

Meet the Accenture Digital Assistant:

Driving Superior Customer Interactions at Scale

High performance. Delivered.

Digital is fundamentally changing how customers choose to interact with brands and driving companies in all industries to invest in customer-centered interactions across web, mobile and social media channels. While the concept is no longer new, experience has shown that most virtual or digital customer interaction solutions compromise between superior customer experience and cost effectiveness—rarely delivering on the benefits and value promised.

The Accenture Digital Assistant is a game-changing digital customer interaction solution that drives superior customer service at a radically lower operational cost through immediate and relevant customer recommendations supported by opportunistic human intervention. It combines artificial intelligence, live agents and social media to manage and optimize customer interaction across channels in a manner driven by automation. From an operational perspective, live agents supervise and collaborate with robots - which handle the majority of routine interactions - only intervening opportunistically or as needed. Continuously learning through human interactions, over time the artificial intelligence capabilities expand to handle an increasing number of interactions, allowing agents to focus their time and talents on high value customers and more complex or critical issues.

The Digital Assistant delivers powerful and novel business benefits including:



Driving significantly decreased operational costs through automated interactions and continuous learning from human interactions



Improved customer satisfaction by providing immediate automated customer service but keeping human intelligence in the loop as needed



Differentiated customer experience across web, mobile and social media channels



Driving increased sales and decreased shopping cart abandonment through personalized recommendations



Providing opportunities for deeper customer insight that can improve products and services based on actual and natural conversations

Results

In its pilot program one telecommunication company was able to achieve:



Successful resolution of 82% of customer interactions through automation and artificial intelligence alone, increasing to 88% of customer interactions when combined with live intervention



3% conversion on new sales and 7% up-sell and cross-sell, despite deploying the Digital Assistant in only the customer service channel

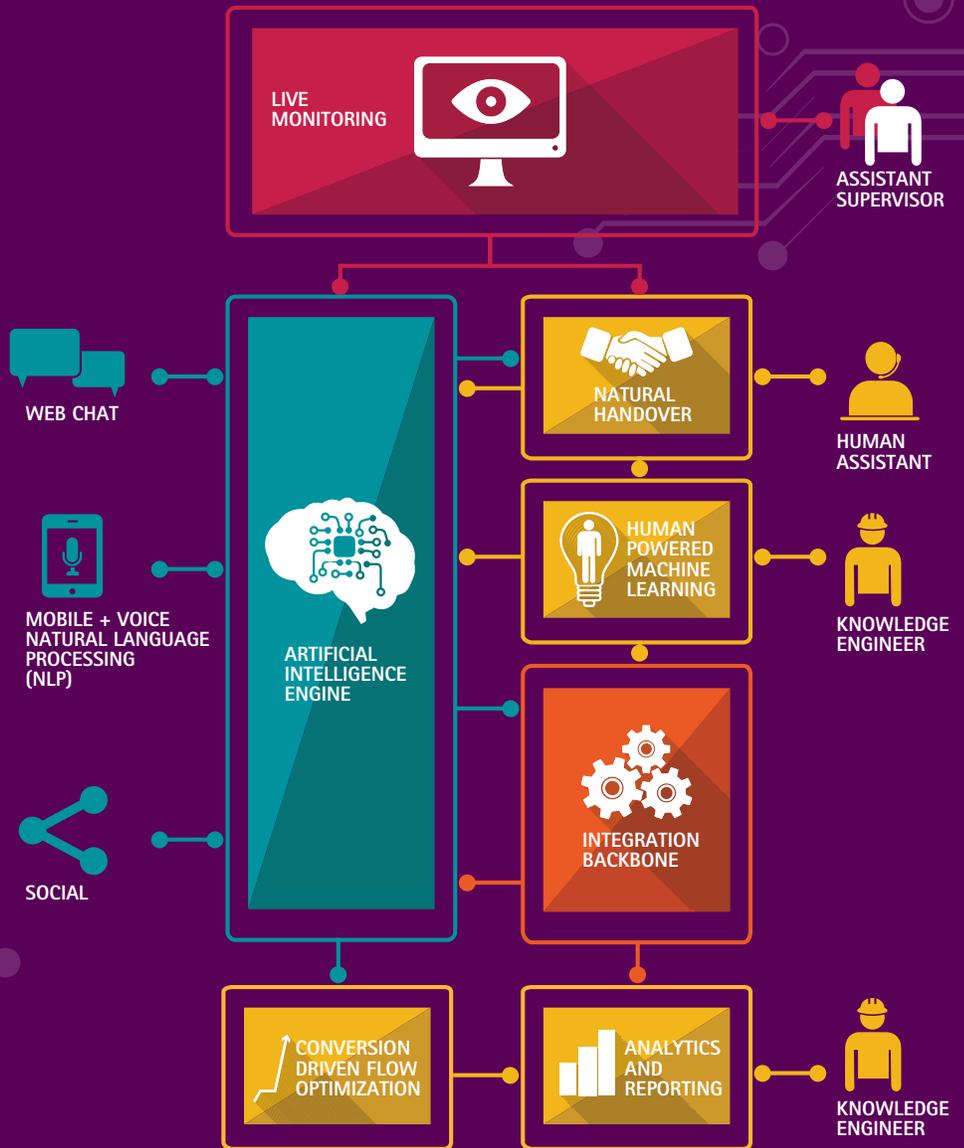


In addition, the company increased employee engagement and satisfaction through a new focus on high-value, non-repetitive customer interactions as well as the opportunity to not only supervise but teach the Digital Assistant

Accenture Digital Assistant: Solution Overview

The Digital Assistant is unique in its integration of artificial intelligence and human interaction and its ability to leverage social and other channels for continuous learning. The solution leverages leading edge artificial intelligence and integrates with existing systems such as CRM, product catalogs, as well as other various knowledge bases.

Accenture Interactive brings deep artificial intelligence skills, profound digital knowledge and skills, and an agile and innovative work ethic to its Digital Assistant managed service. Digital Assistant can be an adjunct to a company's customer care process or included within a broader customer care business process outsourcing relationship.



About Accenture Interactive

Accenture Interactive helps the world's leading brands delight their customers and drive superior marketing performance across the full multichannel customer experience. As part of Accenture Digital, Accenture Interactive works with over 23,000 Accenture professionals dedicated to serving marketing and digital clients to offer integrated, industrialized and industry-driven digital transformation and marketing services. Follow @AccentureSocial or visit accenture.com/interactive.

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 281,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$28.6 billion for the fiscal year ended Aug. 31, 2013. Its home page is www.accenture.com.

To learn more about how the Accenture Digital Assistant can drive superior customer interactions at scale for your organization, please contact:

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