[24]7.ai

[24]7.ai Managed Customer Engagement

Combining [24]7.ai Engagement Cloud™ and [24]7 Agent Services™ to provide a complete, fully managed solution

Customer behaviors are changing rapidly

Customers are rapidly embracing new technologies. Companies must adapt quickly to meet rising consumer expectations and preferences. If they don't, their customers will move on. According to the CX Reality Check report, nearly 1 in 3 businesses have lost customers in the past six months because the support they deliver isn't cutting it.

Meanwhile, 68 percent of customers say COVID-19 has already changed the way they interact with their brands—more digital chat, more business messaging, more support contact.
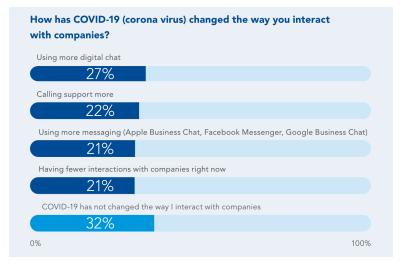
"The COVID-19 crisis has speeded up the adoption of digital technologies by several years - and that many of these changes could be here for the long haul."

- McKinsey Global Survey of Executives, 2020

How has COVID-19 (corona virus) changed the way you interact with companies?

Using more digital chat
27%

Calling support more
22%

Using more messaging (Apple Business Chat, Facebook Messenger, Google Business Chat)
21%

Having fewer interactions with companies right now
21%

COVID-19 has not changed the way I interact with companies
32%

0%   100%

Figure 1: CX Realty Check Report, 2020: Impact of COVID-19 on customer interactions

Becoming a Customer-Centric Digital Business is Critical but Isn't Easy

To meet evolving customer expectations, businesses need to shift to a digital CX strategy. But as they push to adopt digital technologies in the customer organization, they find that digital transformation isn't easy or simple.

Organizational resistance to change

Gartner and McKinsey reports identify change-resistant culture as the central barrier to digital transformation. People have a deep-seated need for stability; digital transformation creates uncertainty among employees.

Falling behind on digital trends

Keeping up with rapid CX innovation is getting harder all the time. Companies need to grasp new technology trends, such as the widening use of AI and business messaging, and quickly integrate them into their engagement strategy.
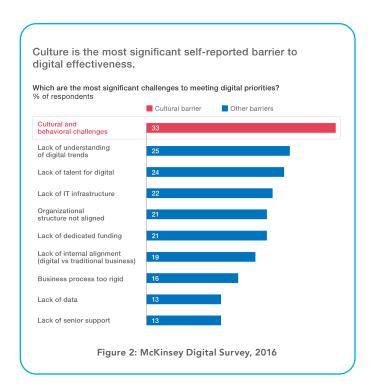
Lack of internal digital expertise

Companies often fall behind on digital trends because they don't have the requisite in-house talent. Even if these companies recognize the trends, they struggle to bring together multiple agent services and CX technology vendors.

Budget constraints

Digital transformation requires upfront and ongoing investment. Many companies just don't have the budget to invest upfront in needed technologies.

Multiple CX Vendors

Most companies have various vendors providing different capabilities and services for the CX operations. This approach creates challenges as each vendor has competing priorities, requiring significant effort to bringing them together to deliver a holistic CX transformation.

Culture is the most significant self-reported barrier to digital effectiveness.

Which are the most significant challenges to meeting digital priorities?
% of respondents

■ Cultural barrier ■ Other barriers

Cultural and behavioral challenges	33
Lack of understanding of digital trends	25
Lack of talent for digital	24
Lack of IT infrastructure	22
Organizational structure not aligned	21
Lack of dedicated funding	21
Lack of internal alignment (digital vs traditional business)	19
Business process too rigid	16
Lack of data	13
Lack of senior support	13

Figure 2: McKinsey Digital Survey, 2016

Looking to transform your business into a customer-centric digital organization without hitting roadblocks, [24]7.ai Managed Customer Engagement is a unique, perfect solution.

We Manage Your Customer Experience Organization. So You Can Focus on Running Your Business.

[24]7.ai Managed Customer Engagement is a complete, all-in-one customer engagement solution integrating [24]7.ai Engagement Cloud™, the industry-leading voice-and-digital conversational AI platform, and our award-winning [24]7 Agent Services™ team.

The four components of Managed Customer Engagement include:

Agent Services: Drawing from 20+ years of contact center expertise, providing work-from-anywhere voice and digital agents.

Engagement Cloud: AI platform that uniquely integrates AI and human agents to automate conversations and dramatically improve customer experience.

Continuous Optimization Services: An agile digital transformation path by continuously improving and evolving customer engagement and outcomes.

Technology Refresh: Use the latest and best-in-class technologies for customer engagement without making any upfront investments.

Figure 3: [24]7.ai Managed Customer Engagement Solution

As a strategic managed services partner, [24]7.ai takes on, transforms, maintains, and optimizes your customer engagement operations end to end, improving CX quality and efficiency—immediately and long-term.
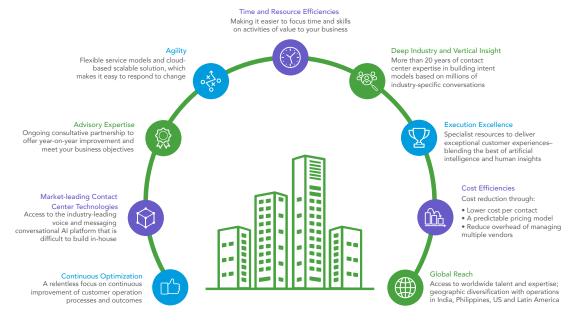

Time and Resource Efficiencies
Making it easier to focus time and skills on activities of value to your business

Agility
Flexible service models and cloud-based scalable solution, which makes it easy to respond to change

Deep Industry and Vertical Insight
More than 20 years of contact center expertise in building intent models based on millions of industry-specific conversations

Advisory Expertise
Ongoing consultative partnership to offer year-on-year improvement and meet your business objectives

Execution Excellence
Specialist resources to deliver exceptional customer experiences–blending the best of artificial intelligence and human insights

Market-leading Contact Center Technologies
Access to the industry-leading voice and messaging conversational AI platform that is difficult to build in-house

Cost Efficiencies
Cost reduction through:
• Lower cost per contact
• A predictable pricing model
• Reduce overhead of managing multiple vendors

Continuous Optimization
A relentless focus on continuous improvement of customer operation processes and outcomes

Global Reach
Access to worldwide talent and expertise; geographic diversification with operations in India, Philippines, US and Latin America

Figure 4: Overcoming the barriers to digital transformation with Managed Customer Engagement. Based on 'benefits of managed services from Deloitte'.

[24]7.ai Managed Customer Engagement brings together People + Process + Technology.

You drive strategy. We manage the execution.

Unlike other providers who bring together third-party technology or business process outsourcing players—essentially acting as systems integrators—we are your full-service customer engagement partner. We manage your entire customer experience using our own technology and agent services and executing on your strategy.

Why worry about coordinating multiple vendors, automation rates, agent AHT, or unpredictable costs? Managed Customer Engagement ensures the best possible customer journeys, timely intervention, and speedy resolution. Your customers' experience is seamless whether they are interacting with a bot or a human or both.

Meanwhile, you focus on running your business.

Our Value

- Aligned with your business objectives

- Simplified operations via a true partnership

- Pricing models to reduce overall cost of operations

- Agile delivery across all [24]7.ai products and services teams for fast time to market

---

Stay Ahead of the Curve and Gain a Competitive CX Advantage

1. Digital transformation that uniquely integrates AI and human agents

A key [24]7.ai Managed Customer Engagement objective is to lead the digitization of your customer channels. We achieve this via AI-powered business messaging and voice automation, and by seamlessly teaming these technologies with expert human agents.

We use industry-leading conversational AI to automate sales and service interactions, so your brand becomes more responsive, and bring messaging-savvy live agents into conversations that require a human touch.

Digital Transformation Customer Success Story: A Large US Retailer

We complemented this retailer's existing voice/email/SMS ecosystem with a multi customer entry points offering—messaging (Apple Business Chat and Google Business Messaging) and web (messaging and chat button)—and added call deflection with IVR-to-messaging feature. Results within 60 days of deployment:

32% Digital Adoption

- Converted 100% voice traffic to 68% voice and 32% digital traffic

34% Bot Containment

- Increased bot containment rate from 23% to 34%

Digital Transformation Customer Success Story: A Large US Satellite Company

We migrated this satellite company to [24]7.ai Engagement Cloud. Results delivered include:

- 28% cost savings after moving to messaging from chat
- 42% increase in containment rate since launch
- 26% more contact handled via messaging channel over sync

Ongoing Optimization Customer Success Story: A Large US Satellite Company

Results included:

- 2.5x Increase in resolution rate since launch
- Exceeded agent utilization goal by 113%

2. Ongoing optimization

After we deploy [24]7.ai Managed Customer Engagement, we continually optimize both service automation and agent services, focusing on end-to-end customer journeys and adding more automation or AI/ HI blending where needed to ensure you get the best outcome.

We monitor your systems and, based on customer intents, see that your customers are efficiently routed to the most effective channel for a speedy resolution. Calls to agents are reduced, and web containment is increased through automated IVR as well as through deflection to digital bots and asynchronous messaging. Conversational bots and digital chat agents ensure appropriate customer intents get addressed in real time.

3. Higher ROI and lower cost of ownership

We price Managed Customer Engagement on a per-contact or per-subscriber/customer basis to align with your business' cost per customer acquisition or retention. The more we understand your customer volume and contact patterns, the better we tune the pricing.

Our pricing models and ongoing digital transformation enable you to predict, manage, and better plan your customer engagement budgets. This is a true customer-based model and not just process outsourcing.

We even consider purchasing your legacy IVR and engagement platforms to accelerate your digital transformation goals. We're completely aligned to your business objectives of lowering per-subscriber/customer costs.

Cost Advantage

- Lower cost per contact or subscriber/customer
- Reduce your overhead of managing multiple vendors
- Improve containment rate, lower AHT, boost NPS, raise resolution rates, and make agents more efficient
- Reduce costs through ongoing optimization, deflection, and automation, and faster time to market

Outcomes at a Glance

Deflection and Containment

Deflect calls from IVR and voice to digital and messaging channels, reducing IVR and voice contacts. Increase bot containment with AI-enabled technology and vertical expertise, reducing agent headcount.

Increase Resolution

Ongoing optimization identifies journeys to automate and increase resolution. Improved resolution rate through bot and human blending. Intent-based routing, contextual transfers to agents, and automated smart responses mean better CX.

Efficiency Gains

Combining AI-enabled console, automated bots, and human agents increases agent satisfaction and productivity. Bots assist agents with smart responses. Agents train bots to improve automation.

CX Improvement

Improve CSAT and NPS by resolving customer issues quickly and accurately. Our agents and technology understand customer intentions across service, support, and purchase journeys.

We can help you transform your CX operations while offering savings and making total spend predictable. Contact us today to get the specific cost savings you can achieve with [24]7.ai Managed Customer Engagement.

Contact us

www.247.ai

info@247.ai

United States +1-855-692-9247

Canada +1-866-273-1195

United Kingdom +44 0 207 836 9203

Australia +61 2 90025780

About [24]7.ai

[24]7.ai is redefining how artificial intelligence, human insight, and deep vertical expertise can produce personalized, satisfying customer experiences across all channels. Our advanced conversational AI platform predicts consumer intent and creates frictionless interactions that help the world's largest and most recognizable brands to strengthen customer relationships and increase brand loyalty. With more than two decades of contact center operations expertise, [24]7.ai empowers companies to deliver natural, consistent conversations that increase customer satisfaction while lowering costs.

For more information visit: www.247.ai