



WHITE PAPER



**Bring back the  
customer in  
customer experience.**





## Three macro trends impacting businesses today are **inflation**, **labor attrition** and **evolving customer expectations**.

Transforming your legacy contact center into a **Customer Engagement Hub** will **accelerate** your effort in delivering a **differentiated customer experience**.

A modern, AI-led customer engagement hub enables your customers to engage with your brand in the channel of their choice and at the moment of their choosing.

Navigating these uncertain times necessitates not only modernizing your current technology stack but operating at a lower cost to serve.

Conversational AI is a tool of choice that is helping businesses achieve more with less.



Customer experience has a direct impact on brand experience. If your customers like the product/service, they will:



Generate recurring revenue for your business



Accept paying extra because they see value in spending more



Become advocates of your brand and raise your credibility



## THE CUSTOMER EXPERIENCE JOURNEY

**Evolving customer expectations require brands and service providers to adapt and focus on providing a differentiated experience**



Most organizations have made significant investments in online experience and commerce. However, corresponding investments into customer care have lagged. To make matters worse, the dramatic increase in e-commerce has led to much higher volumes of customer interactions.

Customer care, in most organizations, offers little to no self-service, with very little automation. Moreover, most brands are still operating on legacy technology stacks. This results in clunky customer experience.

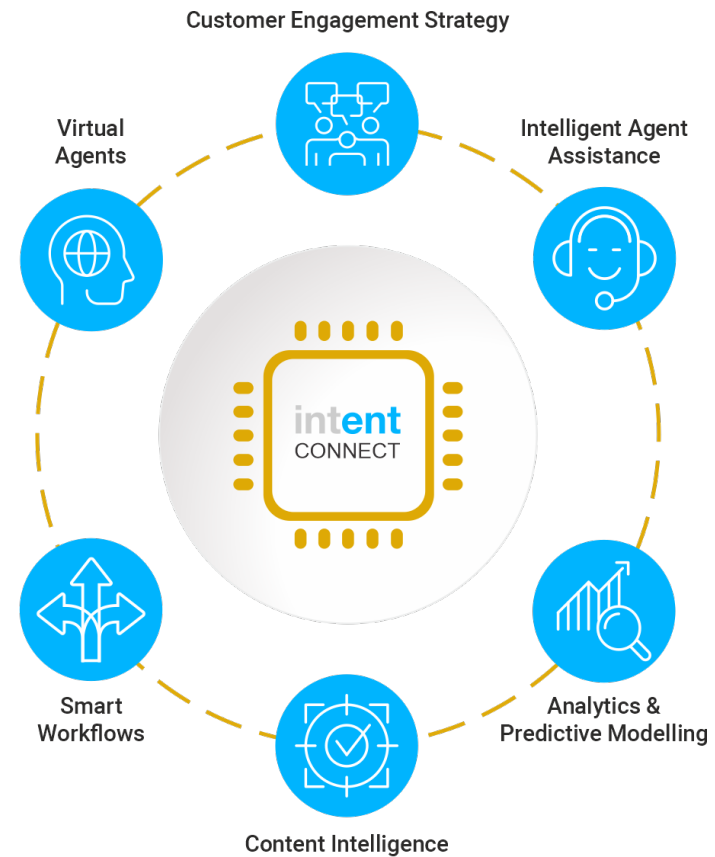
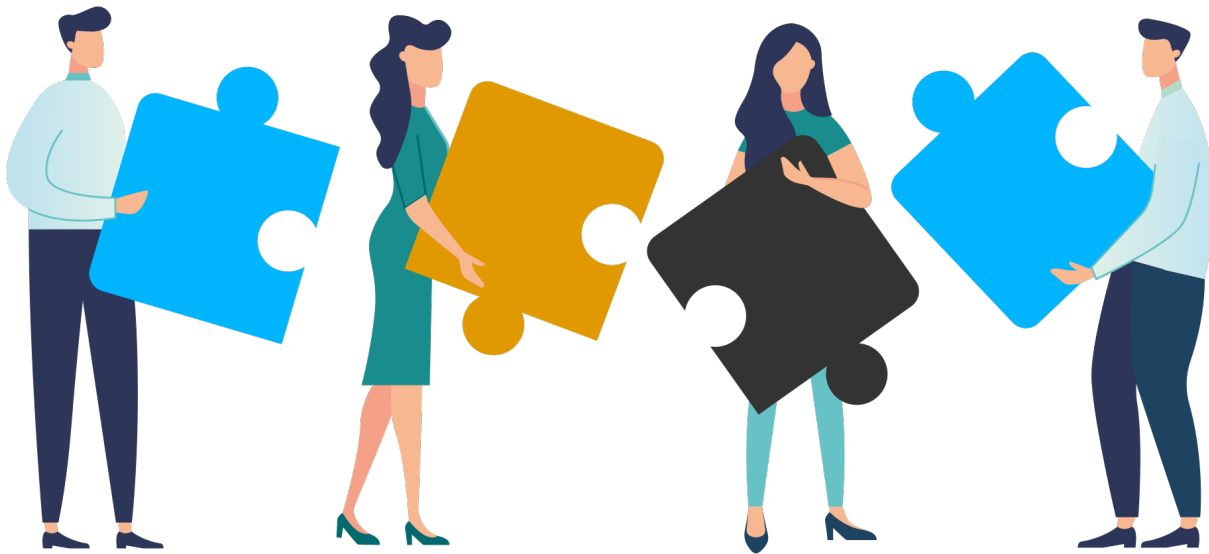
Higher attrition rates in the call centers are further complicating matters. With attrition rates as high as 30%, either a third of the work-force is new at any point in time; or brands are operating with less than 100% staffing. Both result in longer wait times for customers.

Meanwhile, customers expect instant answers to their questions, and they demand an omni-channel experience.



## THE CUSTOMER EXPERIENCE JOURNEY

**A Conversational AI-led CCaaS**  
is the answer to these  
challenges.



Cloud based CCaaS that delivers an omni-channel always-on experience to your customers can help alleviate these challenges.

A Conversational AI layer that transcends channels will enable true self-service to your customers.

Conversational AI solution learns from each interaction and becomes smarter over time.



## CONVERSATIONAL AI

To deliver great experience leveraging Conversational AI, it is crucial to have One-AI delivering same-seamless experience across channels. The solution needs to be context aware to be able to switch channels based on customers needs. It can merge channels, switch channels but provide consistent experience which is tailored to the channel of interaction.

The power of Conversational AI solution to become smarter over time results in higher deflection rates, elevated experiences and higher customer satisfaction all delivered at a lower cost to serve.

AI can also enable brands to transform their customers experience from reactive to proactive. This reduces the need for the customer to reach out to your brand; further reducing cost to serve.



Service providers have combined the comfort of the human voice with the efficiency of technology to create an ecosystem that enhances both customer and people experience. The traditional Call Centers have come a long way from being just an 1800 number!



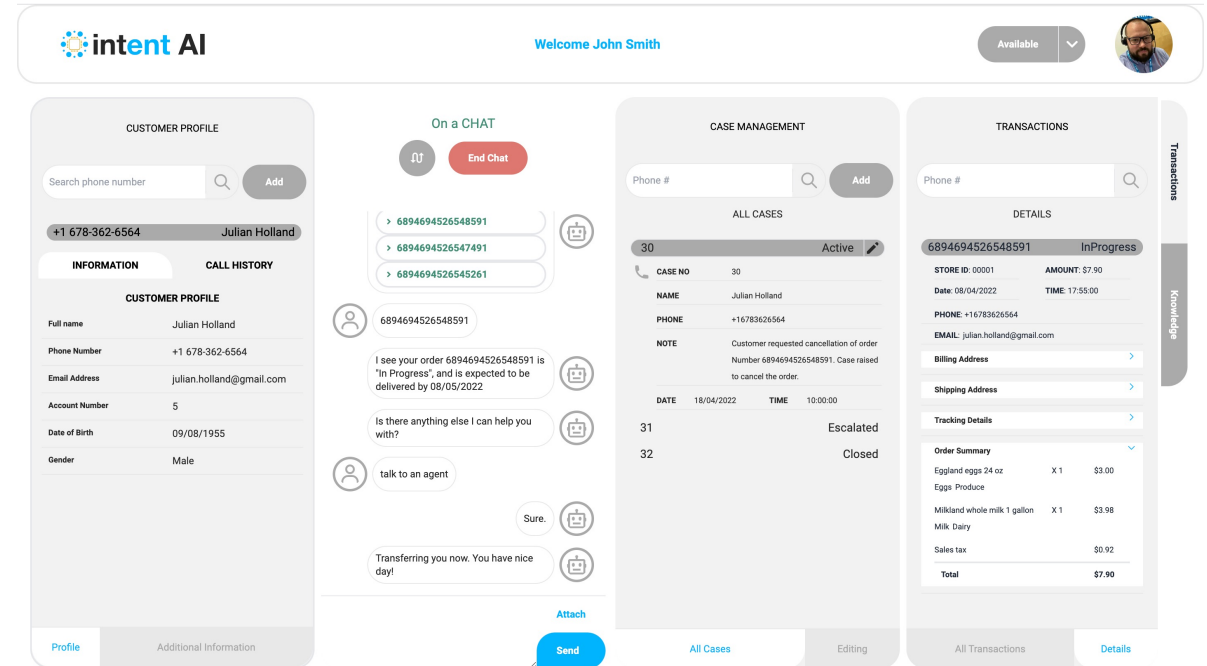


## CALL CENTER AS A SERVICE (CCAAS)

# The big kahuna that everyone is talking about!

Cloud based CCaaS solution brings the flexibility and scalability that your legacy on-prem call center infrastructure lacks.

Modern IVR with call routing based on skills, state of the art single pane of glass view for your agents, omni-channel experience, high-end analytics and ability to measure your agent's performance in real-time are some of the key features.



Single pane of glass enables your agents to see everything about the customer they are interacting with on one screen – boosting your agent’s productivity.

Analytics and measurements of key KPIs helps your call center operations team measure performance in real-time. This helps with identifying agent’s training needs but also understanding what your customer’s calling you for.

This powerful Analytics engine can be leveraged to switch your call center from a reactive mode to a more proactive mode thus enabling the Engagement Hub that most brands strive for!



**To discover more about Intent AI or  
to chat about the next chapter in  
your company's CX/AI journey,  
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