



# IBM Cognitive Care

Meet customers on their terms  
with a digitally transformed  
contact center



## The stakes are high. Customers are ready to abandon a brand after only three unsatisfactory support interactions.<sup>1</sup>

Today's digitally connected consumers expect exceptional customer service 24 hours a day, 7 days a week, 365 days a year, and all on the platform of their choice. But many contact centers struggle to provide around-the-clock availability for customers because their current operational processes rely too heavily on live agents and traditional technology.

Whether you've already initiated digital transformation or are just starting the journey, the pressure to accelerate efforts has never been greater.

With your transformation comes the ability to scale operations, reduce costs and optimize revenue channels—all while saving precious call time and providing valuable human-centric conversations. To that end, there's an expedited urgency to integrate AI-enabled technology into your current operational processes.

According to The State of Salesforce 2020 - 2021: Special Edition, companies are starting to recognize the value of redesigning their systems and building intelligent workflows. The workflows pair data with emerging technology like AI to streamline and automate business processes. In fact, successful companies are 76% more likely to have established intelligent workflows using Salesforce.<sup>2</sup>

### **The value of modernization for call centers worldwide:**

- Reduces customer requests by 40–70% through AI-enabled self-service and lowers costs by 30–60%.<sup>1</sup>
- Provides operational flexibility and resiliency by enabling agents to work from home.
- Scales capacity on demand through use of contact center as a service platforms.
- Improves customer net promoter score by 20 points, at half the cost.<sup>1</sup>
- Uses customer data to predict and resolve their needs, improving customer satisfaction (CSAT) by up to 35%.<sup>1</sup>
- Reduces services phone numbers from more than 50 to just 1.<sup>1</sup>
- Realizes ROIs of up to 293%.<sup>3</sup>



## Our approach to contact center modernization—an intelligent experience for customers and agents

We transform contact centers with IBM Cognitive Care—a customer engagement center powered by data, AI and hybrid multicloud technology that dynamically supports both customers and live agents. And, with support from IBM Garage™, you can achieve not only a technology and process transformation but also a lasting cultural shift in your organization. Here's how it works.

**The customer** receives personalized, proactive and data-informed care that's consistent across their channels—voice, chat, SMS, email or social—for improved experiences. Proactive outbound customer engagement resolves issues before they are even aware of them. Intelligent and dynamic feedback uses data from historical interactions, skillsets and CSAT ratings, for enhanced customer relationships.

In response to COVID-19, demand for AI assistants has skyrocketed. For those planning to invest in virtual agents, counts jumped from 29% in 2019 to 75% in 2020.<sup>3</sup>

**The virtual agent** prescreens customer inquiries, escalating special care situations, and handles automated responses for routine inquiries. Through scripted rules, AI and ML, they generate automated responses, driving quality, consistency and efficiency. Through integration with backend systems, virtual agents dynamically learn new answers to basic questions and can handle increasing volumes of requests.

**The live agent** prioritizes the most urgent customer support with personalized conversations when it matters most. Using support from virtual agents and real-time data to reduce time and cost to serve customers, these agents are empowered to work from virtually anywhere. Dynamic agent assist helps them process requests and take actions, and predictive analytics, AI and automation helps them to proactively solve customer needs.

**The virtual IBM Garage methodology** helps contact centers sustain continuous improvement by working together to co-create, co-execute and co-operate new solutions. Together, we can redefine roles and processes and achieve organizational alignment and governance. Through the [virtual IBM Garage](#), you'll gain access to a network of IBM experts across multiple industries and technologies.

### Intelligent experience building blocks



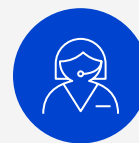
#### Personalized customer experience

- Omnichannel engagement
- Proactive outbound engagement
- Intelligent feedback



#### 24x7 dynamic digital assistant

- Virtual agent
- Process ontology



#### Supported human agent

- Dynamic agent assist
- Work anywhere
- Intelligent data

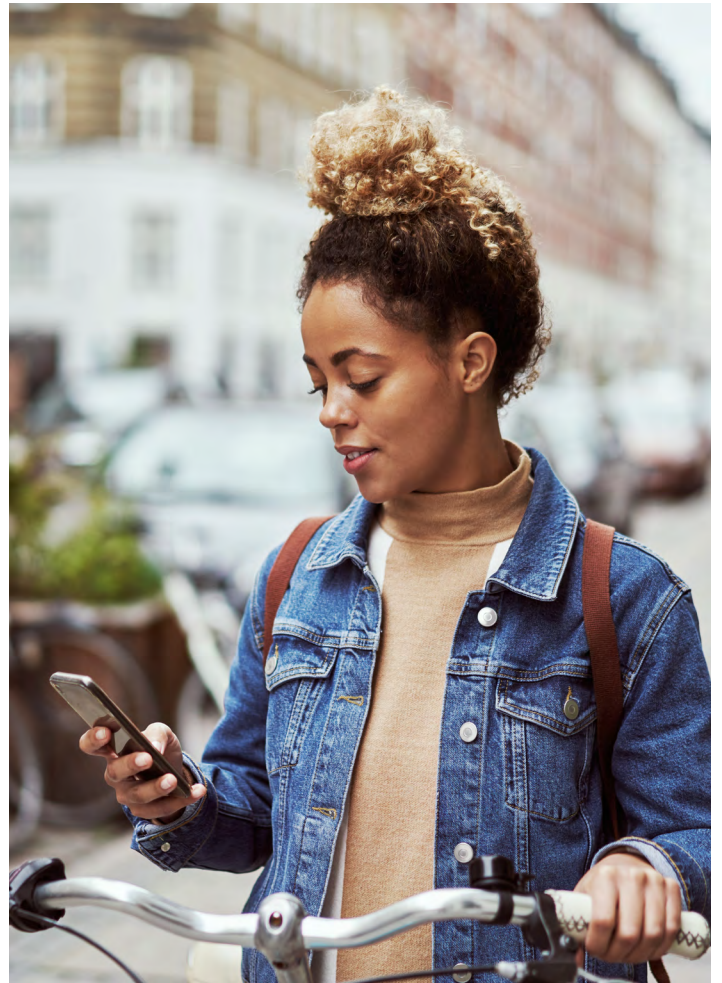
Hybrid | Multicloud | Other vendor options

IBM Cognitive Care is driven by AI and automation, enabled through an open architecture and designed to:

- Allow flexibility as you scale across the enterprise with traditional integration.
- Deliver a future-proofed platform, IBM or otherwise, with the ability to optimize AI, such as IBM Watson®, Google CCAI and Blue Prism, and integrate data sources such as Workday, Salesforce, SAP and more.
- Harness a mature ecosystem of third-party partnerships, including communications platforms such as NICE inContact, Genesys, LivePerson, Twilio and Amazon Connect.
- Provide a platform with the ability to work across private, hybrid and multiclouds, including Red Hat®, Microsoft, AWS, IBM Cloud® and Google Cloud.



More than 60% of failed customer support calls could have been solved with better access to data.<sup>4</sup> IBM Cognitive Care can help.



# Use cases

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## 01

### Optimize workload management

**Problem:** The live agents at a global bank were spending too much time on menial responses when the organization needed them to focus on special care situations and increase overall scalability.

**Solution:** We implemented a custom virtual agent that can support over 350 contextual conversations in multiple languages. We also created an operational framework that includes an analytics dashboard and live agent portal.

**Business benefit:** The bank now has the ability to address inquiries virtually 24x7 and was able to reduce live agent research time by up to 70%.

## 02

### Integrate AI-enabled technology for driving revenue

**Problem:** A retail company was under tremendous cost pressure and needed to find ways of using customer service interactions to drive revenue.

**Solution:** Together, we transformed customer service processes by breaking down data source silos and using automation and AI to build intelligent workflows. This allows live agents to focus on higher value tasks.

**Business benefit:** The company realized a 10% increase in generating new and enhancing existing revenue channels with a 40% average reduction in operational costs. Additionally, by improving their net promoter score, the company increased the potential to drive revenue from customer interaction.

## 03

### Drive greater customer experiences

**Problem:** A technology company wanted to modernize and prioritize the customer experience and above all else to improve their net promoter score and ultimately drive new business.

**Solution:** We implemented IBM Cognitive Care to create an underlying structure that unifies all silos under a single customer experience. This solution also helps better meet customers on their own terms and devices—aligning data needs to quickly respond to customer interactions.

**Business benefit:** Built upon an enterprise-wide integration with IBM Watson technology, the company used IBM Cognitive Care to resolve 30% of customer inquiries by virtual agents. The organization was also able to increase their net promoter score by up to 60 points, with a total benefit of USD 70M over 3 years.

## 04

### Meet global connectivity demands

**Problem:** This mobile carrier leader needed a strong partner to help them meet global connectivity and services demand with creation of a global office solution to streamline the sales process.

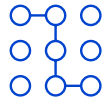
**Solution:** Working with the Salesforce consulting business at IBM, the mobile leader was able to create a complete, fully connected office solution on Salesforce, including credit processing workflow, end-to-end configure, quote functionality and contract lifecycle management.

**Business benefit:** Sales reps for this mobile carrier can now create orders, receive approvals and close deals on the spot. With sales connected to integral functions across the company, their sales process went from 120 clicks down to just eight.



#### Short-term priorities

- Focus on protecting employees and supporting remote work while stabilizing operations.
- Create, update and monitor a remote work strategy.
- Gain leadership support to augment live agents with virtual agents.
- Identify and layer on additional automation using a time-to-value approach.
- Survey contact center residents for top virtual agent questions and answers.
- Engage with a trusted solutions team to facilitate the cognitive care transition.



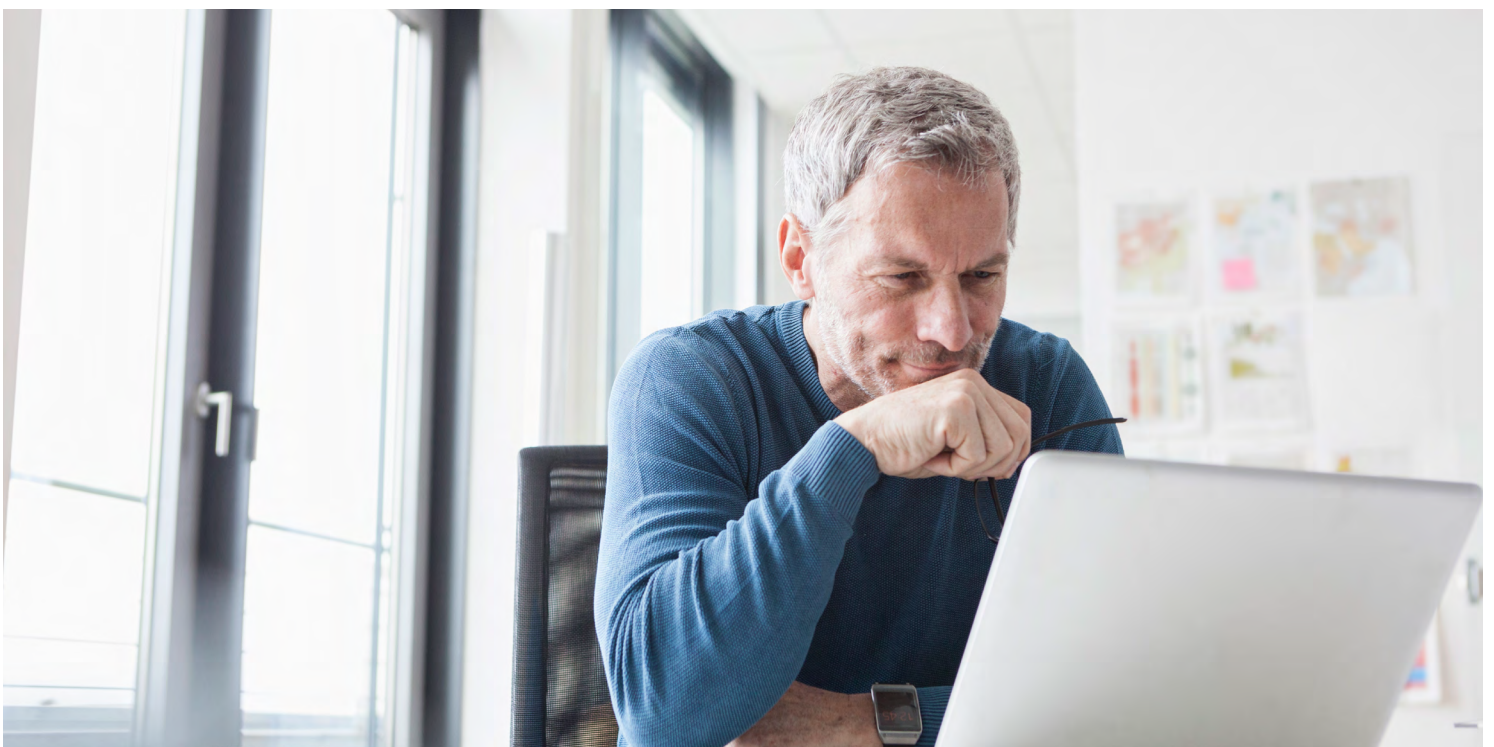
#### Longer-term priorities

- Test and scale virtual agent technology for employees, customers and suppliers.
- Enable more digital channels.
- Upskill contact center team and resource tasks, as necessary.
- Explore more advanced agent-assist technology.
- Establish a measuring system to capture virtual agent impact.
- Extend remote work capabilities and functions.
- Implement a continuous improvement regime through the IBM Garage method.



#### How to navigate the new way of working

- Conduct periodic virtual agent analyses.
- Hold design thinking sessions with top agents and employees from marketing, sales and customer experience.
- Optimize remote work with a more balanced mix of offsite and onsite workers.
- Take a non-crisis look at feedback to reassess design, use and performance for the new way of working.



“It was important that I invested in our colleagues, so that they, in turn, could invest in the customer experience. Having introduced the customized IBM AI-platform, we’ve seen a significant uplift in customer feedback, it’s up 20% across the board.”

— MaryAnn Fleming, Head of Homebuying Services,  
Royal Bank of Scotland

[Read the customer story →](#)

At IBM, we use an outcomes-based, pay-as-you-go framework because we’re committed to helping you achieve value. Learn more and speak to an expert about IBM Cognitive Care in your contact center.

[Get started →](#)





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New Orchard Road  
Armonk, NY 10504

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1 Based on IBM client data, actual results may vary.

2 “The State of Salesforce 2020 - 2021: Special Edition”, IBM, March 2021

3 “The Total Economic Impact of a Contact Center Transformation Powered by IBM”, Forrester Consulting, January 2021

4 “Reinventing the contact center.” Expert Insights, Institute of Business Value, May 2020