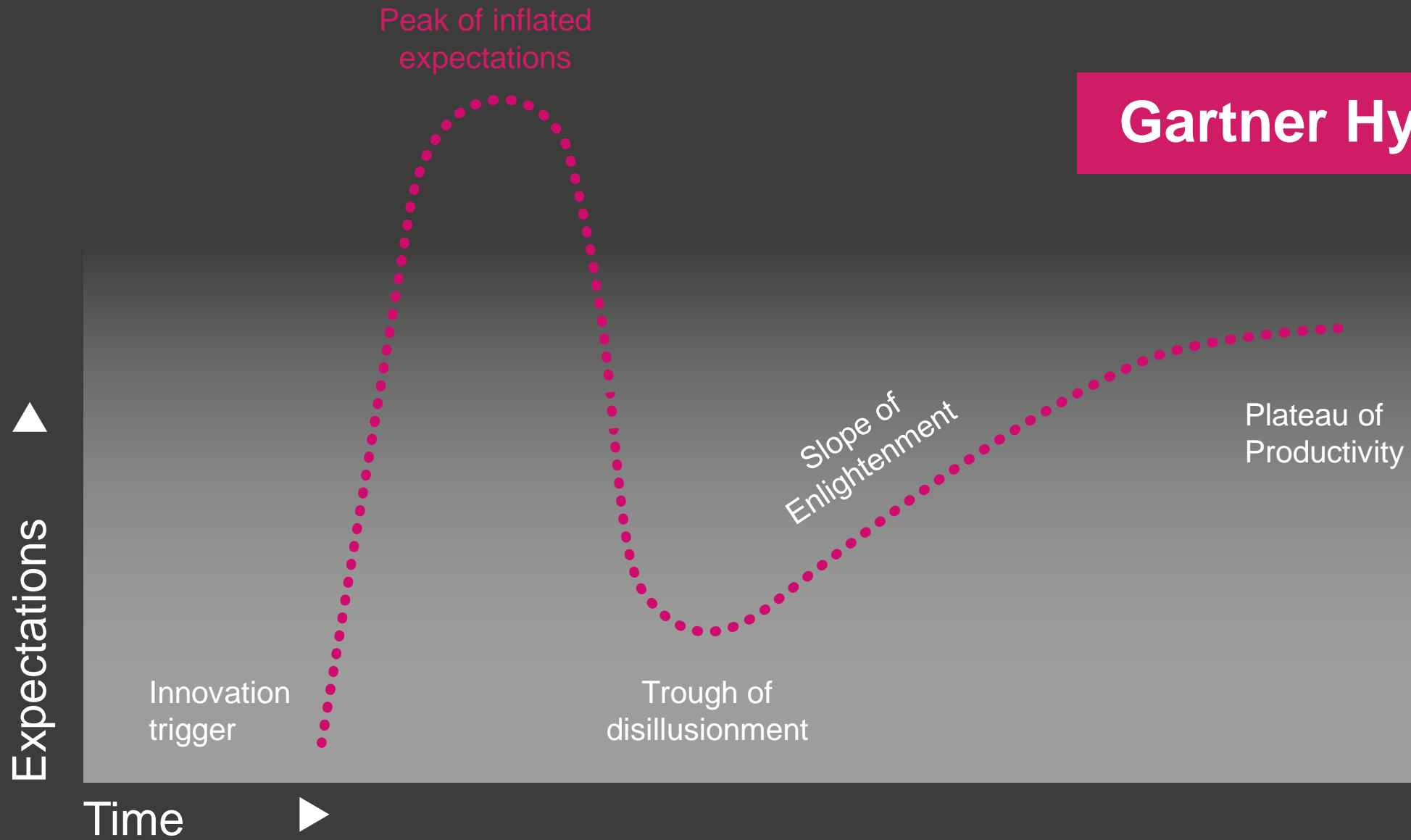


# Harnessing AI for seamless CX

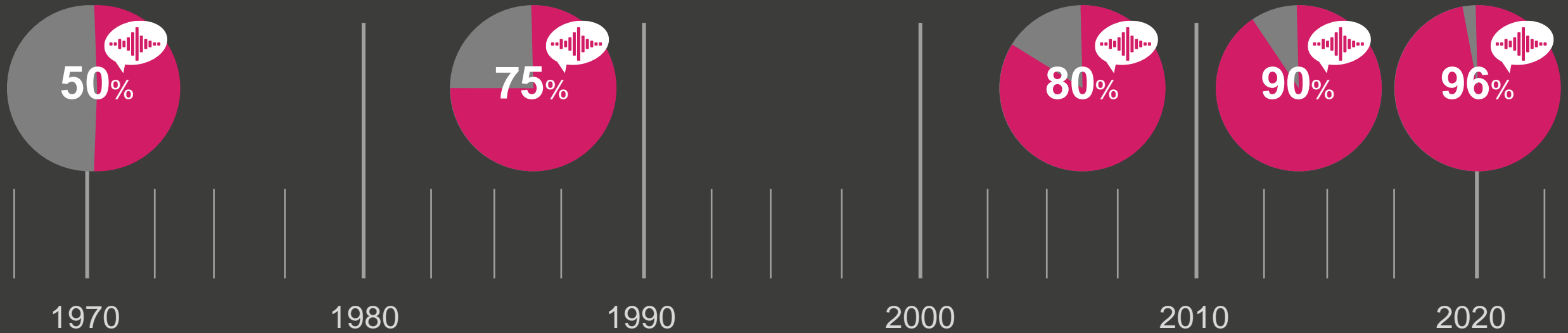
Hello, we're

sabio

# Gartner Hype Cycle



# Speech Recognition Accuracy



# CX technology landscape

Experience design



OFF THE SHELF

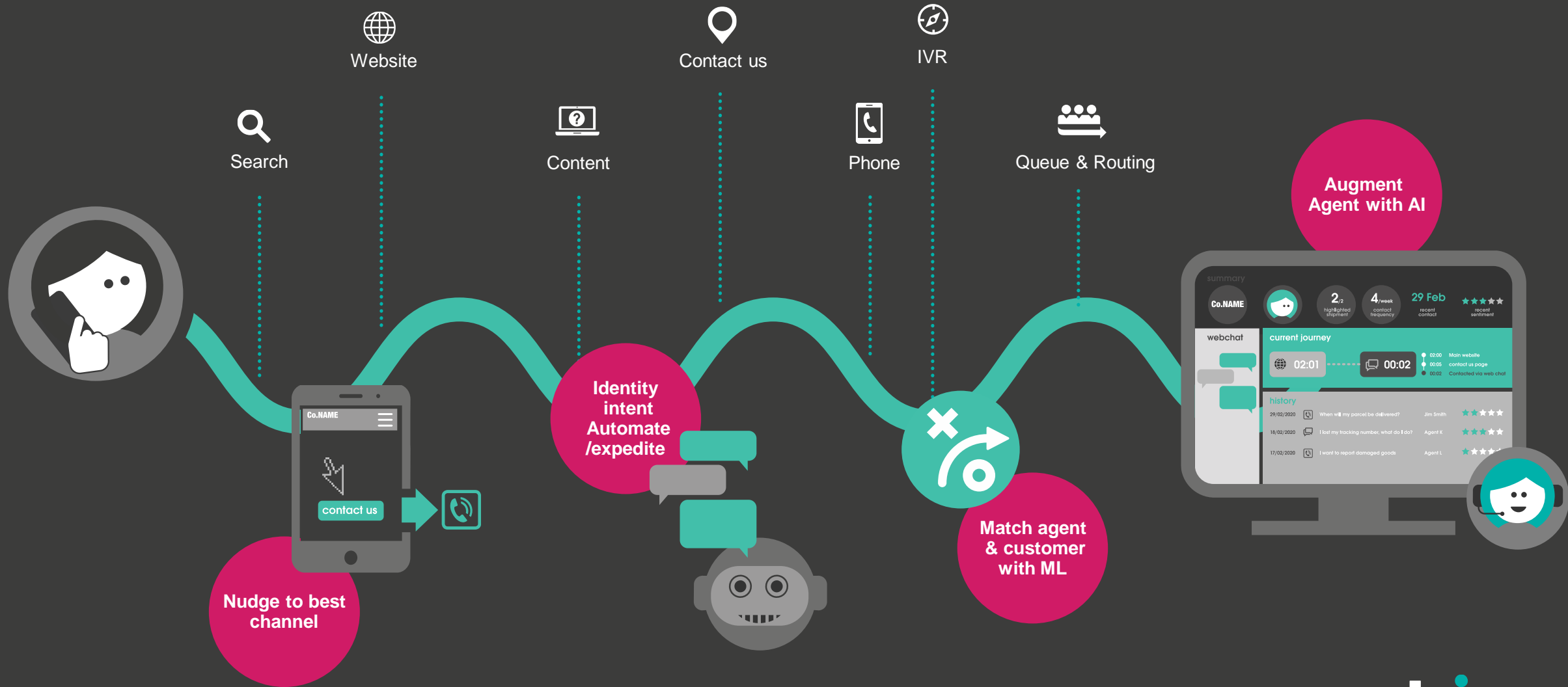


CUSTOMISE



Traditional contact center

# Ai in CX today



# CX Innovation



Increase digital adoption

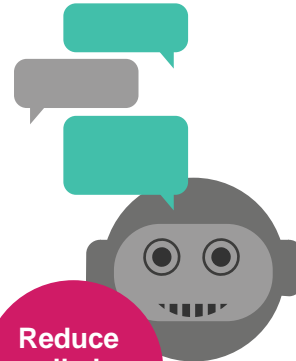
## Measuring contact demand from web/Mobile

### We will demonstrate..

- How you can track exactly how many calls are being generated by customers visiting web and/or mobile sites.

### This has helped our clients to..

- Capture data and insight into why customers can not complete online journeys
- Increase sales revenue by targeting customers on sales journey
- Deflect bad demand away from the contact centre



Reduce calls by >40%

## Using AI to understand why contact reasons

### We will demonstrate..

- Advanced conversational AI from Google's CCAI suite to quickly activate and understand customer intent.

### This has helped our clients to...

- Run an 8-week process using AI to capture customer intent
- Use the data captured to build a business case for partial+ full automation and better routing.
- Create a roadmap for deflecting 20-40% of the calls into your contact centre



Improve FCR

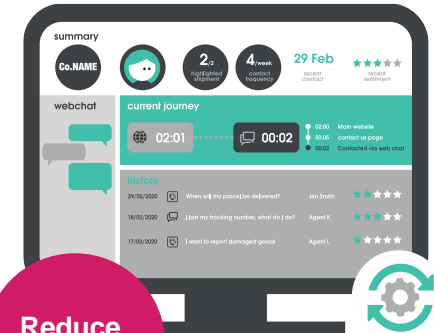
## Adding digital channels to voice interactions

### We will demonstrate..

- how you can quickly overlay digital channels to voice interactions.

### This has helped our clients to...

- Instantly deploy from the cloud
- Add video streaming, image capture/share, location sharing, digital signatures and real-time content sharing to voice interactions
- Improve sales by sharing screen with the customer
- Remove back office processing by capturing data in real-time
- Enhancing the customer experience with true omni-channel



Reduce AHT

## Using AI to assist agents

### We will demonstrate..

- How Google's Agent Assist capability can be used to observe agent interactions on voice and messaging

### This has helped our clients to..

- Recommend next best action to agent
- Monitor compliance,
- Auto complete processes
- Auto complete call and disposition interactions.

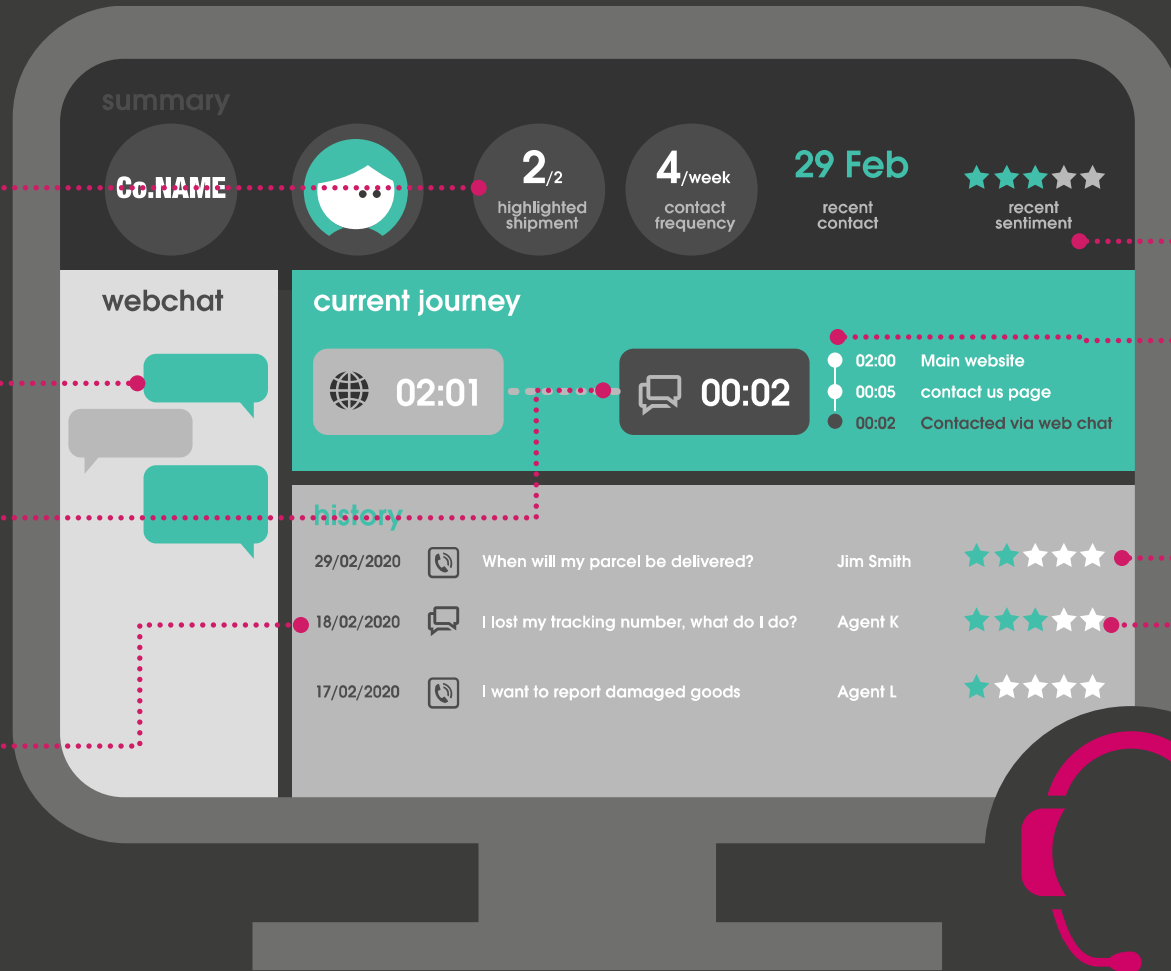
# AI to support agents

Auto summarization of call

Auto-population of data fields

Monitoring quality & compliance

Auto popping knowledge articles



Next Best Action

Classifying outcomes (contact dispositioning)

Enriching data – extracting key parameters

Classifying intent and sentiment



# Step by step guide to automation



# From zero to automation in 8 weeks

## SPRINT 1 Basic Model

- Set up the environment to receive production calls
- Design and test failover scenarios
- Discuss and build skeleton intent model based on anecdotal information

## SPRINT 2 Initial Analysis

- Test and prepare intent model for production deployment
- Analyse categorisation of intents
- Plan subsequent improvements to intent model

## SPRINT 3-4 ~70% accuracy

- Test and deploy version 2 of intent model to production
- Identify opportunities for disambiguation
- Identify early opportunities for non-integrated containment and deflection

## SPRINT 5-7 ~80% accuracy

- Build and deploy disambiguation flows
- Continued analysis of utterances and refinements of intent model
- Define, test and deploy intent-based routing strategy
- Identify, discuss and prioritise opportunities for fully-integrated automation opportunities

## SPRINT 8 Business Case

- Intent model representing ~80% categorisation accuracy
- High-level design for production rollout
- Brief strategic plan for the initiative
- Business case for automation

# Case study: M&S

**95%**

Matched intents

**650**

Stores migrated

**13**

Switchboards replaced

**30**

Days to proof of concept

**10M**

Calls per year

**70%**

Increased routing accuracy over traditional DTMF IVR

**10**

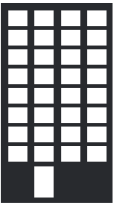
Second reduction in AHT due to automating disposition codes

Welcome to M&S  
What would you like to do today?

MARKS &  
SPENCER

Conversational AI

Route to M&S store department or contact centre



APP



Dialogflow

DVELP

sabio

# Case study: Homeserve

**95%**

Matched intents

**10M**

Calls per year

**30**

Days to proof of concept

**70%**

Increased routing accuracy over traditional DTMF IVR

**200k**

End to end bookings completed

**1/4 M**

Where is my engineer calls deflected

**1/4 M**

Reduced internal transfers



Welcome to Homeserve  
What would you like to do today?

Conversational AI

Route to department or contact centre



APP



Dialogflow

Get in touch to learn more



**Arnon Post**

[apost@sabiogroup.com](mailto:apost@sabiogroup.com)

## Useful Links

[The Ultimate Guide to Customer Experience](#)

[HomeServe Case Study](#)

[BGL Case Study](#)