DIGITAL ASSISTANT
DRIVING SUPERIOR CUSTOMER INTERACTIONS AT SCALE
MEET THE ACCENTURE DIGITAL ASSISTANT

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, social media, messaging, interactive robot and smart object 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 patented 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. Powered by automation, it combines artificial intelligence, live agents and social media to manage and optimize customer interactions across channels. 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.

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 its customer service channel

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
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. The Digital Assistant can be an addition to a company’s customer care process or included within a broader customer care business process outsourcing relationship.
CONTACT

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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ABOUT ACCENTURE

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world’s largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 442,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.

ABOUT ACCENTURE INTERACTIVE

Accenture Interactive helps the world’s leading brands transform their customer experiences across the entire customer journey. Through our connected offerings in design, marketing, content and commerce, we create new ways to win in today’s experience-led economy. Accenture Interactive is ranked the world’s largest digital agency in the latest Ad Age Agency Report. To learn more, follow us @AccentureACTIVE and visit www.accentureinteractive.com.