Customer Interactions Nairobi

ExpertFlow
chat, voice, video contact center

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Customer Interaction, Hybrid Chat, EF CC, PCS, Outbound Campaigns, Contact Center all-in-one

Forms/ Interaction Attached Data (IAD/ Conversation Metadata)

- Structured Information attached to an Interaction that can be used for reporting (key-value pairs defined by each company)
- Clients
  - Pre-Chat forms/ Visual IVR
  - Post Collaboration Survey
  - Chat-/Voicebot Forms
- Agent
  - Agent Guidance
  - Call Tagging/ Attached Data
- Supervisors: Quality Assurance with Voice Recording

Secure Mobile Banking App (award-winning bank in South Africa)

- Multi-channel communication
- Separate rooms for customer care and private banker (voice, video, chat)
- Voice, video, screen share, chat in parallel
- Calendar appointments with banker / callback

Communication context aligned with mobile app

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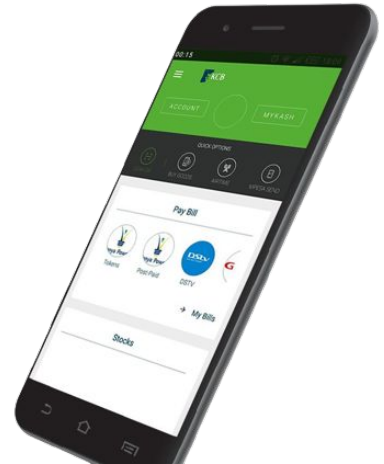
Public website / Social media
UAP insurance, KRA, Housing Finance
or marketing (all industries)

- Voice / Video from Website
- Chat over other channels (Whatsapp, FB messenger, Telegram, SMS chat, Viber, …)
- Digital Marketing Solution
  - Inbound campaigns (tracking / popup)
  - Outbound campaigns (Email, call, chat)
- Social media (FB, Instagram) and engagement (reply to comments)
- Customer identification and authentication

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Artificial Intelligence

- *Lower cost, 24x7 availability with self service faster resolution and more secure service better visibility and predictability*

- Chatbots
- Conversational IVR with speech recognition
- Voice and Face Biometric authentication
- Agent assistance: Next best action
- Emotion and insult detection
- Transcription
- Coming: topic clustering, Automated Email handli

Language and image recognition capabilities of AI systems have improved rapidly

Test scores of the AI relative to human performance

AI systems perform better than the humans who did these tests

Human performance, as the benchmark, is set to zero.

AI systems perform worse

Handwriting recognition

Reading comprehension

Language understanding

Speech recognition

Image recognition

The capability of each AI system is normalized to an initial performance of -100.

Source:
Kiela et al. (2021) Dynabench: Rethinking Benchmarking in NLP
OurWorldInData.org/artificial-intelligence • CC BY

Our World in Data

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SU Create a 250-word long blog post about the role of artificial intelligence in Customer Service.

Artificial Intelligence (AI) is increasingly being used to improve the customer experience in various industries. Customer service is no exception, as AI technology offers various benefits that can enhance customer support operations. Here's how AI is transforming the customer service landscape.

1. Automated Customer Service: AI-powered chatbots can handle customer inquiries and provide instant assistance 24/7. Chatbots can handle simple questions and requests, freeing up human customer service representatives to handle more complex issues.

2. Personalized Experience: AI can analyze customer behavior, preferences, and purchase history to provide personalized support and recommendations. This not only enhances the customer experience, but also improves customer satisfaction and loyalty.

3. Predictive Analytics: AI can predict customer behavior, allowing companies to anticipate customer needs and offer proactive support. This can help reduce customer frustration and increase customer satisfaction.

4. Increased Efficiency: AI can automate repetitive tasks and processes, freeing up time for customer service representatives to focus on more complex issues. Additionally, AI can quickly analyze vast amounts of data to provide solutions to customers in real-time.

5. Improved Accuracy: AI algorithms can quickly analyze and process vast amounts of data, reducing the risk of human error. This leads to more accurate and consistent support, improving the overall customer experience.

In conclusion, AI is playing a crucial role in enhancing the customer service experience. From providing instant support through chatbots to personalizing the customer experience, AI is transforming the way customer service is delivered. Companies that embrace AI in their customer service operations are well positioned to stay ahead of the competition and improve customer satisfaction.

Artificial Intelligence, Step 2 - predict customer behavior
Example: Raiffeisen, Mobiliar, Swisscom

Which customers are…
… worth calling for a product?
… best served over which channel?
… have which risk profile?
… avoiding taxes?
… have insurance coverage for an incident?

Start with free open-source; pay-per-use POC's
=> continuous improvement of models with your own data

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Raiffeisen Bank Switzerland

How does sales analytics generate value?

Customer selection (Analytics) → Contact → Appointment with client advisor → Deal

- Impact of good selection: efficient allocation of time and money
- Limited time availability & budget (Data Scientists and client advisors)

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RAIFFEISEN

AI in a Swiss Bank (3.6 Mio private and 218 k bus customers)

Foundation: Customer Analytics Platform (CAP)

- 100+ Users
  - Business Analysts, Data Scientists
  - Customer Analytics, Marketing, Risk
- Data Science
  - R, Python, SQL
- Technology
  - Cloudera Data Platform
  - Lab-UI and Factory running in project-specific Docker Containers
  - Azure DevOps Server

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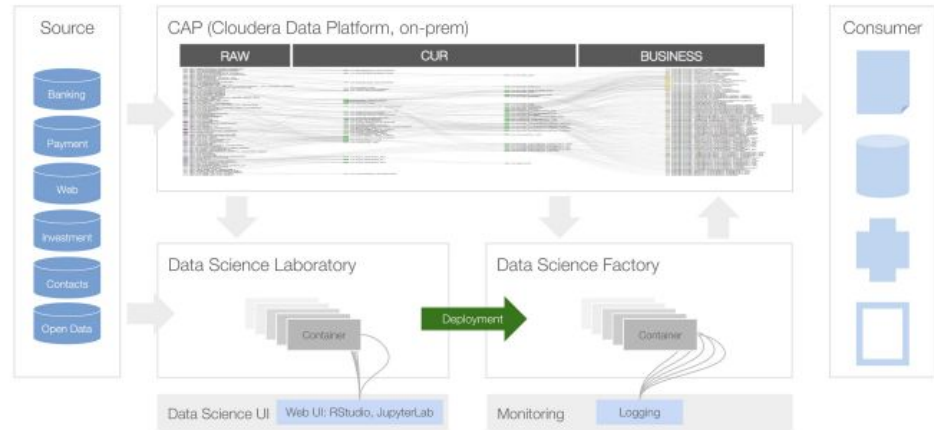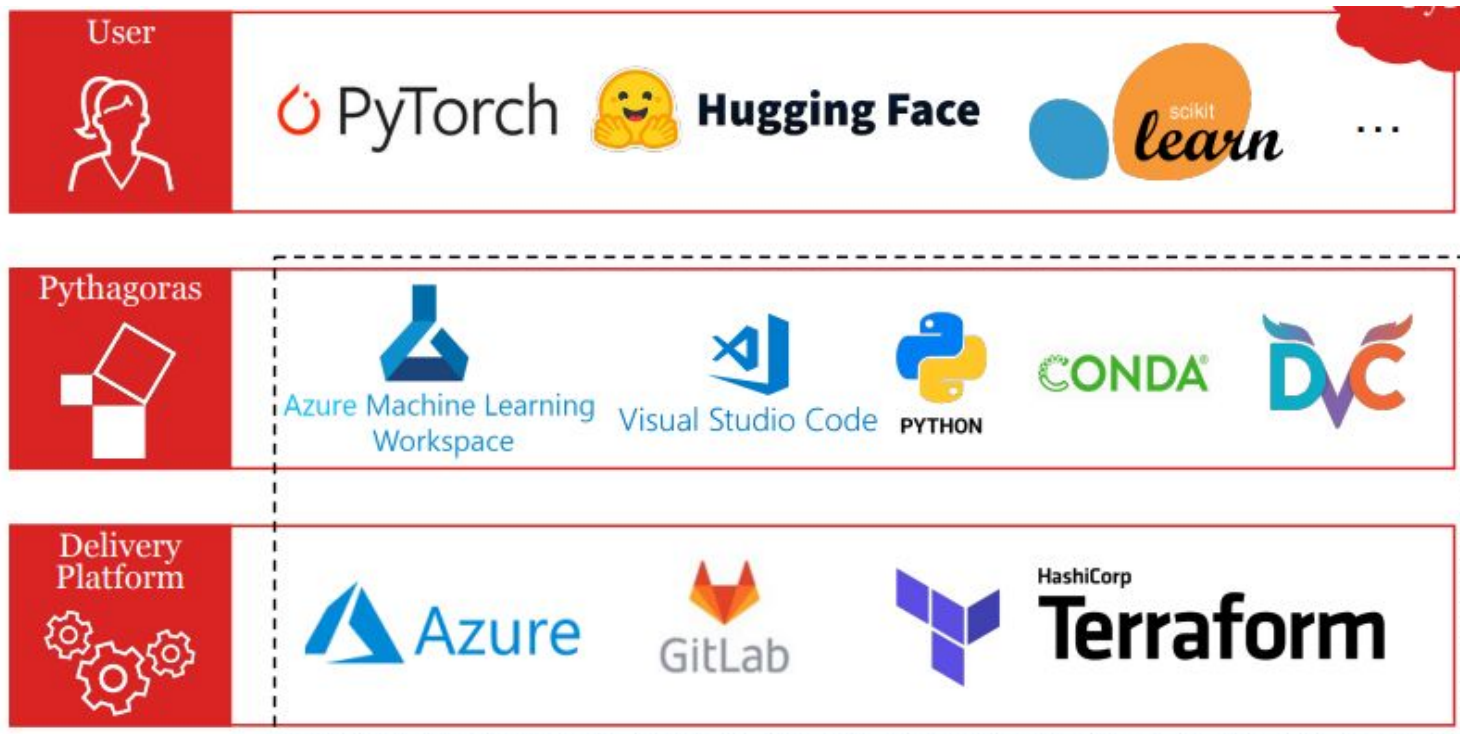
Swiss Insurance
NLU for damages and compensations

Daten

2.8 Mio. Schadenfälle waren verfügbar für die ML Modellentwicklung

Prädiktoren:
Schadenbeschreibungen in Textform
- Geschrieben von Mitarbeiter:innen ODER Kund:innen
- Deutsch > Franz. > Ital. > Engl.
- Z.b.

> Das Fahrzeug war parkiert and der
> Foobar-strasse in Bazhausen.
> Hagelschaden auf dem Dach und der
> Motorhaube.

Zielvariablen:
- Schadentyp (**55 Klassen**)
  → e.g. **"Motorfahrzeug Kasko"**

- Schadenursache (**114 Klassen**)
  → e.g. **"Hagel"**

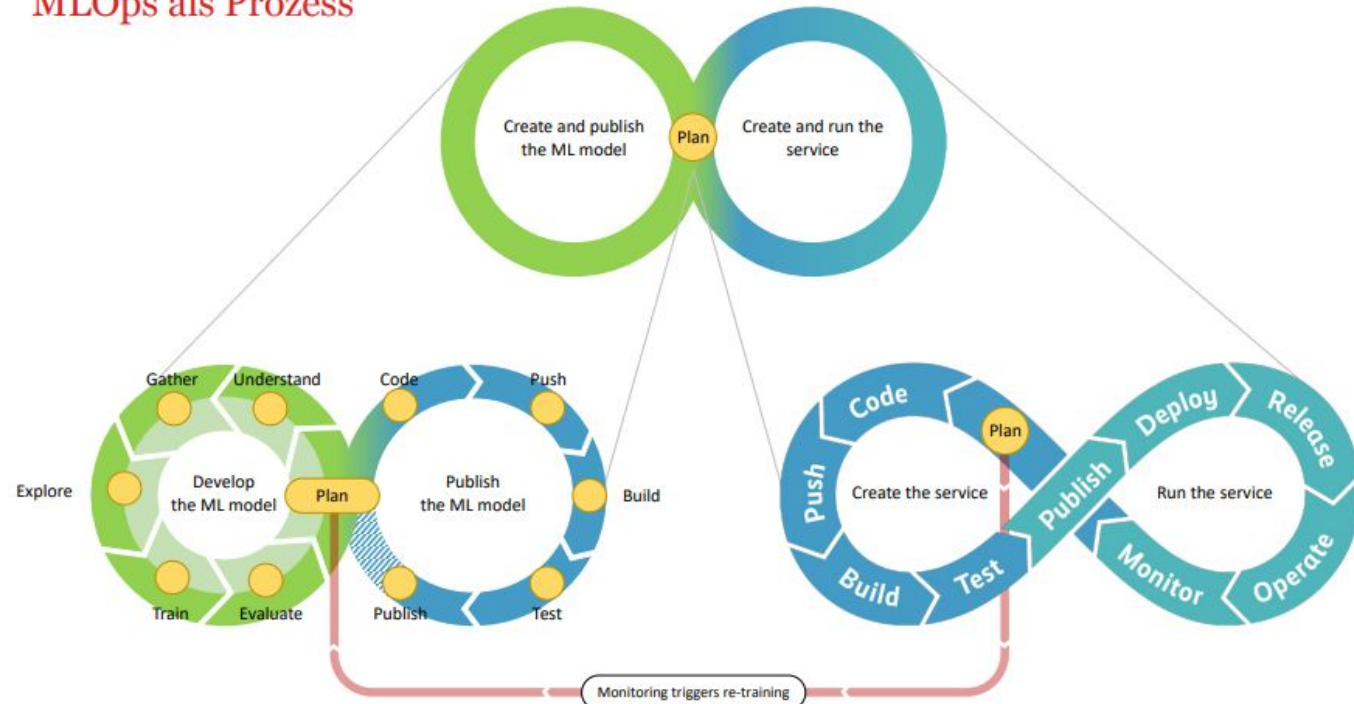- Entschädigungsart (**89 Klassen**)
  → e.g. **"Reparatur"**

Train-Validation-Test split:
- 80% Trainings-Datensatz
- 10% Validierungs-Datensatz
- 10% Test-Datensatz

la **Mobilière**

Swiss Insurance: Machine Learning is a process
Continuous improvement of prediction models

We are moving to cloud-native
Reduce cost, increase feature deployment speed

- Expertflow will provide software as secure cloud solution, including voice (or use Cisco, microsoft Teams, Genesys)
- PII data and (time sensitive) voice located in Kenya or on-prem
- Cost reduction: No servers, pay advanced features as you use (AI, Business Intelligence)
- Continuous enhancements, upgrades (managed CI/ CD by Expertflow)
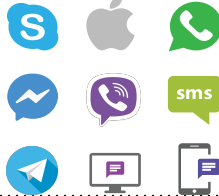- Flexibility: Pay per use, test new features easily

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Customer

Customer via any identity

Voice/ Video
WebRTC

Chat

Social Pages

WWW
Tag Manager   Google Analytics

Marketing Campaigns
Oracle Marketing Cloud   Adobe Marketing Cloud   mautic

Voice/Video

AI, Speech recognition, Voice and Chatbots
Microsoft Cognitive Services   spaCy   amazon LEX
MindMeld
Perspective   Dialogflow
RASA   SESTEK   IBM Watson

Chat

WWW Activities

Agent

PBX/ Callcenter
CISCO
GENESYS

Unified Agent Desktop
ORACLE   salesforce
ORACLE SERVICE CLOUD   SAP CRM
Microsoft Dynamics CRM

Cisco Finesse
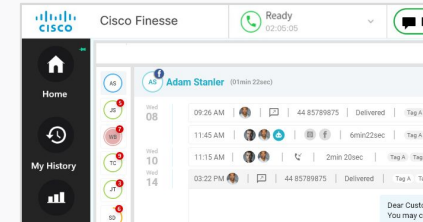
Thank You!

For more info visit:
www.expertflow.com