From Jeeves to J.A.R.V.I.S
The human experience awaits

CX NETWORK LIVE | CONTACT CENTRES

July 14th 2020

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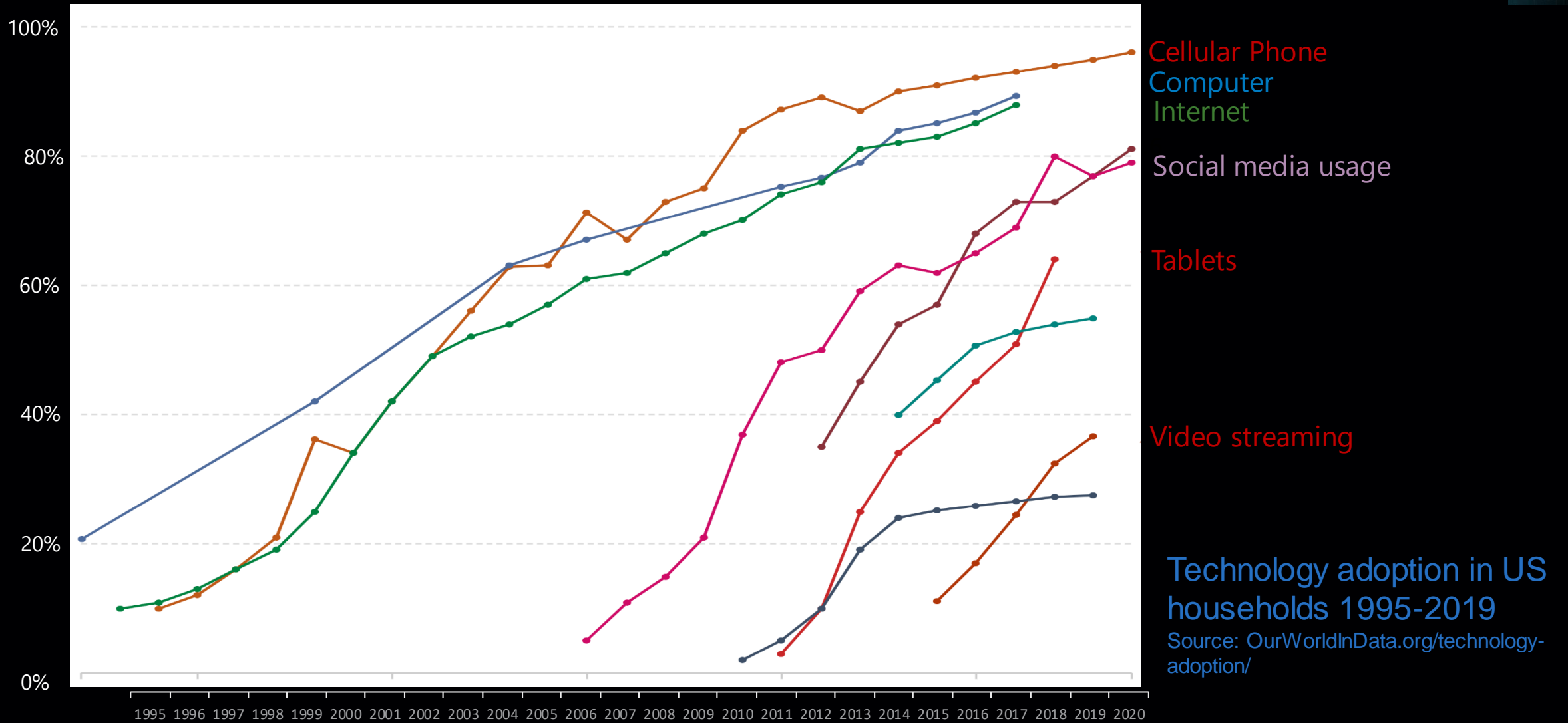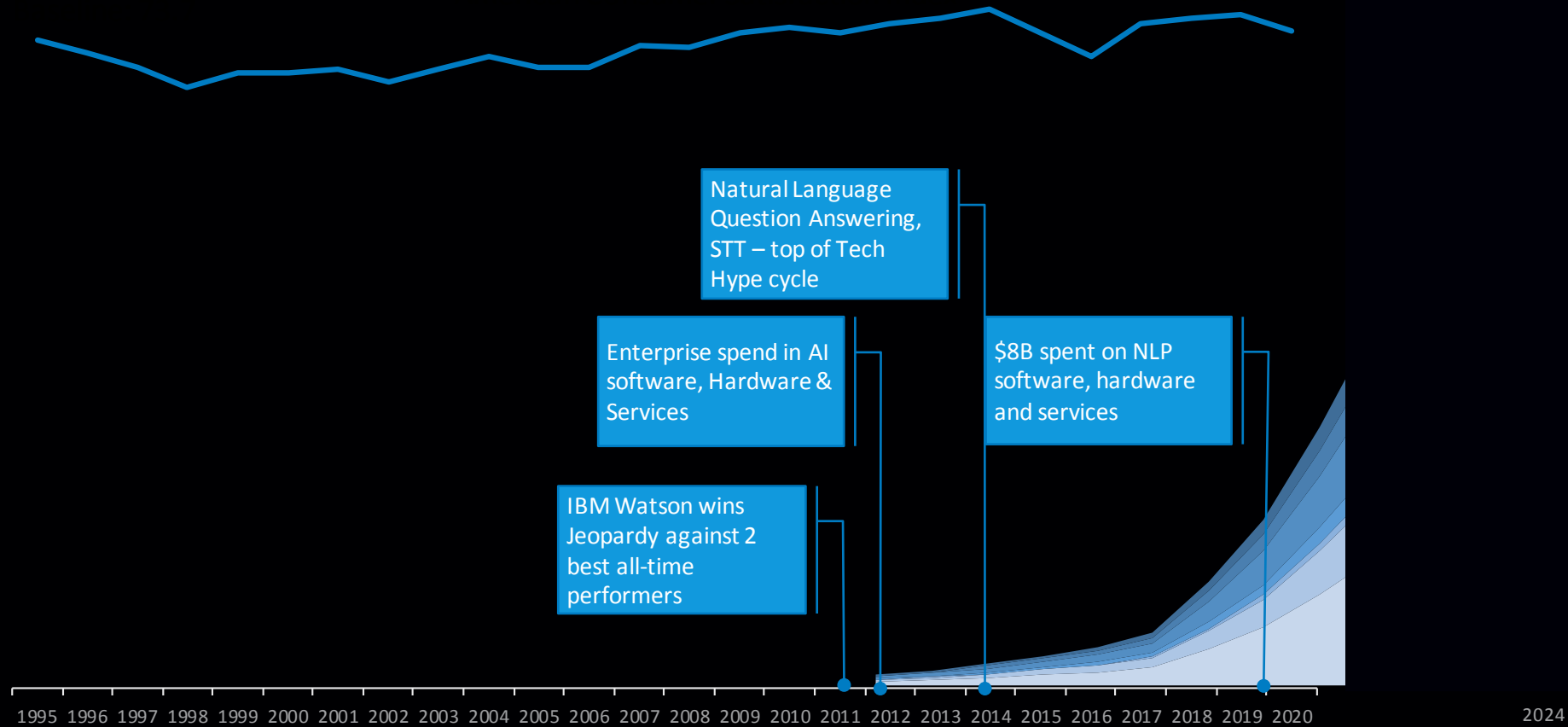Navigate your next

Technology is the par for the course and human skill is the differentiator

CUSTOMER BEHAVIOR AND EXPECTATIONS ARE BEING REMODELED

Cellular Phone
Computer
Internet

Social media usage

Tablets

Video streaming

Technology adoption in US households 1995-2019
Source: OurWorldInData.org/technology-adoption/

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FOR THE ENTERPRISE, AI NLP WILL BE A DIFFERENTIATOR

Natural Language Question Answering, STT – top of Tech Hype cycle

Enterprise spend in AI software, Hardware & Services

$8B spent on NLP software, hardware and services

IBM Watson wins Jeopardy against 2 best all-time performers

1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020   2024

Human skill is par for the course, and Technology is the differentiator

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POLL QUESTION 1

What is the most annoying part of a customer service call?

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1. Awful music while waiting

2. Having to repeat the same issue to multiple agents

3. Automated IVR where the multiple options feel like a treasure hunt

4. The issue not being resolved in one call / chat / interaction

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What is the most annoying part of a customer service call?

46.2% — Having a repeat the same issue to multiple agents

30.8% — Automated IVR where the multiple options like a treasure hunt

22.0% — The issue not being resolved in one call/chat/interaction

1.1% — Awful music while waiting
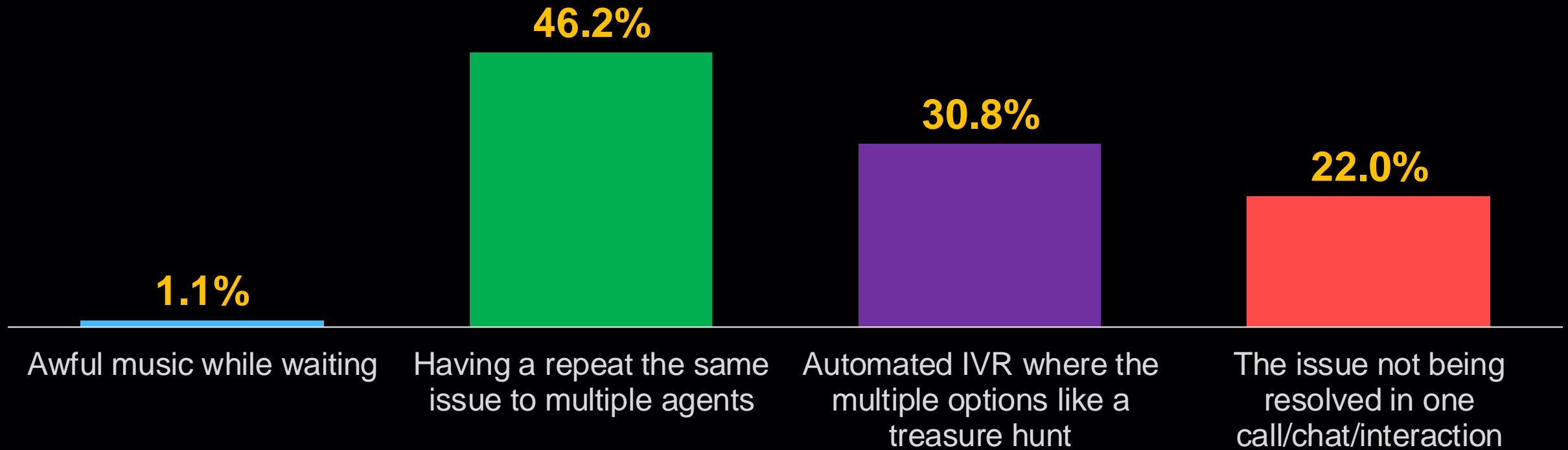
CHALLENGES

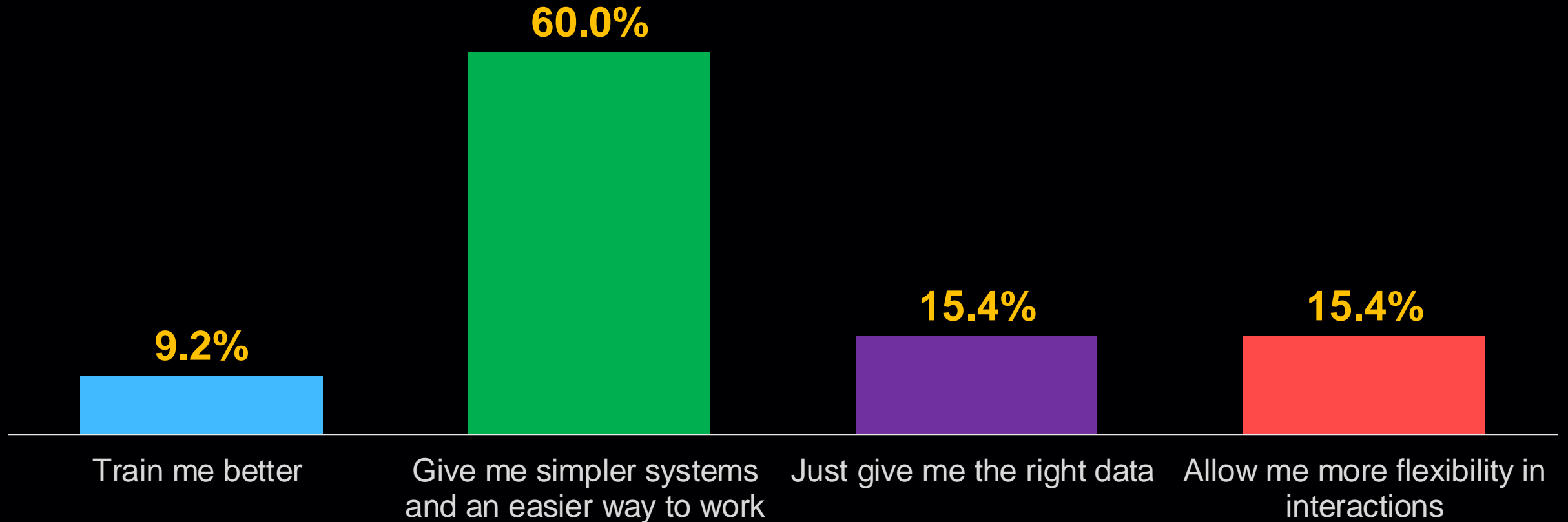*We just need technology to do a better job than humanly possible*

If technology was so great, the most used words in the customer service interaction wouldn't be "I want to speak to Agent/Representative"
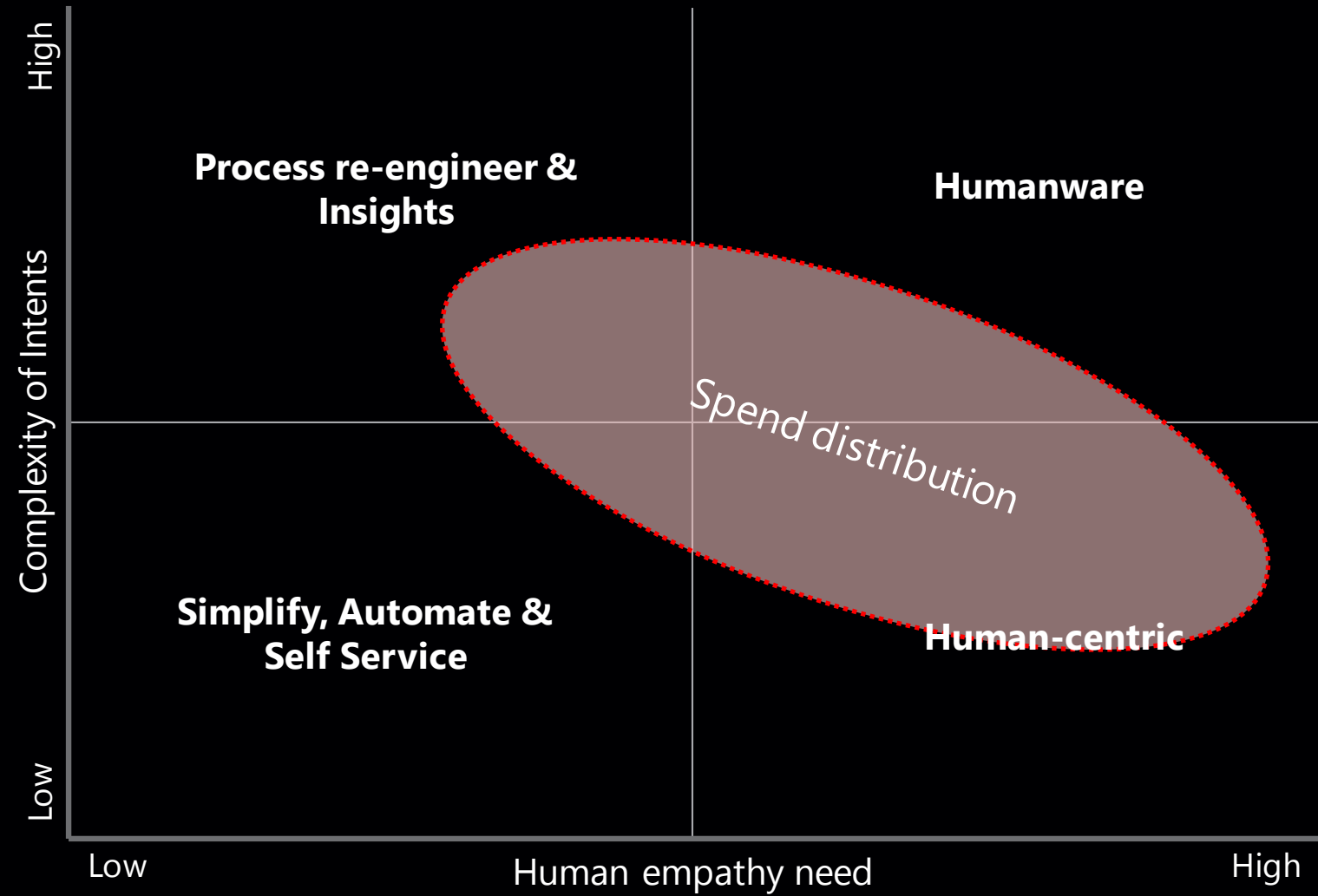
Infosys®
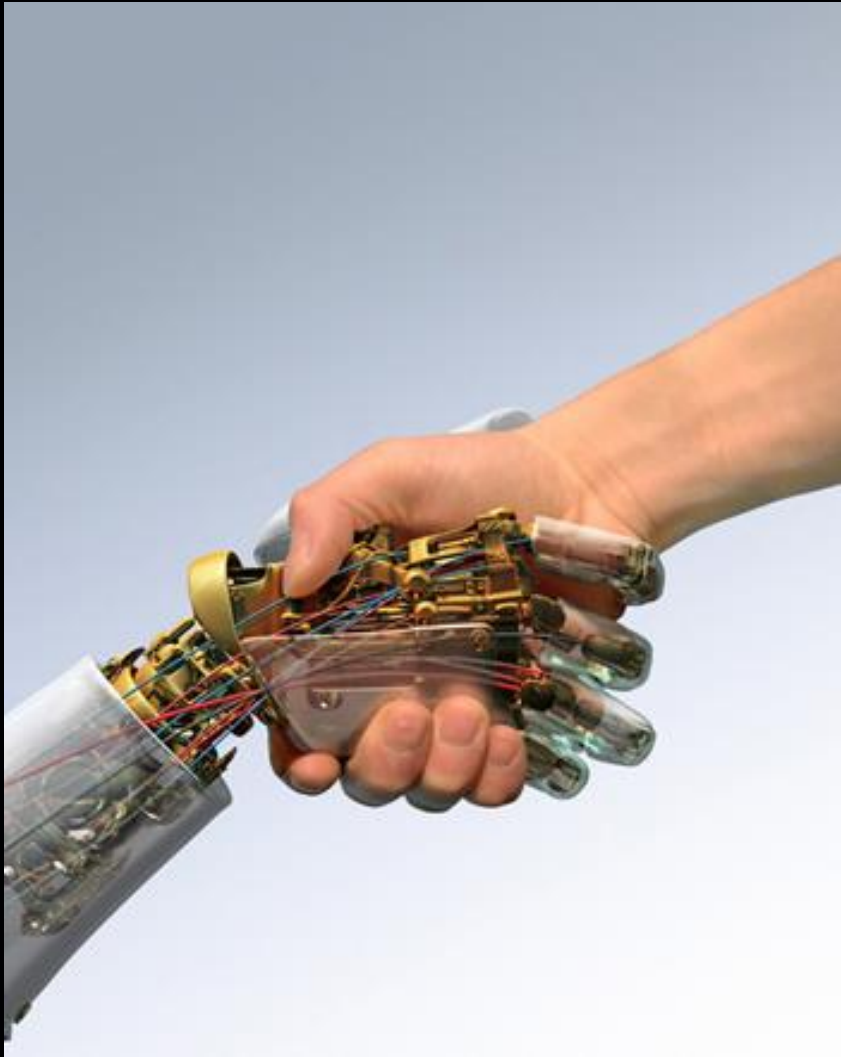Navigate your next

POLL QUESTION 2

If you were a customer service agent, what would you like most of all ?

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1. Train me better

2. Give me simpler systems and an easier way to work

3. Just give me the right data
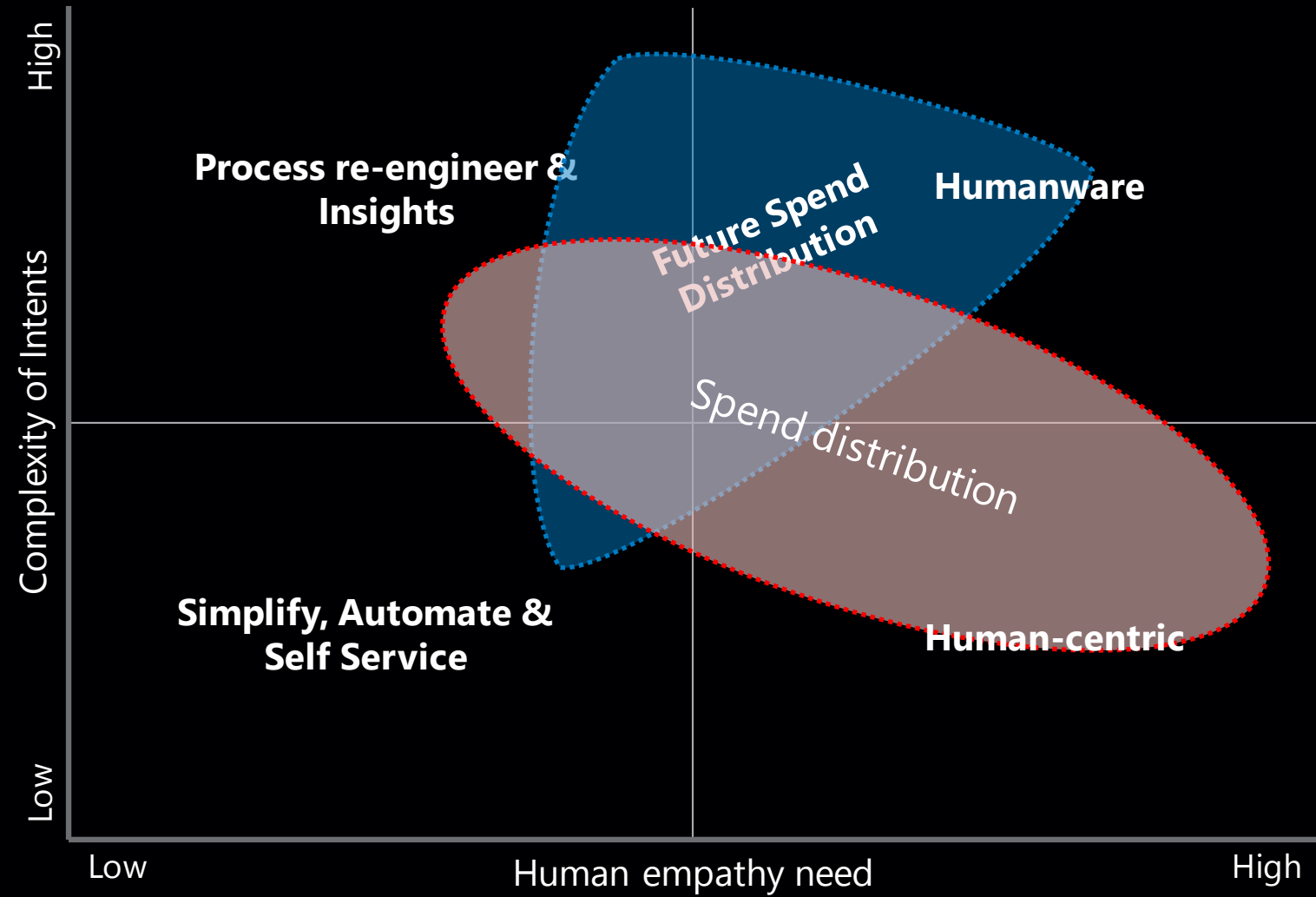
4. Allow me more flexibility in interactions

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If you were a customer service agent, what would you like most of all ?

9.2% — Train me better
60.0% — Give me simpler systems and an easier way to work
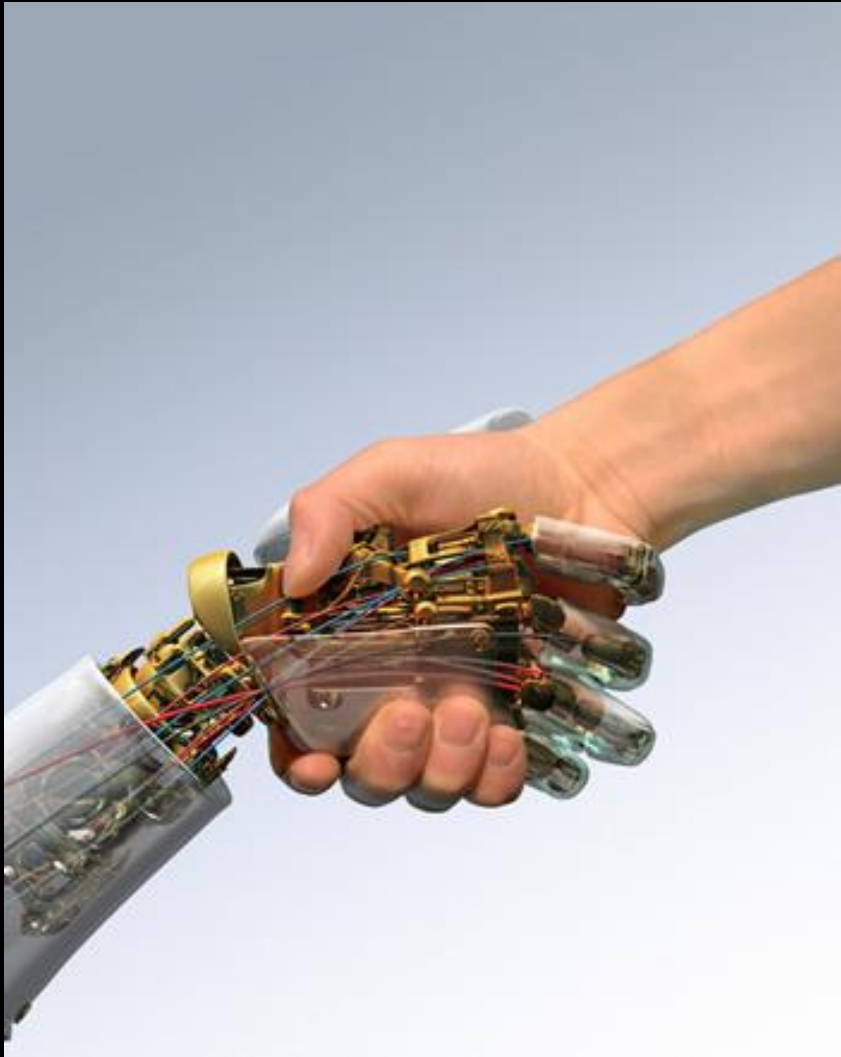15.4% — Just give me the right data
15.4% — Allow me more flexibility in interactions

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BRINGING THEM TOGETHER

Process re-engineer & Insights

Humanware

Simplify, Automate & Self Service

Human-centric

Spend distribution

High — Low (Complexity of Intents)

Low — High (Human empathy need)

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BRINGING THEM TOGETHER

Process re-engineer & Insights

Future Spend Distribution

Humanware

Spend distribution

Simplify, Automate & Self Service

Human-centric

High

Low

Complexity of Intents

Low

High

Human empathy need

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INFOSYS CORTEX2 IS A MICRO-SERVICES BASED MODULAR PLATFORM

TALENT DEVELOPMENT SUITE

1. Pre-hire Simulated evaluation
2. Digital Learning Platform
3. Soft-skills learning and assessment
4. Content and Simulation learning
5. Training program management
6. Conversational analytics

Time-to-Hire | Effective hire | Speed to proficiency

TALENT ENABLEMENT SUITE

1. Agent smart unified desktop
2. Virtual Coach guided workflows
3. Behavioral nudges
4. Supervisor smart dashboard
5. Compliance & Fraud monitoring
6. Performance & behavior analytics
7. Knowledge management and SOP automation

Agent Experience & Effectiveness | FCR | Compliance

Unlock intelligence from every interaction

CUSTOMER EXPERIENCE SUITE

1. Intent Prediction
2. Omni channel journey analytics
3. Customer sentiment and experience score
4. Intelligent call routing
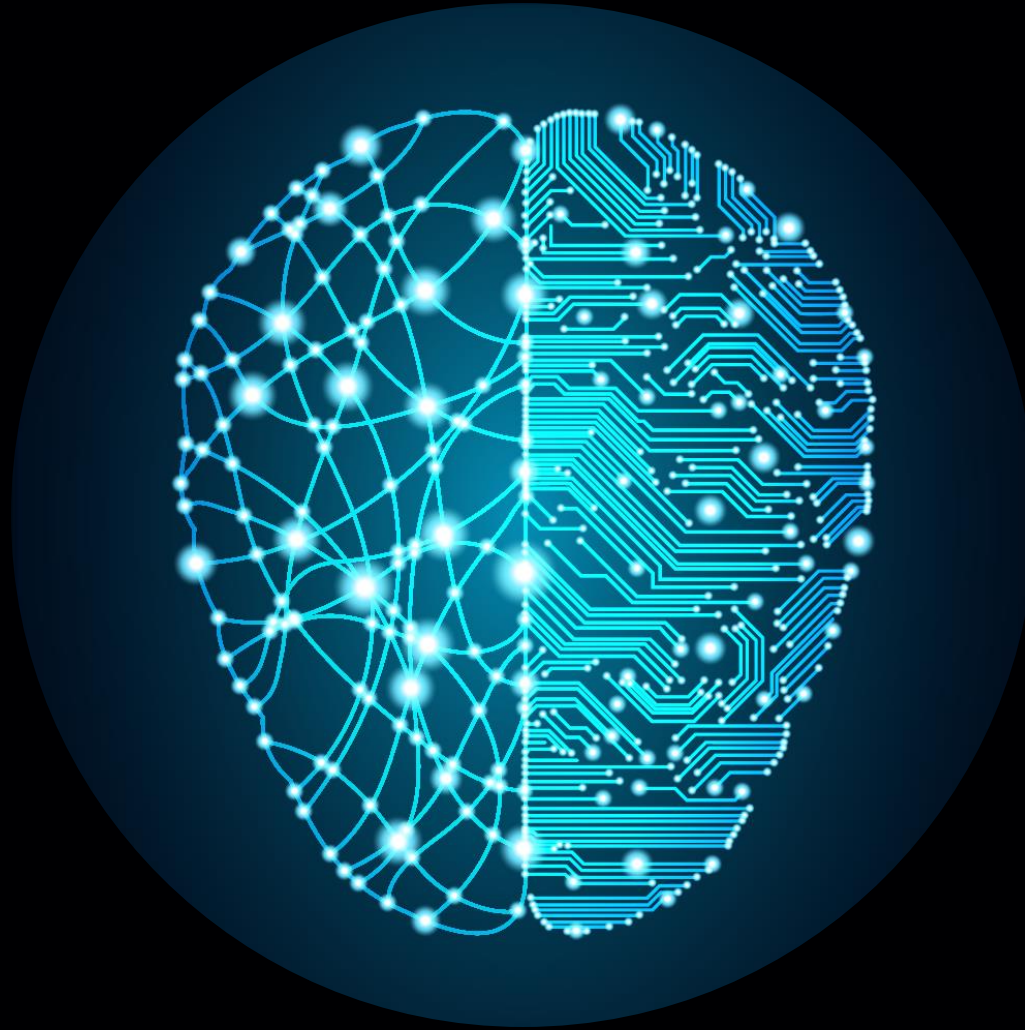5. Customer 360 analytics

CX predictor | NPS Predictor

OPERATIONS OPTIMIZATION SUITE

1. Agent desktop automations
2. Micro-bot factory
3. Customer self-service
4. Automated call setup and wrap-up
5. Agent churn predictor

Cost-to-serve | Digital deflection | Self serve

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WHOLE > SUM OF PARTS

Wisdom
Empathy
Flexibility
Creativity

Intelligence
Consistency
Scalability
Specialization

Infosys Cortex2 – the Humanware experience begins...

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Thank you

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