AI That Matters

Navigating the Future of Contact Centers with AI that Matters

Introduction

In recent years, the landscape of customer service has undergone a remarkable transformation, thanks to the advent of Artificial Intelligence (AI) and its swift implementation in digital-first contact center solutions. AI, a branch of computer science that empowers machines to replicate human-like intelligence and experiences, is revolutionizing the way businesses interact with their customers. Contact centers, long considered the heartbeat of customer support, are now at the forefront of this AI-driven revolution.

From simple Interactive Voice Response (IVR) systems to sophisticated AI-driven chatbots and virtual agents, the contact center industry has witnessed a rapid transformation.

However, AI can often be a solution in search of a problem. That's why at LinkLive, we believe in AI that matters. In this ebook, we will focus on three different ways that AI can optimize the operations of a contact center:

- The Role of Conversational AI in self-service
- Supporting Contact Center agents with Agent Assist AI
- Empowering Contact Center Supervisors with Performance AI

We believe in the "art of the possible" when considering the implementation of AI solutions in the contact center setting. Far from being a hammer in search of a nail, we have created these three solutions to deliver on three very specific use cases to optimize the operations of a modern contact center. The result is a highly efficient operation yielding a significant return on investment.

As we delve deeper into the realm of AI in contact centers, this eBook will explore the various facets of this transformative technology, providing insights and practical guidance to help businesses thrive in the age of AI-driven customer service. Let's dig in.

CHAPTER 1

The Role of Conversational AI in Self-service

Conversational AI is particularly effective when providing self-service options to customers. At the same time, it can assist human agents in delivering more efficient and effective customer support by handling repetitive and mundane inquiries and allowing agents to focus on highly complex conversations and delivering the best possible outcomes, ideally the first time.

We use conversational AI to improve the customer experience, reduce wait times by handling multiple conversations concurrently, and increase the productivity and efficiency of contact center operations.
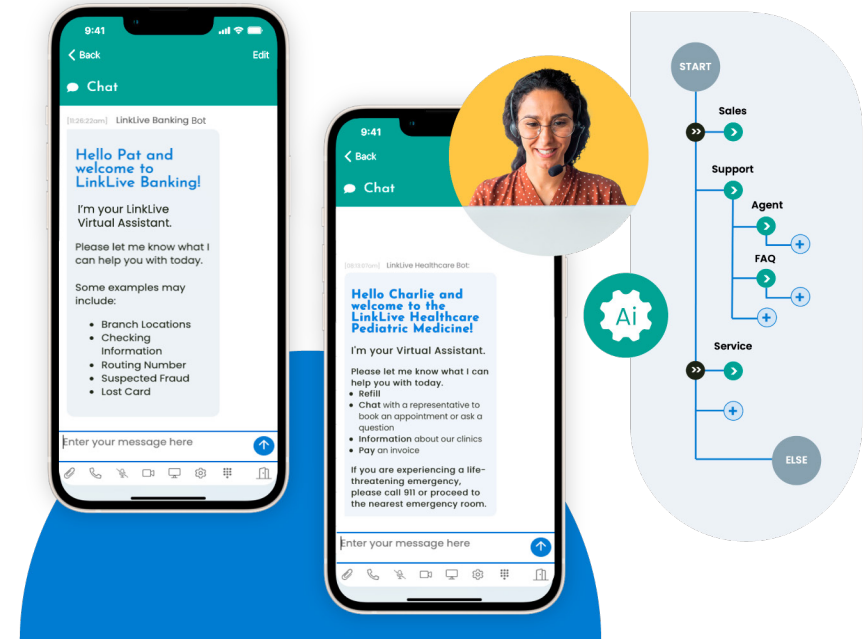
By accessing previous conversations and preferences, AI-enabled virtual assistants can deliver personalized experiences to customers and even anticipate their needs. This level of personalization fosters customer loyalty and strengthens brand-customer relationships.

While virtual agents are not a 1-to-1 replacement for contact center agents, they can significantly improve the effectiveness of agents and amplify their ability to deliver more positive outcomes and higher customer satisfaction, even in an environment where customer expectations are at an all-time high.

A Brief Case Study: In the first three months, a LinkLive customer saw their AI virtual assistant handle over 9,000 sessions, connecting with over 4,400 customers. This virtual assistant has a containment rate of 92% and helps customers 24/7, even when human agents are not available outside of working hours.

Supporting Contact Center Agents with Agent Assist AI

AI-powered tools such as generative AI, speech-to-text, text-to-speech, knowledge base systems, sentiment analysis, natural language processing (NLP) and machine learning (ML) algorithms are particularly effective when analyzing customer conversations in real-time and providing suggestions and recommendations to the agent during the conversation. This is especially relevant when contact centers are short-staffed or experiencing agent churn. Onboarding is time-consuming, and by using AI for generating summaries and recommendations, agents can ramp up quickly and begin handling complex conversations sooner.

Going beyond recommendations, ai-powered sentiment analysis allows contact centers to gauge customer emotions and tailor responses accordingly, while speech recognition technology ensures accurate call transcription and analysis. Sentiment analysis can also be used for real-time coaching by supervisors to improve the effectiveness of agents and deliver positive outcomes and drive first-call resolution SLA metrics.

When the conversational AI virtual assistant is not quite enough for the customer, a seamless handoff is necessary. These virtual assistants can summarize the conversation for a human agent in advance of the handoff, allowing the agent to spend less time asking questions and more time answering them.

As noted, NLP-powered conversation summary solutions will also improve the efficiency of agents. At the end of a call, the NLP and generative AI will solution will summarize the conversation in seconds, allowing the agent to prepare to focus on the next call, not the previous one.

At LinkLive, we use Agent Assist AI to enhance the performance and productivity of agents, improve the quality of customer service, and ultimately increase customer satisfaction and loyalty.

Empowering Contact Center Supervisors with Performance AI

Natural Language Processing (NLP) algorithms are ideal for processing large amounts of data to identify patterns, trends, and insights. Performance AI is able to glean these insights from the large volumes of data generated by customer interactions and agent activities and report emerging patterns and trends to contact center supervisors immediately, allowing them to address emerging topics properly and prepare their staff to handle complex topics as they arise.

Large language models (LLMs) can also play a significant role in helping a supervisor improve the performance of a contact center in several ways including real-time monitoring interactions between agents and consumers, automating quality assurance and training, and providing real-time guidance and assistance for each agent.

Going beyond training and trends, Performance AI can be applied to workforce management solutions. By analyzing historical session data generated by real conversations, AI-powered workforce management solutions can predict with a high degree of accuracy, the session -

activity for up to six weeks in advance. Adding a layer of complexity, the forecast engine supports external factors such as weather patterns and external campaigns to ensure the most accurate forecast is delivered each week. Fine-tuning is supported to allow granular forecasting control, such as consistently over/under forecast based on upcoming events/trends.

Expanding on these external factors, contact centers often encounter various external elements that can significantly impact their forecast and operations. Some real examples of these external factors include seasonal trends, marketing campaigns, product launches, public events, economic news, social media, competitor actions, natural disasters or weather events, and regulatory changes. The forecast engine is capable of pulling in all of this data to inform future scheduling demands down to 15 minute increments, enabling supervisors to have the right staff on hand at exactly the right time.

LinkLive Performance AI is designed to optimize contact center operations, reduce costs, and enhance the quality of customer service. More importantly, Performance AI can reduce the stress in the workplace for agents and supervisors, reducing churn and costs associated with onboarding new staff. It goes without saying that delivering the right answer at the right time will also boost customer loyalty and influence future purchases.

The Future of AI in Contact Centers

Given the incredibly rapid pace of innovation, it is important to explore emerging trends and innovations for AI in the contact center setting. Here are some of the latest trends and innovations that are shaping the future of AI in contact centers:

Hyper-Personalization: AI is enabling contact centers to deliver hyper-personalized customer experiences. By analyzing vast amounts of customer data, AI can anticipate individual preferences, behavior, and needs. This allows contact centers to tailor interactions in real-time, providing personalized product recommendations, targeted promotions, and tailored support.

AI Personally Identifiable Information (PII) Redaction: contact centers can ensure customer privacy, comply with data protection regulations, and securely handle sensitive information during interactions without the need for manual intervention.

AI-Enabled Predictive Routing: AI-powered predictive routing analyzes customer data, historical interactions, and agent skill sets to match customers with the most suitable agents. This ensures that customers are directed to the same agent they interacted with previously or the right agents with the relevant expertise, leading to faster issue resolution and increased customer satisfaction.

Continuous Learning AI Models: AI models that can continuously learn and adapt from new data are becoming essential. These models improve accuracy and relevance over time, making AI-powered systems more effective in delivering optimal customer experiences.

Data Privacy and Consent: AI in contact centers often involves the processing and analysis of vast amounts of customer data. Address the importance of obtaining explicit consent from customers before collecting, storing, and using their data. Emphasize the significance of adhering to data protection regulations.

At LinkLive, we use models specifically trained on actual customer data, as opposed to models that are trained on general data sets. This ensures that the model provides only data relevant to the customer and eliminates the opportunity of delivering incorrect answers, often referred to as "hallucinations".

AI Bias and Fairness: There is also a potential for AI bias in contact center operations if they are trained on general datasets. General AI systems learn from historical data, which may contain biases. By training the LinkLive AI models on only relevant customer data, we can detect and mitigate bias to ensure fair treatment of all customers.

Securing AI Systems: When dealing with sensitive customer data, it is essential to focus on preserving the security of the data, at rest and in transit. The entire LinkLive platform is HIPAA compliant, Soc2 certified, and HITRUST r2 certified, indicating the significant dedication we have put towards securing customer data. By nature, all customer data is preserved according to customer requirements and also relevant regulatory requirements.

Conclusion

AI has undoubtedly transformed the contact center landscape, propelling customer service into new frontiers of efficiency and personalization. As businesses embrace AI-driven solutions, the organization should consider the proper AI solution to solve the problem at hand as if you only have a hammer, every problem looks like a nail. Thoughtfully designed and highly secure AI solutions can be a significant benefit to meeting exceedingly high customer expectations, support agents to deliver the best customer experience and empower supervisors to put it all together.

By adopting thoughtful AI solutions, contact center supervisors can build trust with customers, create positive outcomes, and pave the way for a customer-centric future.

We hope you enjoyed this eBook on AI that Matters.
If you would like to learn more about how LinkLive can create self-service opportunities, support agents and empower supervisors, please feel free to contact us and we will be happy to give you a tour!

About LinkLive https://linklive.ai/

LinkLive makes and secures intelligent customer connections to help organizations drive exceptional customer experience and automate interactions. The company develops electronic messaging application services, including a best-in-class Contact Center as Service (CCaaS), powered by artificial intelligence, using its unique SAFEc architecture to create the first all-in-one cloud-based engagement platform that provides secure, compliant communications for all mediums: chat, voice, texting, video conferencing, co-browse, mail, file share, appointment scheduling, and a digital office in one pane of glass.

Our vision for the future is to combine our applications of artificial intelligence and CCaaS to formulate a complete customer engagement platform (CEP). LinkLive products are compliant with GLBA, SEC, SOC2, HI-TRUST, Sarbanes-Oxley, and HIPAA requirements. For more information visit linklive.ai.