BEING RESILIENT

TRANSFORMING CONTACT CENTERS: WITH AI AND AUTOMATION
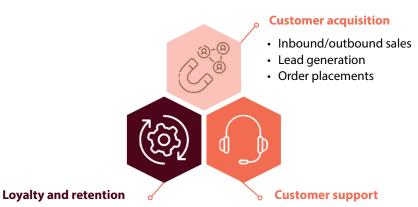
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Current State and Imperatives for Contact Centers

Contact Centers have arguably been one of the most influential interfaces between enterprises and their customers. Organizations have been continuously enhancing their Contact Centers to address critical business needs around improving their customer onboarding and advisory experience, agent productivity and efficiency improvements as well as ensuring customer retention and 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 in 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 primarily enable customers' connectivity to human agents, with limited omnichannel and analytics capabilities. While this suffices the basic needs, it may fail to address some key challenges.

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

Need for Transformation and Being Resilient: Accelerated by the COVID-19 Crisis

The COVID-19 crisis has exposed the inadequacies of current Contact Center technologies and solutions even further.

The pandemic has catalyzed Digital Adoption and the creation of new ways of running businesses that can be expected to become the new standard in the years to come.

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

COVID-19 will bring about the eventual digitally optimized contact center, and 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

How AI and Automation Technologies can help address these Challenges

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
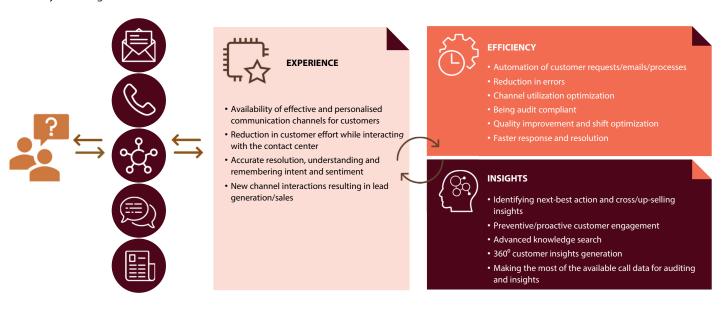• Making the most of the available call data for auditing and insights

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

While core platform providers are infusing some of these capabilities natively in their core offerings, making a platform switch or initiating a major version upgrade could be a big bang approach customers could take. Infosys alternatively recommends taking an agile approach and going for a suite of special purpose, modular solutions, that can make an impact across these three dimensions:
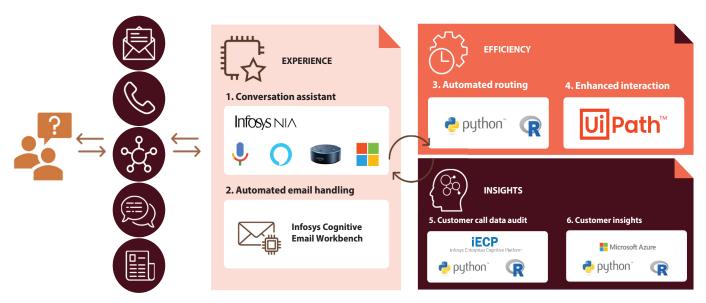

Figure 5: AI and Automation solutions addressing the three dimensions

Solutions across the Contact Center Interaction Lifecycle

Infosys AI and Automation Services bring to you solutions that can address all the stages of the contact center interaction life-cycle leveraging our partnership with UiPath to provide you with the right platform.
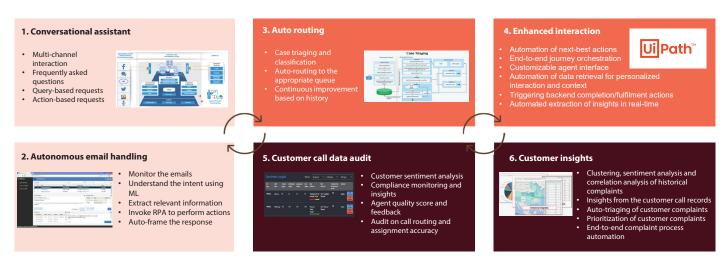

Figure 6: AI and Automation solutions for contact center transformation

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

How the UiPath Platform is supporting the Transformation of the Contact Center

UiPath has been helping hundreds of companies improve their customer Contact Center operations with Intelligent Automation. Whether it's reducing error rates, responding faster to customers, or holistically improving workflows across the enterprise, Intelligent Automation with UiPath has helped to change the direction and operation of these teams for the better time and time again.

Engage / **Innovate** / **Delight**

Self-service
Customer self-service fulfilment via automation

- **Chatbots** connected to unattended robots
- **IVR** fulfilment through RPA
- **Integrations** with helpdesk/portal systems

Agent assistance
Engagement platform to optimize agent performance

- Custom **agent console** with real-time data feeds from multiple systems of record
- Omni-channel **engagement** including chat, voice, SMS, and more
- **Attended robots** assist agents

After call tasks
Attended and unattended robots perform after call tasks

- **Automatic process** launch
- **Multiple systems** of record update
- **Case management**
- **In-app automation buttons**
- Automated work/task fulfilment/queuing using **attended automation**

Back-office work
Seamless transfer between front and back-office robots

- Automatic fulfilment via **unattended robots**
- Data validation tasks and exception handling via **action center**
- **Orchestration of human, robot and AI tasks**

Automation / **Intelligence** / **Insights**

AI capabilities

Manage digital workforce with **Orchestrator**
Monitor and measure using **Insights**

Build and customize using **UiPath Studio** and **Apps designer**

Identify and plan automation using **task mining** and **process mining**

Figure 7: Overview of UiPath's offerings for contact centers

"Automation is helping organizations become faster and more agile in the face of increased demand and rapidly changing environments. As it gains greater prominence in enabling companies to achieve digital transformation, organizations are racing to implement these tools not only in the contact center – but throughout the enterprise. Beyond mere automation, RPA has the potential to revamp an organization's enterprise process landscape. Working with Infosys, we're unlocking the power of RPA with implementation services that meet our customers expansive goals of the enterprise rather than solve their daily challenges."

Chris Klayko, *SVP of Americas Sales at UiPath*

Navigating on this turbulent journey

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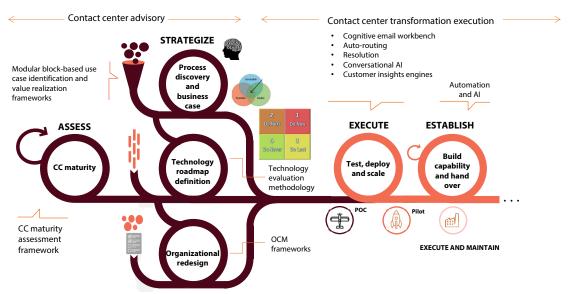

Figure 8: Contact Center (CC) transformation implementation lifecycle

"Contact centers world over were severely impacted by Covid-19. Customer calls got tougher, many executives were working remote for the very first time and did not have access to their "floor colleagues", leading to concerns on both fronts - employee wellbeing, as well as ensuring a great customer experience. Intelligent automation is playing a key role in addressing both these challenges in the rapidly changing environment. Working with UiPath, we have created a roadmap for driving accelerated adoption of Automation and AI in the contact center, to drive improved productivity and greater effectiveness."

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

As organizations try to adapt to these changing times, we has been helping several of its clients take a structured approach to comprehensively transform their contact centers. Over the ages and especially now, adaption has been the key to survival and success, and taking a modular and structured approach as described here should help enterprises see through these challenging times. Here are a few examples of how our clients have achieved transformation in their contact center operations using a combination of the above solutions:

Leading hardware manufacturer saves 3 million hours

Client was dealing with

- 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 US retail bank improves agent productivity

Client was dealing with

- A complex card declining process, which included 5 systems

We simplified on-screen navigation and customer data capture.

Benefits Delivered

- Reduced AHT by 31%
- Improved accuracy of data capture
- Improved agent satisfaction
- 4 weeks from download to full production
- Scaled across 10 million calls

Connect with us now at **aiautomation@infosys.com** to know how we can help you transform your contact center operations to be resilient too.

For more information, contact askus@infosys.com

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