
- Insights from the customer call records
- Auto-triaging of customer complaints
- Prioritization of customer complaints
- End-to-end complaint process automation

Figure 6: AI and Automation solutions for contact center transformation

"Contact centers across the world were one of the worst affected as the pandemic threw life out of gear for many. With uncertainty prevailing, customers wanted to get responses to all their queries, creating a load of queries across channels. Contact centers weren't prepared for that. Leveraging AI and automation to drive optimization, personalization, and resilience in contact centers can make a substantial impact on improving efficiency and delivering superior customer experience. Working with Automation Anywhere, we will drive digital transformation across the front and back office".

Sanchit Mullick, *AVP & Head of Sales – AI & Automation Services, Infosys*

Automation Anywhere: Enabling technology-driven contact centers

Integrating solutions like chatbots and email with existing contact center infrastructure and applications is a big challenge. This is where intelligent automation from Automation Anywhere excels. Automation Anywhere's contact center solutions automate processes across existing infrastructure as well as new solutions, and modern applications as well as legacy systems to enable digital transformation across the front and back office.
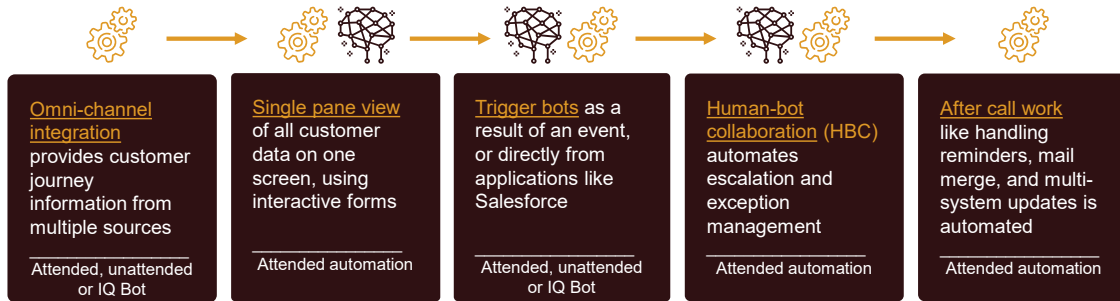

Omni-channel integration provides customer journey information from multiple sources	Single pane view of all customer data on one screen, using interactive forms	Trigger bots as a result of an event, or directly from applications like Salesforce	Human-bot collaboration (HBC) automates escalation and exception management	After call work like handling reminders, mail merge, and multi-system updates is automated
Attended, unattended or IQ Bot	Attended automation	Attended, unattended or IQ Bot	Attended automation	Attended automation

Figure 7: How Automation Anywhere enables digital transformation across the front and back office

- Omni channel integration provides customer journey analytics from chatbots, emails, documents, and other customer communication channels
- Bots display all this data on one screen to agents using Automation Anywhere's interactive forms
- Agents can trigger a bot from an application like Salesforce or through a hotkey or another event to start an automated process

- Bots provide guidance on next steps and automate escalations and exceptions with multiple people in the loop. This increases first call resolution (FCR) rate by resolving escalations in real time
- Agents can trigger reminders to follow up with customers or set alerts if a customer has submitted a complaint. Agents can also send automated messages for existing cases or new products to individual customers

RPA is another perfect gateway for AI. Data from every call can be proactively fed into AI models so bots get smarter. Over time, they can anticipate customer needs and guide the agent to fulfil that need. By continuously personalizing and streamlining the customer experience, Automation Anywhere helps create a true digital workforce for the front office.

> *"Customer experience has emerged as a true differentiator for all enterprises in the COVID environment and several digital first companies have been able to leverage automation to drive a superior omni-channel approach geared to exceed customer expectations. Automation Anywhere's Human Bot Collaboration (HBC) offering is helping our clients and partners to go beyond task based automation to truly scale automation for their contact center operations across teams, escalation scenarios and end to end processes. This is helping our clients and partners achieve superior outcomes for end customers such as improvement in average handling time, first call resolution and customer satisfaction. We are excited to collaborate with Infosys to deliver AA enabled front office automation at scale, boosting employee productivity and improving customer experience for our mutual clients".*
>
> **Ashwani Saihgal**, *Vice President - Strategic Alliances, Automation Anywhere*

The Infosys approach – Enabling resilience in the face of turbulence

As organizations try to adapt to these changing times, Infosys has been helping its clients use a structured approach to comprehensively transform their contact centers.
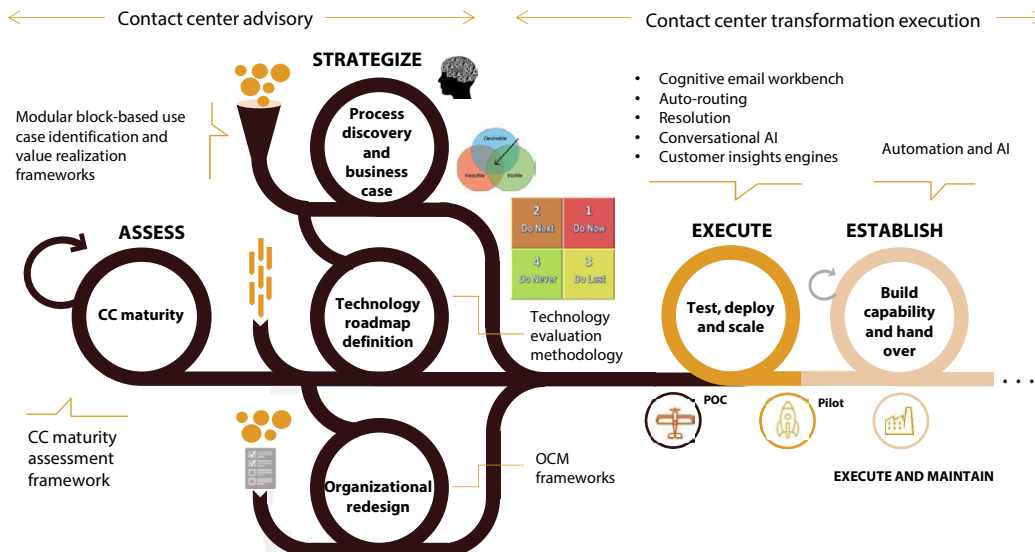

Figure 8: Contact Center (CC) transformation implementation lifecycle

That adaptation is the key to survival is an accepted fact. The Infosys modular and structured approach described here can help enterprises successfully navigate the current turbulence while giving them the competitive edge in business.

Here is how Infosys has helped companies transform their contact center operations for agility and resilience.

Leading hardware manufacturer saves 3 million hours

Client was dealing with

- Dissatisfied customers
- Complex interactions
- Multiple touchpoints
- Reduced productivity for sales and partners

We deployed a 3-step process of eliminate, automate and optimize.

Benefits delivered

- 40% cost reduction over the baseline year cost
- Eliminated over 3 million hours of customer effort

Top health insurance company cuts cost to serve by 35%

Client was dealing with

- Highly complex policy and benefits management process
- Wanted to streamline processes and increase efficiency

We enabled end-to-end processing environment using self-reliant Automation Anywhere enterprise bots, eliminated multiple touchpoints and exception management and gained real-time visibility into plan status.

Benefits delivered

- Reduced cost by 35%
- Improved agent productivity by 150%
- Reduced need for data audits by 80%
- 100% accuracy with 0% errors
- Two-fold increase in CX

Want to know how AI and automation can elevate your contact center efficiency at lower cost? Get in touch with Infosys at aiautomation@infosys.com.

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