TOGETHER
CX17
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THE POWER OF ADAPTIVE LEARNING IN YOUR CUSTOMER ENGAGEMENT STRATEGIES

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Get ready to meet Kate

Genesys will be introducing customer experience A.I. called Kate – combining artificial intelligence, machine learning, bots, micro-applications and more to deliver personalized, proactive and predictive experiences for smart businesses.
WHY SHOULD I CONSIDER ADAPTIVE LEARNING?

73% of data is left unused by companies for business insights and decision-making.

#1 trend in next 5 years is analytics driven personalization.

200% Increase in advanced machine learning inquiry calls between 2015 and 2016.

Forrester

Dimension Data

Gartner
41%

Use analytics to customize the Customer Experience

*Dimension Data 2017*
DOES YOUR CUSTOMER ENGAGEMENT SUFFER FROM

- Not being updated regularly
- Queue based matching
- First in first out
- Lack of alignment with business drivers
- Lack of business control
- Large variance in outcomes
- Room for optimization
- Low personalization
- Constant firefighting
Adaptive Learning or Machine Learning is a type of data analysis technology that extracts knowledge without being explicitly programmed to do so.
WHAT IF YOU COULD...

- PREDICT THE BEST CUSTOMER → AGENT MATCH TO...
  - ↑ NPS, FCR AND REVENUE
  - ↓ AHT AND TRANSFERS
- CREATE EXCEPTIONAL CUSTOMER OUTCOMES
- CONTINUOUSLY GAIN KNOWLEDGE FROM YOUR DATA
Leverage omnichannel data and adaptive learning to pick the most qualified agent and deliver optimal business outcomes.
BEHAVIORS DETERMINE OUTCOME

More of This

• Increase Revenue
• NPS Promotor
• Maximize Sales
• Reduce Churn
• Reduce Credit
• Reduce Returns
• Best Outsourcer

Less of This

• Increase Costs
• NPS Detractor
• Sales Prevention
• Create Churn
• Offer Credit
• Create Returns
• Average Outsourcer
GENESYS TYPICALLY CONTAINS

- Segmentation
- Tenure
- Bundles
- Preferences
- Location
- Credit Score
- NPS Score
- Average Spend
- Campaign
- NPS

- Intention
- Channel
- Errors
- Campaign
- Day of Week
- Skill
- Expression
- Time in Queue
- Handle Time
- Exit Point
- Priority

- Tenure
- Location
- Manager
- Outsource
- Training
- Proficiency
- Transfer Rate
- Handle Time
- NPS
MEET AUNTY SARAH

- 58 YEARS YOUNG
- BUNDLES A C F
- DEBATER
- CREDIT 770
- SAN FRANCISCO
MEET REPRESENTATIVE MARCUS

- Career Sales Agent
- Sales AHT 15 min
- NPS -15
- Lives to Ride
- Credit 720
MEET REPRESENTATIVE JULIANNE

- NEW AGENT
- SALES AHT 22.5 MIN
- NPS 70
- CREDIT 680
- SAN FRANCISCO GIANTS
DEMO TIME
USE CASE: MOVE THE NEEDLE ON NPS

Increase Net Promotor Score (NPS) with Predictive Matching

• Improve customer satisfaction
• Increase agent efficiency
• Decrease costs
USE CASE: INCREASE REVENUE

• Leverage omnichannel contact center and third party data to optimize outcomes
• Predict agent best suited to drive sales and increase revenue
• Optimize existing resources
USE CASE: REDUCE CREDIT - COLLECTIONS

- Leverage omnichannel contact center and third party data to optimize outcomes

- Predict collections agent best suited to work with the customer to setup a payment plan and reduce credit

- Optimize existing resources
USE CASE: REDUCE AHT AND INCREASE FCR

- Leverage omnichannel contact center and survey data to optimize outcome
- Predict agent best suited to reduce handle time while improving First Contact Resolution
- Improve customer satisfaction and meet service level commitments
- Optimize existing resources
USE CASE: OPTIMIZE BY OUTSOURCER

- What if you could deliver the right interaction to the right outsourcer
- Closely align your interaction distribution with business performance
- Improve customer satisfaction and meet service level commitments
- Operate within your existing contracts
WHICH USE CASE RESONATES THE MOST?

1. Net Promotor Score/Customer Satisfaction
2. Increase Revenue
3. Reduce Credits Given
4. Increase First Contact Resolution
5. Reduce Handle Time
6. Something Else
TRADITIONAL METRIC: HANDLE TIME

- More of This
- Less of This

AHT (Average Handle Time) vs. Number of Records
SAME AGENTS HOWEVER NPS IS THE METRIC

Less of This

More of This
NPS BY FIRST CONTACT RESOLUTION

More of This

Less of This
CX PLATFORM PROVIDES A UNIQUE VANTAGE

LEVERAGE RICH CONTEXT + DATA IN YOUR ENTERPRISE

ADHERE TO YOUR EXISTING OPERATIONAL MODEL

OPTIMIZE FOR BOTH CUSTOMER AND AGENT SURPLUS
KEY CAPABILITIES

1. Provide the finest grain customer to agent matching based to optimize to your KPI(s)

2. Omnichannel by design

3. Journey context gleaned from analyzing omnichannel context and data
LESSONS LEARNED

• Does this mean that some of my **staff will receive** more interactions than others?
• Does this mean I need to **increase the number of skills**?
• Can I **reduce** the number of queues?
• Will this affect how I **schedule** my staff?
• How much data is **enough data**?
• Does it adapt and learn as customer **behaviors change**?
• Will it adapt and learn as new agents/customers are **onboarded**?
• Do I need **skills based routing** before using Predictive Matching?

**DON’T OVERESTIMATE THE QUALITY OF YOUR DATA**
DO YOU SEE THIS BENEFITING YOUR BUSINESS IN...

1. Sales
2. Service
3. Back Office
4. Support/Help Desk
5. Everywhere
6. This is too epic for us
HOW DO I PREPARE?

• Identify sponsors
• Decide on Use Case/KPI(s)
• Identify pilot Business Units
• Identify potential sources of data
• Check you are using Info Mart in your environment
• Connect with your Genesys team

• Don’t forget to prepare for the future – Bots, Artificial Intelligence and Kate
SUMMARY

1. **Predict outcomes** before matching in agent and customer surplus scenarios

2. Provide insights with **omnichannel** data and **journey** context

3. Optimize **existing workforce** to improve efficiency

4. Continually improve business KPIs with **knowledge learned** from your data

5. Maximize value from **existing Genesys** environment
NEXT STEPS

Visit the Analytics Demo Booth in the Partner Pavilion to see Genesys Predictive Matching first hand

Guide your technical colleagues to TECH-PEN-910 “Collect the dots, connect the dots, predicting the next dot and optimize your customer journeys” Tomorrow at 1:30 White River Ballroom B
Where to get more information.

Today or Tomorrow

Here at CX17!

Come and see us at the Business Optimization Analytics booth! We will be happy to take you through our products or discuss employee engagement strategies.

When you are back at the office


• Product whitepapers
• Omnichannel Customer Engagement Playbook
• Customer case studies

Speak to Genesys staff, we are here to help