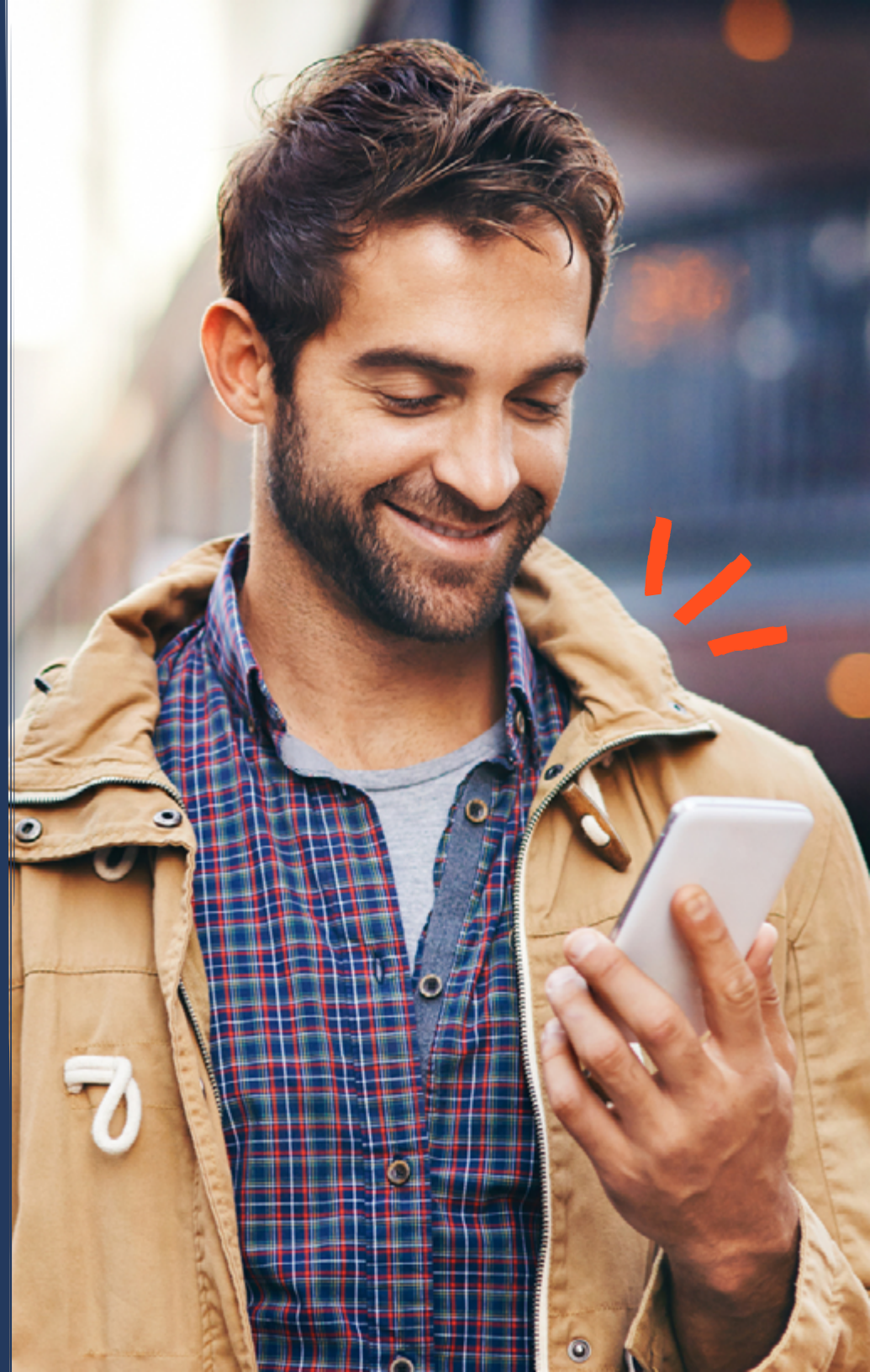


Increase your CX<sup>!!!</sup>  
effectiveness using  
**CONVERSATIONAL AI**

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# 1. THE IMPACT OF CONVERSATIONAL AI

## Artificial intelligence is increasingly critical to the customer experience

Amazon suggests items to buy you didn't realize you needed. Netflix cues up the next episode in seconds. And Tesla pushes over-the-air software updates of new features for your car via Wi-Fi.

Consumers have grown accustomed to these exceptional experiences and – regardless of your industry – they now hold your organization to that standard. They want to be heard, seen and helped. And they expect great service that's infused with empathy.

Many organizations are implementing artificial intelligence (AI) to improve the experiences they deliver to their customers – and their employees – as they strive to meet these higher expectations.

AI leaders are realizing better business results as they actively implement AI, according to our **global research study with Economist Impact**.

- +12% customer satisfaction
- +15% lifetime value
- +12% loyalty

And 78% of study respondents say **AI will be a critical part of their customer experience (CX) operations** in the coming years.

By strategically implementing the right AI solution, your organization can:

- Gain actionable insights
- Better understand customers
- Personalize experiences at scale
- Automate repetitive tasks
- Adapt to changing business demands
- Engage and empower your workforce

## Leading companies are adopting conversational AI

Conversational AI is a form of artificial intelligence that deals with the various dimensions of language. It leverages machine learning and natural language processing (NLP) to automate real-time conversations that feel natural and intuitive – like you're interacting with a human being.

Conversational AI helps machines understand and communicate with people – on human terms. And its use in the contact center is growing exponentially.

The global conversational AI market is expected to grow from \$6.8 billion in 2021 to \$18.4 billion by 2026 at a compound annual growth rate of 21.8%, according to **Markets and Markets research**. Factors in this growth include increasing demand for AI-powered customer support, omnichannel deployment and reduced chatbot development costs.

This ebook explores the subject of conversational AI, including:

- Common use cases
- Real-world applications in the contact center
- Challenges of poor implementation
- How to make conversational AI work for your organization's demands
- Ways to build your optimal tech stack
- Strategic partners who can help you



Increase your CX effectiveness using conversational AI

## Conversational AI in the contact center

Modern contact centers use conversational AI to increase the efficiency and effectiveness of CX. Common use cases include:

### 24/7 information

Deliver the right answer at the right time, every time, with FAQ bots that engage with customers through natural language, providing 24/7 answers to common questions.

### Virtual concierge

Create a convenient front door for delivering complex services to reduce transfers and hold times and improve first-contact resolution.

### Transactional support

Make self-service simple with an automatic assistant for routine tasks, such as password resets, returns and verification.

### Agent assistance

Empower your employees to deliver faster, more accurate service with knowledge that makes their work easier and allows them to focus on what they do best.



## Bad bots and other challenges in conversational AI

Many companies are falling short when it comes to properly using AI technologies. Despite significant advancements in technology and an increase in customer use, satisfaction with chatbots has declined in recent years. In 2017, 35% of consumers said they were highly satisfied with chatbots; **in 2021, just 25% said the same**, according to our “State of the customer experience” report.

Here are some of the challenges involved:

### Customer

- Bots can't accurately understand the meaning of a request
- Bots ask repetitive clarifying questions or provide the wrong answers
- Bots block access to service, which creates frustration



### Business

- High cost of implementation
- Long time to realize value
- Negative impact on CX with low customer adoption and high abandon rates

### Contact center IT

- Difficult to build with steep learning curves
- Difficult to integrate into the overall customer journey
- Hard to predict and measure accuracy and effectiveness

Genesys AI is an integral part of the Genesys cloud contact center solution; it **enables the best customer and employee experiences in real time**, building loyalty and streamlining the way contact centers run. And we have strategic partnership with Nuance, a Microsoft company – providing our customers with an unparalleled level of choice in working with their preferred AI partner.





## Supporting the customer journey across industries

Conversational AI empowers your organization to listen, understand and act with empathy during every conversation – human or machine. Regardless of your industry, integrating conversational AI into the contact center can help your organization deliver a better, more orchestrated customer experience.

For example, a healthcare provider can **create a nuanced, compassionate digital containment solution**, such as a bot, to automate repetitive tasks like prescription refills, appointment reminders, referrals, delivery of lab results and patient identity resolution, as well as more complex tasks.

A government agency can use automation and AI to enable self-service, where possible, to free up employees so they can serve constituents efficiently and effectively. And by routing the toughest questions to specialists who can solve the problem, the agency can prioritize complex interactions.



## 2. REAL-WORLD CX APPLICATIONS

## Conversational analytics

Real-time conversational analytics are embedded tools that quickly analyze voice and text conversations to extract interaction insights across all channels. This helps you make data-driven business decisions.

Speech and text analytics gives you a full picture of customer interactions – no matter what channel they occur in or the volume of interactions received. This can empower your organization to:

- Take control of your customer experience and service
- Truly understand how customers feel about your brand
- Analyze conversations for compliance, understand conversational patterns and analyze the intent of those conversations
- Quickly search, segment, and identify trends and insights that can improve your processes and operations

You can use insights surfaced from conversational AI to improve automated customer journeys and boost the effectiveness of your analytics.

## Conversational analytics capabilities

*Intent surfacing:* Use AI to surface intent from conversations and gain insights into what customers care about and what they want to achieve. This information allows you to identify automation opportunities with voicebots and chatbots.

*Phrase recognition:* Set rules based on words or phrases to understand and identify your most meaningful interactions. Optimize your processes, campaigns and service accordingly.

*Interaction discovery:* Get a 360-degree view of every interaction. Uncover underlying issues, customer sentiment scores, agent performance and more when you play back and listen to conversations.

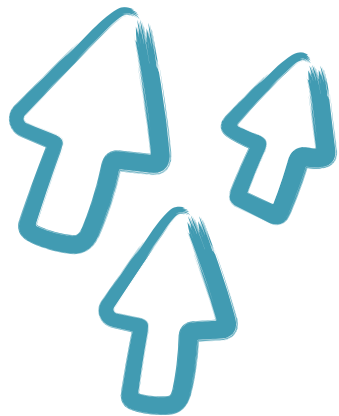
*Conversational intelligence:* Visualize and understand customer topics and sentiment trends by agent, queue and flow. Search and filter data based on chosen parameters to gain insights.

*Sentiment analysis:* Examine interaction language and gain deep customer understanding. Proactively detect when escalations are needed. Get valuable data on your product, agents and improvement areas.

## Smart automation

Automation tools make agents' jobs easier, boosting revenue and growing customer loyalty. You can use AI to automate repetitive tasks, quickly adapt to increasing demands and improve experiences for everyone. With smart automation in an AI-enabled contact center platform, you can leverage all your data, mine for actionable insights and act on those insights in real time.

- Alleviate mundane tasks by automating self-service for customers and employees.
- Proactively determine who, when and how to engage.
- Adapt to changing business requirements and customer needs faster.



## Smart automation capabilities

### **Predictive engagement:**

Engage the right customers at the right time with the best offers or advice. Identify behavior patterns such as shopping cart abandonment and churn risk. And prompt the most appropriate offer to retain the customer or convert the cart to a sale.

**Knowledge management:** Give your customers and agents the power to find the answers they need quickly with automation. AI models automatically identify what information is needed and how to deliver it — distributing the right knowledge at the right moment. Provide your knowledge administrators

with user-friendly tools to make self-service and agent assistance easy.

**Voicebots:** Make your contact center more accessible with AI-powered virtual assistants that can converse with your customers 24/7 using natural language. Automate shopping tasks and help your customers with routine questions or issues. When a human touch is needed, voicebots pass customers — and relevant information — to agents, for seamless experiences. And with **predictive routing**, you can even match your customers with the agent who's best suited to help them.

**Chatbots:** Empower your customers to easily find answers on their own — with friendly support from chatbots that understand the context of their journeys. Save money and help make your agents more efficient with bots that answer common questions quickly and accurately. Deliver more personalized experiences by connecting chatbots with back-end or third-party systems. Chatbots can be built, customized and deployed across all voice and digital channels. They continuously learn over time with advanced machine learning.

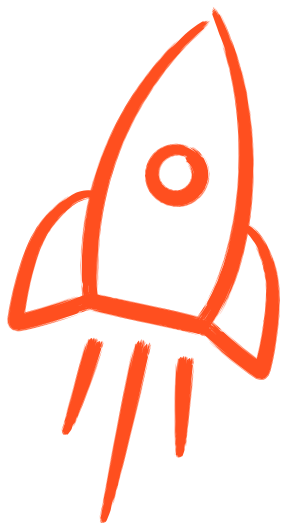


## Journey orchestration

Delivering the best customer and employee experiences in real time requires end-to-end orchestration that extends across time, channels and touchpoints.

Journey orchestration goes beyond traditional personalization techniques – leveraging customer journey data from every channel, source or system. Each interaction reflects a customer’s entire experience with your organization. And every moment of engagement is highly personalized because it’s based on the customer’s objectives and preferences.

**Learn how to get started with journey orchestration in five steps.**



With journey orchestration, you can:

### **Understand and personalize the customer experience**

By using AI for customer understanding, you can create proactive personal journeys that are seamless – increase customer loyalty and your Net Promoter Score.

With integrated natural language understanding (NLU), you can use AI to understand customers in their own words and language. Conversational analytics can spot and tag topics and then analyze customer intent and sentiment.

### **Unleash your employees’ superpowers**

As AI frees them from manual tasks – and increases their motivation – employees are more empowered to create better customer experiences.

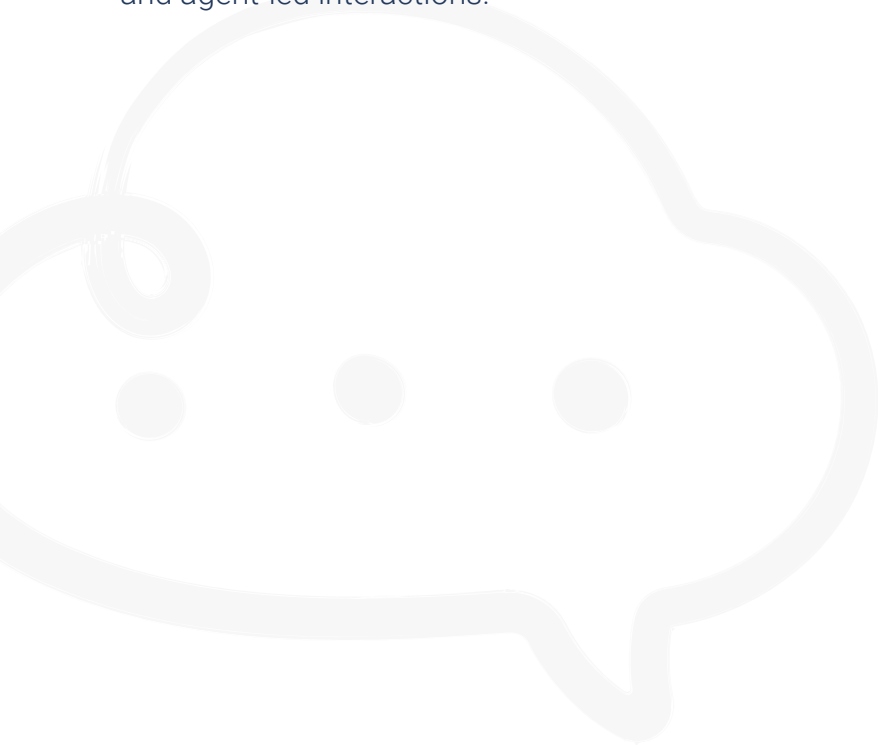
With a modern AI-powered agent experience that includes real-time assistance and gamification, employees can get automatic, real-time knowledge with all the necessary context.

Increase your CX effectiveness using conversational AI

## Optimize end-to-end journeys to deliver the best customer experience

An integrated ecosystem enables you to connect journeys across predictive engagement, voicebots and chatbots, predictive routing, and agent assist so you can deliver the best personalized customer experiences.

A dynamic knowledge base serves as the connective tissue that provides a single source of truth for all the answers delivered to agents and customers — supporting self-service and agent-led interactions.



# 3. CONVERSATIONAL AI AND YOU

## Don't create dead-end bots

Don't just buy a bot; be strategic about how you use them.

**Consider how bots fit into your customer journeys** and how they support an end-to-end orchestrated experience. Then integrate your bots – and seamless agent handoffs – into that journey.

- Thoughtfully design your bots as part of your larger CX strategy.
- Choose a flexible framework that's right for your business case.
- Ensure your bots can serve the purpose they were built for; that they understand and match customer intent; and that they provide the right information and interactions that your customers expect.

**Learn how to put bots at the center of your customer experience strategy – and see how much time you save with our practical guide to mastering bots.**

## Make sure it's easy to use and deploy

Ease of use is a critical element for a successful conversational AI implementation. When customers self-serve, they expect any bots or conversational AI tools to enhance or expedite the experience. Ease of use is also a consideration for bot builders; it means an accelerated time to market, which can be crucial to CX.

Business users should have easy access to data and analytics, so they can show the success of using conversational AI tools. They should also be able to quickly identify any issues and determine how to fix them.







## All-in-one, not all at once

Make your customers feel more connected to your brand and keep employees more engaged as you create and constantly refine unique, timely experiences.

A **composable CX platform** enables you to meet your customers where they are with minimal technical lift. You can add, remove, change or exchange native product capabilities, including conversational AI and bots, in real time to adapt to shifting market conditions.

Evolve capabilities at the pace of your business because everything is built in — and ready to be turned on when you need it.

# 4. BUILD YOUR OPTIMAL CX TECH STACK

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## Compose a brighter future with a modern cloud platform

Leading organizations will navigate increasing change and uncertainty — and drive better outcomes — with composable CX. We define “**composable CX**” as customer and employee experiences architected for swift, sustainable differentiation in a way that delivers maximum resiliency and agility.

This is done through the assembly, combination and orchestration of individual “Lego® bricks” of capabilities from the core product offerings, robust marketplaces, your greater CX ecosystem, and differentiating solutions that use open APIs and developer tools. And it’s all powered by a modern cloud platform that’s operating and evolving at hyperscale.

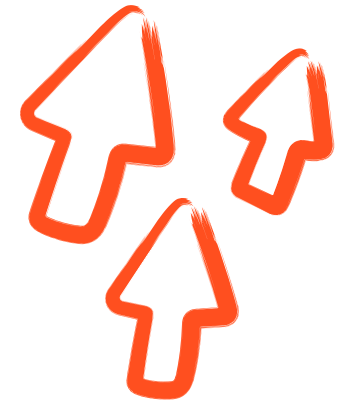
### Features of a composable platform

- Built for unprecedented speed with an API-first approach backed by a continuous integration/continuous deployment (CI/CD) pipeline.
- Delivers maximum resiliency, scale and innovation by leveraging the power of microservices and treating infrastructure as code.
- Easily integrates and exchanges data with other systems.
- Meets and exceeds modern security standards.

## Visualize, analyze and optimize – at scale

Composable CX platforms with customer journey analytics capabilities empower organizations to **visualize, analyze and optimize customer journeys at scale**. They collect data from every touchpoint across your ecosystem, including your website, CRM system, eCommerce software and more.

Here are some core capabilities to look for in a composable platform.



**Resolute security:** Attain full regulatory compliance with resolute 24/7 security that has achieved key third-party certifications. It also includes continuous monitoring, adaptive security appliances and data separation protocols, such as role-based access permissions.

**Predictive routing:** With the right AI solution, you can efficiently analyze hundreds of data points – clues you have about the customer, such

as who they are and what they want to achieve – to anticipate and automatically route the customer to the best agent. Predictive routing also empowers administrators to optimize for chosen KPIs by removing manual rule maintenance.

**Predictive engagement:** Personalize and automate engagement with AI-driven insights that boost agent efficiency. Lower your contact center costs, never miss an

online conversion opportunity and reduce customer effort with proactive empathetic experiences.

**Digital customer engagement:** Empower customers to engage in seamless conversations across chat, email, text and social media channels with an all-in-one suite of digital capabilities.

**Knowledge management:** Give customers the right answers, every time, with dynamic

knowledge capabilities that feature NLP across multiple channels and languages. Build knowledge once and deliver it on every channel – directly to your customers or via bots and agents through a centrally managed knowledge portal.

# 5. STRATEGIC CONTACT CENTER AI PARTNER

Increase your CX effectiveness using conversational AI



Strategic partners like Nuance, a Microsoft company, provide customers with choices in how they want to realize the promise of conversational AI. Take advantage of built-in, turnkey Genesys AI or integrate AI components from our AI ecosystem.

Let's explore solutions from Nuance in the following page.



## Increase your CX effectiveness using conversational AI

Nuance offers the AI solutions that drive better decision-making to improve customer and employee experiences across the entire journey, creating more meaningful connections that produce tangible results.

Organizations can easily deliver outstanding personalized engagements with customers and improve agent efficiency through deep integrations with Genesys – ensuring a more memorable customer experience – on any channel – powered by Nuance AI.

### How your organization benefits

- Provide AI-powered experiences for intelligent self-service
- Reduce development time by building bots once and securely deploying across all channels
- Improve CSAT by quickly understanding customer intent and routing calls intelligently from the onset
- Decrease handle time and increase agent productivity with real-time AI agent assistance
- Reduce operational costs and increase ROI with more effective automation and faster authentication
- Improve CX and EX through seamless biometric authentication that works in seconds
- Strengthen security and mitigate fraud losses through AI-driven fraud detection

Quickly and easily create and maintain enterprise-grade voice and digital customer service experiences with virtual assistants for all channels; biometrics-based authentication; and Nuance Mix, a DIY conversational AI platform.

- Create customized user experiences with Nuance Mix to power chatbots and voicebots, which brings conversational features to everyday communications.
- Tailor experiences by industry, using Nuance's vertical-specific data, models, speech recognition, and expertise – derived from years of specialized experience.
- Automate a wide range of intents with a high degree of accuracy, from alphanumeric recognition to full natural language speech.
- Maintain the security and privacy of highly sensitive and proprietary customer data in your AI-driven contact center solution.
- Reduce friction and fight fraud by verifying customers' identities using voice biometric authentication during their natural interactions.

Create a CX strategy that delivers continuous innovation for your brand with **Genesys and Nuance**.

## 6. CONCLUSION



## Engage customers and employees with empathy – every time

When you incorporate AI into your customer experience with strategic intent, it can help you consistently gain insights to better understand customers and personalize experiences at scale. Not only that, AI and automation can bear the burden of repetitive tasks and adapt to increasing business demands. And AI can empower and upscale employees to be important change agents who engage customers with empathy.



Discover how you can deliver better automated and human-assisted conversational experiences.

- *Seamless integration*: Connect your self-assisted and agent-assisted engagements with seamless handoffs between bots and humans.
- *Omnichannel*: Scale your conversational AI to every engagement on any channel – automated or human-led.
- *Ease of use*: Accelerate time to value with easy to use, business-user accessible tools for implementation and analysis.
- *Engaging experience*: Offer experiences that are personal and empathetic by activating the full power of Genesys AI.

See Genesys AI in action 

## ABOUT GENESYS

Every year, Genesys® orchestrates more than 70 billion remarkable customer experiences for organizations in more than 100 countries. Through the power of our cloud, digital and AI technologies, organizations can realize Experience as a Service®, our vision for empathetic customer experiences at scale. With Genesys, organizations have the power to deliver proactive, predictive, and hyper-personalized experiences to deepen their customer connection across every marketing, sales and service moment on any channel, while also improving employee productivity and engagement. By transforming back-office technology into a modern revenue velocity engine, Genesys enables true intimacy at scale to foster customer trust and loyalty.

Visit us at [genesys.com](https://genesys.com) or call us at +1.888.436.3797.

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