



How to Build an AI-Powered Contact Center as a Service Platform

WHAT'S INSIDE:

- The one pane of glass experience
- Why to leverage AI
- Where and how to get started

Benefits of AI in a CCaaS Platform

Today's contact centers have three core needs: to provide high-quality digital customer service, be readily accessible, and maintain compliance across all channels. AI can be utilized to fulfill these needs.

- **Provide high-quality service:** By implementing artificial intelligence (AI) as an integral part of the CCaaS platform, organizations can empower customers to self-serve for routine inquiries. Advanced AI like LinkLive's *Conversational AI Library of Bots* can effectively problem-solve with customers and seamlessly handoff to a human agent when appropriate; equipping them with knowledge about the customer's experience.
- **Multi-channel accessibility:** When in need of support customers rely on digital channels such as social media, telephony, chat with a bot and/or agent, text, video calls, etc. Organizations meet their customers' needs by ensuring these channels are readily accessible.
- **Compliance and security:** Commitment to all compliance and security best practices builds trusted relationships between organizations and their customers. LinkLive offers centralized cradle-to-grave recording of all media types in a secure architecture, providing unmatched levels of security.

How to Meet These Needs Internally

SIMPLIFY AND MAXIMIZE THE AGENT EXPERIENCE

To optimize efficiency and productivity, businesses should focus on creating **one pane of glass** for the best agent experience – an experience where an agent can access all the tools they need directly from a single application on their computer screen, especially ideal for remote workers. Now that many organizations are meeting the demand for an enhanced consumer experience, creating a simplified yet optimized experience for remote agents will help them find success in the coming years.

ENHANCE SUPERVISOR VISIBILITY AND REPORTING

To provide faster resolution times and improve service levels, supervisors and managers must have real-time insights to measure contact center statistics, monitor agent performance, and plan for peak scheduling times. Enhanced reporting improves agent efficiency and productivity. Organizations can utilize LinkLive's AI-based *Workforce Management (WFM)* solution, which provides advanced logging capabilities, real-time monitoring and coaching, automated scheduling, session forecasting, and reporting.

Core Features Necessary to Build an AI-Powered Engagement Platform

Why is it important today?

- Improve customer experiences.
- Increase speed and efficiency.
- Gain a competitive advantage.

WHAT TO LOOK FOR WHEN SELECTING AN AI-DRIVEN CCAAS PLATFORM

✓ Traditional Contact Center Solution

Organizations looking to build an AI-powered engagement platform should begin by selecting a contact center solution that has all the necessary modes and tools to enable agents to connect with customers across multiple channels, including integrated inbound/outbound voice, secure email, video, chat, and text.

✓ Automated Engagement

Because much of consumer communication is digital today, contact centers now must have the ability to handle more customer interactions and resolve inquiries within a timely manner regardless of complexity. To meet this need, contact centers can utilize AI to automate engagement for more basic and routine customer inquiries, freeing up resources to spend more time focusing on complex inquiries to enhance the customer experience.

✓ Actionable Analytics: Intelligence & Insight

As contact centers deploy cloud-based communication platforms, management teams have more data at their fingertips. However, having data available does not always directly translate into improved customer service. LinkLive's AI-based WFM and reporting solution generate actionable insights from real-time monitoring data to track performance and inform strategic contact center decisions such as agent scheduling (e.g. handling time off requests, unplanned time off, agent shift swaps, and Intraday scheduling for manual override) – reducing human capital required to operate the solution while still driving the optimization of human resources.

LEARN MORE ABOUT LINKLIVE

The LinkLive cloud-based contact center offers the full suite of LinkLive functionality that converts your digital and physical channels into a secure, seamless consumer experience. It's a perfect match for an organization that desires to integrate advanced features and innovation while deploying a full contact center in the cloud. LinkLive contact center in the cloud is a single solution as a service that offers secure support across all channels for your agents, supervisors, and employees. It's for businesses wanting to simply replace communications hardware with devices, a headset, and internet access all while enabling essential communication innovation at the right time, in the right way, & at a lower cost of ownership.

Core Features Necessary to Build an AI-Powered Engagement Platform

Digital Customer Service

2020 changed customer service as we know it. Evolving consumer attitudes towards e-commerce and digital communication met accelerated requirements for speed and efficiency along with a need to shift in-person tasks to online experiences. Businesses have a continual need to implement key digital customer service channels to meet consumer needs. The future will belong to those who can successfully bridge the divide between online and in-person experiences to connect humans in the digital surge.

DEFINING DIGITAL CUSTOMER SERVICE

Digital customer service begins with a strong foundation of a cloud-based communications solution designed for an advanced level of security both in the data center and at the application level. In addition to offering a variety of modes in which consumers can communicate with the organization, intelligent digital customer service requires the ability to seamlessly switch between channels and account for a blend of in-person and digital experiences.

IDEAL USE CASES FOR UTILIZING AI

In general, AI shines best in contact centers for responses to routine inquiries, troubleshooting, and for basic customer service. As previously mentioned, contact centers can leverage AI-based WFM solutions to support supervisors and agents.

Lastly, AI can significantly help personalize interactions with customers. For example, an AI-powered communications platform enables an agent (or even automated chatbot scripting) to reference specific details of the customer's previous interactions with the company, generating goodwill by making the customer feel recognized and valued.

POWER YOUR CONTACT CENTER WITH LINKLIVE AI

LinkLive AI is built with a universal text capability that enables AI features for well-defined applications. LinkLive consists of a library of bots both internal and external with the ability to work with third parties and can automate routine activities like employee and customer communications and agent status monitoring. APIs are also available for custom integration with applications and workflows specific to your organization.

Like many chatbots, LinkLive can streamline and automate much of the communication that takes place today internally and externally. What's unique about LinkLive is the ability to intelligently route sessions based on the authentication of the device to a human on your team, all done securely.

About LinkLive

At LinkLive, we have a security-first mindset and a purpose-built approach to providing excellent CCaaS solutions. Security is at the core of our DNA; from our policies and processes to our infrastructure and architecture. Security is not a check box for us, but rather an approach that starts from the ground up and influences every product we bring to market. We take the hard road every time to ensure our customer's data remains protected.

Our secure solutions have been validated with our HITRUST Certification, which means that the organization in question (including its products) has already undergone rigorous scrutiny and is a verified-secure partner whose technology an organization could leverage for its digital transformation without fear, hesitation or time spent on an additional internal review.

We believe in the power of AI to automate self-service when appropriate and to drive more meaningful engagement. LinkLive serves hundreds of consumers in the U.S. with its all-in-one full contact center in the cloud with the ability to drive experience across digital and physical channels. LinkLive is unified communications software hosted in the cloud that offers a broad range of capabilities including rich digital messaging, a seamless ability to engage humans across physical and digital channels, and leading voice and video communications.

We offer the advanced, sophisticated capabilities expected in a contact center like skills-based routing, session recording, workforce management, agent scheduling, and real-time quality monitoring tools. We also offer a broad range of digital capabilities from chat, secure mail, and co-browsing to the ability for digital users to engage the physical channels and humans at an organization. Since its founding in 2003, LinkLive has been dedicated to the belief that the quality of communications can be increased, while the costs and hassles can be decreased, using virtual communications with a cloud-based platform.

