



Enghouse
Interactive



Enghouse
ARTIFICIAL INTELLIGENCE

Listen. Understand. Act.

Improve the Customer Experience by extracting actionable insights from the customer journey. At every touchpoint.

Key Considerations - an Enghouse Interactive eBook



Today, organizations understand the importance of listening to their customers

With the majority of organizations focusing their operational investments on improving customer experience, customer satisfaction surveys and Voice of the Customer (VoC) programs have become key elements in providing the insight required to properly focus on those investments.

While these approaches collect feedback from consumers, the missing piece of the puzzle is transforming it into actionable insights that benefit customers and the business alike, based on that feedback.

Artificial Intelligence (AI) listens. It helps you understand what needs to be improved, and it can show you how.

Feedback can easily be misinterpreted.

It is important to understand what customer comments relate to, and how they fit into the flow of experiences they have had with your organization. A comment made on a standalone or discrete basis, can be misleading – in either a positive or negative way.

Context is everything.

Extracting deeper insights and transforming that information into specific and appropriate actions has never been more important to drive organizational success in increasingly more competitive markets.

Artificial Intelligence (AI) has become one of the most powerful tools in helping organizations gather the right data, and draw the right conclusions from it to transform the customer experience for the better.

Ever-changing customer expectations, innovative competitors, new approaches to business, banking, healthcare and other services, are impacting how all organizations are being perceived. The onus is on organizations to understand where they are successful and why, and where they fall short and how. But, most importantly, they need to quickly maximize whatever advantages they have and eliminate any issues and shortcomings.

With these new realities, real-time feedback and deep customer insight is central to making the right business decisions, being more agile, and winning the game.



The Benefits of AI

Improving the Customer Journey

Ensure each customer engagement is better than the last

Your contact center provides the easiest way to hear the “Voice of the Customer”. It’s your front line, enabling organizations with direct access to their customers, where everything the customer says, texts or emails is captured.

Taken on an individual as well as an aggregated basis, these conversations can be used to better understand the preferences of your customers, their predispositions along with their sentiments about the organization, its products, services, and support.

Enter innovation – putting Artificial Intelligence, customers and agents at the center, together.

With simultaneous access to multiple data streams, organizations can easily progress from just talking to a real person, to using automated omni-channel systems that efficiently engage with customers, while extracting real-time

insights, quickly enabling potential solutions to be developed and proposed. This can be leveraged for both automated self-service and when routing calls to live agents.

Agents can also be proactively presented with a range of recommended actions (developed based on structured protocols or developed in real-time by the AI powered platform), increasing the likelihood of first-call resolution.

AI is about improving the customer experience, and driving value-added capabilities while improving growth in the contact center – not just about cutting costs, decreasing contact time and increasing efficiencies.

AI empowers organizations to provide engaging “live” experiences in real-time. It provides the ability to fine-tune the customer experience each and every time.

But. Only if we are listening to what customers are saying – intently.

Listen. Understand. Act.

How to develop an effective AI approach

In today's business world, organizations need to turn data captured from all possible customer engagement channels into actions that make a difference, extracting valuable intent from the volumes of information they collect.

This requires that organizations follow a three-step process:

Listen. For many organizations, the first step in becoming customer-centric is to listen to what the customer is telling them – either directly or indirectly. In order to be able to do so, organizations are starting to collect massive amounts of information and data from their contact centers (hopefully from all touchpoints!), feedback surveys, customer comments embedded in their CRM systems, and then aggregating them to get the most complete view possible.

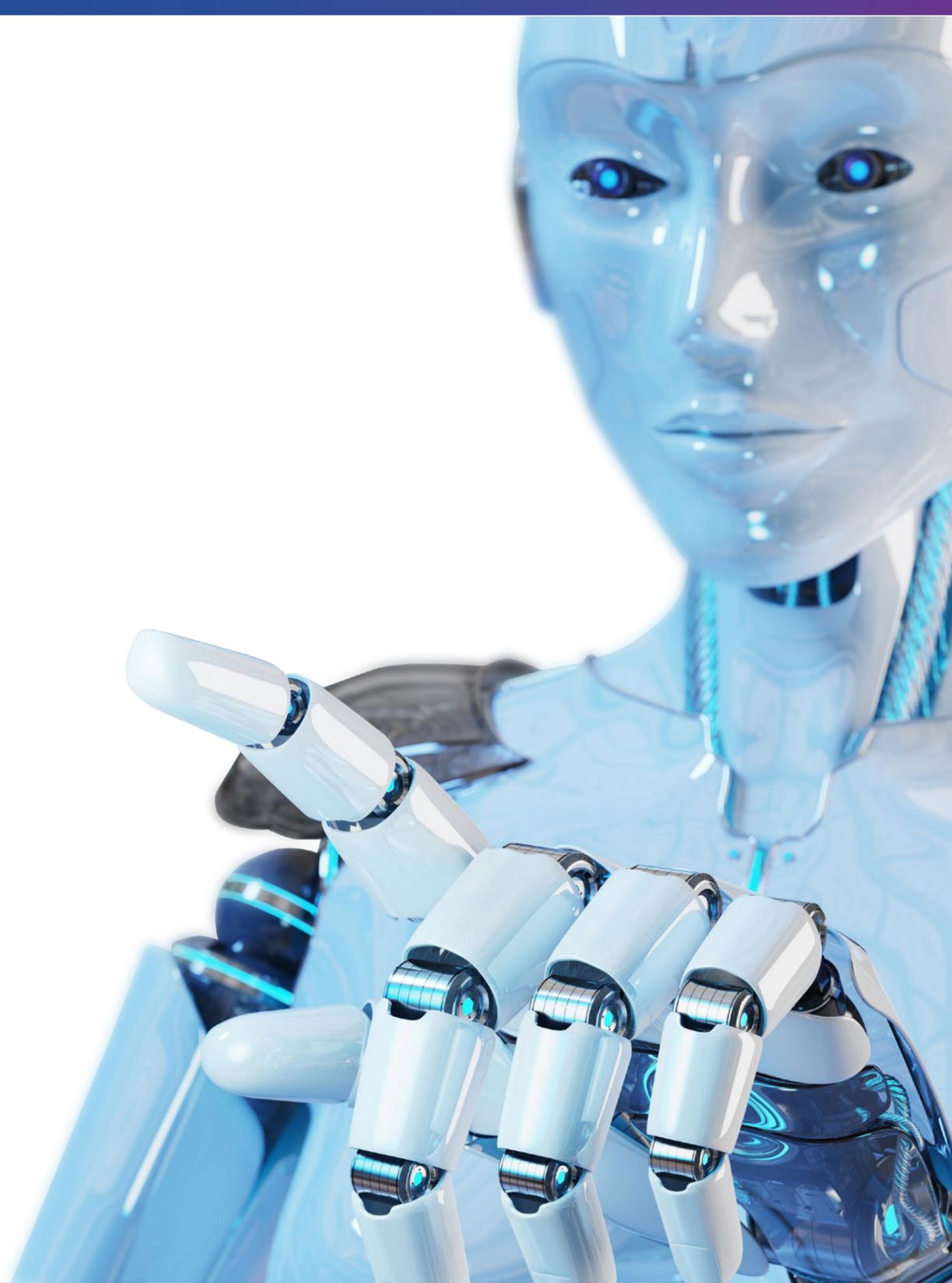
Metrics tools such as NPS or CSAT scores alone can only deliver a small piece of the overall situation, and cannot deliver enough meaningful insights. A more complete picture requires a deeper understanding of what the

customer is thinking and feeling along with the ability to use it to identify problems or opportunities within the customer journey. Failing to do so will break their trust as they'll see that the issues they've identified are not being addressed, which increases the risk of losing these customers.

Astute organizations seek to identify exactly what is being said, going beyond simple satisfaction scores or superficial gist, to understand what the underlying issues are, and seeking out what is triggering any specific opinion or behavior.

Using this insight to quickly pinpoint and fix customer experience issues which may cause consumers to leave, impacts the bottom line. This is even more crucial with organizations dealing with today's fast moving, ever-changing world. Businesses face shorter timeframes, requiring them to reduce the time to take action. You simply cannot wait six months to assess what is happening as the world will have changed and opportunities will have disappeared. You need to determine what matters to customers NOW so that you can develop the right solutions as quickly as possible.

Customer Perception is THEIR Reality



Understanding is the most complex element within this process.

In trying to determine intent or what's next, semantics are key. Detecting intent and actionable sentences, plus identifying specific words in a communication can create a partial picture of what's going on in the customer's mind. An AI system focused on improving the contact center customer experience, will try to understand the context around these words within a phrase or sentence, and determine what is an expected result or action, from the customer's perspective.

Semantic analysis can help identify different kinds of customer experience intent:



Suggestions



Requests



Questions



Issues



Opinions

An AI solution should also detect and isolate conflicting or contradictory responses, and filter out irrelevant comments to determine the underlying meaning(s) to deliver insightful analysis. This enables you to go beyond metrics such as NPS to drive concrete actions.

Sentiment analysis helps to determine the underlying thoughts, meanings and feelings being expressed by the customer, as well as any resulting actions that they may be expressing. There must be enough adaptability to be able to customize and configure the analysis to understand broad conversational statements while factoring in meanings that may be positive, negative or neutral. Where issues arise, is when complex statements are made that blend conflicting sentiments together.

An example:

Listen: "The branch staff are very helpful but the interest rates on your loans are too high so I think I may go elsewhere!"

This was a real-life example of a customer complaining about the cost of their loan and trying to extract a better rate. Their threat was cross referenced to other conversations they had with the loan officer and it was deemed a hollow threat, but the customer's frustration was evident.

Understand: the customer had a lot of other business with the bank which was committed to for a long period of time, so the threat of leaving was deemed to be minor. Ultimately, the customer was looking for some upside to keeping their business with the bank.

Act: the bank reviewed all the ongoing business they had with the customer, and offered a better rate.

Understand The Why

Continuously **Verify and Validate** to Optimize.

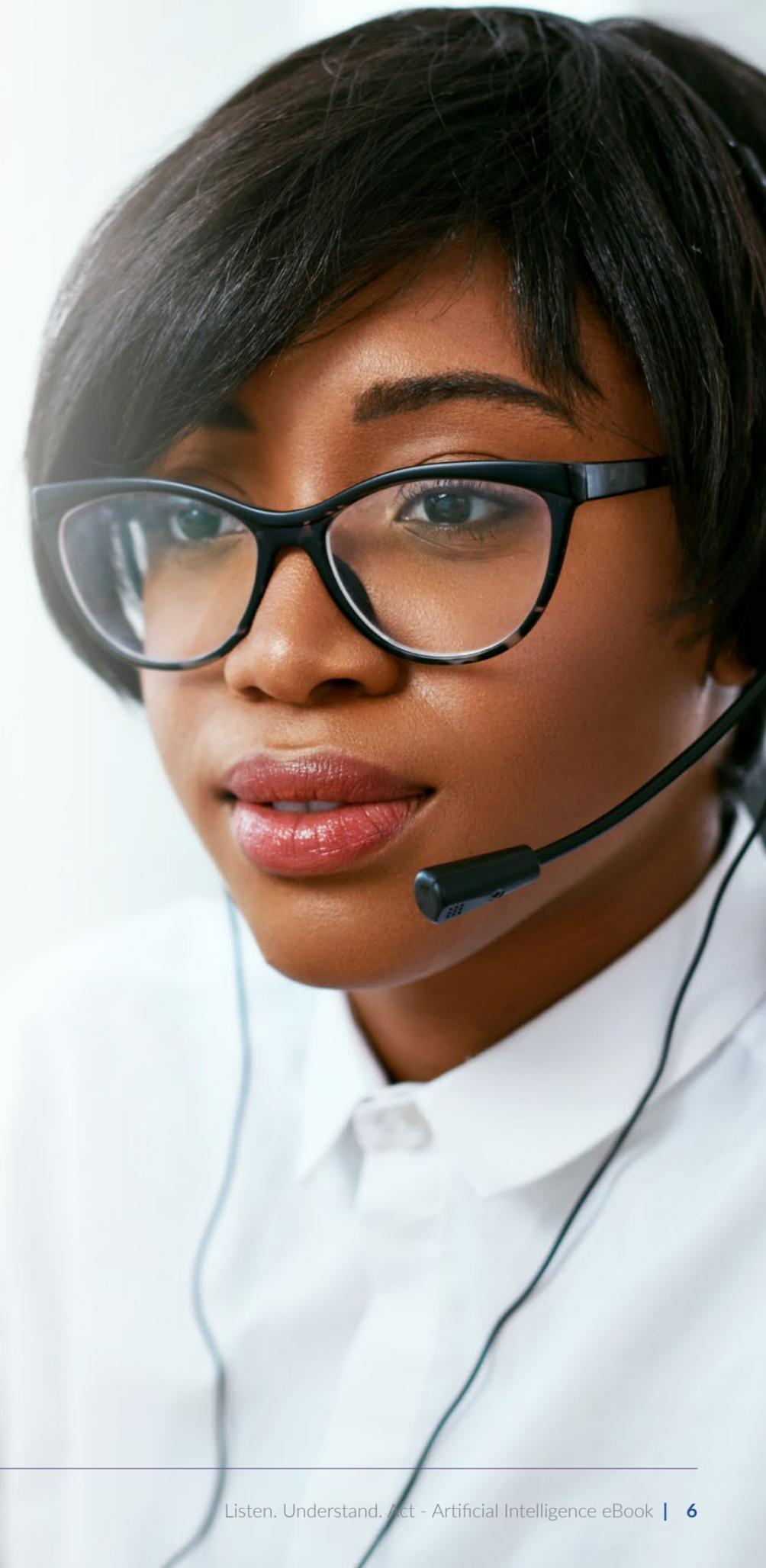
Act Quickly. Analyzing implied emotion and effort being expended along with all the other data that your AI has gathered, will be invaluable in developing appropriate actions, customer suggestions and recommendations. Why? Because emotions and overall customer satisfaction are leading indicators of loyalty. As such, your AI should be able to categorize and quantify customer emotions as the statements are being made. Sentiment analysis is also rapidly evolving its capabilities. By assessing the emotions that customers may be demonstrating (happy, sad, angry) customer feedback can be better aligned with the solutions or recommendations being proposed. By using detailed semantic specific libraries along with general and industry specific glossaries and lexicons, AI will be better able to identify specific customer emotions that should be addressed and will improve its recommendations over time.

Linguistics. The more specifically you can categorize the data that has been gathered from across all customer interactions and touchpoints, the better the accuracy of yours becomes. This, in turn, improves on a go-forward basis, the insights extracted. By developing industry specific lexicons, situation specific libraries of conversations, correlated to typical issues and cross-reference to successful resolution strategies (more on that later) your AI solution should develop a more complete picture of your customer experience interactions and how to improve them for the benefit of all customers.

Categorization. A robust and up-to-date lexicon is imperative for accurately assessing communications: this should include a good understanding of industry relevant terms, expressions and acronyms, slang, colloquialisms, and irreverent statements that are now used all the time in spoken and digital communications – dictionary definitions need no longer apply!

These capabilities are focused on one objective – helping organizations to bring together their CX data and turn it into actionable insights that quickly drive improvements across the business. This is the area where time and experience from each customer engagement, will produce the most significant improvement to the overall customer engagement process.

Constant Learning Provides Better Context



Best Practices to Extract Insights Using AI

✓ LISTEN TO THE COMPLETE CUSTOMER JOURNEY

Go beyond surveys to analyze and act on verbatim customer conversations in real-time

✓ USE AI TO IDENTIFY VALUABLE INTENT

Extract insights that matter – leverage data from across all types of engagements

✓ UNDERSTAND **WHAT AND WHY**

Go beyond NPS to learn about customer emotions, concerns, and possible intent

✓ ENSURE DATA IS COMMUNICATED TO ALL RELEVANT PARTIES ACROSS THE ORGANIZATION

Promptly share relevant information, actions taken and customer feedback with the right departments

✓ CUSTOMIZE FEEDBACK PER DEPARTMENT

Support teams with the ability to customise reports and insight relevant to their roles

✓ MATCH THE NEEDS OF THE REAL-TIME WORLD

Collect, analyze and share information immediately to respond effectively

✓ FOCUS ON ROI

Long-term and short-term projects may have different impacts, but for AI, the benefits build quickly. Make sure to safeguard and extend AI investments

✓ QUANTIFY AND QUALIFY YOUR RESULTS

Analyze quickly, prove value, drive better results

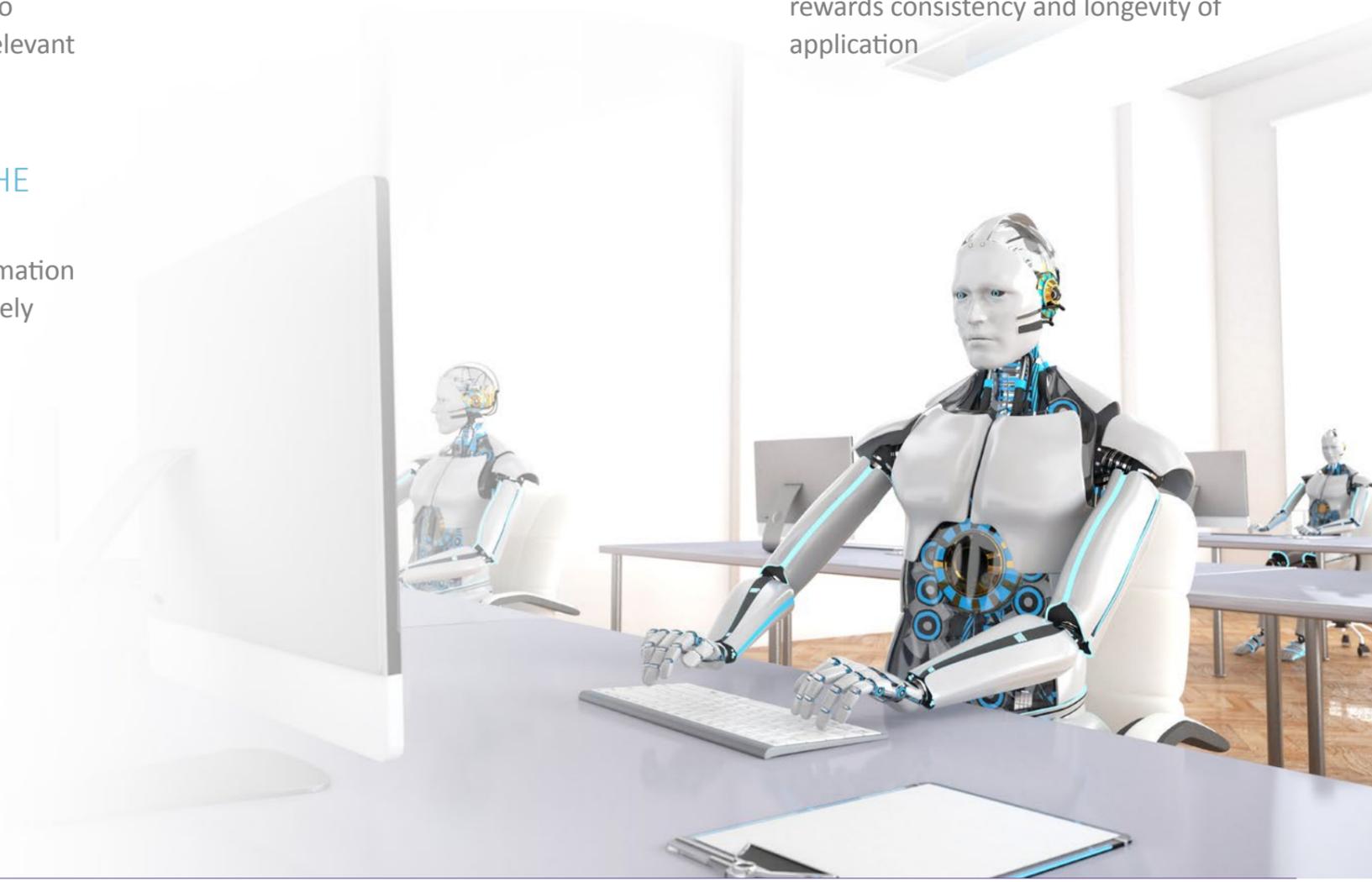
✓ CUSTOMER EXPERIENCE (CX) AND OPERATIONAL EFFECTIVENESS ARE CO-DEPENDENT

Both reinforce each other. They ensure customers return

✓ LISTEN. UNDERSTAND. ACT.

Refine and Repeat. Refine and Repeat. It's a continuous learning process that rewards consistency and longevity of application

Key Learnings from Industry Experts



The benefits of a complete picture

The reality is that in today's business environment, organizations must adjust to the rapidly evolving world, and they must quickly assess situations as they arise, anticipating emerging needs while also meeting current expectations. The Upside? By doing so, your organization will be able to deliver the best possible customer experience.

Evolution. Transformation. And New Realities.

Customer expectations evolve as quickly as new technologies are introduced. This new reality has a significant impact on what they want and how they want it. Customers want responsiveness, flexibility, and reassurances from the organizations they deal to remain loyal.

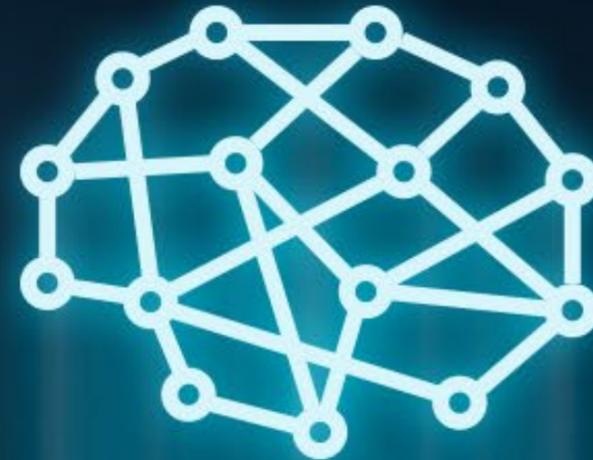
At the same time, businesses have more data available to them, from across all the channels their customers use, and know how best to engage with them. Now, the onus is on organizations to use that information in creating and delivering better products, services and support. One customer can then benefit from all the other customers who have gone before them. Customers expect to benefit from these initiatives as quickly as possible.

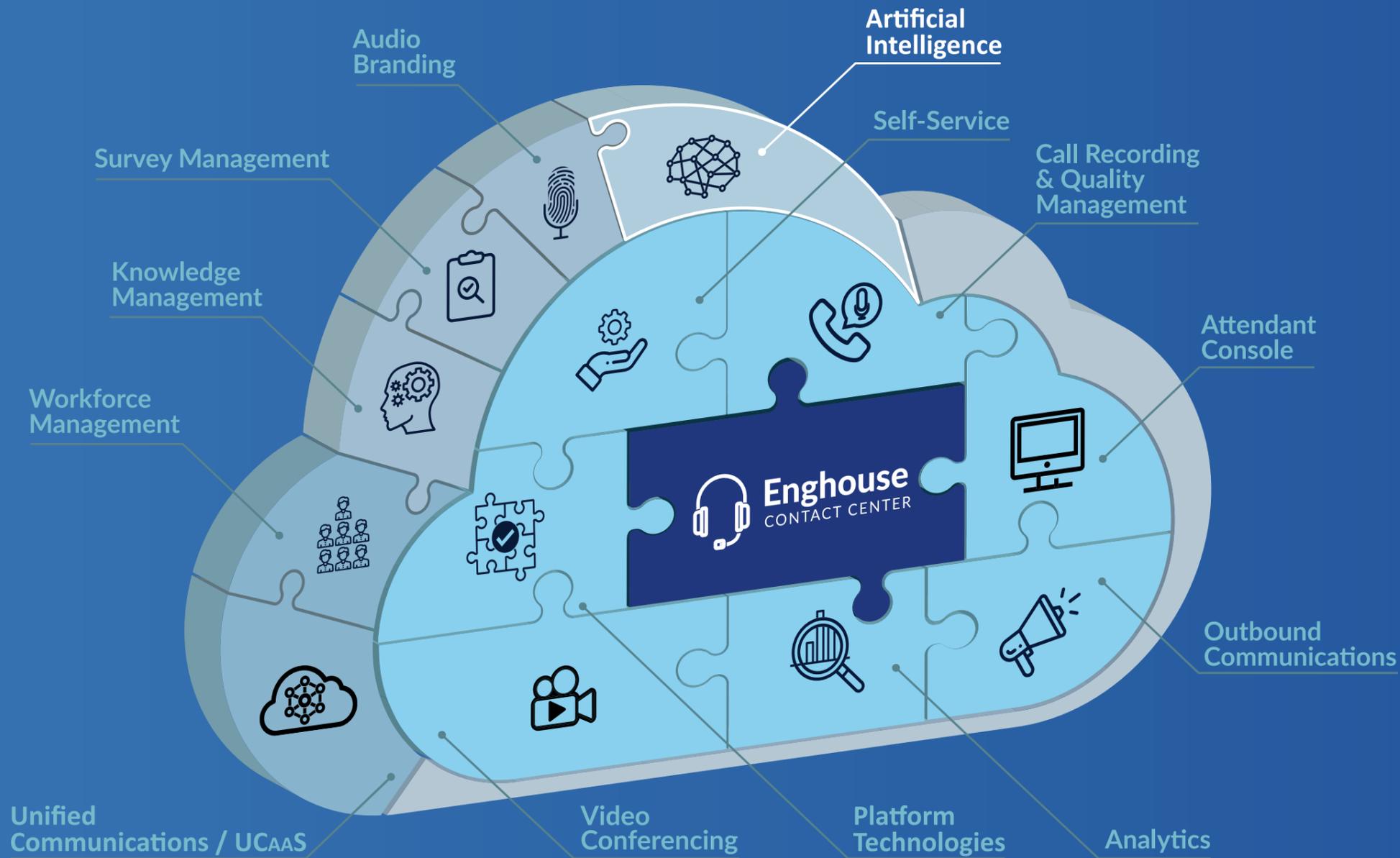
Traditional VoC and feedback solutions deliver a partial picture, either because they don't cover every channel or because they don't have the depth of Natural Language Processing required to sort through enormous volumes of data (extracting intent, emotion and effort quickly) in order to deliver the required insights, to the right team, to improve business success.

In an uncertain future, one thing remains true above all – customer experience is the key differentiator for every organization.

Only by using AI-based tools can organizations quickly build up an accurate and scalable picture of the experience they are offering, and determine how best to improve it.

Insightful, accurate and comprehensive insights will drive greater loyalty, lower churn rates and increase revenues, all because you've provided your customers with what they want, when they need it, and how they expect it.





Enghouse Cloud – on your choice of cloud provider, **IBM Cloud, Amazon AWS, Microsoft Azure , Google Cloud** or any other, provides your organization with the ability to be set up and operational in hours, Enghouse Cloud Contact ensures your agents are able to work effectively from anywhere.

A highly secure all-in-one cloud contact centre platform, it provides a feature-rich solution that gives the functionality and flexibility to deliver effective, efficient customer service by easily connecting resources across your organization to resolve customer needs, no matter where they are located, no matter what devices they prefer.

Solutions



Industry-leading, highly effective self-service capabilities put control in the customer's hands

Capabilities: IVR, Virtual Assistants (chatbots), enhanced consoles, voice biometrics and authentication



Cost-effective, intuitive and quickly implemented recording and quality monitoring solution

Capabilities: Call Recording (always-on & on-demand, multi-site) and screen recording modules, full indexing for quick omni-channel data searching, agent evaluation and training tools



Collects and analyzes call accounting data to deliver key insights into unified communication and telephony system usage and to prevent fraud

Capabilities: Microsoft Teams-enabled, with an intuitive web browser interface, provides automated email warnings for threshold alarms, misuse/abuse, call duration, lost calls, trunk capacity alarms and call tracing alerts



Connect the world by video-enabling any application. Vidyo delivers the most secure, highest-quality video experience, on-prem or from the cloud

Capabilities: multi-modal collaboration enhanced with real-time content sharing and editing. Screen cascading delivers consistent 4K HD quality even in calls spanning multiple geographies- a Vidyo exclusive

Consulting Practices



A set of core methodologies and services designed to help customers get the most out of their knowledge bases and management tools.

Capabilities: real-time article editing and intuitive admin tools, robust analytics and reporting, ongoing analysis and optimization for continuous improvement



A set of core methodologies used to deliver an easily scalable multi-modal survey management platform and managed services for collection of customer insight data and management.

Capabilities: ability to undertake ad hoc and scheduled surveys without adding resources. Data Collection platform with services providing Advanced Programming and Reporting services in multiple languages



Provides voice talent and audio recording services that are unmatched in the industry. Industry-renowned experts guide your marketing, training, IT and CRM professionals to unify all customer-facing touch points.

Capabilities: 32 languages, male and female personas, integrates with all voice, video, online technologies and platforms

Third-Party Provided Capabilities



Unified Communications/Unified Communications as a Service. Offering a range of industry-leading UC providers which enable customers to fully benefit from the most comprehensive communications and collaboration capabilities available.

Capabilities: integrated communication and collaboration capabilities with complete resiliency and redundancy, visual voicemail, choice of deployment: full mobile, with desk phones or mix of device types (hybrid)



Optimizes the utilization of resources, based on skills, response time, resolution skills and customer feedback.

Capabilities: enhances internal visibility, adaptability and performance of all agents. Mobile-ready with an easy-to-use, intuitive interface. Integrated training tool

Understand Your Customers Better. AI Tells You What They Are Thinking.



**Enghouse
Interactive**

We are the world's most **reliable** contact center technology provider. Our global brand is built on our track-record of consistently honoring our commitments – to our customers, our staff and our shareholders

Enghouse Interactive, a subsidiary of **Enghouse Systems Limited** (TSX: ENGH), is a leading global provider of contact center software and service solutions that deliver enhanced customer service and transform the contact center from a cost center into a powerful growth engine. Our Practices and Solutions enable businesses to leverage meaningful, daily customer interactions to extract key insights used to deepen customer loyalty and uncover new opportunities to add value, profitably.

Globally, Enghouse Interactive's divisions support thousands of customers worldwide, respecting local regulatory requirements, and supports any telephony technology, whether deployed on premises or in the Cloud, ensuring that our customers can be reached by their customers – anytime, anywhere, and via any channel.

For more information, visit:
enghouseinteractive.com

Contact Us:
hello@enghouse.com | 1.833.ENG.INTv (364.4688)