GENESYS™

ENRICHING
human connections

The power and possibility of AI

GENESYS

We hoped the machines
would **SERVE US**.

We worried they'd **REPLACE US**.

The reality of AI turned out
to be **MUCH MORE INTERESTING**.

Enriching human connections with AI

Early predictions for artificial intelligence (AI) often presented a
utopian fantasy with android servants poised and ready to meet
our every need — from breakfast in bed to a perpetually clean
house. They even offered conversation and companionship.
These AI bots of our dreams weren't merely personal assistants;
they were superhuman machines and yet, uncannily human.

This vision hasn't come to pass. But we're starting to realize both
the power and possibility of AI as a tool to improve our lives.

We've made great leaps forward in understanding how to apply
AI with discipline and focus to solve everyday problems — and to
build our understanding of one another. This progress comes at
just the right time. The pressures of the modern world have made
life feel complicated and lacking in human connection.

AI offers a promising remedy for that loss of human touch — if
we harness it to support people at home and at work. And, with
empathy as a guiding principle, contact centers could emerge
as heroes in establishing an AI-powered world that helps us
maintain a richer, more connected human experience.

Enriching human connections with AI

HOW FAR WE'VE COME

What we got right

Despite early limitations, first-generation AI applications have proven the technology is worth the investment, especially in the contact center.
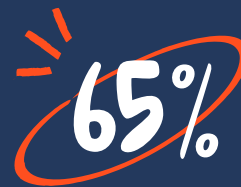
Deeper insights

The growing power of AI to analyze larger and more complex data sets yields actionable insights that humans alone cannot produce at scale, such as correlations between specific agent skills and KPIs like first-call resolution. These new insights empower contact center leaders to optimize performance with targeted support and training.

Improved compliance and quality assurance

Advances in speech and text analytics enable faster, more accurate analysis of all customer interactions. That's a marked improvement in quality assurance over manual self-reporting or random sampling. Automated monitoring reduces the risk of compliance failures, which helps organizations protect their reputations and bottom line.

Automated service

In the digital-first global economy, we expect service at our fingertips. AI-powered bots make it possible to provide more efficient self-service 24/7, such as account inquiries and other simple interactions. As an added benefit, the deflected volume gives agents extra time to focus on more complex and high-value customer engagements.

65%

OF AI ADOPTERS
note significant improvements in agent productivity with AI

"AI comes of age: Putting customers and employees at the heart of data-driven journeys," The Economist, 2021

What we learned

First-generation AI applications taught us a lot about the importance of keeping humans at the center of this brave new AI-powered world. As the technology continues to evolve, these lessons offer a blueprint for our path forward.

Keep humans in the loop

It's easy to get caught up in the possibilities of how much work AI can take off our hands. But we can achieve better results when humans and machines work together, each tackling the tasks they do best. That suggests a different role for AI in the contact center — part productivity tool, part co-worker. As AI capabilities continue to expand, we must frequently reevaluate its role and how we work with it.

The customer journey is crucial

Many early bots and self-service options disappointed customers, not just because they failed to answer questions correctly, but because they made the interaction difficult. That disruption in the customer journey lowered satisfaction and put the customer relationship at risk. To be successful, AI-powered automation must provide a smooth, low-effort interaction — and transition to a live agent seamlessly, when needed.

Commit to endless innovation

AI technology is evolving quickly. What was impossible yesterday is commonplace today. Tomorrow will bring capabilities we've yet to imagine. And, like humans, AI models continue to learn with experience. To get the most out of AI, we will need to go beyond a continuous improvement mindset and adopt a commitment to continuous innovation.

AI without humanity

When the first AI applications were used in the contact center, the wisdom of keeping humans in the loop wasn't obvious. Early adopters often rolled out AI-powered automation without fully grasping the consequences for customers or employees. AI models also lacked transparency, operating as black boxes that frequently failed to incorporate human expertise and understanding.

The first generation of conversational bots had a limited repertoire of phrases, which frustrated customers more than it helped them. Customers often found themselves trapped in endless scripted loops with no agent in sight. Instead of solving a problem, the bots created a new one — increased customer effort.

Removing human understanding from the equation yielded less-than-desirable results. Fortunately, that's a lesson we've learned.

> "I HATE BEING ADDRESSED BY MACHINES. We have a microwave that says, 'Enjoy your meal!' when the bell goes off, even if you have only warmed up a cup of coffee. I tell the microwave to shut up, though not exactly in those words."

Joe Sharkey
The New York Times
March 6, 2008

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WHAT'S POSSIBLE TODAY

What's different now

AI technology has evolved into mature, market-ready solutions that are more powerful and empowering. And they have a growing role working alongside people in the contact center.

Getting started is easier than ever

For those just starting with AI, the barriers to entry have dropped significantly. Today's turnkey solutions are easier to implement and use, making them a viable option for a wide range of organizations. The time to value is also now a fraction of what it used to be; and companies no longer need a deep pool of AI talent to deploy AI-powered solutions.

Business users share in the power of AI

AI applications are no longer the sole province of IT and data scientists. With user-friendly interfaces and no-code or low-code tools, the power to deploy, modify and reap the benefits of AI now rests in many hands. Sales, marketing and finance have a vested interest in the success of AI applications, which gives them an incentive to share resources, connect data and integrate systems.

Applications target specific use cases

The days of universal analytics and generic chatbots are gone. Many of today's AI applications deliver industry-specific capabilities built with domain expertise. And they're designed for customization. As a result, the analytics yield actionable insights that target the unique needs of the business. And the bots can engage in more relevant conversations that yield meaningful and satisfying outcomes for customers.

Strategies for AI success

We're on the cusp of an explosion in AI adoption. As use of the technology accelerates, simply deploying AI-powered analytics and automation won't create a competitive advantage. You need to differentiate to stand out in a soon-to-be crowded field. Here's how.

1. Design for desired outcomes

2. Enable effortless customer journeys

3. Empower employees at scale

4. Build agility into your tech stack

Let's take a closer look at each. →

78%

OF CONTACT CENTER LEADERS SAY AI WILL BE A CRITICAL PART OF THEIR CX OPERATIONS IN THE COMING YEAR

"AI comes of age: Putting customers and employees at the heart of data-driven journeys," The Economist, 2021

Strategies for AI success

1. Design for desired outcomes

Start with a specific use case and define, in detail, your desired outcome. Then, identify the human limitations that prevent that outcome.

For example, an online retailer might notice that a significant number of shoppers reach the point of payment and then abandon the transaction.

It's not possible for agents to monitor every shopping journey. But AI can. And then a bot can step in with helpful guidance at the right moment to help the customer complete the transaction.

2. Enable effortless customer journeys

Every step of the customer journey matters, so it's crucial to understand and orchestrate the journey to meet customer expectations. And what your customers expect is an effortless experience — every time.

To deliver that, you have to anticipate their needs and offer proactive engagement. AI-powered solutions can enable that type of service — if you keep the focus on the customer experience (CX). The potential win here is huge.

53%

OF AI LEADERS CONSIDER THEMSELVES TO BE FAR AHEAD OF COMPETITORS ON CX

"AI comes of age: Putting customers and employees at the heart of data-driven journeys," The Economist, 2021

Strategies for AI success

3. Empower employees at scale

Only your team can provide the human touch needed to solve complex issues or turn a negative experience into a positive one. AI-powered solutions can help your team do this even better.

Provide agents with AI-powered assistance during each interaction. Arm supervisors with insights to boost performance with personalized training and skill development. And equip workforce planners with accurate forecasting and scheduling tools to stay nimble and adjust to changing conditions. Empowered employees are more engaged and deliver better results.

4. Build agility into your tech stack

The future of business is composable – the ability to customize according to your specific needs is key. The pace of change in the digital world demands it. You can't afford to be boxed in by a rigid technology architecture that lacks flexibility and resilience.
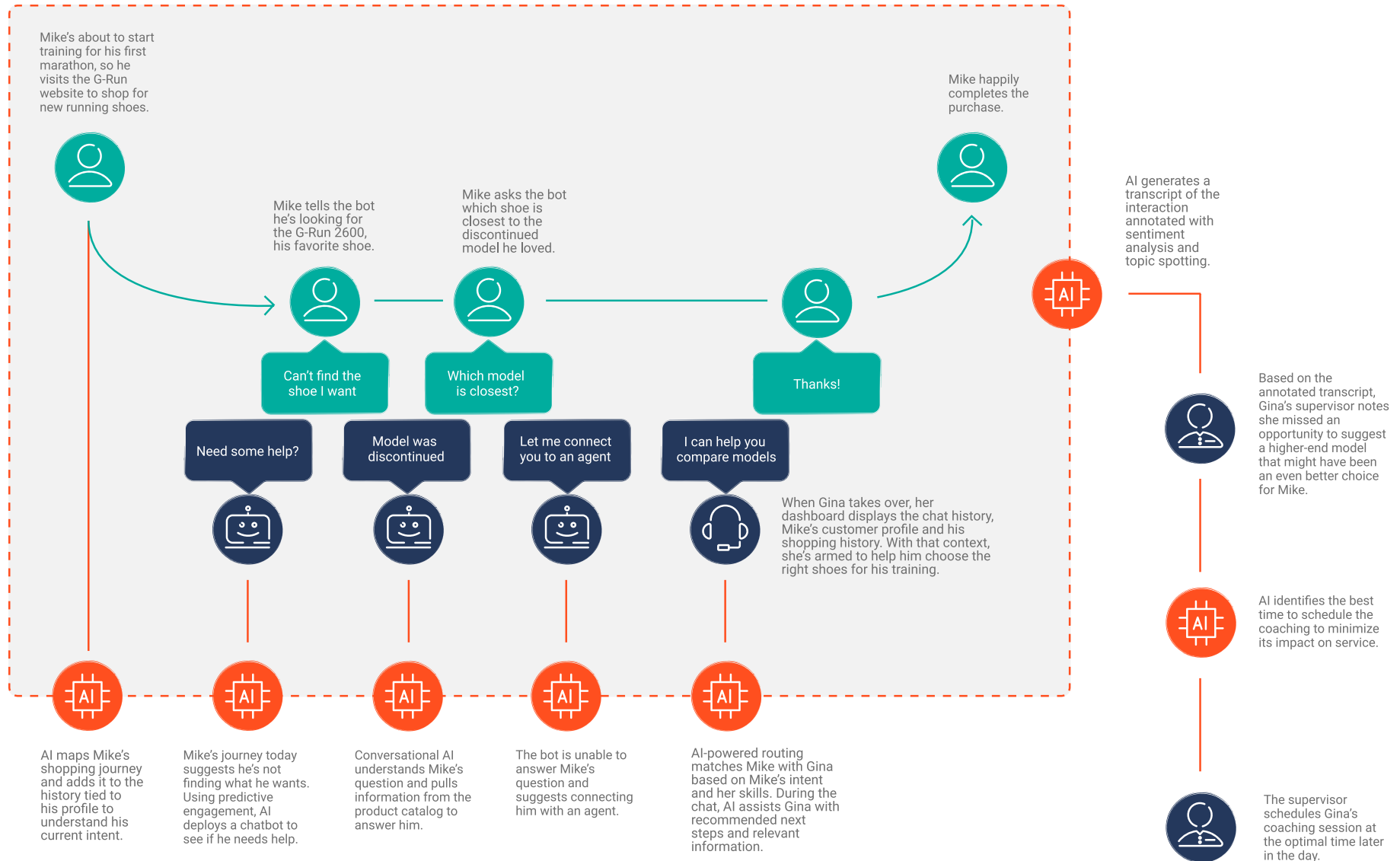
Brittle legacy systems can't adapt to rapidly changing customer behavior and expectations — and that prevents you from delivering differentiated experiences. Eventually, more nimble competitors will pass you by. Composable architecture enables flexibility in managing day-to-day operations now. And it empowers you to build for the future.

"**THE FUTURE OF BUSINESS IS COMPOSABLE** – the ability to customize according to your specific needs is key. The pace of change in the digital world demands it."

What you can do with AI today

Drive efficiency and empathy at scale to deliver better experiences for customers and employees.

AI-powered engagement

Mike's about to start training for his first marathon, so he visits the G-Run website to shop for new running shoes.

Mike happily completes the purchase.

Mike tells the bot he's looking for the G-Run 2600, his favorite shoe.

Mike asks the bot which shoe is closest to the discontinued model he loved.

Can't find the shoe I want

Which model is closest?

Thanks!

Need some help?

Model was discontinued

Let me connect you to an agent

I can help you compare models

When Gina takes over, her dashboard displays the chat history, Mike's customer profile and his shopping history. With that context, she's armed to help him choose the right shoes for his training.

AI maps Mike's shopping journey and adds it to the history tied to his profile to understand his current intent.

Mike's journey today suggests he's not finding what he wants. Using predictive engagement, AI deploys a chatbot to see if he needs help.

Conversational AI understands Mike's question and pulls information from the product catalog to answer him.

The bot is unable to answer Mike's question and suggests connecting him with an agent.

AI-powered routing matches Mike with Gina based on Mike's intent and her skills. During the chat, AI assists Gina with recommended next steps and relevant information.

AI generates a transcript of the interaction annotated with sentiment analysis and topic spotting.

Based on the annotated transcript, Gina's supervisor notes she missed an opportunity to suggest a higher-end model that might have been an even better choice for Mike.

AI identifies the best time to schedule the coaching to minimize its impact on service.

The supervisor schedules Gina's coaching session at the optimal time later in the day.

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SUCCESS STORIES

Success stories

As AI capabilities grow, so do the possibilities for success with AI applications. Organizations across industries as diverse as retail, banking and travel have gained significant competitive advantages with AI applications that focus on improving customer and employee experiences.

Here are a few of their stories. →

75%
OF CUSTOMER SERVICE, MARKETING AND SALES EXECUTIVES SURVEYED SAY AI MAKES THE CUSTOMER JOURNEY FEEL MORE EMPATHETIC

"AI comes of age: Putting customers and employees at the heart of data-driven journeys," The Economist, 2021

With the rise in eCommerce, home appliance manufacturer Electrolux found itself in the vortex of a fast-changing market. Company leadership saw a clear path forward into new digital sales channels. But old technology was holding them back.

The Genesys Cloud CX™ platform enabled Electrolux to transform its contact centers into consumer-centric care centers. And AI-powered capabilities were a key component in helping the company understand its customers, anticipate their needs and drive sales.

As shoppers navigate the website, Genesys Predictive Engagement connects the dots in each customer journey for a full picture of the shopper's behavior. When a shopper veers off track and the sale stalls, an AI-powered bot offers support. With conversational AI, the bot detects customer intent and responds with useful information from the integrated knowledge management system.

Escalating to an agent is seamless. Based on the customer's intent, the system routes the interaction with full context to the specialist with the best skills to meet their needs.

The AI-driven system has improved customer and employee satisfaction. And it has empowered Electrolux to thrive in the digital market.

Read the full story →

"We can CLEARLY LINK events, see why conversations did or didn't convert into sales, and LEARN HOW TO CREATE BETTER EXPERIENCES next time."

Mateusz Jazdzewski
IT Consumer Experience Solutions Manager and
Head of CX Product at Electrolux

swisscom

Customers expect the convenience to connect with you on the channels they choose. But that can be a challenge for contact centers. Swisscom, a leading provider of mobile, network, internet and digital TV services, is committed to meeting customers wherever they are.

An AI-powered solution helps Swisscom get it right. The company built a rich blended messaging model using the Genesys Multicloud CX™ solution. Now, the system does more than deflect volume from agents; it also enriches the customer experience.

The Genesys solution enables 140 agents in seven locations to efficiently process 20,000 customer inquiries in four languages each month. Messaging bots now resolve 10% of all inquiries without transferring to an agent. And 50% of all FAQ inquiries reach resolution with a chatbot.

AI-powered predictive routing yielded another big win for Swisscom. Using machine learning, Genesys Predictive Routing matches customer calls with the best-performing agents for different types of interactions. This AI-powered routing reduces AHT and ensures customers are connected — the first time — to agents with the right knowledge and skills. The results are clear: better customer experience and higher agent performance.

Read the full story →

"With *GENESYS PREDICTIVE ROUTING*, we went from queue-based routing to *STRENGTH-BASED ROUTING* around a specific KPI and customer type, all in a *FRACTION OF A SECOND*."

Marcel Hischier
Product Manager Customer Interactions at Swisscom

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DNB, the largest financial services group in Norway, has maintained its edge with a commitment to innovation and a digital-first strategy adopted more than a decade ago.

Now, with AI-powered routing, the bank optimizes the performance of its loan and mortgage teams. By the time clients reach out to discuss a loan or mortgage, they're often ready to sign the deal. That makes these interactions high value. The efficiency of the interaction and quality of the customer experience could determine whether the client signs with DNB or chooses a competitor.

Genesys Predictive Routing matches clients with the right team member to close the deal. The AI-powered routing beat the bank's expectations and achieved a 6.5% reduction in AHT. That time savings, combined with shorter call queues,

gives agents more time to close high-value loan and mortgage deals. It also ensures that high-value clients receive faster service, which keeps satisfaction and loyalty rates at industry-leading levels.

Read the full story →

"We started to *SEE BENEFITS* in the first week, which kept improving with data updates and better matches. There was also a *SIGNIFICANT REDUCTION IN QUEUE TIME*."

Ketil Berge
Technical Lead at DNB

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WHAT THE FUTURE HOLDS

Our future with AI

AI is a powerful technology. It creates new opportunities to excel and innovate. With AI-powered analytics and automation, we can plan more confidently, work more efficiently and respond to the endlessly changing conditions of the modern world. After learning some critical lessons from early implementations, we have a more reasonable picture of our future with AI — it's both bright and fascinating.

Humans didn't always see a clear future for AI. Spotting patterns in big data to predict behavior isn't our forte, but it's a major strength for AI technology. Its power to process information and yield actionable insights far surpasses what humans can do.

But that power is only part of what we need. We also need human connection, understanding and empathy. With the pressures of globalization, remote work and widespread digital transformation, the human component is harder to achieve. But it's not impossible.

When we balance the contributions of man and machine, AI empowers us to know and understand our customers and employees better — to engage with more empathy and drive meaningful results.

For contact centers, nothing is more important.

> "In a properly automated and educated world, then, MACHINES may prove to be the true HUMANIZING INFLUENCE. It may be that machines will do the work that makes life possible and that HUMAN BEINGS will do all the other things THAT MAKE LIFE PLEASANT AND WORTHWHILE."
>
> **Isaac Asimov**
> Robot Visions

WHEN YOU'RE READY FOR AI, GENESYS CAN HELP YOU:

- Anticipate customers' needs

- Engage with them proactively

- Deliver empathy at scale

Put your data to work enriching human connections →