



EXPECTED IMPACTS OF IMPROVED CUSTOMER CARE

VIDEO TRANSCRIPT

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Let's talk about the expected impacts of improved customer care.

In today's world about 85% of interactions are done through a call center, with 15% or less through either human chat or a virtual agent. That's going to shift, that pyramid is going to get inverted. What we see is 50% or more being serviced through human chat, through virtual agents, through AI. With less than 50% being serviced through a call center and we want to make sure that we think about the impact of that. Is not just that we are transitioning calls from one channel to the other, it's that we are actually

need to create an organization that is operating at it's maximum when it comes to that change. So, that change is our operating model, that change is how we skill our resources, that change is the type of engagement, the type of training that we need to provide to our workers in order to better provide service across each one of those channels. And, that's where we see the expected impacts for customer care when we look ahead.

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