

THE FUTURE OF CUSTOMER SERVICE IS DIGITAL

 accenture

DIGITALIZING CUSTOMER INTERACTION CAN IMPROVE THE PROCESS EFFICIENCY AND MEET INCREASED CUSTOMER EXPECTATIONS

MAIN CHALLENGES



HIGH-VOLUME AND VOLATILE DEMAND FOR SERVICE

- **High-volume** but also **volatile** demand for customer interactions, which are mostly routine processes
- Human-human or non-automated communication is **time consuming** for both parties and **costly** for the business



INEFFICIENT AND INEFFECTIVE PROCESSES

- Loss of time due to identification of received information and **allocation of request** to the correct company internal stakeholder
- **Overqualified personnel** handling simple and generic requests
- **Response time** to client **prolonged** due to information asymmetrie



INCREASING CUSTOMER EXPECTATIONS

- Today's digital customers expect a **unique experience**:
 - Personalized services, products and interactions
 - Seamless multi-channel experience
 - 24/7 availability
 - Secure handling of sensitive data
 - Digital but also human-like touch-points
 - ...

TRENDS

58%

See an online channel as a preferred way to purchase

42%

Are comfortable with computer-generated insurance advice

24%

Use mobile, instant messages or social media for claims

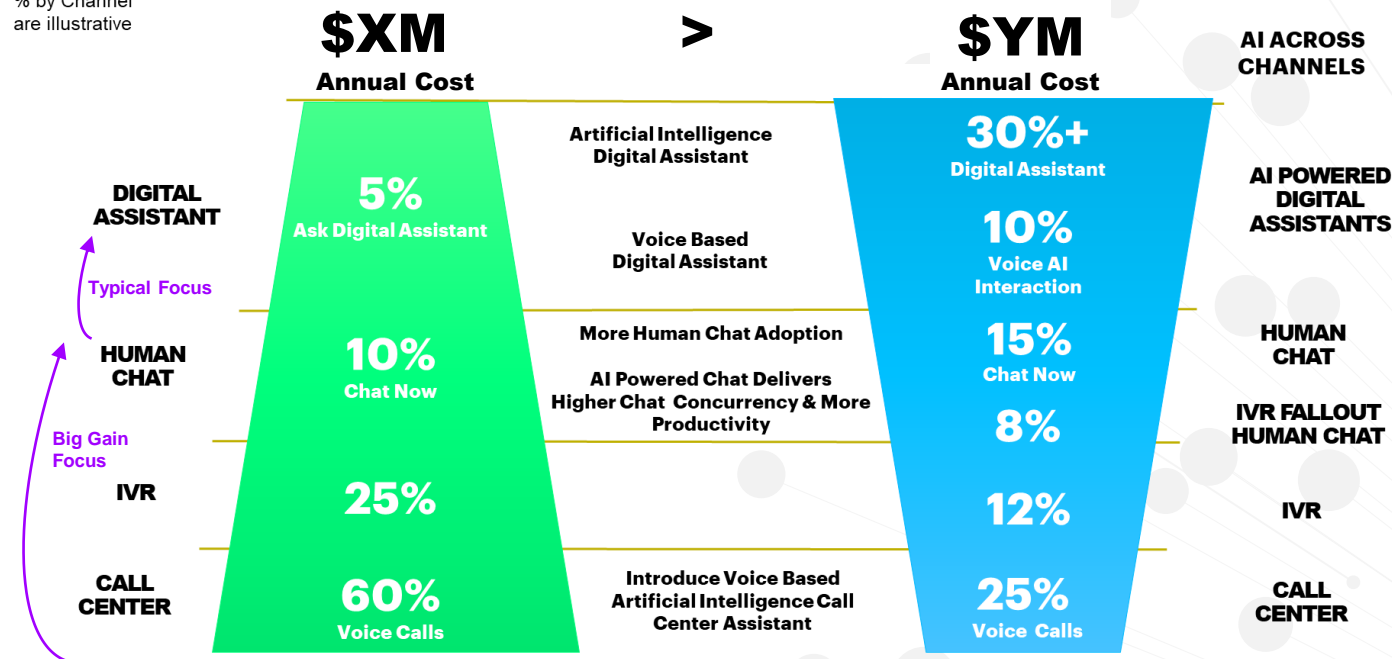
MEET INCREASED CUSTOMER EXPECTATIONS AT LOWER COSTS WITH A MULTI YEAR VISION TO SHIFT CUSTOMER CONTACTS TO DIGITAL ASSISTANTS

OPPORTUNITY TO SHIFT THE MIX OF CUSTOMER INTERACTIONS

TODAY

- Interactions with customers are mainly driven by voice calls via call centers
- Availability of call center staff does not match with customer expectations
- Ensuring 24/7 availability and short waiting loops is very costly
- Today's focus is typically set on small gains relating to topics such as process efficiency and cost reduction

% by Channel are illustrative



FUTURE

- AI-Powered interactions delivers on a future vision of customer service with opportunity for cost savings
- Strategically deflect topics from human agents to machine chatbots
- Predict why a customer is calling and approach him proactively
- Introduce the Knowledge Engineer job role: Take over where the AI ends and curate the knowledge corpus over time

Intelligent Customer Engagement (ICE) tackles the opportunity to shift the mix of customer contacts to a big gain focus by offering an AI-powered solution

DIGITAL CUSTOMER SERVICE REDUCES COST, IMPROVES CUSTOMER SATISFACTION AND GROWS REVENUES

BENEFITS

1 | LOWER COST CHANNELS REDUCE OPERATIONAL COSTS

- **Shift interaction to lower-cost channels:** Proactively drive customers from using the phone as a way to support and drive them to lower cost self-service channels like Chat, Web and mobile.
- **Reduce number of manual interactions**
- **Reduce handling time**

2 | ENHANCED EXPERIENCE IMPROVE CUSTOMER SATISFACTION

- **Win NPS** promoters on moments of truth
- **Increase customer engagement**
- Improve **brand value** and **brand trust**

To make sure the **redirection** of the customer to lower cost digital & self-service channels is successful we need to make sure the customer has the **best experience** with these channels. We need to enhance the web, mobile and chat applications.

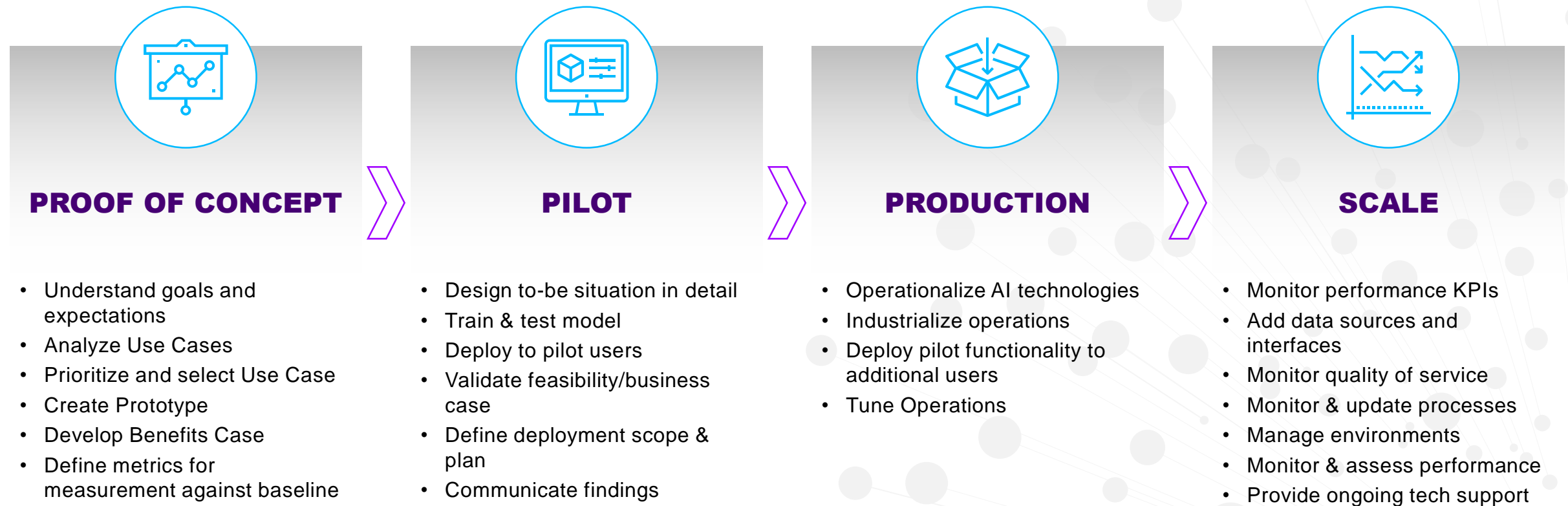
3 | AUTOMATE GROW REVENUES

- **Turning services into sales,** making most of touchpoints
- **Increase average revenue** per customer
- **Reduce churn** through happier customers

To **manage cost** and meet the business case of the a customer care transformation we need automate many of the channels and improve the ability for live agents to response to requests.

AN AGILE APPROACH ALLOWS QUICK REALIZATION OF BENEFITS, INTEGRATION INTO COMPANY STRUCTURES AND SCALEABILITY

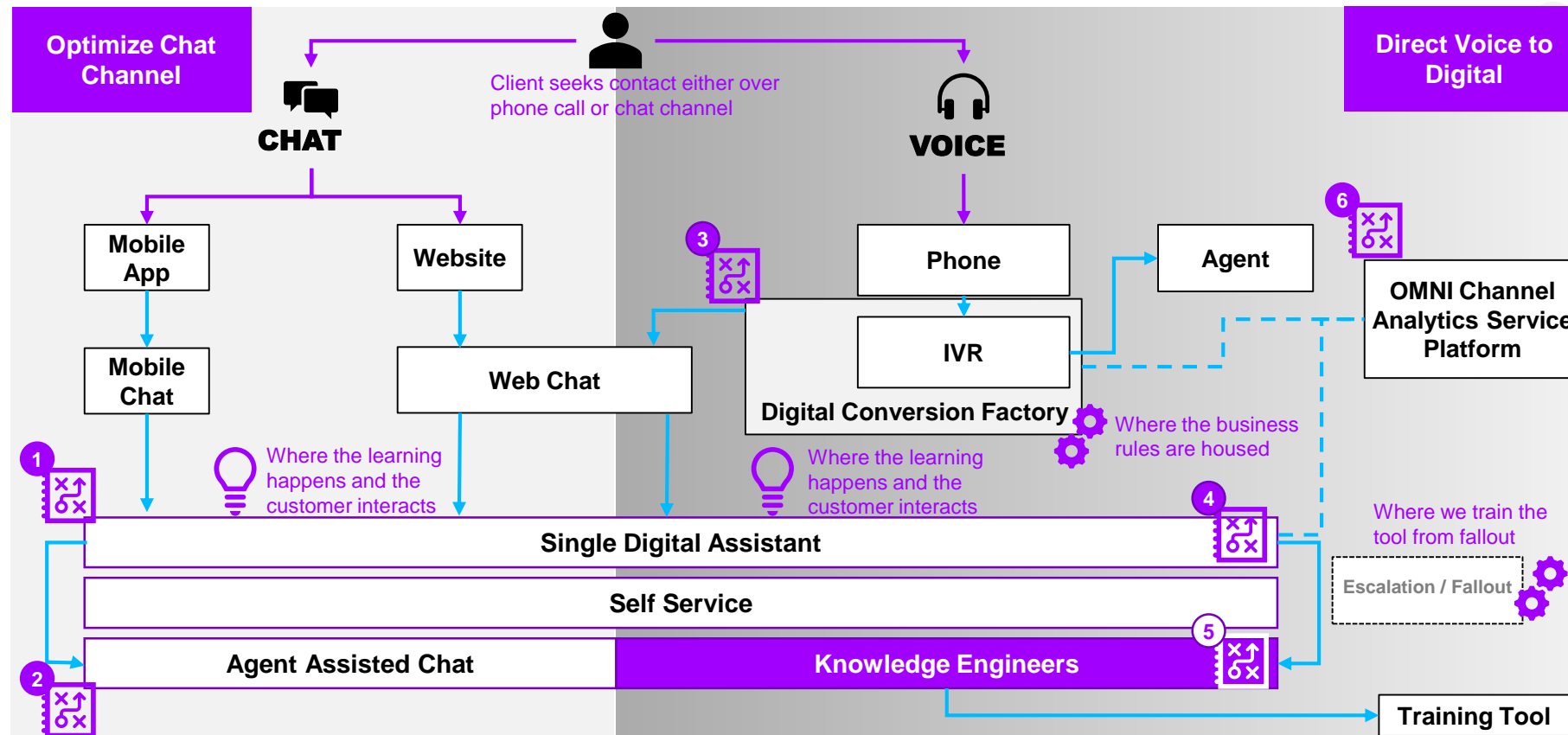
TYPICAL DEPLOYMENT JOURNEY



THE FUTURE OF CUSTOMER SERVICE IS DIGITAL, REPLACING TRADITIONAL CHANNELS WITH INTELLIGENT CONVERSATIONS

| ILLUSTRATIVE |

EXAMPLE OF AN AI-POWERED FRAMEWORK



WHERE TO START WHEN SHIFTING YOUR MIX OF CUSTOMER INTERACTIONS TO DIGITAL

- Digital Assistant**
Automate existing Human Chat
- Human Agent Assistend Chat**
Efficiency Chat Concurrency from 1:2 to 1:3

% of voice calls is reduced

- Self Sevice Complete**
Direct Calls into Digital Self Service
- Digital Assistant**
Direct Calls into Digital Assistant
- Agent Assisted Chat**
Direct Calls into Digital with Human Assisted Knowledge Engineers

transformation of customer experience

- Omni Channel Experience**
Provide contextual, predictive information to other channels to improve customer experience

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