

Win Your **Customer Service Game**

Make RPA Your Strongest CX Agent



Table of Content

1. Challenges that are hampering Today's Customer Services

- Challenges and their Solutions

2. Why automate customer service tasks?

3. Entering into an Era of Automation with RPA

- How can RPA help?
 - Two forms of RPA
 - Attended mode RPA
 - Unattended mode RPA

4. Target the Right Customer-Facing Tasks for Automation

5. Productivity Gains with Robotic Process Automation

6. Productivity Gains with Robotic Process Automation

- Output Reflected

7. Summarizing

1

Challenges that are Hampering Today's Customer Services and their Solutions

No matter how much companies like to think of themselves as being modern, "digital" enterprises, the fact remains that many organizations are still handling common business processes the same way they have for decades: manually.

1

Challenge :
Slow Replies and Resolutions

Solution: Improve your internal processes

Creating a service level agreement (SLA) is a good first step. Establishing specific goals clarifies the standard you expect your agents to hold themselves to and gets everyone on the same page.

To enable your team to stick to your SLA, make it a part of their regular workflow by consistently tracking how well they're meeting it. Set up alerts so team members and managers know any time their response times fall outside of your goals.

2

Challenge :
Low Customer Satisfaction Rate

Solution: Send Customer Satisfaction Surveys

Customer satisfaction surveys are a great way to get a quick and accurate picture of how you're doing. They're effective because they don't ask too much of your customers—they can respond within seconds if they so choose, simply clicking "yes" or "no". Or they can take a couple of minutes to provide a comment that provides you with useful insights.

3

Challenge :
Queue Optimisation

Solution: Automated Queueing System

Customers are willing to spend 9% more with businesses that provide extraordinary customer service. When employees call customer's names they're establishing a warm, friendly atmosphere.

Improved queues and personal attention mesh together to foster an environment customers want to shop in. And it's thanks to a modern queue management system.

4

Challenge :
Struggle to collect the right data

Solution: Identify the metrics you really need

Look for metrics and find the tech to match. Before you make investments in tools designed to track customer analytics, take time to clarify your business goals and identify what data will help you meet them. Those are the metrics you need to measure; the rest is just distraction.

For most customer service teams, the most important customer service metrics will include a mix of data related to customer feedback (such as customer satisfaction (CSAT) scores and net promoter scores (NPS)) and those related to agent performance (such as response and resolution times).

5

Challenge :
Contextual Understanding

Solution: Intelligent automated assistant

Customers expect personal service and fast resolution without hassles. No one wants to communicate with a customer service agent, human or automated platform that seems to have the memory span of a goldfish or doesn't recognize them or their needs.

Contextual-understanding-enabled inference capability coupled with natural language understanding (NLU) can allow an AI-powered automated assistant to discern a customer's "unspoken intent," reducing unnecessary back-and-forth and increasing the resolution speed as well as the quality of the answer.

6

Challenge :
Collaboration

Solution: Bot-to-agent Collaboration

Customer care automation isn't a zero-sum game. There is still a well-defined need for human agents, and bot-agent collaboration should be part of any sound automation strategy.

For most businesses, automation is a road map for going from a small number of automated services to a large number of services. An effective bot-to-agent handover demands more than just integration with agent-facing systems; it can allow the automation solution to provide agents with augmented information (i.e., context) that can improve agent performance. So, make sure to map out a solid solution for the bot-to-agent handover when building your customer care automation strategy.