

# AI FOR CALL CENTERS

Use AI to Improve Customer Experience and Call Center Operations



## USING AI TO IMPROVE PROCESSES

*Adrienne Chee, CIO of Central Pacific Bank*

### THE PROBLEM:

These were the issues that the organizations saw, that lead the organization to find a better solution to help desks and call centers:

- Lack of customer satisfaction metrics
- Staffing instability and high turnover
- Inability to keep up with increasing customer expectations and call volumes
- Lack of IT platform integration required agents to access multiple systems to resolve an issue and track progress
- Sales goals sets as lower priority because significant efforts were being dedicated to servicing ALL customers almost ALL the time

As an added challenge, the COVID-19 pandemic challenged CPB to address growing needs with a remote and dispersed workforce.

Instead of hiring more people or band-aiding with iterative improvements, CPB invested in AI and cloud solutions in a strategic infrastructure and solutions transformation.

### THE RESULTS:

#### Customer Benefits

- **33% decrease in wait times**  
*improved routing and distributed call handling*
- **153% increase in customer satisfaction** *quicker resolution time*
- **Increase usability and problem resolution of self-service knowledge base**  
*Amazon Connect Self-service*

#### Agent and Company Benefits

- **70% decrease in call volume** (from 700 to 200 calls a day) as a result of the system handling initial calls
- **Metrics and reporting**  
Metrics provides insights which can drive proactive solutions
- **166% increase in agent satisfaction** *Amazon Connects remote agent capability for virtual office*
- *Leveraged sentiment analytics data to identify coaching opportunities*
- *Data and Intelligence from the app allowed CPB to redirect resources to process improvements*

# THE SOLUTION

## Leveraging Cloud and AI Solutions

“AI for Call Center” leverages the innovative benefits of artificial intelligence, robotics process automation and machine learning to drive faster, more consistent service, while delivering higher customer satisfaction. Artificial intelligence provides possibilities for enhancing products and services, automating routine tasks, and improving decision-making. Data captured during the process also provides valuable insights.

## SPEED OF DEPLOYMENT:

A test instance was brought up in 2 days with a working number, Polly AI TTS, and call recording capability.

Today, it takes the team 4-5 days to deploy a new support area on the platform, including business partner engagement, customer journey mapping, call-flow diagramming, agent/supervisor provisioning, UAT, training, and promote to production.

## WHY AMAZON CONNECT:

Summer interns evaluated leading AI for Call Center solutions and recommend Amazon Connect, which was selected for the following reasons:

- Cloud/hosted solution
- **No contract commitment required to get started**
- Easy and fast to deploy
- AI, Robotics, and ML capable
- Supported the bank’s virtual and remote infrastructure
- Supported our Omni-channel strategy

The summer interns worked with the help desk team to pilot the product, and the intern was ultimately hired onto the team.

## LESSONS LEARNED:

- Have a clear understanding of the role of AI plays in your organization’s Customer Experience strategy. For CPB, the introduction of AI, robotics, and machine learning was about enhancing the existing strategy.
- Keep the customer journey in mind so that you don’t risk siloed interactions, disconnected data, and fractured transition points along each customer’s experience
- Ensure the team clearly understands your project goals in priority order, timing, and expectations
- Have SLA and compliance requirements up front
- Consider metrics and reporting needs

**SUCCESS IS TRULY MEASURED IN HOW FAR YOU CAN GO AND NOT THE NUMBER OF BIG WINS IN A SHORT AMOUNT OF TIME.**



**Amazon Connect**

**CENTRAL PACIFIC BANK**



## PROJECT GOALS:

### 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

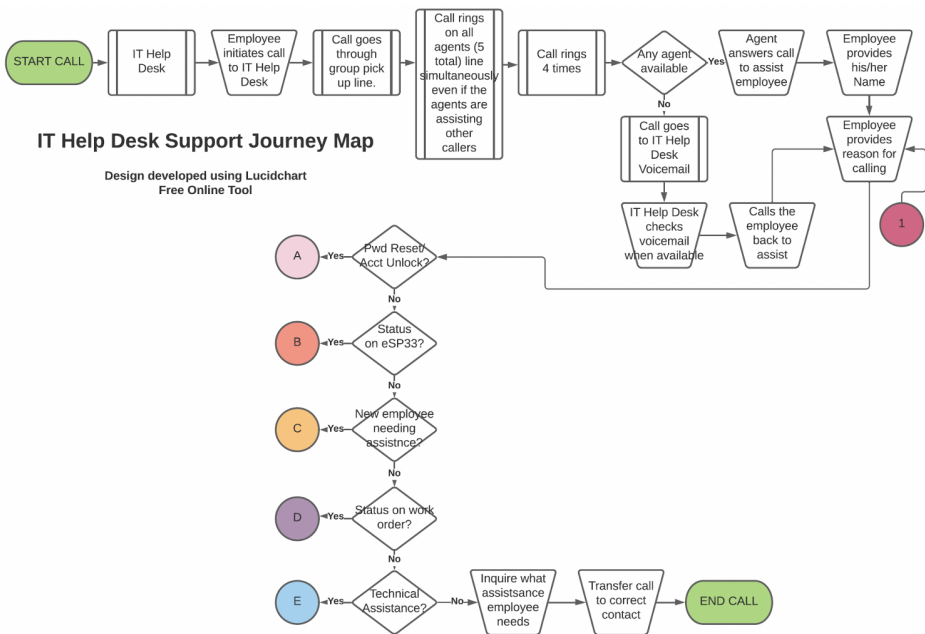


### Customer Effort

- 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

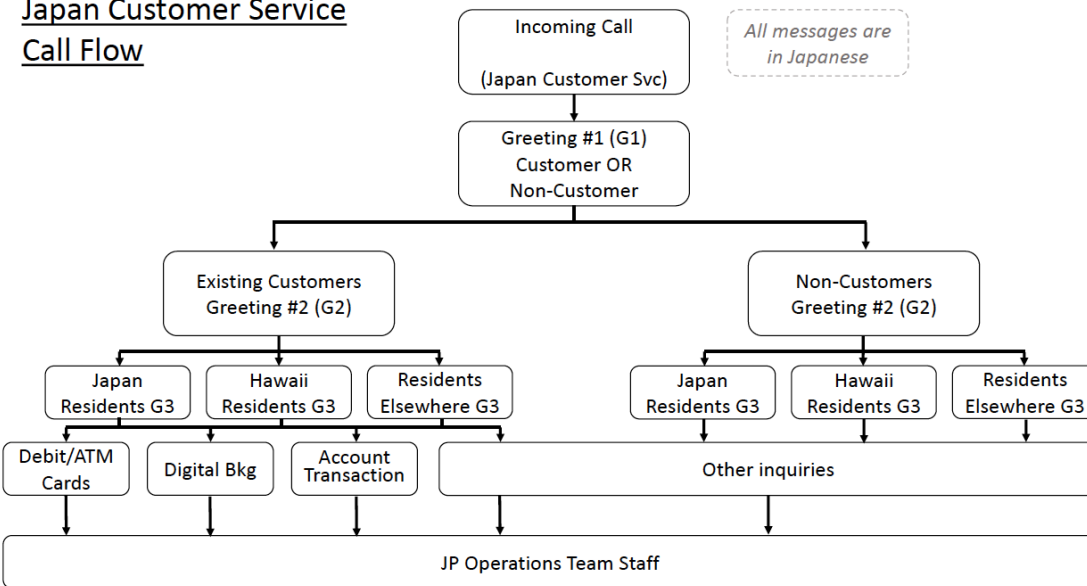


## ADDITIONAL BENEFITS:

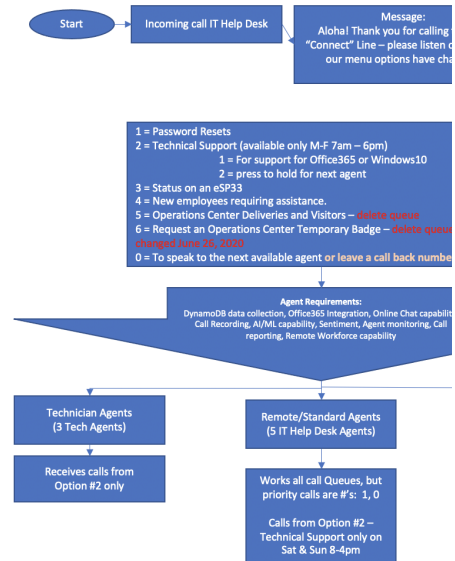
### Data Insights

- Transparency on call volume and duration provides coaching opportunities
- Call categorization provides insight into problematic areas
- Building knowledge base allows self-service
- Sentiment analysis allows prioritizing of issues

### Japan Customer Service Call Flow



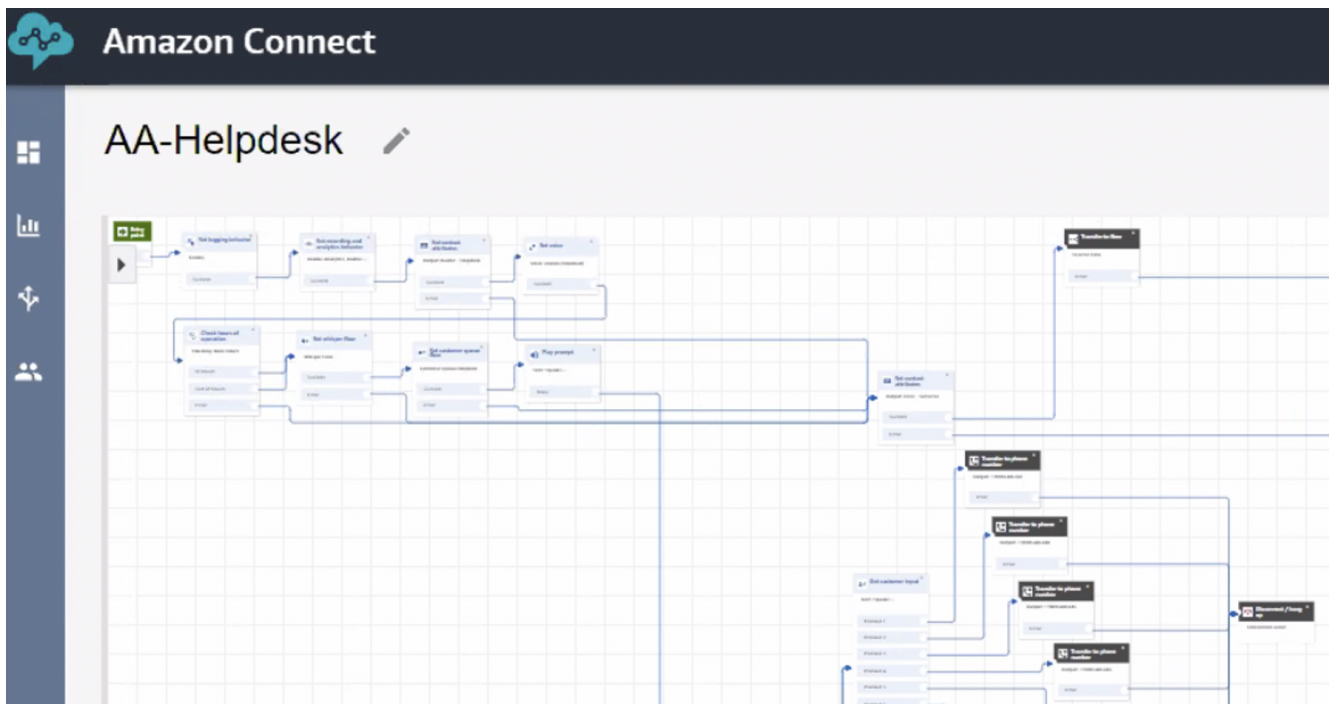
### CPB CONNECT LINE CALL FLOW



## AMAZON CONNECT USER INTERFACE:

### Confi

improved routing and distributed call handling





Adrienne Chee

Central Pacific Bank

"Artificial Intelligence does not replace the human interaction, it enhances — making manual processes more efficient so we can place employees in other areas to grow the business."

## I'M INTERESTED! NOW WHAT?

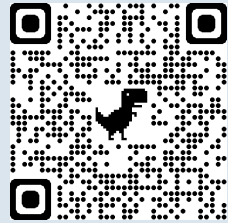
Here are some resources to get you started:

- See the full video and access resources at <https://www.hec.org/true> under AI for Call Center or <https://rebrand.ly/AI-Call-Center> or QR Code to the right
- Contact TRUE at [true@hawaiiexecutivecollaborative.org](mailto:true@hawaiiexecutivecollaborative.org), and we can put you in touch with the CPB team or support you with more information

See TRUE's AI for Call Center Resource page:



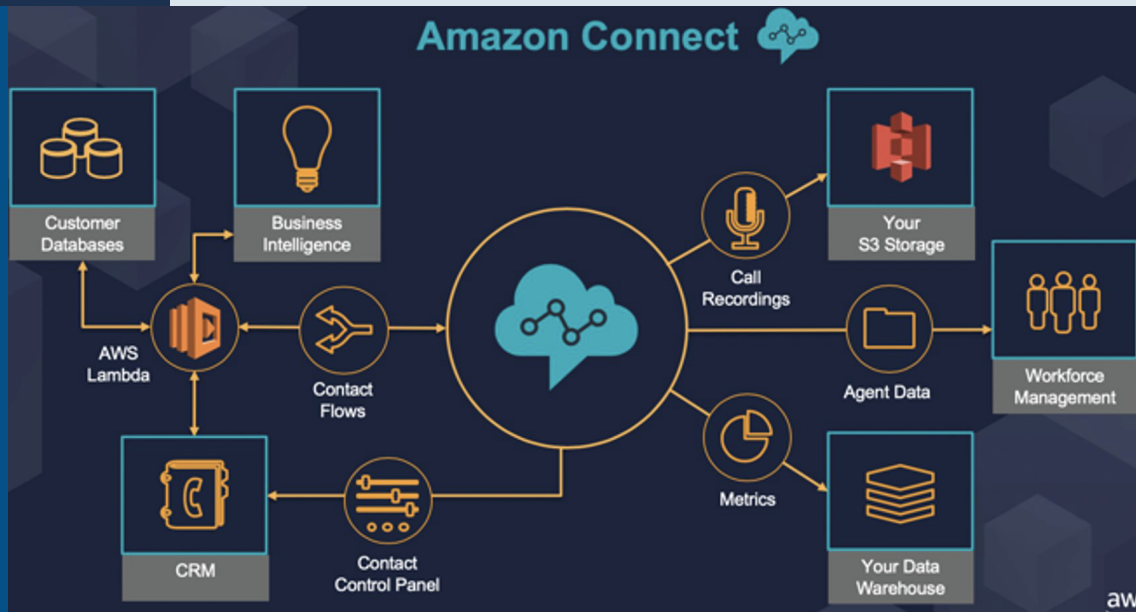
Learn more about AWS Solution:



Other solutions for Call Center featured by TRUE include - see these and other solutions at <https://www.hec.org/true>:

- Safe Travels used Google Cloud solutions
- DCCA and DHHL uses Salesforce Customer Cloud

## AMAZON CONNECT COMPONENTS USED:



## AI FOR CALL CENTER ROADMAP:

