



Bots4Good

Richard Farrell

Chief Innovation Officer - Netcall

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Introducing

Richard has a rich and in-depth understanding of customer contact management.

Over the past 20 years at Netcall, Richard has researched, innovated and delivered solutions that meet the needs and challenges that our clients face.

He investigates and advises on changing environments, and technologies and trends.



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—
Chief Innovation Officer
Netcall

**Are Bots already
failing customers?**

Sadly, yes!

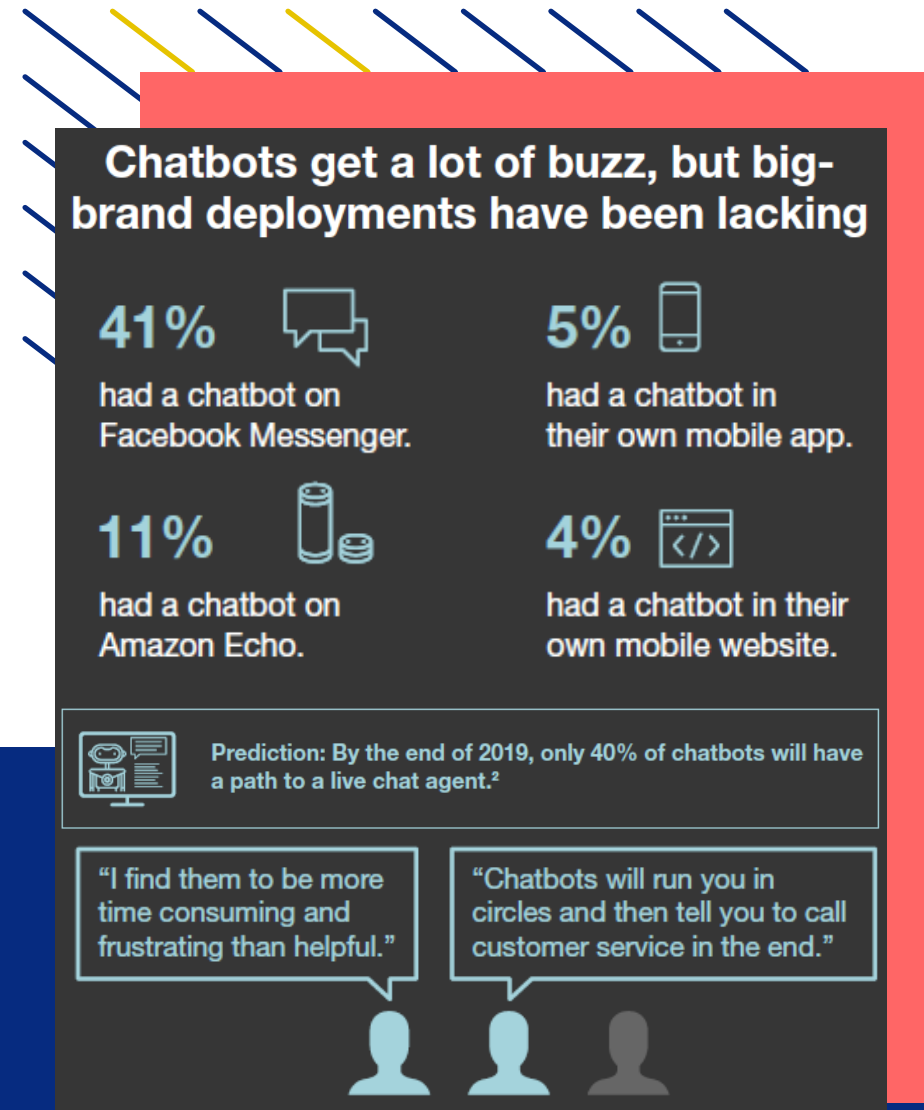
Customer service chatbots fail consumers today

Customers are blocked from reaching agents. There are only

- 5% with a chatbot on a mobile app
- 4% with a chatbot on a mobile website

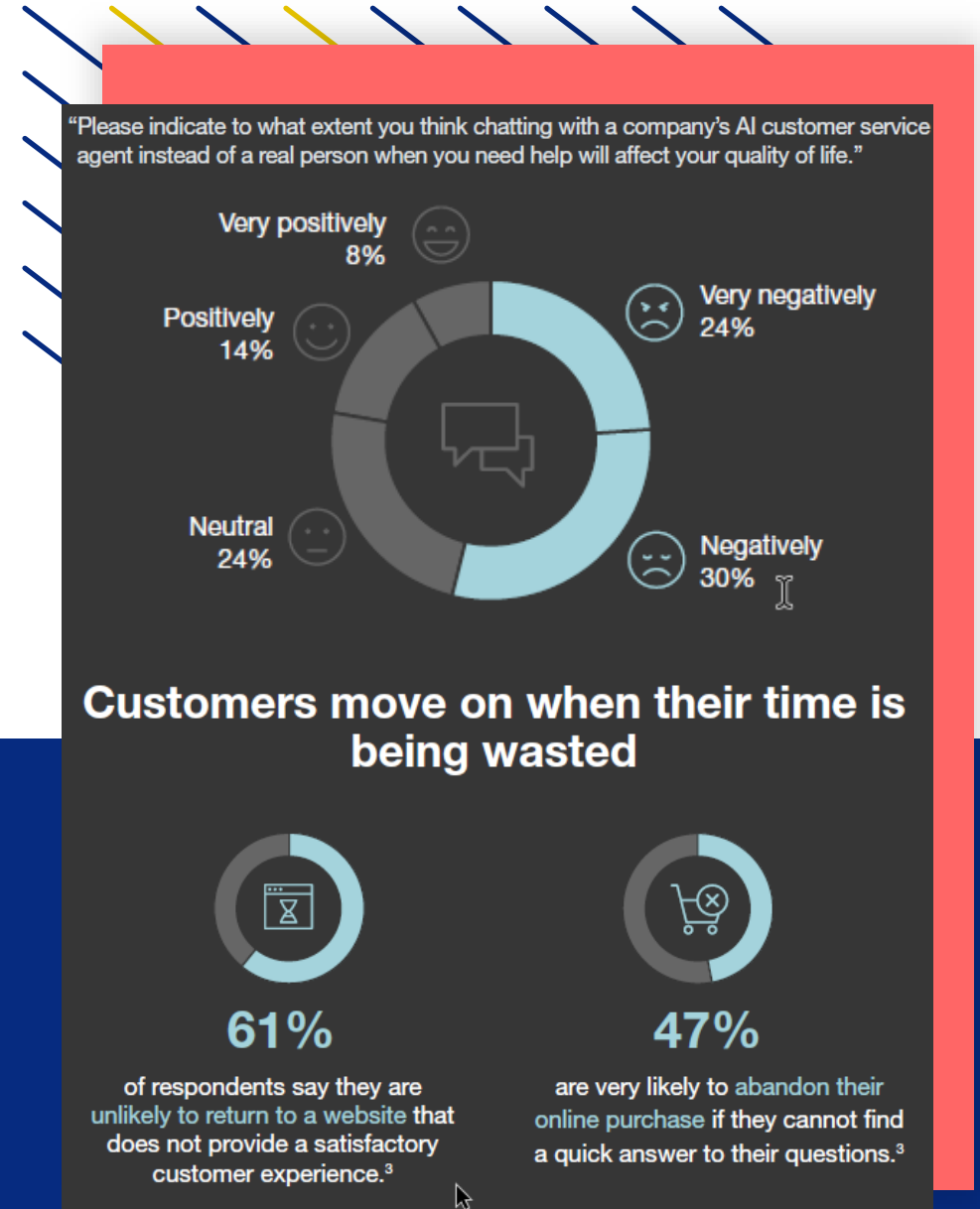
2 in 3 consumers are sceptical of chatbots

- They don't believe bots will deliver the same interaction as a live advisor.



Customers have gotten used to negative chatbot experiences

- 54% feel negatively about bots
- High consumer distrust
- Be specific and outcome driven
- Avoid experimenting on customers.



5 steps to better outcomes



Goals for your self-service

Planning ahead
It takes time

Channels to use

Routing and rescuing

Vendor, open source or
shared learning?

Trips and tips

Self-service

improves experience as it saves resource

Help your customers to help themselves

Team resources are stretched. Those who can should.

BUT, the **customer journey** and **experience** should be the ultimate test.

Routine requests sorted

Free up resources when you automate routine tasks

Reduce handling time

Pre-handle the transactional and discuss the emotional

Improve experience

Deliver unambiguous information consistently

Faster responses

Eliminate the queue to allow instant access to information.



Planning ahead

The journey to implement self-service needs to start before you choose the tech.

Content management system

Single source of all the data?

Understand what people want to know

Listen to your call recordings and create an information pathway

Decide what is transactional and, importantly, what isn't.



Channels to use

Is this about you, or your customers.
Do you know the channels they will expect?

Omnichannel management

How do you manage the queues?

Telephony isn't going away-
embrace it

Avoid channel prejudice

Don't make customers wait
until they get home to contact
you.



Conversational Messaging

the way we communicate has changed

Five billion messaging app accounts and growing!

- Customers and patients use voice tools or apps to communicate with friends, family, and businesses.
- They expect the public sector will do this too.

Convenient

Allow customers or patients to choose how they communicate with you

Asynchronous

Chat any time, anywhere in a way that is familiar to billions

Personalised

Deliver customers rich experiences that they'll love

Customer-Centric

See the full context with single-threaded conversations per customer.



Social & SMS



BT Smart Messaging Tailored

Customer Channel

The leading SMS Gateway developer for mobile messaging and wireless application infrastructure



GOV.UK Notify SMS

Customer Channel

Send text messages to your users if you work in central government, a local authority, or the NHS



Facebook Messenger

Customer Channel

Get personal with an audience of over 1.3 billion people. Conversations come to life with Facebook Messenger

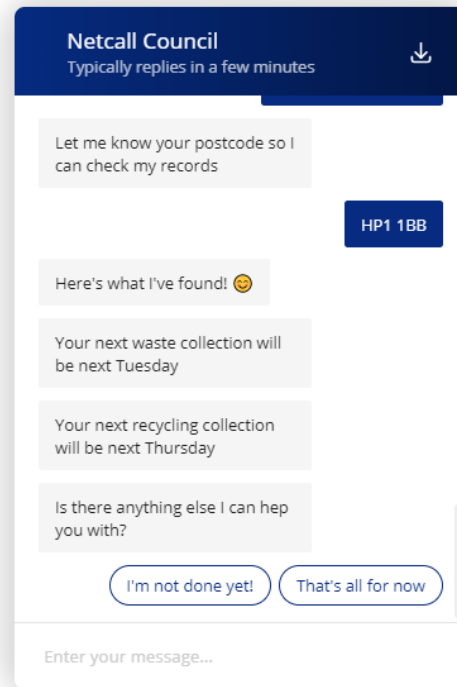
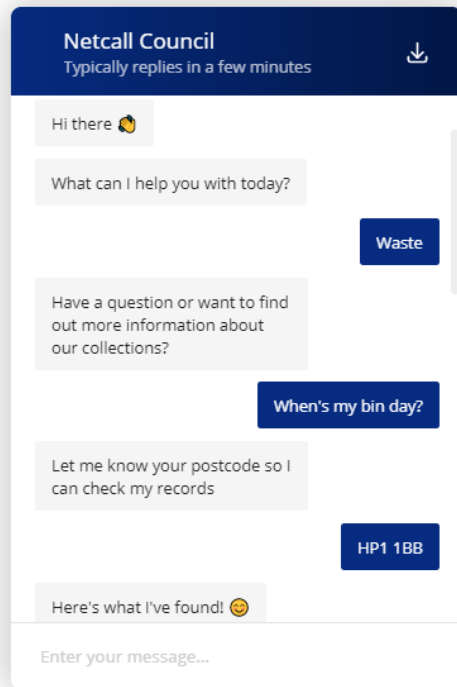
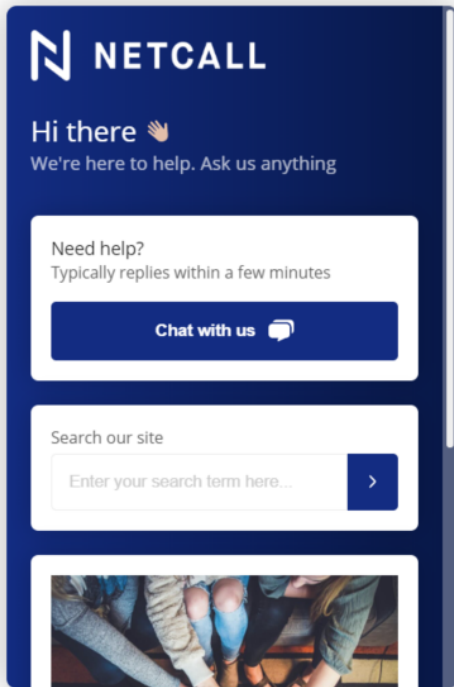


Twitter

Customer Channel

Enable customers to engage with your business quickly and easily through Twitter Direct Messages

Web Assistant



01

Beyond just web chat

Provides website visitors with a one-stop self-service hub

02

Extend with home-screen apps

Install home-screen apps from the app store or write your own

03

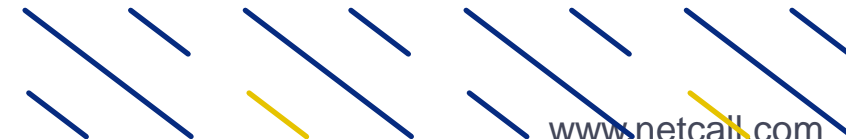
Asynchronous conversations

Visitors can choose to chat in real-time or whenever is convenient to them

04

Host website authentication

Verify a visitor's identity when they log in to the host website.



Bots

Build once, use across channels

Create bot conversations that work seamlessly across channels

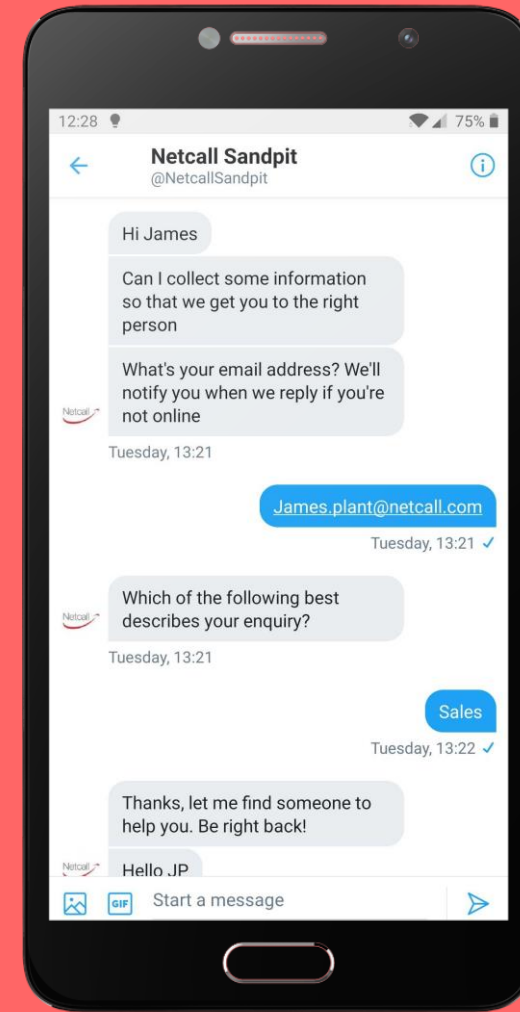
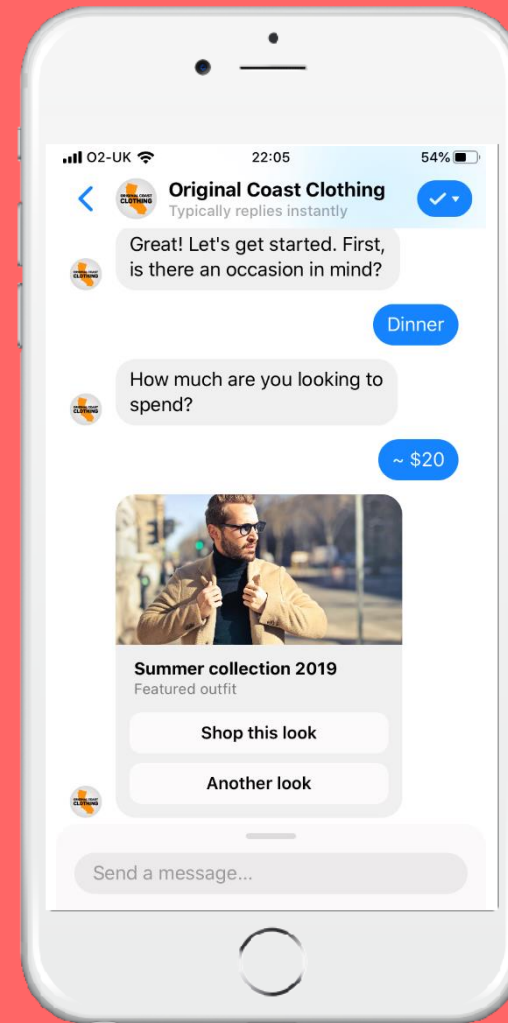
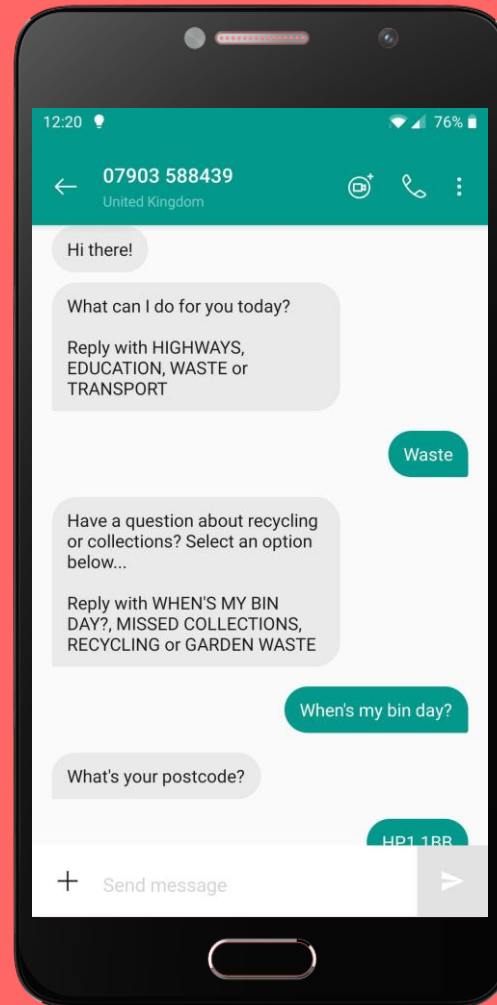
Capture data and manage questions

Automate the collection of customer data to save the time of your team members

Follow up with actions

Enrich the data in your other business systems

- Such as your back office systems or NHS PAS.



Routing or rescuing

- The ultimate routing point must always be an advisor
- Make every step useful for the customer
- Get the context to the advisor
- If you are ‘rescuing’ a customer regularly, your bot **needs revision**.



Vendor, open source or collaboration

- Cost of 'not made here'
- Do you need NLU?
(Natural language understanding)



Collaborate

to empower your Developers

Build your own Apps

Make sure you can be part of a supported community

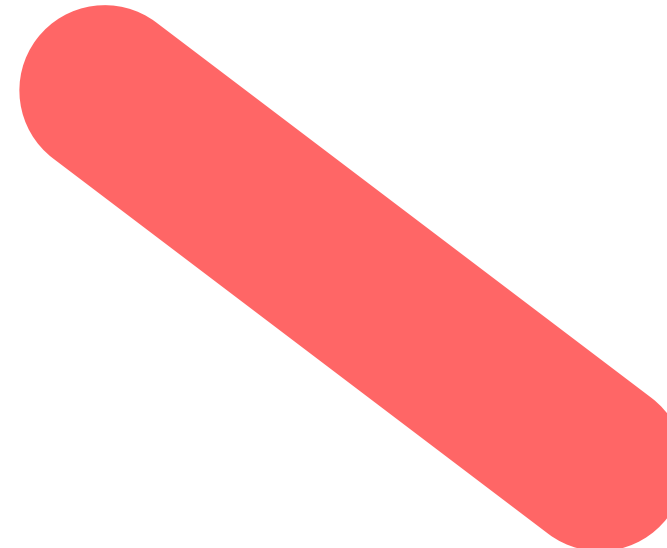
Extend the Web Assistant home-screen

Gain benefit from topical steering right from the first question

Initiate processes with Bot actions

Automate tasks end to end including front and back-office and remote teams.

Trips and Tricks



Gain internal buy-in
Listen to your advisors

Design wide
All ages & demographics matter

Start simple and grow
It will never be perfect

Go for 80% of questions
Don't try to answer everything

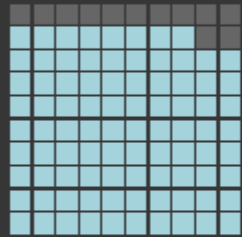
Set clear expectations
Deliver an outcome each time

Monitor continuously
Update and train your bot quickly

Big benefits

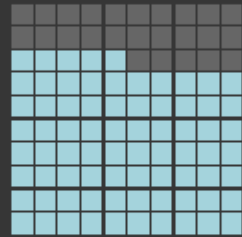
When done correctly, chatbots can move the needle in a big way

Forrester asked executives from 22 enterprise organizations if they had achieved meaningful results with a chatbot.⁶



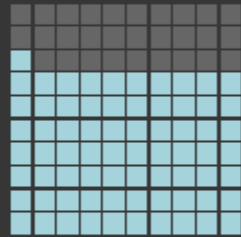
88%

saw a deflection or reduction in volume of email, chat, or phone.



75%

saw cost savings improve.



71%

saw an increase in customer satisfaction.



56% saw customer satisfaction increase in just 1 to 3 months.

Thank you

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