# TRUE Innovation: Deliver Better, Faster Outcomes Al for Call Center



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#### **Customer Satisfaction**

- Enhanced Self-Service Capability
- Customer Satisfaction Score
- Customer Retention Rate
- · Social Media "Likes"
- · Customer Sentiment Score
- · Net Promoter Score

## Agent Effectiveness and Engagement

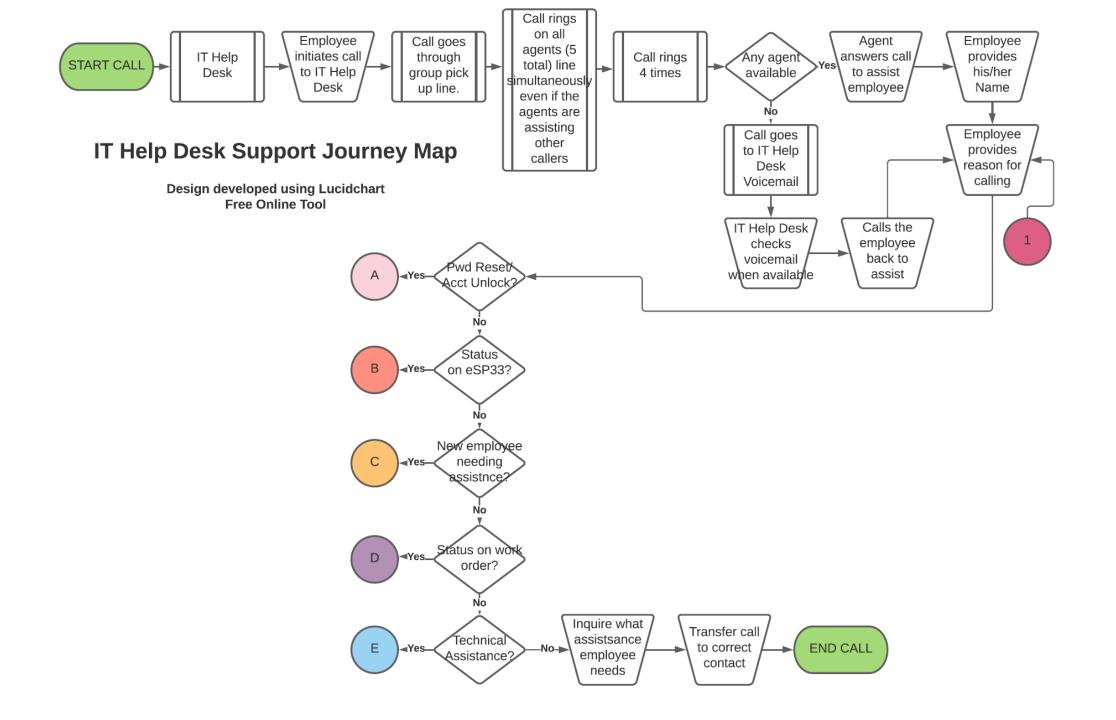
- Omnichannel
- Quality
- Agent Retention Rate
- Cost per transaction/channel

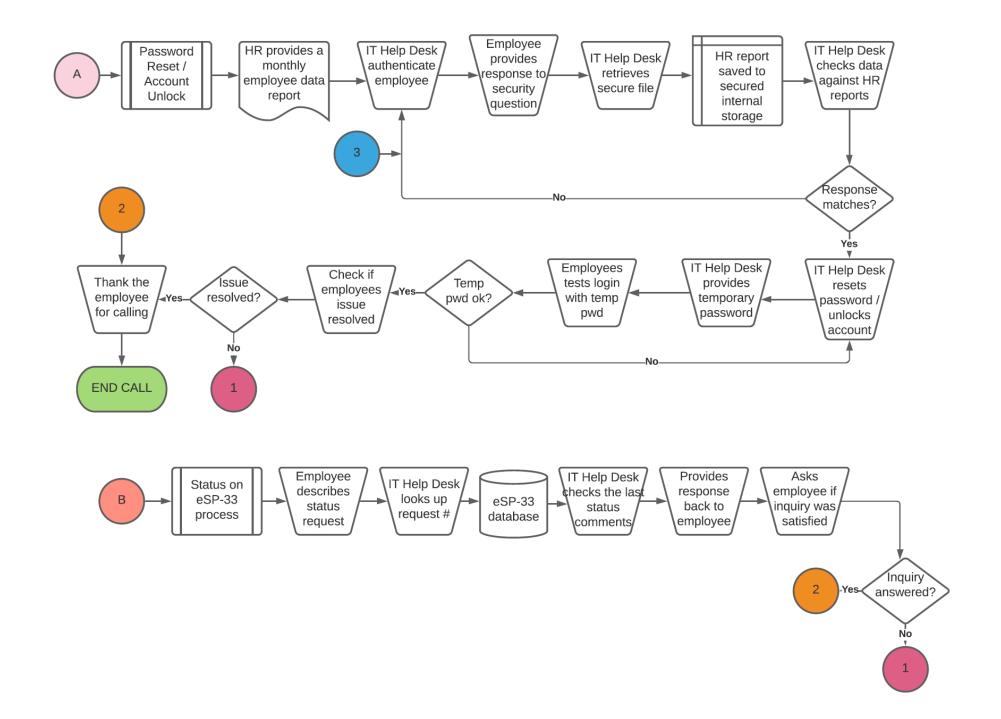
#### **Customer Effort**

- Agent Mobility
- FCR
- Transfer
- Holds
- Recording
- Abandonment rate
- Callbacks
- Average wait times
- Complaints per Channel
- Customer escalations
- AI/ML/Robotics Automation
- IT Platform Integration
- Multi-language support

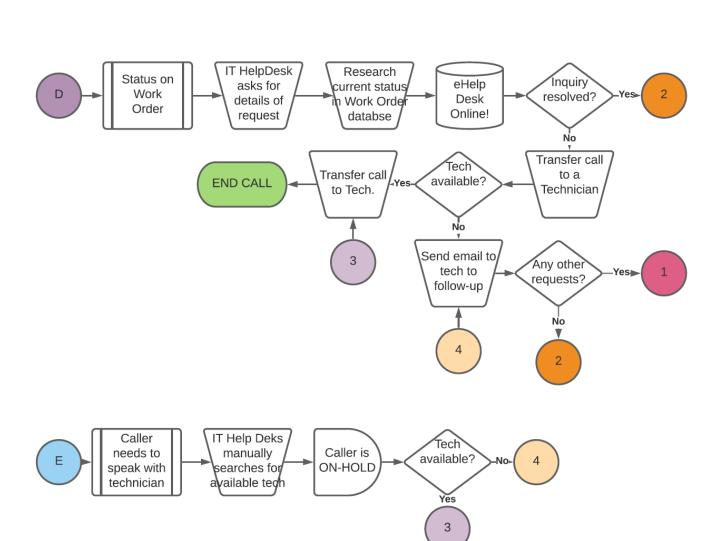
#### Sales

- Revenue growth
- Up-Sell/Cross-sell
- · Next Best Offer
- New Business

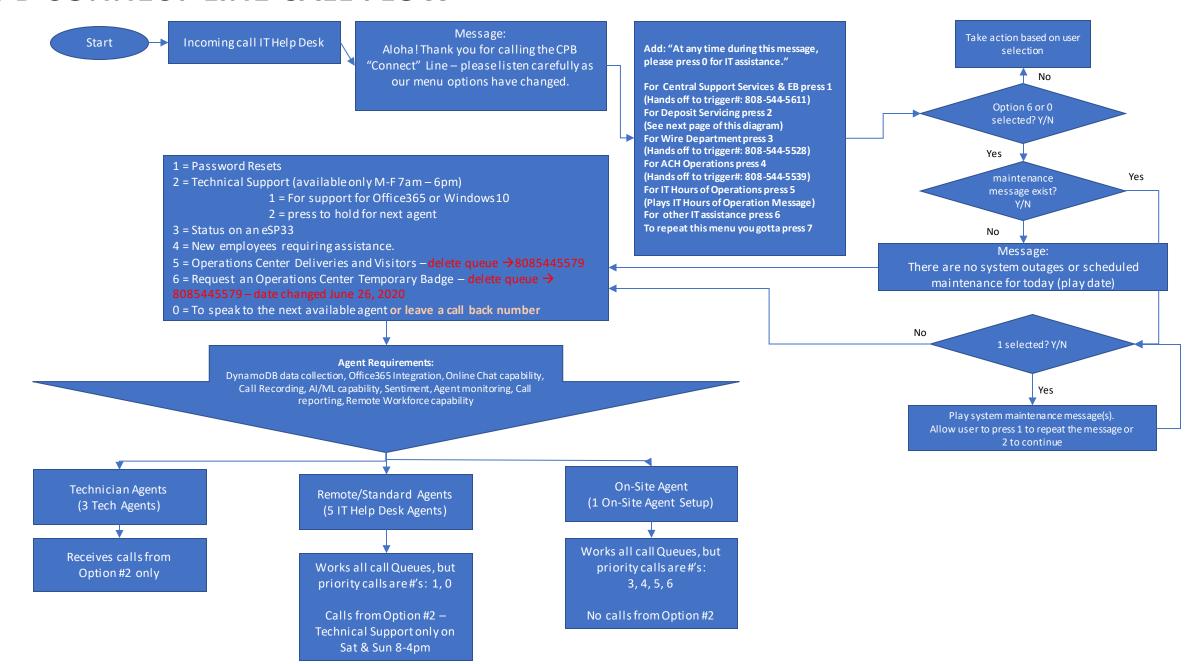








### **CPB CONNECT LINE CALL FLOW**





### **Amazon Connect**

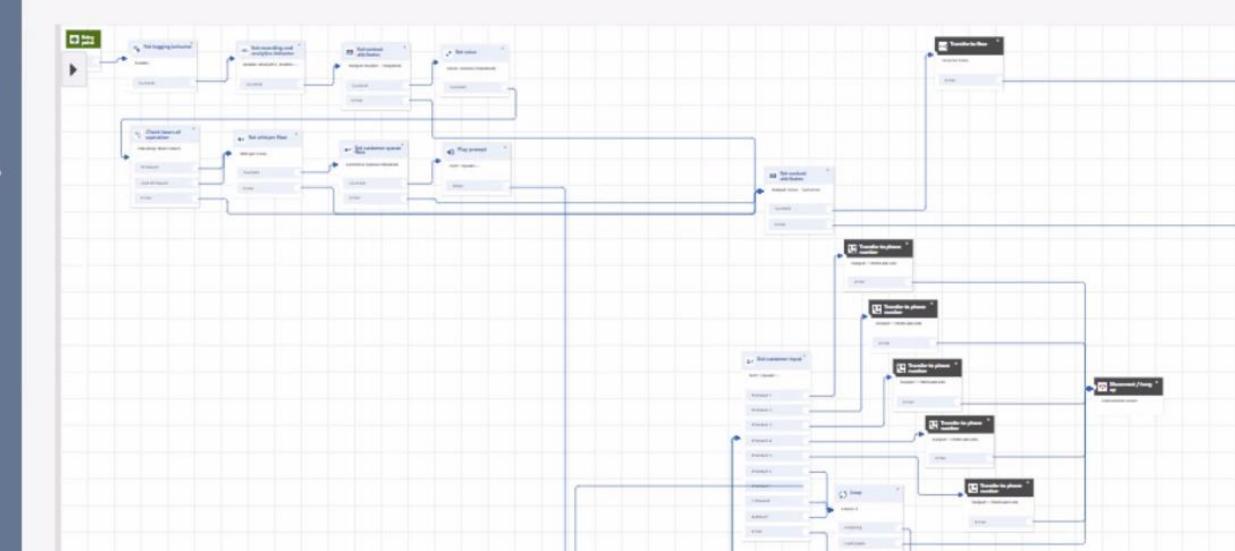








## AA-Helpdesk 🖍





## AI for Call Center Roadmap



1 PHASE

#### **Design Thinking**

- ✓ Hire Summer Interns
- ✓ Build Test Environment
- ✓ Select POC
- ✓ Engage Bus. Partners
- ✓ Customer Journey Mapping
- ✓ Test features and functionality for "Customer Effort" process improvements



02 PHASE

#### **Customer Effort**

- Technology deployment POC
- Agent Mobility
- First Call Resolution (FCR)
- Transfer, Holds, Recording, Abandonment rate, Callbacks, Average wait times, Complaints, Customer escalations
- Multi-language Support
- AI Poly TTS
- AI Contact Quality
- Ai Chatbot
- Performance metrics
- IT Platform Integration



03

PHASE

#### **Customer Satisfaction**

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04 PHASE

#### Sales & Revenue

- Revenue growth
- Up-Sell/Cross-sell
- · Next Best Offer
- New Business



05

PHASE

## Agent Effectiveness & Engagement

#### **AI Enabled Omni-Channel Solution**

#### **KPIs** for project validation:

- Customer Effort
- Customer Satisfaction
- Sales & Revenue Generation
- Agent Effectiveness & Engagement

#### **Continuous improvements**



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## Agent Effectiveness & Engagement

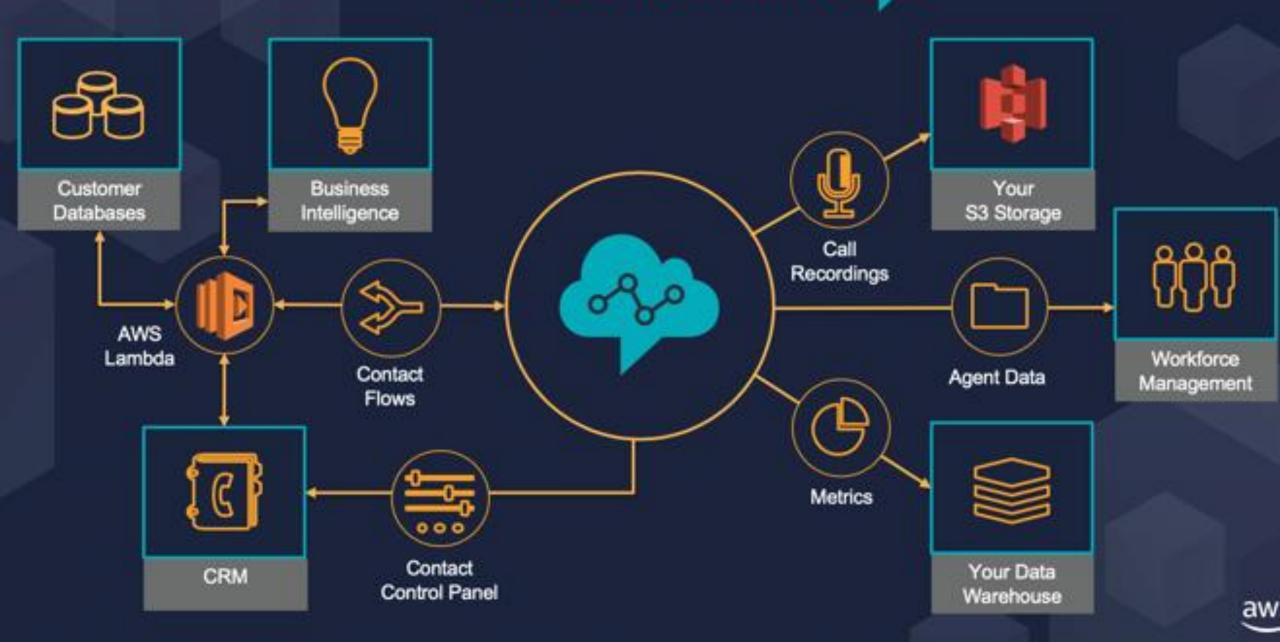
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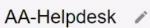
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## Amazon Connect







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