



Conversational Bots

The modern consumer expects a rapid response, immediate resolution, intuitive interfaces— with little to no effort required. Fortunately, next-gen technology is available to fill in the gaps and deliver the exceptional service customers have come to expect.

The Conversational Bot is an excellent first step on your path to digital transformation. Powered by Artificial Intelligence (AI), these bots enrich their own databases and continually learn how to get better at the task at hand. They are fast, efficient, and capable of handling high volumes of cases and data, serving as the next frontier in customer experience delivery.

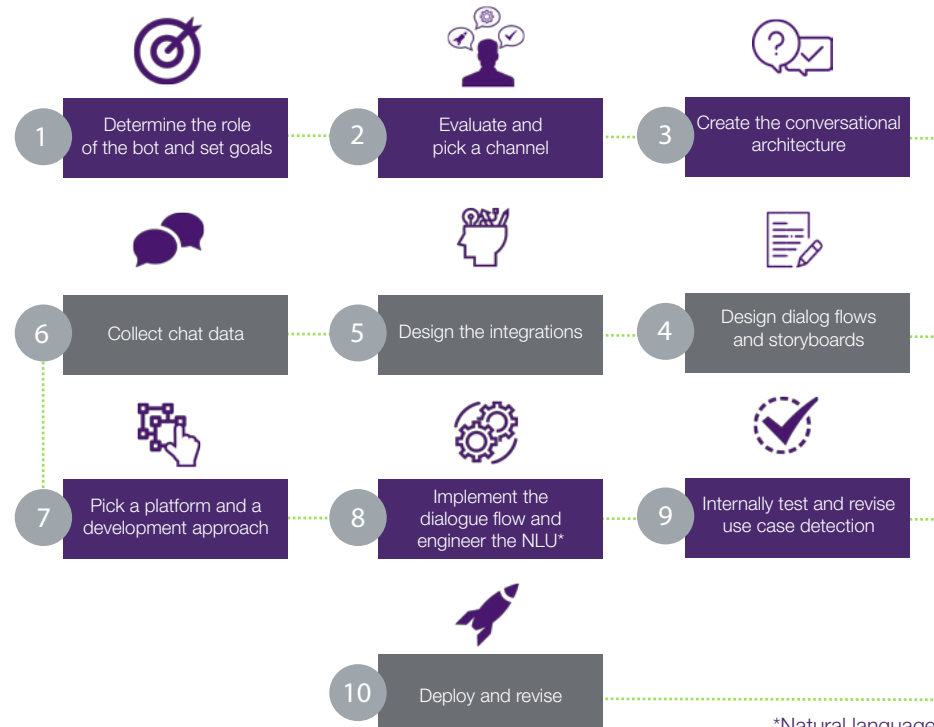
TELUS International has a proven process for adding Conversational Bots into your customer service

operations. From assessing the potential value, to roll out and revisions, our team of digital engineers makes this complex technology easy to understand and simple to implement.

Why it's time to add a bot to your service strategy

Looking at what bots can do for business, it's no surprise that 48% of Chief Marketing Officers, Chief Strategy Officers, and senior sales executives are already using this technology (Oracle survey, 2017). And according to analyst firm Gartner, the use of bots will triple through 2019 as enterprises seek to increase customer satisfaction and reduce operating costs.

The TELUS International process



*Natural language understanding (NLU)

Selecting the right bot for your needs

1. Informational

Informational bots understand natural language and can deal with customers' basic questions by providing answers to generic FAQs resulting in a reduction in contact center volume.

2. Personalized

Integrated with a brand's enterprise system, personalized bots have access to specific customer data, enabling interaction and resolution on a deeply individual level. From troubleshooting Wi-Fi connections to providing targeted online shopping offers, personalized bots are effective in improving First Contact Resolution (FCR).

3. Transactional

Pulling data directly from back-end systems, these bots execute specific transactions on behalf of customers, such as changing payment methods or account plans, improving operational efficiency in the process.

Other benefits include:

- Lower Customer Effort Score (CES), increased Net Promoter Score (NPS) and enhanced Customer Satisfaction (CSAT)
- Cross-functional deployment on multiple support channels (web, mobile, social, messaging app, voice, and text)
- Increased customer lifetime value by consistently providing seamless and effortless experiences
- Empowering agents to focus on higher-value transactions
- Enhanced omnichannel customer experience
- Invaluable voice of the customer (VOC) insights through the capture and analysis of customer data through Natural Language Processing (NLP) and text analytics

The TELUS International differentiator

At TELUS International, we don't just offer another bot; we combine the best of human and machine learning to deliver a high-tech, high-touch customer experience designed for today's competitive landscape. By keeping the customer and human connection at the heart of our solutions, TELUS International enables exceptional customer experience innovation with results. Our purpose-built models are designed to understand the holistic needs of your business, letting you achieve your goals more quickly and efficiently.

Bots at work: A case study

Problem:

A large telecom company was experiencing high volumes of repetitive support requests and were looking for a solution that could streamline processes, reduce costs, and increase customer satisfaction.

Solution:

The company partnered with TELUS International to create a Conversational Bot that could initiate customer interactions, engage through a chat interface, and take immediate action to resolve issues. Fed with pre-defined instructions and powered by Natural Language Processing, the bot was able to provide personalized answers to high volumes of customer support, tech support and FAQ requests.

Results:

● Faster and more accurate responses leading to improved CSAT and NPS

● 24/7 support with lower cost to serve

● Reduced customer effort

So, let's go!

Connect with us today to discuss your bot strategy and discover how this next-gen technology can transform your company's customer experience. Our team of digital engineers can assess your specific business needs and map out the most effective and efficient bot program for your brand.

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