

The Future of the Call Center

Digital, automated, scalable 24x7 support that delivers higher customer satisfaction at a lower cost

Why cognitive customer care? Why start today?

270 billion calls to customer service per year¹

Cut costs by **29%**²

Increase call resolution time by **70%**³

1. Lower operating costs

Increased efficiency of agents

Automation through virtual agents (VA) replaces repetitive labor and allows human agents to focus on more complex tasks that require expertise and creativity (escalate to live agents only if needed).

Increased call deflection rates

Virtual agent technology provides first call resolution decreasing the number of routine calls escalated to CSR.

Omnichannel experience

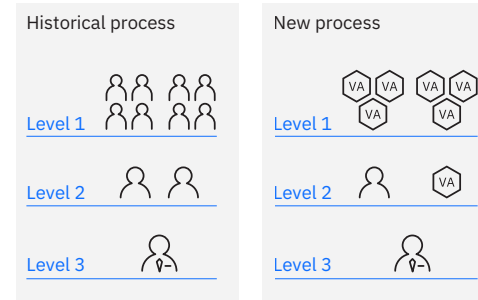
New channels such as messaging, mobile chat and web chat will decrease reliance on an IVR lowering operating costs and customer frustration.

Improved efficiency

Advanced analytics helps to reduce errors, increase execution speed and promote continuous learning and improvement.

Lowest cost channel

Being able to seamlessly transfer customer interactions between bots and human agents keeps customers within the lowest cost of service channels.



2. Improved user experience

Informed and consistent customer service

Increasing first contact resolution with contextually relevant answers that can either be custom-trained or pre-trained.

360-degree view of the customer

Virtual agent integration with multiple data sources inside and outside the enterprise provides a holistic customer view.

Meet the customer on their terms

Omnichannel system allows the customer to choose their preferred channel and engage whenever they want.

Better anticipation of customer needs

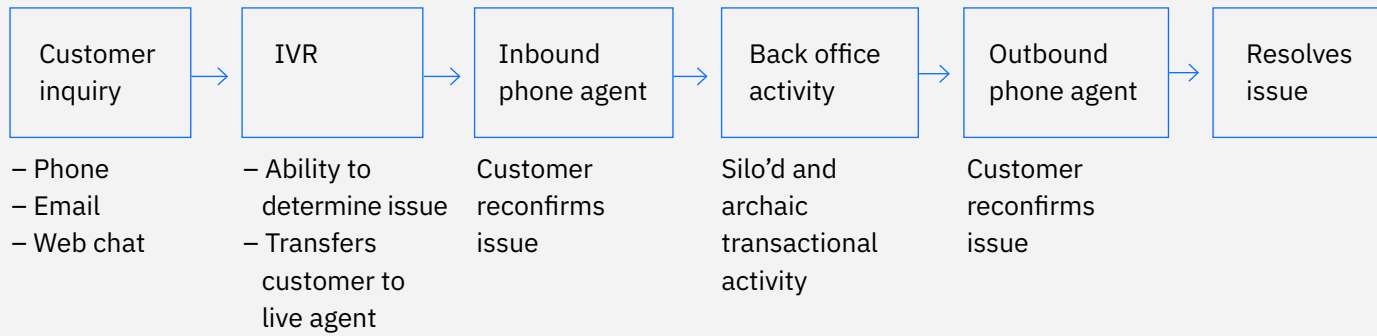
Advanced analytics and virtual agents allow for a more informed and personalized conversation.

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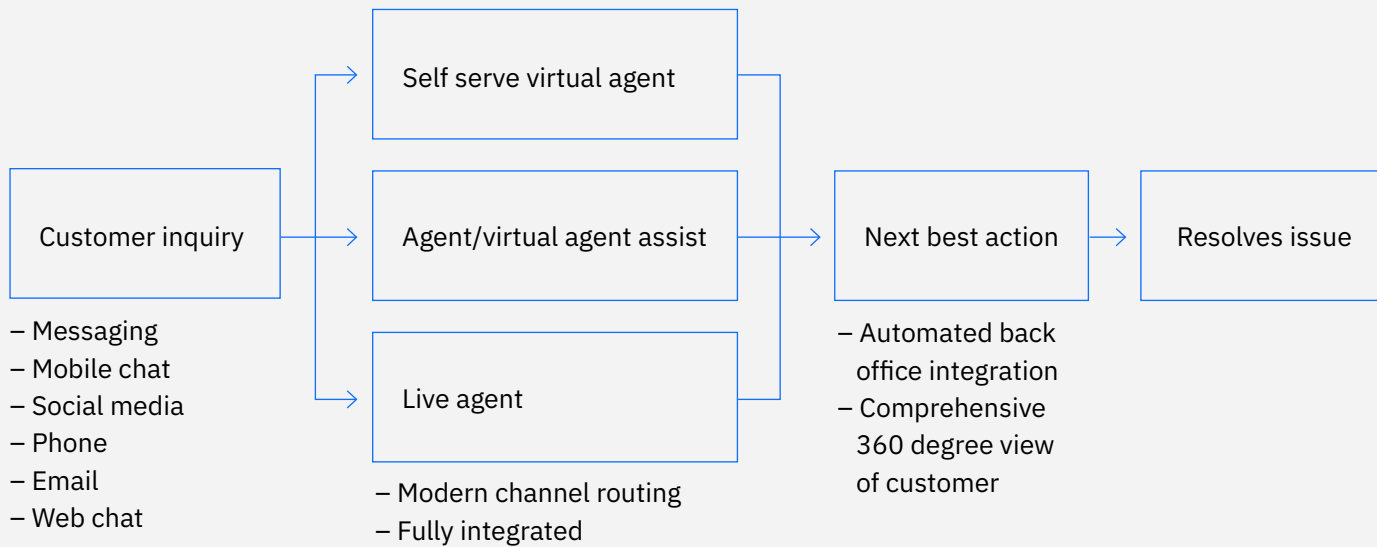
Today's digitally connected, always-on consumers are demanding unprecedented levels of 24x7x365 customer service. But most call centers are slow to respond due to aging technology and processes that rely solely on Interactive Voice Response Systems (IVR) and human agents. As organizations look to digitally transform their business and retain customers, the opportunity to modernize the contact center has become a top priority.

Consumers want fast, accurate and personalized interactions where the pathway to issue resolution is shorter, easier and more convenient. Companies can bring impactful change to contact centers by embracing Watson's AI-powered virtual agents, integrated with chat/messaging for seamless transfers to live agents, and IBM's advanced voice of customer analytics—scaling operations and transforming customer care, while reducing costs and delighting users.

As-is process time: 8–45 minutes



Enhanced process time: Immediate to less than 10 minutes



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3. New revenue streams

Cognitive product recommendations

Advanced analytics helps identify which products to upsell customers through virtual agents.

New channels of revenue

Uncover retail opportunities both in store and online through cognitive kiosks, robots or mobile apps.

Geo-location analytics

Advanced analytics consumes geographic data to make better decisions and offer more customized recommendations.

Trend identification and correlation

Make sense of data to create trend analysis to deliver better offerings. Implement proactive care processes to enhance revenue generation through next best action.

Partnering with IBM

Our breadth of offerings seamlessly enable a shift from the traditional call center to a cognitive call center that's a first line of defense to prospects, customers, employees, and others. We offer a comprehensive portfolio of cognitive customer care solutions from transforming the people and process, to operating the environment as a service.

People and process transformation

Transform existing call center processes to provide a consistent, high-quality customer experiences across all channels at a reduced cost.

Enabling cognitive technologies

Enabling the adoption of cognitive technologies including conversational AI through virtual agents, robotic process automation, advanced analytics and complimentary Watson APIs.

Cognitive Care as a Service (CCaaS):

Managed service offering to provide ongoing operational management and continued growth of the cognitive environment.



CCAAS with Operate

Cognitive Care as a Service with committed outcomes to deliver call center transformation with IBM as your partner



Consult and CCAAS

Implement technologies with projected outcomes



In-house

Develop strategies and implement solutions

Cognitive customer care solutions

1. Virtual Agent + LiveEngage

Our cognitive technologies for call centers focus on creating customer self service and agent assist solutions to support both responsive and proactive customer interactions. For example, deflecting calls to a virtual agent translates to reduced cost for operations, decrease in agent research time and improved customer satisfaction, and allows CSRs to focus on value add, specialized, or one-off scenarios that require deeper expertise and research.

Our virtual agent continually learns the language and nuances of your industry (through machine learning). Over time, it will increase the quality and speed of customer support, and offer an unlimited capacity to store and process data to improve future communications.

2. Cognitive omnichannel self-service

Replace your existing IVR solution and provide new web chat capability, all within six months. Roll out the solution to Google Home and Amazon Echo within six months after the go live date. Expand to mobile chat, apps, cognitive kiosks, and other channels as desired.

Phase 1: Solution as a Service

- IBM will build, operate, maintain and optimize the solution
- No upfront capital expenditure required
- Monthly billing based on volume and containment levels—assuming annual minimum volumes are met

Phase 2: Enterprise extensibility

- The solution can be expanded to add intents to existing domains and/or cover additional service domains
- The solution can also be extended to cover additional lines of business. Monthly service charges may differ for each additional line of business and volume discounts may apply.

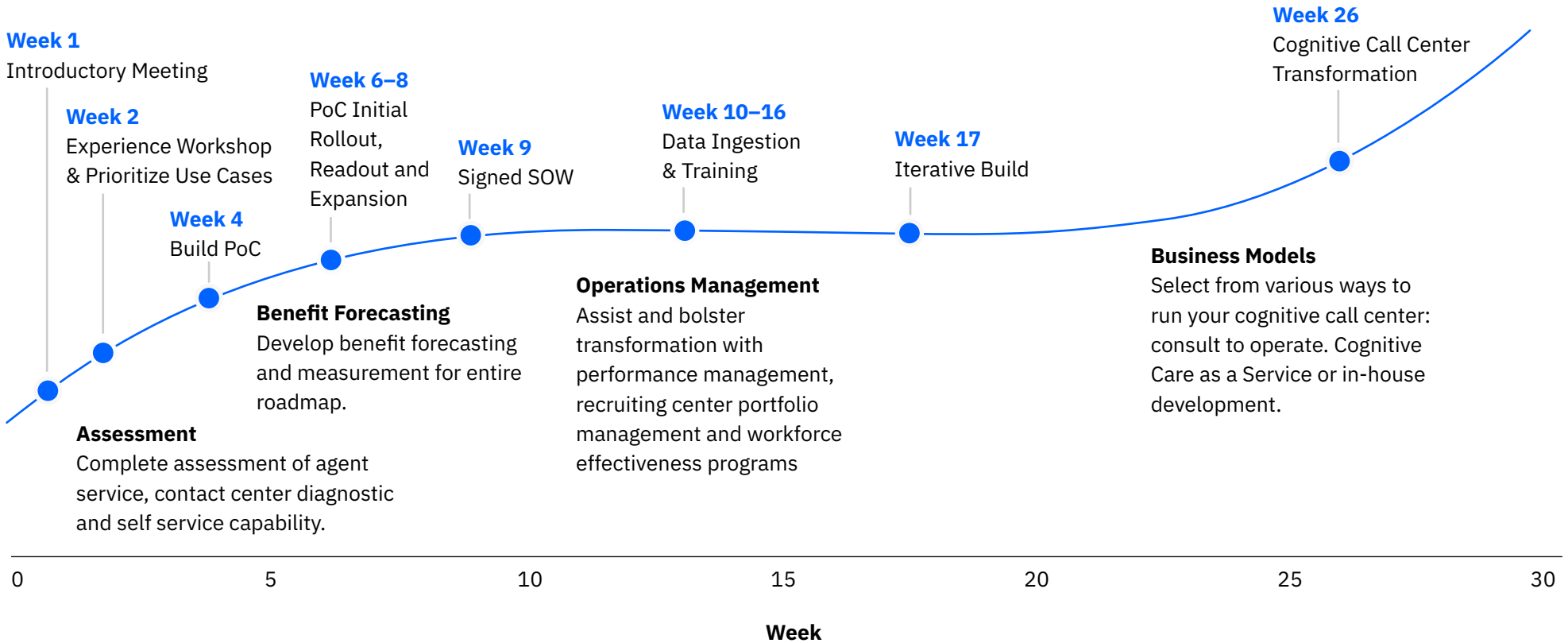
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Engagement Timeline

Here's a sample implementation plan that applies to both solutions:
Virtual Agent Assist and Cognitive Omnichannel Self-Service.

Customer Engagement Model



How to get started

Learn more about our cognitive customer care solutions by connecting with your global or regional IBM contact for more information:

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1. "[IBM C-Suite Study: The Customer-activated Enterprise](#)," October 2013. IBM.
2. "[The Chatbots Explainer](#)," L. Beaver. July 2016. Business Insider Intelligence Reports.
3. "[Leading Insurance Provider Call Center](#)," February 2013. IBM.