



REVOLUTIONIZING CUSTOMER EXPERIENCES WITH AI AUTOMATION COST TO SERVE

VIDEO TRANSCRIPT

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First impressions count. So, what happens when you call an organization and you get a 10 minute wait? That's not a good first impression. That's bad customer care, and ultimately, when you finally talk to that individual who's calling, that has waited ten, maybe even more, they're not going to be happy, and they are going to have a bad experience with you starting off the bat. When we see customer care in trends, we see an importance of making sure that that experience is fantastic from the first second of that relationship.

Now, what does that mean? That means leveraging digital solutions, that means leveraging virtual agents, digital assistants, chatbots, and that means looking at opportunities to take advantage of those as part of the full customer experience. And the trend is shifting to more and more usage of those capabilities.

In reality, most people prefer to talk to a bot than a human. Our data shows that over 50% of people interacting with organizations would prefer to talk to a virtual agent to get the same result that they would if they talk to a person. And, why is that the case? Because, virtual agents are available 24/7, they always give you the consistent answer and they are more reliable, the outcomes are more predictable. It's important for you to think about how you can leverage digital solutions and how you can take and harness those trends to improve the relationship that you have with your customers. Because, what we are seeing is that, the customer relationship is being transformed by AI and what we see in the future is that more and more conversations are going to leverage that capability, so that, when you have a question and you call an organization, you will ultimately get the ability to get the answer as a first contact resolution. And that first contact resolution, doesn't need to get resolved by a human, it can certainly be resolved by a virtual agent, to get the same or an even in some cases, a better outcome.

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